

CASE STUDY
ON
“COVID-19 IN DHARAVI SLUM”

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SUBMITTED TO



INDIAN INSTITUTE OF HEALTH ANAGEMENT AND REASERCH
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MBA HOSPITAL AND HEALTH MANAGEMENT
(Batch 2019-2021)

DECLARATION

I hereby declare that the case study entitled “COVID-19 IN DHARAVI” is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by mean of complete references.

Date-

Vrushali Pothare

ACKNOWLEDGEMENT

I express my deep sense of gratitude to IIHMR University for giving me the opportunity to be the part this institution.

I would like to articulate this project as small journey which was a remarkable learning experience for me. The successful completion of this report is only because of the extraordinary support, timely guidance, and motivation from my Mentor Dr Monika Choudhary, Professor at IIHMR university.

Through the support provided by her I have imparted knowledge on the avenues which this project has explored. her direction in making me think about unique conceptual and practical aspect of health and management which has lifted this report at this stage of successful completion.

EXECUTIVE SUMMERY

This case study was conducted to assess, analyse and learn about the spread of COVID-19 in Mumbai's densely populated slum Dharavi, where to control the spread of infection was next to impossible. Social distancing and maintaining hygiene, these practices were difficult implement. But BMC got good results in reducing the spread. The dedication and devotion of health worker and support of Dharavi residents made it possible to flatten the growth curve of corona virus cases.

The objective of my study was to see the opportunity to provide the suggestions in reducing the spread of corona virus infection and to enhance my knowledge in order to understand more insight about health management in Dharavi slum.

The data has been collected from searching various website, research papers related to Dharavi COVID-19. The numerical data was taken from newspapers- The Hindu, The Indian Express, and The Times of India.

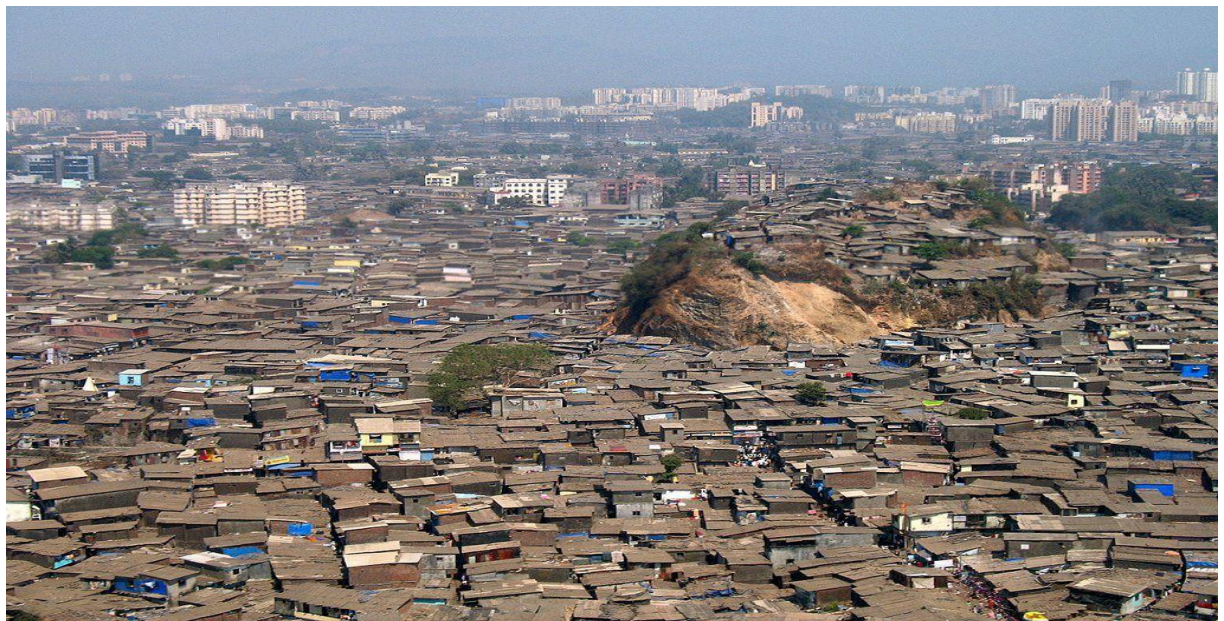
In this case study it is observed that Dharavi has stood as an example for global to combat corona virus spread. Prompt screening assisted in identifying maximum cases and reducing the chain of infection followed by providing proper isolation quarantine facility and further treatment as well as management.

INTRODUCTION-

Dharavi is a located in the heart of India's financial capital- Mumbai, Maharashtra, India, which is considered to be one of Asia's largest slum. Dharavi has an area of over 2.1 square kilometres (0.81 square mi; 520 acres) and it has population of about 700,000. With population density over 277,136/km² (717,780/square mi), Dharavi is said to be one of the most densely populated area in the world and around 60% of Mumbai's population lives in slums.

It was basically inhabited by fisherfolk when the area was still creeks, swamps. Latterly, it became attractive to migrant workers from South Mumbai and others when the swamp began to fill in due to natural and artificial causes. The area grew as poor rural Indians started migrating to urban Mumbai.

The coronavirus pandemic, which has havoc across more than 200 countries, including India, also affected the slum area. Cases are continuing to mount every day. There are round 1753 people tested positive for the virus with 57 deaths by May 30, 2020 and the number kept on increasing.



Source- <https://www.pinterest.co.uk/pin/338895940690592537/>

CHALLENGING CONDITIONS IN SLUM

The characteristic features of the slum areas are substandard, dingy houses with high density and congestion, overcrowding, insanitary conditions, absence of basic amenities like water supply, drainage, sewerage and disposal of garbage. The following prone challenging conditions get to see in the slum areas-

1. Lack of sanitation
2. Lack of access to clean and safe drinking water
3. Lack of legal rights
4. Poor health
5. Unemployment and poor-quality work
6. Lack of privacy due to overcrowding

Ultimately these conditions contribute in spread of corona virus in people living in slums.

HEALTH CONDITION OF PEOPLE LIVING IN THE SLUM

Dharavi has a history of many epidemics and other natural disasters, including a widespread plague in 1896, which killed half of the population living in Mumbai. A series of epidemics also continued to affect Dharavi, and Mumbai in general, for the next 25 years, with high rates of mortality. Dysentery epidemics seen common throughout the years and explained by the high population density of Dharavi. Children play almost sewage waste and therefore doctors deal with 4000 cases a day with diphtheria and typhoid. Other reported epidemics in Dharavi are typhoid, polio, leprosy, amoebiasis and cholera. In 1986, a cholera epidemic was reported, where most patients were children of Dharavi. Typical patients to arrive in hospitals were in late and critical care condition, and the mortality rate was abnormally high. In recent years, cases of drug resistant tuberculosis reported in Dharavi. Slums face a lot of problems like noise, water, as well as air pollution. It has no proper sewage or drainage system. Hence it affects the health status of people living in Dharavi slum.

COVID-19 IN DHARAVI-

Dharavi has been becoming the Covid-19 capital of Mumbai, now also has become a containment zone. People are densely occupied in Dharavi slum where 80% of people living in less than 100 sq. feet area and more than five to eight persons staying in each house and at least 50 people use a single toilet which results in poor social distancing, and personal hygiene to control and reduce the spread of corona virus.



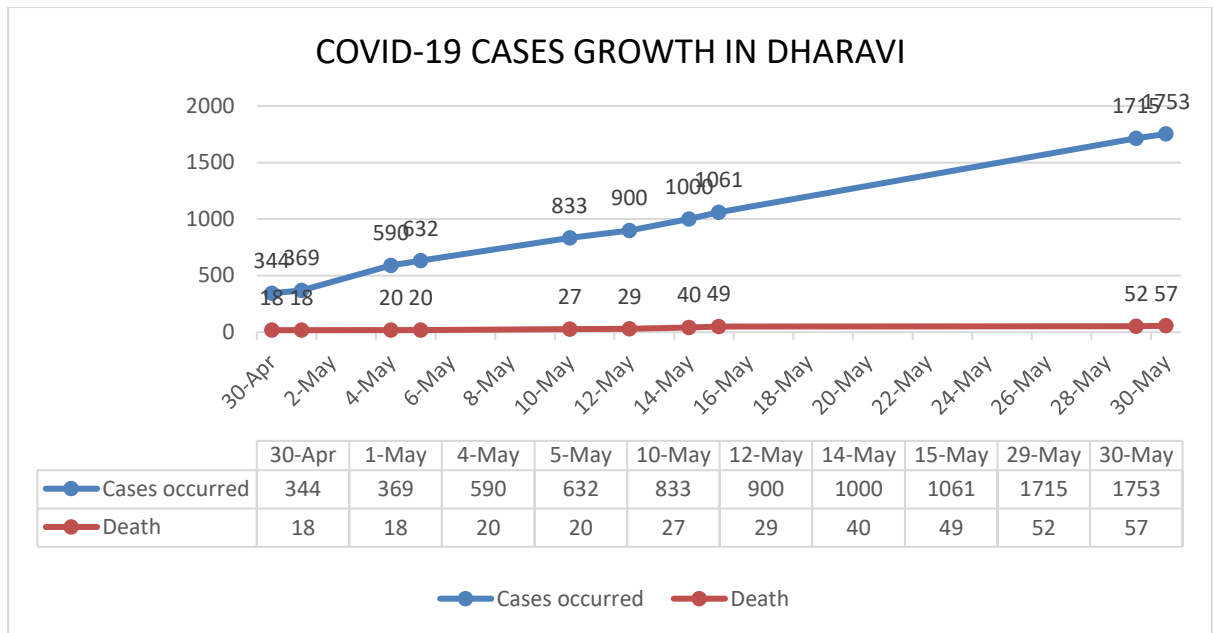
(A doctor conducts temperature checks in Dharavi, Mumbai, **Source-** The Hindu newspaper)

On March 18, 68-year-old, living in congested slum pocket in Mumbai's central suburb of Ghatkopar tested positive for corona virus. The previous day, her U.S. returned employer was found to be infected. At that time, there didn't seem much to worry about. Till then Mumbai had merely eight cases, all of them with a travel history abroad, barring this senior citizen. But things changed on April 1. It was on the day that Dharavi recorded its first positive case COVID-19. The index patient was a 56-year-old. He had mild cough and fever and after consulting with doctor, when his symptoms worsened, he was admitted to civic officials were informed and they could reach him to investigate the contact history, the garment unit owner succumbed to disease on the evening of first April.

With 1715 covid-19 cases among less than a million people, Dharavi in Mumbai is India's largest contagious hotspot. With every third Covid-19 patient in India now in Maharashtra, the curve for the national growth rate very closely resembles that of the state.

CASES OCCURRED IN DHARAVI (APRIL 30- MAY 30)

Date	Cases occurred	Death
30 April	344	18
1 May	369	18
4 May	590	20
5 May	632	20
10 May	833	27
12 may	900	29
14 May	1000	40
15 May	1061	49
29 May	1715	52
30 May	1753	57



(Note- This numeric data has been taken from Newspaper the Hindu and the Indian Express and numbers may not show 100% authentic information as it varies on different media.)

FACTORS INFLUENCING GROWTH OF CORONA VIRUS IN DHARAVI SLUM

There are various factors along with dense population which aggravate the growth of corona virus in Dharavi. Let's have a look at those contributing elements-

1. Social
2. Behavioural
3. Economical
4. Geographical and environmental
5. Political

SOCIAL FACTORS-

Slum has less than 2sq. meter for a person, which makes social distancing difficult. The living conditions are unhygienic and dire. The community as a whole must ensure hygiene and sanitise in entirety to alleviate the chances as much as possible. Theoretically it's easy to say but practically it is very tough in slums where many people live in small houses and huts.

BEHAVIOURAL FACTORS-

Pros- It has reported that residents of Dharavi slum turned up voluntarily to get tested in later days. Even sometimes they increased their original age to qualify for testing for high risk elderly people. They wanted to get tested because they encountered someone who had cough or sneezed. This shows there is a lot of fear as well as awareness too at the same time. In some instances, people voluntarily quarantine themselves at the government facilities, once they found developing symptoms.

Locals of Dharavi responded well to the awareness campaigns and practiced the use of masks. Dharavi's corona virus spread alleviated via self-discipline and community efforts

together. Therefore, Dharavi stands as an inspiration for the world on how to curb the spread of covid-19 pandemic.

Cons- Implementation of precautionary behaviours with high consistency over the long term is a challenging task for people living in Dharavi. Some behaviour is adapted from illiteracy, housing conditions, low socio-economic status, unhygienic practices. To stop the growth of corona virus among people it requires to strictly adhere with healthy practice such as frequently washing hand, avoiding close contact with people i.e. social distancing, and home quarantine. However, it seemed unachievable to get adjusted with those practices. Overcrowding, poor hygiene, lack of facilities, unhealthy conditions tend to more rise spread of infection.

ECONOMIC FACTORS-

People living in Dharavi under difficult conditions are unable to earn enough money to be able to support their family economically, and because of that they are unable to develop and get out of slum. The basic human needs of these people are not served because they are unable to get better opportunities.

Dharavi is close to the Bandra Kurla Complex, which is one of the richest business hubs in Asia. Its proximity to Mumbai's two main suburban rail lines, makes it convenient for people to go to work. Dharavi has a large number of thriving small-scale industries that produce embroidered garments, export quality leather goods, pottery and plastic, etc.

ENVIRONMENTAL FACTORS-

Guaranteeing safe water, sewage disposal, and maintaining good hygiene during infectious disease like COVID-19 play a vital role in protecting human health.

Environmental factors involve role of various factors such as (climate change, water transfer and air contamination, humidity). Studies have suspected that coronavirus can remain in water or waste- water sources and in air for days as well as weeks. But there has not any evidence for proving the same. The compact housing pattern due to dense population make an obstacle for fresh air arrival and cause poor ventilation.

Dharavi has large recycling industry which has reported the working employees approximately 250,000. hence, it has reported diseases occurring from air and water pollution. More than 20 person uses single toilet therefore, it is very difficult to maintain sanitation of the area. This tends to increase the rate of infection spread.

POLITICAL FACTORS-

Starting from 1950, proposals for Dharavi redevelopment plans have come out periodically but most of these plans failed because of a lack of financial backing and/or political support. The plan consists government proposal of transforming the slum into a modern township, with proper housing and shopping complexes, hospitals and schools. The failure of those implementation from government leads to underdevelopment of slums and aggravation of diseases due to poor housing and other related factors.

HEALTH INFRASTRUCTURE OF DHARAVI

Dharavi has four exclusive hospital for Covid-19 treatment with acquisition of Sai Hospital Family Care Hospital, Life Care Hospital and Aayush Hospital. BMC started work at the MMRDA ground at Bandra- Kurla Complex to create a 1000 bed isolation facility for Covid-19 patients in Dharavi. Around 350 private clinics reopened in Dharavi, allowing doctors to join the fight against corona virus. Taking rising cases in Dharavi into consideration, BMC planned 100 bed hospital at the Urban Health Training Centre

(UHTC), a branch of Lokmanya Tilak Municipal General Hospital or Sion hospital, to cater Covid-19 patients in the area.

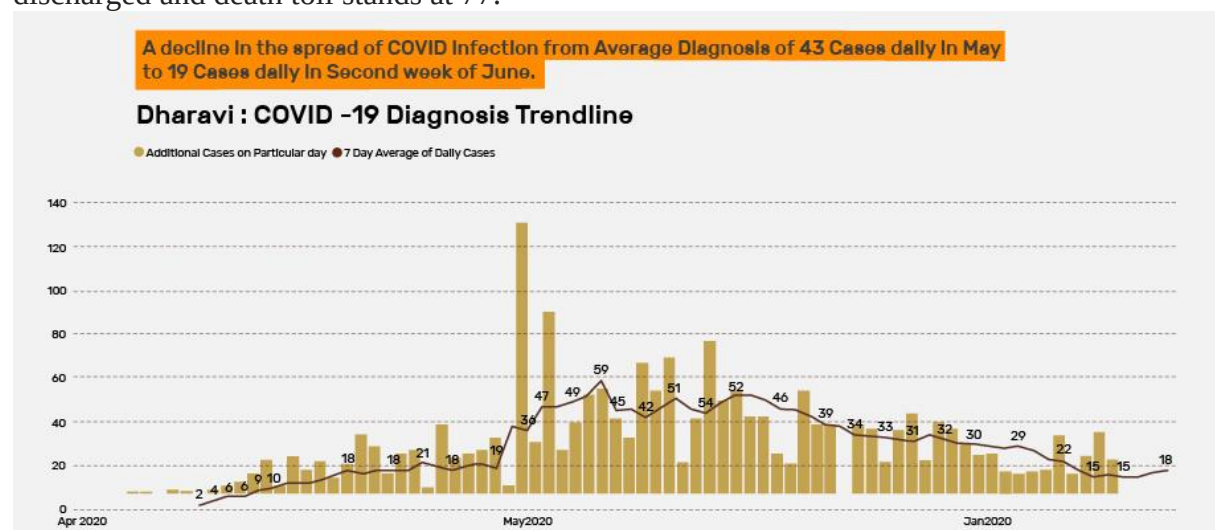
Dharavi has also got donation of oxygen cylinder and portable ventilators to new 200 bed make-shift health centre. Number of Oxygen supported beds has gone up from 1413 on May 12 to 4508 on May 24. Isolation bed has increased to 9916 from 3690. ICU bed increase to 1204 from 1023.

HOW DHARAVI FOUGHT WITH COVID-19

Dharavi has been praised by WHO chief for putting efforts in terms of controlling the coronavirus spread and stand as a global role model in COVID-19 management. The early action helped to curb the spread of virus.

According to the BMC data the slum reported a total of 491 cases in April and 1,216 in May, further in June, it has come down to 274 cases. The doubling rate reached to 79 days from 43 and growth rate has dropped to just 1.05 per cent in June from 12 per cent in April as per the data revealed. Dharavi is showed a reverse trend when the number of COVID-19 cases across the country is constantly on the rise. Average 18 new cases are now being reported everyday as compared to around 50 in May 2020.

More than half of patients recovered, and the mortality too declined in the month of June. As of June 15, Dharavi has reported a total of 2068 cases, of which 1040 have been discharged and death toll stands at 77.

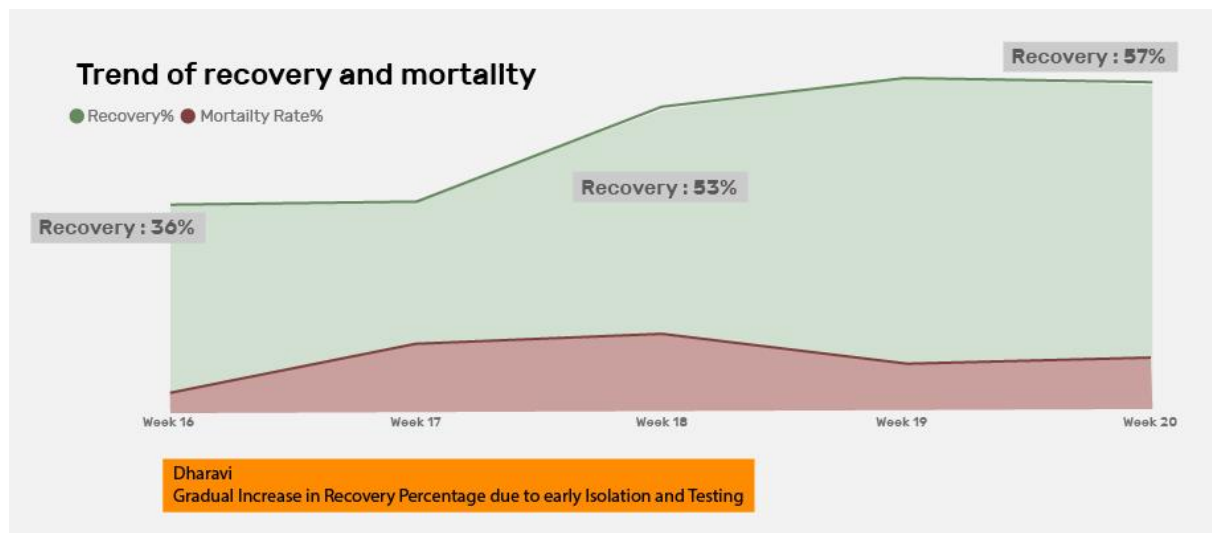


(Graph showing declining cases of corona virus in Dharavi slum,

source- <https://thefederal.com/states/west/maharashtra/dharavi-flattens-covid-19-curve-even-before-mumbai-know-how/>)

Mission Dharavi- “We chased virus instead of letting it spread across the slum”, said by Kiran Dighavkar, Assistant Commissioner, G North- ward Mumbai. Who is heading the battle against COVID-19 in Dharavi. In April, he started working on the strategy called “Mission Dharavi” where he roped in team of more than 2000 people to curb the spread of virus. The team included, doctors, engineers, healthcare professionals, and sanitation workers. Healthcare workers carried out door to door survey in more than 47000 houses from April. Along with body temperature, testing of blood oxygen level also included in

screening. This helped to separate vulnerable. Symptomatic patients were treated at an early stage. Their main mission was to control the potential number of deaths. Later people were asked to visit to the clinics to get themselves screened. This is how many people quarantine at early stage in government facilities. This helped to control spread and death rate. In June, BMC conducted around 7000 tests while an addition of 2000 tests were conducted by private laboratories in June. Though the challenge continues to remain, the slum has managed to flatten the curve at early stage, compared to the city and even the country.



(Graph showing improvement in the recovery rate of Covid-19 cases in Dharavi, source- <https://thefederal.com/states/west/maharashtra/dharavi-flattens-covid-19-curve-even-before-mumbai-know-how/>)

The worst affected Mumbai's has not recorded a single case of the coronavirus in a first week of June 2020. BMC adhered to the model of actively following the four Ts-

- ✓ Tracing
- ✓ Tracking
- ✓ Testing
- ✓ Treating

The actions urged by Brihanmumbai Municipal Corporation (BMC) were- Aggressive screening, Testing of suspected cases in the area, Activation of fever clinics for the symptomatic treatment. Instead of waiting for the patient, contact tracing, home quarantine and isolation as well as proactive screening implemented. with the help of

fever clinics, it was easy to identify the people showing symptoms like that of corona virus infection. People who had symptoms have been isolated immediately which aid in further spread of virus infection. Mumbai officials have traced, tracked, tested and isolated aggressively to stop the spread of corona virus. The ideal reason for controlling cases involved screening efforts, fever camps, doorstep initiatives and mobile vans. More than 360,000 people have been screened for symptoms. At each screening camp, a team of 6 physicians and health workers in PPE screen up to 80 residents of Dharavi every day for temperature and blood oxygen level by using infrared thermometers and pulse oximeters. People with flu like symptoms are tested for the disease immediately. Institutional quarantine facilities involved a bunch of school, sport complex, marriage halls for those who tested positive. Yoga and pranayama facilities also provided at quarantine centre.

GUIDELINES-

Government guidelines asked people to avoid crowds and ensured good ventilation in building, and wear mask specially when physical distancing is difficult. Patients who have been clinically diagnosed as mild or pre-symptomatic cases of Covid-19 are first required to isolate themselves at home in order to break the chain of virus transmission. The ministry of health and family welfare issued guidelines for patients with mild symptoms.

Who needs to isolate at home?

- The person should be clinically assigned as a very mild case/ pre symptomatic case by the testing medical officer
- Such cases have facility at their residence for self-isolation and for quarantining the family contacts
- A caregiver should be available to provide care 24*7. A communication link between the caregiver and hospital is a prerequisite for the entire duration of home isolation

Guideline to follow in home quarantine-

- The caregiver and all close contact of such cases should take hydroxychloroquine prophylaxis as per protocol and as prescribed by the medical officer
- Download Arogya Setu App on mobile (available at <http://www.mygov.in/aarogyasetuapp/>) and it should remain active all time via Bluetooth or WI-FI

- The patient will have to agree to monitor his health and regularly inform his health status to the District Surveillance Officer further follow up by the surveillance teams
- The patient will have to fill in an undertaking on self-isolation and will also follow home quarantine guidelines

(Source: Ministry of Health and Family Welfare)

SUGGESTIONS-

There are several ways to control the growth of microorganisms, including improving environmental hygiene, such as putting garbage in closed bags and trash cans, proper sewage disposal, controlling sanitary landfills, sanitary toilets, and preventing the accumulation of manure. There must be regular fumigation of common areas such as toilets, washrooms and other corresponding areas.

Health education plays an important role to create awareness in limiting the spread of corona virus among people living in slum area. It must involve hand washing techniques, maintaining safe distance i.e. one metre from between people, covering mouth and nose while coughing or sneezing. Ask people to seek medical help if they witness fever, cough or difficulty in breathing. Keep people up to date on the latest information from trusted sources, such as WHO or local and national health authorities because local and national authorities are best placed to know how people should protect themselves.

Provide provision of isolation and quarantine facility as well as **“COVID Safety Van”** mounted with facility of screening and testing of coronavirus suspects dedicated to hotspot areas. Van should reach at doorstep to collect the samples of people with a travel history and people with symptoms of corona virus to control the spread.

Separate clinics with health facilities for people living in Dharavi so as to shut down travelling and make easy accessibility for the locals. Facilities for screening of Covid-19 to detect cases in clinics.

Free Distribution of sanitizer, mask, gloves to the people, and they must be well informed to understand the use of personal protective things to protect them self from infection. People must be aware to avoid crowd like public gatherings, non-essential travel and should be informed to strictly follow government guidelines.

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COURSE REPORT
ON
“FUNDAMENTALS OF DIGITAL MARKETING”

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ABOUT THE COURSE-

A 40-hour course has total 26 modules to explore. Each module consists of lessons with videos regarding the topic, which are all created by Google trainers. It has packed full of practical exercises and real-world examples to help our knowledge turn into action.

As we spend online time, so the digital opportunities available are increasing. The online experience is constantly evolving thanks to content creators, businesses and app developers who can find new and innovative ways to help us shop, learn, and connect. So, owning a business is now a great time to jump in and see how to get involved in the digital world.

Course has organised into bite-sized video lessons and quizzes so that it's easy to either pick up new skills or brush up on the existing knowledge.

The digital marketing topics allow to learn at our own pace. Its great opportunity to learn how to build an online business strategy, improve how a website ranks on search engines, and use analytics tools to understand online performance.

COURSE OBJECTIVE-

1. To increase Direct Sale- This is prime objective of digital marketing. Just like exhibiting and selling your product or commodities on social media platform.
2. To Keep the customer engaged in the brand
3. To reach the right audience
4. To motivate the audience to take decision
5. To manage online reputation

CERTIFICATE-



INDEX

Module	Title	Lessons and Duration	Subtitle
1	The online opportunity	2 lessons (15 min)	1. Introduction to the digital garage 2. Digital opportunity
2	First step in Online Success	4 lessons (30 min)	1. online goals 2. Building your online presence 3. Marketing your online presence 4. Analyse and adapt
3	Building web presence	6 lessons (40 min)	1. Choosing your online presence 2. How website work 3. Key website ingredients 4. Website and your business goals 5. Make your website easy to use 6. Website design do's and don'ts
4	Plan online business strategy	5 lessons (30 min)	1. The benefit of an online strategy 2. Taking a business online 3. Understanding customers behaviour 4. How to stand out from the competition 5. Using goals to improve business performance
5	Get started with search	6 lessons (45 min)	1. Search engine basics 2. How search engines work 3. How search engines see the web 4. Organic search explained 5. Paid search explained 6. Google search console
6	Get discovered with search	5 lessons (35 min)	1. Introduction to engine optimisation 2. The importance of an SEO plan 3. The SEO processes 4. How to choose keywords 5. Setting realistic SEO goals
7	Make search work for you	3 lessons (25 min)	1. Making your web pages friendly 2. How other website can work for you 3. Cross borders with SEO
8	Be noticed with search advertisement	4 lessons (25 min)	1. Introduction to search engine marketing (SEM) 2. The SEM auctions

			3. What makes a good keyword? 4. Make your ads stand out
9	Improve your search campaigns	4 lessons (30 min)	1. Achieve relevance with good structure 2. Get the most from your keywords 3. Fine-tune with keywords match types 4. How to know what's working and what isn't
10	Get noticed locally	2 lessons (20 min)	1. Marketing to the locals 2. The power of local directories
11	Help people nearby find you online	3 lessons (25 min)	1. Using digital to advertise locally 2. Reaching locals on their mobiles 3. SEO for local business
12	Get noticed with social media	4 lessons (30 min)	1. Social media basics 2. The right social media sites for you 3. Setting your goals for social media 4. Getting on social media
13	Deep dive into social media	3 lessons (30 min)	1. Tour long term social media plan 2. Measuring success in social media 3. Avoiding social media pitfalls
14	Discover the possibilities of mobile	3 lessons (20 min)	1. The evolution of mobile devices 2. Understanding mobile web and mobile apps 3. Understanding the Apps
15	Make mobile work for you	4 lessons (35 min)	1. Introduction for advertising on mobile 2. Search campaigns for mobile 3. Display campaigns for mobile 4. Video for mobile
16	Content marketing	6 lessons (35 min)	1. Introduction to content marketing 2. Get to know your online customers 3. Choosing the right format for your content 4. Writing for online audiences 5. Help your content be seen 6. Measuring your success in content marketing

17	Connect through E-Mail	5 lessons (30 min)	1. Email marketing basics 2. Your email marketing options 3. Crafting great marketing emails 4. Managing successful email campaign 5. Measuring success in email marketing
18	Advertise on another website	3 lessons (25 min)	1. What is display advertising 2. Search advertising vs display advertising 3. The ins and outs of display advertising
19	Deep dive into display advertising	3 lessons (25 min)	1. Making display ads meet your goals 2. Understanding ad networks 3. How does retargeting works
20	Make the most of video	5 lessons (55 min)	1. The rise of online video 2. Creating video content within your budget 3. Sharing and promoting your videos 4. Advertising on video sharing sites 5. Measuring video performance
21	Get started with analytics	3 lessons (30 min)	1. What is web analytics? 2. Making web analytics work for you 3. Tracking specific goals with web analytics
22	Find success with analytics	3 lessons (30 min)	1. Web analytics and organic search 2. Tools to measure SEM 3. Breaking down your data for insights
23	Turn data into insights	5 lessons (30 min)	1. Using data to understand audiences 2. Understanding the Data Cycle 3. Creating actionable insights from your data 4. Managing numbers using spreadsheets 5. Presenting data effectively

24	Build your online shop	2 lessons (25 min)	1. Using e-commerce to sell 2. Taking payments and manage orders
25	Sell more online	3 lessons (35 min)	1. Creating a smooth e-commerce experience 2. Product promotion and merchandising 3. Retargeting for e-commerce
26	Expand internationally	7 lessons (70 min)	1. Introduction to international marketing and export 2. Validating your new market 3. Being understood abroad 4. Advertise across borders 5. The support systems you will need 6. Helping customers abroad buy your products 7. Delivering to customers across the globe

MODULE 1- THE ONLINE OPPORTUNITY

Lesson 1- Introduction to The Digital Garage

The present world is an advanced world, with about a large portion of the world is on the web. With such huge numbers of individuals utilizing the web, it bodes well for a business to take advantage of computerized. It assists with discovering what openings exist and how a site, recordings or web-based social networking could assist us with arriving at your objectives.

Google Digital Garage provides you with an easy way to navigate digital marketing concepts and get the knowledge about content marketing, online advertising, mobile marketing or selling products online

Regardless of what your skill level is or what you'd prefer to accomplish, Google Digital Garage will assist you with building your digital marketing skills. Improve how your business performs online, boosting CV, or simply to gain some new useful knowledge.

Key learnings- Dive into the Digital Garage and explore to make the most of online opportunities. This introductory lesson gives an overview of what we can learn throughout the course and highlight some of the benefits of building or polishing the digital skills.

Lesson 2- Your Digital Opportunity

To get started we first, don't be intimidated: the tools and technology available today are easy to learn also easy to use and easy to acquire. for many businesses, the challenge to being online isn't getting used to the tools but putting together a plan. let's run down a quick list of the major things to consider. The first is scope. Web, mobile, social media there are so many options. another is Technology and Content: Decide if you'll handle the technical and creative aspects of the site yourself which may take more time and more money. Finally, to consider Cost and Time: fix a realistic budget and an achievable schedule with clear milestones and commit fully to it. Every day, thousands of small business owners are making the online work for them. The opportunity to reach customers from each of the corner and around the globe is too big to ignore.

Key learnings- It's never been easier, cheaper or very beneficial for business to get online. Don't be intimidated by the breadth of opportunities in digital.
In this lesson, I learned-

- The core components of a digital presence.
- How digital marketing relate to business?
- How to get started?

MODULE 2-YOUR FIRST STEP IN ONLINE SUCCESS

Before starting any online business, its important to familiarise with how these digital channels work, which options are best suited, and how to set up a clear plan or strategy that will help to achieve goals and assess the outcomes.

Lesson 1- Your online goals

Every business comes with an objective. It's crucial part to know exactly what you want to achieve online, as it can help to set right priorities and put plans into practice. Digital ways can't help your business in building relationships on social networks, selling online, searching new customers. Or even keeping existing customers.

Setting up a social media page on Facebook, Instagram or Twitter where you can post photos, special offer deals and practically connecting with customers. As to start achieving these goals, and more people become aware of the business. Your goals may naturally get evolve, and it's become easy to shift your focus toward turning visitors into paying customers.

To attract visitors and customers, also start expanding your business by investing in online advertising.

With your ultimate digital goals, where you currently stand, your priorities will naturally change and grow with the business. Once met your objectives, it's next step important to measure your progress along the way.

This is called "analytics". Analytics lets us know our progress our flaws, and what could be tweaked. So, before you are diving into the digital world, think about exactly what you'd like to achieve. Then, prioritise different online opportunities to help you accomplish your goals

Key learnings- Taking your business online offers a lot of opportunities, but with so many options, it's easy to spin your wheels. Setting specific goals can help as you begin to navigate the digital world.

Lesson 2 – Building Your Online Presence

To build your digital presence, include things like local listings, websites, mobile apps and social media. If you get these basics right, it could make a world of difference. These days, it's easy for anyone to make a home online. There's a lot you can do without a website, but at some point, you might want to build a home of your own online, a place where your customers can find everything, they need to know about you online. The most important thing to think about as you start to plan your site is what you want people to do there. For example, do you want them to connect with you? If so, include your phone number prominently on every page. They might want to find your physical shop, so include a map with driving directions. Or at last you might want them to buy products from you online, by placing an order or submitting a payment. That's called e-commerce

Websites aren't always the only online homes. many businesses create their mobile apps for customers which they can keep on their smartphones or tablets. Whatever you choose, this is the only place where people find you, get to know about you, and hopefully become your customers.

Key learnings- consider following options for launching the business online-

- Local listings
- Social media and video

- Websites and mobile apps.

Lesson 3-Marketing your online presence

When people type something in a search engine, they're letting it know exactly what are they looking for? If you offer related services and products, search engines show your business in the search results. For that there are two main ways you can use search engines. The first is Search Engine Optimisation, or SEO, which helps to promote business in the unpaid search results. The second is Search Engine Marketing, or SEM, which help to buy advertise space in the search results. SEO is all about getting the site to the right people who are searching for your commodities. Search is a great way to reach people, and we need to know the keywords related to our product being searched. Alongside all this content you might get to see some ads. Display ads appear at so many websites online, and come in many formats like in texts, images, videos. Social media sites like Facebook or Twitter are another option for boosting awareness of your business, and useful for building relationships with customers.

One more pretty important way businesses can use digital and that is email marketing. sending relevant information and offers to people who have connected with you. Knowing all the ways you can find people online, and knowing how they can find you, can help to launch your business big-time.

Key learnings- You're online, so now it's time to bring in the customers. We'll review how to best help them find you, using some tried-and-tested online marketing avenues:

- Search engines
- Other websites
- Social media
- Email.

Lesson 4- Analyse and Adapt

An essential part of any online plan is to measure what you're doing and make sure it's working. This is called 'analytics,' and it shows you how people are finding your website analytics are essential to keep your online world up to date.

There are three important things for your online marketing plan as follows-

1. know your online goals and set yourself realistic expectations according to it.
2. use analytics to keep track and measure what you're doing and how it's working.
3. always keep up-to-date and adapt to changes in technology and the industry you work in.

your plan needs to tackle all these things and stay flexible

Key learnings- To go digital and do it in the right way, you need a well-planned and flexible plan. This lesson focus on -

- Setting realistic expectations
- Tracking and measuring how you're doing
- Adapting to changes in technology and your industry

MODULE 3- Build your web presence

Lesson 1- Choosing your online presence

This lesson helps to choose your online presence with your business. And for that there are various ways to get that, like web pages, Facebook, Instagram, App, etc. this media can also help to get compliments of flaws for your business which can actually help you to continue or improve with your business goals. Without your online presence your knowledge, ideas, skills to business is stagnate. Therefore, being active with the digitalise world it's important to market your commodities online.

The following are the ways to get it done with-

- websites
- local business listings and review sites
- social media
- mobile apps

Lesson 2- How website work?

A website plays as of your business's home on the Internet. It's where the customers can come and learn about your business and what it has to offer them. It involves some technical things. A server is a computer connected to the Internet, with software that allows it to store or 'host' the pieces of your website, the code, the images, the video clips and anything else that makes up your site. It's called a server because it 'serves' up the right content to view a page on your website.

Every server world has its own address, and this is known as an IP address, which is short for internet protocol. All you need to do is choose a good name to reference that numeric IP address. www.yourbusinessnamegoeshere.com. Let's take a minute to break it down. Everything after the 'WWW dot' is actually what's known as the domain name. It's the part that lets people find your website, so it's pretty important. Any device that searches for this address a tablet, a smartphone, a laptop is communicating with the server. The server then sends that device all the correct pieces it needs to display the website things like images and code, so that whoever is on the other end of the device can view your pages. When someone types your web address into their browser, here's what basically happens. First, their browser figures out which server holds the content, and heads over to that server. sense to us, so...

To sum up: Deciding to build a website for your business starts with understanding how it all works together: a server 'hosts' your site, and a domain name helps people find it.

Key learnings- If a business needs a website, the first step is to understand the basics. Here's a quick summary to know:

- What web servers do
- How domain names work
- How your website uses these.

Lesson 3- Key website ingredients

To keep the customers, more delight it's important to make your website more organised way structured. A good domain name is one that people can easily remember. Keep it as short, relevant and to the point.

You're probably familiar with some bit at the end like '.com' or '.co.', but you might find others that are available also. For example, non-profit organizations use to write '.org.' This means is that although 'Tastypizza.com' may be taken, 'Tastypizza.net' may still be available. Another important thing is the first page or home page where people see after they type related name and get to your website. The home page is always a shop window, where you can invite people in and explain what your page is all about. Next up is organise the site, initiate by thinking about the websites you visit regularly. How are they systematically organised? Then, decide what type of content you want to offer, and then form it in ways that make sense. About and contact is always to be displayed in all your web page. The About page might tell the story of your business and include photos of some of your best work which you have already done. so putting yourself in visitor's shoes. What are they looking for? and, what are they trying to get on the website? Add up text, images, videos and your milestone of success into your web page. Nowadays QR code is doing great work like for your location sharing you can add that on your page, and it may serve as a shortcut key to get about location, payment or anything which you wish to add. A website consists of many parts. Build and organise them right, and you're good to go.

Lesson 4- Websites and your business goals

We have to think like a customer point of view and then designing a website, and while we are doing it our goals to be accomplished. Make yourself easy to find for your customer by highlighting your contact number. Also, make it feasible for them to contact in just a one click. Also add Prices, Special offers, Certifications to show you're qualified to provide a service to them. By following this match your goal with your visitor's choice. Take help of analytics to know what visitors doing with your website. Avoid technical jargons the words you use should be to the point. You're your focus on explaining how you can meet the needs of your customer or solve their problem. Make your website eye catchy with use of animations, videos, images stories and clear navigation. Build and design your goals and visitors desire keeping in mind and this is how it will make you success.

Key learnings- When creating your website, consider how to combine your business goals with what your visitors want. In this lesson, we'll talk about:

- Using your site to further your business goals
- Thinking like a customer
- Telling your story online

Lesson 5- Make your website easy to use

Writing can make website more effective. Good navigation assist arranging your site in such a way that makes sense for your visitors. Put a search box on your website so that it should be easy for visitors who always rush on. Keep a clear logo on each page of your website and clicking on it should jump directly on home page. Everyone has different taste to design the website but formal guidelines to be followed to make it simple and

easy don't add so much fancy fonts so that it will go difficult to read for a visitor. Keep uniformity in your design and fonts. Also make a decent colour background to avoid irritation to the eye of visitor. Avoid writing content in paragraph and add bulleted points to get a clear understanding of content. Give the experience to the visitor what they are looking for and try to add information about you in different languages to get maximum attention.

Key learning- Visitors to your website should be able to navigate and interact with your site easily and that's called usability. Bring them visit to you back again and again by:

- Providing clear and simple navigation
- Creating a consistent layout of your site
- Writing relevant and effective content

Lesson 6- Website design do's and don'ts

You must hold the attention of visitor by making first impression. Avoid common mistake which will drive a visitor away. Internet users are impatient avoid loading your content slow on your website and lots of technical things can help it to speed it up. Make your design simplify use uniformity in your background image also. Try to open tour site on mobile using your date connection and not WIFI connection and check how it functions. Make your website mobile friendly for use because smartphone acts as a primary design for the visitors and if this is difficult then you might lose your customers. Google's Mobile-Friendly Test is a tool to check whether it plays easily on your smartphone. Next, make easy to find your contact information and address to the customers, you may also add shortcuts for the same. Adding chatbot will help customers to reach to you quickly, by suing it you can assist them with a solution.

Key learnings- When designing your website, watch out for mistakes that often make customers away. Work on things to avoid frustration with your site, such as:

- Quick-loading pages
- Mobile friendliness
- General accessibility.

MODULE 4 - PLAN YOUR ONLINE BUSINESS STRATEGY

Lesson 1-The benefits of an online strategy

Online business strategy is important for creating positive impact on customers. This will help to define, clarify and focus your objectives to work toward your goal. Identifying your actions tailored to the goals will nourish you with a better understanding of how to meet your business needs. To start, the first step is to clearly and define your goals. Setting realistic goals will give you direction to follow. Give tour customers and visitors clear mission and vision of your product or services. Get identified with your USP i.e. unique selling point this will help you to find and stand out from your competition. To make right decisions all you need to understand what you what to achieve. There are following ways to understand it-

- Instead of paid advertising make it to content marketing

- Next up: Increase awareness of the business or brand
- Use social media to increase your brand image
- Express your values
- Engage with your audience
- Grow your email marketing
- Encourage your customers to sign up to email marketing

Key learnings- An online business strategy can boost your chances of digital marketing success, helping you to define your goals and focus on your online activity. And this helps in

- How an online business can benefit from a business strategy
- Best practices when creating a business strategy
- Examples of common goals and popular strategies to achieve them.

Lesson 2-Taking a business online

In this lesson we need to understand the difference between online and offline visitor or customer. And, audience segmentation to select the focus area. There is difference between customer in physical shop and customer online. Customer in physical shop gets limited option to buy any service or product but in online shopping she/he likely to engage in “see, think, do” framework. While purchasing any product first step comes SEE so here it involves checking out the product in social media and along with reviews, suggestions, advertisements and many more options available, then comes THINK, by searching best product availability this inspires customer to think and make choice and finally DO stage drive your interest buy the product based on the previous stages. Not necessarily customer experience all the stages he/she might initiate at think stage and end it up at do stage. The best way in online marketing is to identify your efforts, select right media, finding out with whom you’re to, when and what should you talk. This concept is known as ‘Audience Segmentation’. This is usually done by segmenting customers from demographics characters such as age and gender to specific area of interest. Segmenting customers with location may benefit an e-commerce store if products available to ship in certain areas.

Key learnings- To give overview on this lesson think about the customers and try putting yourself in their shoes. And therefore, understand how customers browse the web when comes to take business online. This lesson explores-

- Customer behaviours online, and how these overlap with offline behaviours
- The "see, think, do" framework, and how to use this to help understand the online customer journey
- How to group your audiences using audience segmentation

Lesson 3- Understanding customers behaviour

This becomes crucial part in online marketing. customers are the key to get your business success hence understanding, delighting and nurturing them is your key role. If you want to make their experience better, understand their touchpoints and they can be receipts, signage services, bags, etc in retail business. In online business trust, loyalty, are valuable

to build your brand image. Keep yourself engaged in making positive image and make healthy professional relationship with your customers by good business standards.

Ask yourself while you put yourself in customer's shoe-

- where should I normally spot trending brands or businesses?
- where should I approach when I need answers?
- what makes me a purchase decision about the product or services? and
- do I see the brand again after I have made the purchase?

Another option is to make a survey and ask customers directly about the route they took to find you. Once you understand their behaviour make sure you take right steps to draw people in.

Key learnings- Create the best possible online experience for your customers by understanding how to make the most of the moments when they interact with a brand and delight them with a best experience

Lesson 4- how to stand out from the competition

Healthy competition keeps a business updated and increases our drive for getting success. There are tools to identify our competition. In offline marketing or in physical store you really need to stand out and so in online marketing. What makes you different from competition to stand out is your USP that is Unique Selling Point

A Unique Selling Point is a clear statement that describes the benefits which you offer, how you solve your customer's requirements, and stand out from the competition.

4 following key questions to ask yourself while defining USP of your product:

- who are my competitors?
- who is my target audience?
- what problems does my target audience have? and
- how can I solve their problems?

Try to attract people not robots. USP should be visible on your website, social media and other marketing tools. Shout about it. Make a USP that talks to your audience. Consider strengths and weakness also while working on USP.

Other things to consider while working on your USP, are your strengths, weaknesses, opportunities, and threats. And to do this, apply a SWOT analysis, which will help to make business decisions.

Ask yourself for SWOT analysis:

- what is it you are good at? These are your strengths
- what can you do better? These are your weaknesses
- how can you grow, and improve? These are your opportunities
- what is happening or could happen, that might affect you negatively? Those are the threats.

While building USP, it's a good idea to figure out what the competition is up to. When starting a competitor analysis, make sure to utilise the tools available online. You can also start with search engines, which can offer the most immediate answers. Stay up to date with the competitor with free tools like Google Alerts.

Key learnings -Understanding your competition is a key component of your online strategy, enable you to get insight on-

- how to identify what makes a business stand out in a busy marketplace
- why Unique Selling Points are important and how to construct them
- online tools available to help you research the competition.

Lesson 5- Using goals to improve business performance

Understand and keep track on key performance indicator, how these can be used in evaluating the effectiveness to achieve goals. KPI are quantifiable measurements to focus on the metrics to meet business goals. They are useful also in understanding progress track. Constructing KPI should be SMART I.e. specific, measurable, achievable and time bound. Analysing results against KPIs, accurately assess which employees meet the expected standard, and help to identify who needs additional sales training. Creating your KPI check if you can answer the following-

1. Is this KPI specific enough? 2. Can it be measured? 3. Can employees attain this? 4. How relevant is it to the wider business objective? e. And lastly, when is it due to be carried out? for example KPI could be to increase sales figures by 25% compared to last year. This is both specific and measurable, and reviewing your previous sales figures will allow you to determine whether it's attainable or not. Increasing sales is key for any business growth. don't forget to evaluate KPI and its results timely and then respond to the date accordingly.

Key learnings- While marketing your business online, it's important to use the data and metrics available to evaluate how your online activities performance. I learned about-

- Why setting goals and KPIs is so important to an online business
- How to construct a KPI using the SMART framework in your business, and
- How to analyse data to help improve online marketing efforts.

MODULE 5- GET STARTED WITH SEARCH

Search engines make it simple to find what you're looking for with a click of a button. how they work? and how to improve your visibility on them? This lesson is about the difference between organic and paid search results and why advertising on search engines is so effective.

Lesson 1-Search Engine Basics

One of the earliest search engines was a program called Archie, which debuted in 1990 and allowed people to access and search file name and that's basically the names of the web pages. Search engines such as Google, Bing, Yahoo!, Ask.com, AOL, Baidu, and Yandex have come a long way these are incredibly sophisticated computer programs to

sort through a massive number of web pages. Basically, search engines work in same way when anyone wants to find something, they type in a word or phrase, called a search query. Their goal is to create the most relevant list of results as much as possible, to help searchers find what they are looking for and the results page includes links to websites, but you might also see local business listings, items for sale, advertisements, images, maps, videos and many more. Words which are entered in search engines indicate the searcher is interested in your products and services. Your plan can and should include lots of different ways to improve and promote your business, like social media, email marketing, and display advertising.

Key learning- Search engines catalogue the Internet to help connect visitors or searchers with exactly what they're looking for. That makes them a great marketing tool. This lesson covered-

- A brief about search engine
- How search engines changed business
- Why search is a good place to initiate?

Lesson 2- How search engines work?

Each search engine uses their own software programs, but the way they work is very much similar. They all perform three basic tasks:

- First, it examines content they learn about and have permission to see that is called crawling.
- Second, it categorises each piece of content that is called indexing.
- And third, it decides which content is most useful to searchers, that is called ranking.

Search engines “crawl” the Internet to search content, like web pages, images and videos. Then each search engine uses computer programs called “bots”, crawlers or spiders to make their way through the pages. The bots jump from page to page by following links to other pages. their purpose is to visit and revisit pages looking for new links and new content to include in the index. Indexing is the next part of the process. The index is a huge list of all the web pages and content found by the bots. The search engine makes use of this index as the source of information displayed on the search results pages. but, not always everything the bots find makes it into a search engine’s index.

For example, search engines may find multiple copies of the exact same piece of content, located on different websites.

Key learning- Search engines examine all the pages on the World Wide Web, categorise them and put them into a logical order when you search for something. Understanding how this can help your business. This lesson covered:

- How search engines find web pages?
- What they do with the web pages they find?
- How they decide what to show on search results pages?

Lesson 3- How search engines see the web?

Asking a search engine to find something, it looks through a huge list of previously indexed pages that known as “the index,” and take out all the related results based on what you’re looking for. Pages break it into “the index” only after the search engine has analyse what they are about. In this pattern, it can file them in exactly the right place amongst the other pages and find them the next time a search relates to their content. By knowing how a search engine works and decide what a page is about, you can optimise your pages to make sure they show up in the search results of people looking for websites just like yours. when a search engine looks at the same page, in addition to seeing what you see on your screen, it also sees the code behind it, called HTML. Specific parts of this HTML code help the search engine in understanding what the web page is all about. And knowing which parts are important can help you optimise your site. First is the title of the page in the code.

Many websites can also be edited using the tools that handle all HTML coding- that’s called a content management system (CMS). Using CMS to make changes to website, there’s probably a place to add this title. index your page properly by making sure your page title accurately describes its content in search engine. That way it can show up in all the relevant searches. Try to speak the language of your customers when you write your content about product or services. Because this can help ensure they’ll find your pages when they are searching. Give proper description to your product image. For example, instead image.jpg write something that describes exactly what’s in the picture, like iced-peppermint-mocha.jpg. this will help search engines identify the image therefore give it a descriptive name.

Key learning- If you want to determine your website turns up in more search engine results, understand the following points-

- How search engines understand what's on a web page?
- Which parts of a web page help search engines do this?
- How to make your web pages more visible to search engines?

Lesson 4- Organic search explained

Organic search are unpaid ones which results typically appear in the centre of the page, and the results search engine finds out the best match for search query, or words, that were typed. Results pages also display advertisements, or paid results, though they’ll be separate and labelled as advertise. Organic results and ads appear on the same page and there’s one big difference: there is no cost to appear in the organic results. Websites do not pay to appear here. And chances of appearing in the unpaid results of website can be improved and that’s due to quality. Primary goal of search engine is to help people find what they are looking for? Making improvements to the website to help to appear in the organic results is called search engine optimisation, or SEO. Good SEO involves helping a search engine and understand the existing site. It should contain quality and relevant content. And that is organic search results. Showing up in SEO is a great way to help customers find you and it won’t cost you a thing.

Key learnings- When a person types in a word a search engine, a list of results appears with links to web pages and other content related to the search. This lesson covers the content found in the organic results. And it helps to learn about-

- Organic results
- Search engine optimisation (SEO), and
- How a good website content affects the organic search results.

Lesson 5- Paid search explained

Advertising on search engines works is called SEM, or search engine marketing. A search engine's most important job is to showcase people the results they are looking for, and this extends to the ads also. The ads you see complement the search results page, with the goal of helping a searcher/visitor/customer to find what they're looking for. Every time searching advertisers compete for the opportunity to display ads. The primary components of paid search are the bid and the quality. The bid is the maximum amount an advertiser is willing to pay for a click on an advertise. If someone clicks the advertise, the advertiser is charged an amount equal to or less than the bid. If an ad shows on the page but no one clicks, it will not cost the advertiser. bids correspond to the value of the keywords, but the amount is up to each advertiser. Some advertisers may be willing to bid 50p for a keyword; and others may be willing to bid £10 this is how it varies industry-by-industry, and keyword-by-keyword. Bids are important with also with the quality.

Key learning- No matter how high a bid, a search engine will not display the ad if it's irrelevant. To summarise, paid ads offer another way to promote your products OR services on search engine results pages. With a well-built search advertising campaign, you can reach customers at the very moment they're looking for what you offer in the business. I learned about-

- A bit about advertising on search engines
- Importance of advertising on search engines
- How advertisers compete for an opportunity to show advertise on the search results page.

Lesson 6- Google search console

Google Search Console is a service that gives you feedback about how your website is doing in Google search results. there are two primary functions. First, it monitors performance in Google Search results. And second it also shows how Google "sees" the site. there are "Search Analytics" reports which help to answer some important questions like which searches bring people to your site? Or tell you when searchers click on your links/webpage? They can also let you know which other sites link to yours. Why is google search console is important? the "Search Analytics" report shows lots of things, including the most common and relevant searches bringing visitor to your site. reviewing the report and assessing unrelated or irrelevant words and phrases, it shows that the text on website needs some attention. Another thing to see the number of clicks. and to know how often your site appears but gets no clicks that's a sign your content doesn't match what people's search. Use "Mobile Usability Report". As people use mobile devices to access the Internet. This will surely figure out pages on your site that don't work well on mobile phones, which you can fix to improve your website performance when people search on mobile. There are two handy features within Search Console to know about: "Crawl" reports, and "Google Index" reports. Crawl reports use to monitor whether Google can visit the web pages. This is important because if Google can't access the web pages, then your content can't be included in Google's search results. Next is

Google Index reports which shows what information Google recorded about your site and tells you if the webpages are accessible. After signed in add your website and complete the verification to prove you own the website.

Key learnings- When it comes to your website, the more information you have the better you perform

- What Search Console is, and how it can help in online business?
- Some of its useful features
- How to set it up?

MODULE 6- GET DISCOVERED WITH SEARCH

Search Engine Optimisation let you Learn about how to develop an adaptable SEO plan, Identify the most effective keywords, and which tools can help you measure what matters.

Lesson 1- Introduction to search engine optimisation (SEO)

Every day, millions of people search online, for everything. That means there are millions of opportunities for businesses to appear to customers. SEO helps search engines understand better what you have to offer in business? When a search engine returns results some of them are paid advertisements and rest are unpaid and these are referred to as “organic results.” It has formulas, or algorithms, that help to order the list of results.

Where your website appears in these results is affected by the words you use on your site and also other factors like how many websites link to yours? Does this seem confusing to customer? To present the possible results, the engines look for information possible about websites. They might look for popular sites, or people’s review about them. They might consider words on web pages or keywords in the code of a page for better understand of the topic. Each component helps search engines find the best match for your search. Search engines also consider the searcher’s geographic location. A search from the US will display a localised set of search results. What search engines value most is unique, engaging, relevant content because their job is to find and show the most useful stuff to people

Key learning- Understanding how search engines work in digital marketing can help your business to improve its online presence. This lesson explains about-

- Search engine optimisation
- How search engines understand your website?
- What they value most?

Lesson 2- The importance of SEO plan

To grasp SEO, follow step-by-step process to create an SEO plan, and learn how to develop, prioritise and adjust the plan to best suit your goals. Check what customers looking for? Next, consider the related topics. This will help make the keywords more specific and a better match to what your customers are looking for? This can be done at least once a year as part of your SEO plan. Once you have identified quality keywords,

understand how you are doing in search results for those keywords? How many of these words bring up your website on a search engine? Are there any kind of specific topics that don't bring much traffic to your site? This info will help to figure out what's working for you and what's not. Once you have analysed gaps in SEO performance, then next step comes to think about how to fix the problem. further give a deadline to yourself for each task so that you are working through the SEO plan steadily throughout the year. Update your SEO plan with time. Don't forget, that search engines release new features and improve their algorithm. adjust your plan when something is not working, and this can be done with SWOT analysis. make stronger calls to action to attract visitors. Review your results regularly and shift focus to the areas that need to improve.

Key learning- Start with keyword research to understand what your customers are looking for, then use that information to assess your drawbacks and successes. Brainstorm solutions to improve the weak spot, redo your SEO plan based on changes or correction. this lesson explaining the SEO process which more helpful information is to get your plan in motion. In this step-by-step process to create an SEO plan for your website, it's important to learn-

- Develop
- Prioritise
- Adjust the plan to best suit your goals

Lesson 3- The SEO process

In this process the first step is known as keyword research: analysing what words or phrases people are looking for when they are searching for products and services related to the business. The work of SEO is continuous process, because trends come and go, users can change their behaviour and search engines get evolve over time. Your task is to keep eye on how changes will impact your site and what you need to do to continue drawing attention to unpaid (organic) traffic. Here are four tips on how to stay update on search.

1: Learn, how search engines work?

Many have blogs that offer updates on new features, algorithm changes and suggestions on how to do better optimisation of website.

2: Observe the changes and monitor how they affect your website?

For example, if your website is not optimized for mobile devices, you'd probably need to update your website to be more mobile-friendly.

3: keep on finding inspiration from other websites.

Do they offer free delivery? Are they active on social networks with their visitors? Do they regularly update their website with photos or videos? Adopt the practices that will work for your own business to grow further.

4: Talk to your customers. -being third person, they have the best insights on what content your site is missing, features that are required, or products/service they are looking for.

Even the way your customers describe your products can be a form of keyword research. And this is the ongoing SEO process. It's simply understanding what visitor wants, creating and sharing the content they're searching for and being flexible enough to change tactics when necessary.

Key learnings- This lesson explains SEO process stepwise that need to take in order to optimise the website, including:

- Discovering what words people use to search for your products or services
- Improving the content on your website.

Lesson 4- How to choose keywords?

Choosing keywords is the foundation of successful search engine optimisation which can benefit your business. There are certain important facts to select keywords. First, is frequency, or the number of times a word is being searched for. Make sure your chosen keywords match the interest of the people who are searching. Through all your SEO efforts, remember the golden rule, that your site's content should be made for your human visitors, not for search engines. Don't add an extra keyword or so much variations of keywords to your pages. Repeating the keywords unnecessarily is called "keyword stuffing" and is also against search engines' guidelines. So that's what you need to consider when selecting keywords with their frequency, competition and relevance. Keeping these things in mind will fix you on the right track for successful SEO.

Key learnings- Choosing keywords is the backbone of successful search engine optimisation. This lesson includes-

- Why you need to search keyword research
- What to consider when selecting keywords

Lesson 5- Setting realistic SEO goals

When you set up SEO goals, you can measure, report and track and the results. Adopt the things which make it work for you. Start it by identifying SEO goals, what you desire to achieve online? And how you define success?

Identified three business goals:

- Conversions: Converting website visitors into paying customers.
- Engagement: Persuading people to interact with the content of the site.
- Acquisition: Getting new customers or turning visitors to customers.

Setting SEO goals gives insight to measure, to help in understanding how your site is performing. For example, it's good to be number one in search engine rankings, but it's not always a guarantee of success. So, don't waste effort on keywords that aren't relevant to your job. You can measure acquisition and reach by tracking the number of times your business appears in search results and impressions, how often people click through to visit your site. you can also measure engagement by tracking what content your visitors read and interact with, such as leaving comments, reviews or feedback and how many visitors become your fans on social media networks. To figure out this, Analytics tools and webmaster tools provided by search engines that can give this information.

Analytics tools can also be used to understand well the visitor behaviour. To measure the success or see where you need improvement analyse and track your performance in various areas.

Key learnings- Setting realistic goals for organic traffic and assessing them with measurements will help to strengthen the SEO strategy. Lessons to learn in setting realistic SEO goals are-

- How to define success?
- How to select measurements?
- What tools can help?

MODULE 7- MAKE SEARCH WORK FOR YOU

Optimising web pages correctly means maximum people can reach to the content faster. choosing the most effective methods will save you time and resources to achieve this purpose. this topic contains learn how to master meta tags, backlinks, international SEO and more.

Lesson 1- Making your web page friendly

There are several elements on your page that can tell the search engine that what the page is about? This includes, meta tags and title, headings and the page copy itself. meta tags and title aren't something that would be seen on a web page unless someone looking at its code. They're embedded messages which helps the search engine determine what's on the page. The title and meta description are used by the search engine to generate the actual search result for the specific page. The title is used for generating the first line shown; the meta description is used to generate the few short sentences. A good meta description is generally two short sentences.

A title should be short, simple and catchy; its description should match with what the page is about. also consider what's on the page itself, who visit your site? There are two things you can optimise to help search engines categorise the whole content correctly under headings and page copy. Like meta tags, headings are embedded in the HTML code of the page, but it's also visible to people. It doesn't matter where search engines look? they'll see consistent, relevant and clear information about what's on the page. And that might help improve your search engine rankings.

Key learnings- Start search engine optimisation by improving the pages on the website. This lesson explains the elements that can tweak to make the website easier for search engines to understand.

Lesson 2- How other websites can work for you?

Your search engine optimisation, or SEO results are influenced by things which you do on your site and things which happens off your site. The latter involves what other sites are saying about your site. Two of the best chances to control this are backlinks and social media. backlinks are the term for a link from another website to your site. if you have a lot of links to your site, which means many people on the web believe that your site has good content and that is a vote of confidence. Search engines can see these links as a sign

of having a high-quality site and are perhaps a good option to show searchers. The key is to think about quality instead quantity. The best way is to create great content on your own webpage. Then, others may link to you so that their audience should see your content. You can also suggest and encourage others to write about you and share links to your website. In the SEO plan, this is called content marketing. To create good content, you must understand about potential customers are, what they are seeking for, and how you can provide them with. Search engines will crawl any page that they can access, including social media sites too. generally, they don't place special significance on your popularity in a social media site. But using social media is still a useful way to reach maximum audience. It promotes your site and business because it helps people to discover the content and encourages them to interact with you. Off-site optimisation is best way to potentially increase your search engine ranking and way to support off-site optimisation is by creating good content that establishes your site as a quality resource and attracting visitors who then share it across social media.

Key learnings - Improving your search visibility across the web by thinking about off-site optimisation. that is, using what happens on other websites to promote yours. This lesson has some ways to start it, which includes-

- Encouraging links to the website
- Engaging with your audience through the good content, and
- Promoting your site on social media.

Lesson 3- Cross borders with SEO

If your potential customers are in different countries and speak different languages, there are many aspects to consider like language, localisation and country targeting. There are some SEO guidelines for websites that provide content in multiple languages. make sure that each page in a different language should has own unique web page. Web design technology makes it easy to have English language content on a web page like www.example.com/avocado.html but allow visitors to click a button to view the same page written in different language. Another thing to remember is mixing languages on the same page. This is a big mistake. For example, when half your content is in French and the other half is in English, search engines cannot figure out what language your content is in. therefore It's better to use different pages for different languages. Lastly, avoid using automated translator for your content. For that get a real live person to translate it for you.

For example, as a farmer, you would expect German avocado page to show up on a search results page in Germany, and your U.K. and page for customers in the U.K. To help search engines discover this alternate content, in this case you should be able to add an annotation to each English and German page. These tags will mark your pages so search engines can serve the right version of your content to customers in their respective countries. Search engines may use various factors including where the website is hosted? its IP address, and information on web pages. This is how content can be more visible to international prospects by using country targeting tools such as those found in Google Search Console.

Key leanings- Different countries require different marketing tactics. In this lesson, learned about changes to make when your website crosses international borders, including

language, localisation and country targeting. If you do, you can adjust your website and SEO strategy to make your website an international success.

MODULE 8- BE NOTICED WITH SEARCH ADVERTISEMENT

Lesson 1- Introduction to Search Engine Marketing (SEM)

The links which you see in the main part of the Webpage are called “organic” results. It costs nothing to appear online. Some are paid advertisements. SEM lets you use this space to advertise to potential customers when they search for certain words and phrases relevant to the business. and are known as keywords. another thing to know about SEM is the advertiser who pays someone clicks on their ad. So, if your ad appears, but no one clicks on that then it won't be charged. Hence its “pay-per-click” advertising. With SEM, it's likely that visitor who clicked your ad are interested in what in offer. not like traditional marketing but SEM targets people actively looking for products and services. This is different from broadcasting a message to people where they may or may not interested in. Search engine marketing is most powerful option for the business. It's simple and effective.

Key learnings

Traditional advertising broadcasts a message to the world at large scale. perhaps search engine marketing targets a very specific group of people those actively looking for your products or services

Lesson 2- The Search Engine Marketing auctions

Search engine marketing is based on the auction system. Getting success in the auction means having a competitive bid and strong relevance. bids in the auction. Say you're willing to pay some amount when people click on your ad after searching for page. This amount is often called maximum cost per click, or Max cost per click or CPC. If your competitors only got a Max CPC of, you'll have a higher bid, meaning you'll be step ahead in the auction. Always remember businesses can change their Max CPCs at any time, so you'll need to keep an eye on your bids regularly to ensure you're getting the performance you desire. The other big factor is relevance. This is a measure—normally rated from 1 to 10 of how closely your ad relates to what a person is searching for. Search engines such as Google and Bing refer to this as your Quality Score. When two competing businesses have equal bid prices, the business with a higher Quality Score will appear higher on the search page higher. the best way to improve your performance in SEM is to timely review your campaigns to find ways to become more relevant. To improve your performance, stay focused on improving the relevance of all advertise. Make sure that it always closely matches the terms that people have just searched for.

Key learnings- When advertisers compete to show ads on the same search results page, search engines use an auction to determine which ads appears in what order.

Lesson 3- What makes a good keyword?

There are three important factors to consider when choosing keywords - relevance, traffic and competition. keyword doesn't necessarily have to be just one word - it can be a phrase as well. without knowing more about what these clicks are worth to your business,

you can't really know whether this is best suited keyword or not. Measuring the value of your ad clicks will help you know if keywords are to the point or not. But before starting a campaign, there is no way to measure the value keywords are generating. So before your campaign make sure, is this keyword relevant? Or does this keyword closely describe your products or services? Try focusing solely on keywords that are relevant to the business, another factor to consider is how much traffic a given keyword is likely to receive? Once you know how important relevance and traffic are to finding good keywords, move on to one more important factor to consider when determining if the keywords are good. Quite simply, you are going to want to consider what your competition are up to? Think about if a keyword is relevant? and gets adequate traffic, your competitors are more likely to be using it too. So, look for keywords where the relevance and traffic is high, and competition relatively low.

Key learnings- While starting a new search engine marketing (SEM) campaign, it's important to understand what makes a keyword "good". I learned, which factors to consider before bidding on keywords, which includes

- Relevance
- Traffic
- Competition.

Lesson 4- Make the advertise stand out

Help your business stand out by writing eye-catching ads, compelling headlines and clear calls to action. Ads are important to create something unique that stands out from the competition. So, you should strive to take ad to the next level, and make it jump off the page. There are a few simple guidelines you can follow to turn a very simple advert into something attention grabbing. Starting with relevance. Relevance is the name of the game in search engine marketing. Try to write your advert's headline to match the searcher's words as closely as possible. If you're running a sale, or have a special benefit, the customer can take advantage of it and that is simplest way to attract attention. In your ad reinforce the facts that your business is highly relevant to the customer's need. We have an exciting special offer, and a clear call to action, thus ad more likely to attract customers to your website. Using a simple guideline help your business stand out from the competition. First, customise your headline to the search. Then include a special/timely offer. And then finally, give a compelling call to action. These techniques help improve the ads across the board. Keep in mind that writing great adverts is an ongoing process it just like researching keywords or maybe monitoring the bid prices.

Key learning- so far, I have learned in this lesson is-

- attract more traffic with adverts that catch the searcher's eye
- write headlines that make a connection.
- write a clear, compelling call to action.

MODULE 9- IMPROVE YOUR SEARCH CAMPAIGNS

The world of Search Engine Marketing (SEM) has lots of opportunities to get its benefit first one need to master research tools and keyword selection

Lesson 1: Achieve relevance with good structure

This lesson describes about why relevance is so important for SEM campaigns. Also, to focus on the structure of SEM campaigns, and suggests to build the campaigns in a way that helps to achieve that relevance. When it comes to relevance, search engines also consider the first web page that people see after they click on the ad. This is called the landing page. Thus means, just as the advert should be relevant to the words a person just searched for also the landing page should be relevant to the advert a person clicks on. Relevance is must for businesses who advertise on search engines. For starters, search engines reward relevant adverts with higher positions on the search results page for their ads. It helps to get the same amount of traffic for a lower price. Within the account are campaigns and each campaign controls important decisions such as the daily budget, the areas or countries where ads can appear, and the advertising networks. Within each campaign multiple ad groups can be created. structuring the account in this organised way helps to ensure about showing the most relevant ads. within each campaign, your next move should create ad groups for each type of product.

Key learning- To succeed as an advertiser one need to create adverts that help searchers to find what they are looking for? This lesson helps to learn,

- How SEM campaigns are structured
- How to use that structure to achieve relevance
- the benefits you'll get by focusing on relevance.

Lesson 2- Get the most from your keywords

People use lots of keywords to search for products or services. And that keywords should be as effective as possible. Choosing good keywords helps more potential customers find you online. Important information of Knowing bid prices and competition levels can create several groups, called ad groups. By organising ad groups, you can write relevant ads for each group of keywords. some negative keywords can block ads any time a search contains one or all of them. this seems useful, because preventing adverts from appearing for irrelevant searches saves money and only your ideal customer sees your ads. Therefore, keyword research tools can help to find keywords that attract customers, but they also help in discovering keywords to avoid. It's also a good to try and revisit these tools on regular basis.

Key learnings- Search engines, such as Google and Bing, offer tools that take the guesswork out of choosing the right keywords, and can also help potential customers to find you online. I learned about the following terms in this lesson-

- Research tools
- Related searches
- Negative keywords.

Lesson 3- Fine tune with keywords match types

This lesson includes exploring a feature called keyword match types. And learning about how using different match types can increase control over which searches trigger your ads. That is because search engines can show your ads when people search for the variations of the keywords. This is called broad matching. usually, broad match is useful. It means that it is not necessary to add every variation of the keyword to target, like

singulars, plurals and misspellings. sometimes, search engines show the ads for keywords that aren't relevant to the business. Using keyword match types can help. One way to prevent ads from appearing on the searches is to choose more specific keywords. Keywords are the broad match by default. Aside from broad match, other primary match types are phrase match or exact match. for changing broad match to phrase, simply place quotations around the keyword.

Phrase match controls Google Ads or Bing Ads that adverts can't be displayed unless the search includes the entire phrase. Minor variations like plurals can also trigger the ad. To get even more specific, exact match keywords are distinguished by including the word/phrase in square brackets. The ad can't display if the searcher includes additional words Unlike phrase match. But minor variations, like plurals, can affect the ad. changing keywords from broad match, to phrase, to exact, it restricts the opportunities for ads to display. The challenge is to try to find a match type balance, allowing ads to show to likely prospects, but blocking ads when thinking of success is unlikely.

Key Learnings- Search engine marketing is great for choosing specific searches to trigger the ads. But search engines often show ads for keywords that are slightly different from the ones that are targeting. This lesson explains:

- What are match types and why they're useful?
- How to control which searches may trigger ads?

Lesson 4- How to know what is working and what is not?

One of the best things about SEM is that the value getting from your campaigns can be measured and to do this, track conversions it is the key actions for website visitors to take using tools that search engines like Google or Bing provide. The website should have a Contact form so potential customers can ask the questions like what other prints to have for sale? When someone submits an inquiry through this form, that is also a conversion. keep references in downloadable PDF form, so when people download it you can track that as a conversion. Through link also people can click to receive rates via email. That is another way potential customer can become paying customers, this is how one should track that as conversion as well. there are plenty of other possibilities for the conversations. Can you think of what conversions you want to track for own business? So, to tract this you can use tools provided by search engines. These allows whoever is managing the website, to place a small piece of code on certain pages of your website. That is complicated, especially if you don't have any technical support. Install the conversion tracking code on the order confirmation page. That is the page customers see after they complete an order. Next is tracking online inquiries. You just need to install the conversion tracking code on a page the visitor sees only after they submit an inquiry. In order to properly track conversions, it's important to attach the code to pages someone will only see after they have taken the action you want. Once installing the code, you'll start getting reports that tell you how many conversions you got. That's valuable information in figuring out that if your online ad campaigns are working. Therefore, by using online tools from search engines like Bing or Google, online conversions can be measured.

Key learnings- One of the best ways to measure how well your search engine marketing is working is by tracking conversions and actions to like website visitors to take. In this lesson, covered-

- What conversions are
- How to choose the ones you want to measure
- What tools you can use to track them.

MODULE 10- GET NOTICED LOCALLY

Lesson 1- Marketing to the locals

So, what does it mean by local? a service area business that goes out to meet with customers such as lawn care service, or a plumber. These businesses sell products and services to people who live nearby to them. This type of local businesses used to rely on tools like The Phone Book to connect with customers looking for their products or service. If a person wants to buy something, like a bike, she/he might look up stores nearby, and then visit a few to see the availability. Nowadays, people search for stuff from their home via laptops and tablets or browse the Internet on mobiles to pass time standing in a queue. If they're searching for a product or service which you offer, and they are in your neighbourhood, it's the perfect opportunity to get it on their radar. For local online business first, be sure your location details are available on your website. If you have any shop, be sure to include your address details, and maybe even an interactive map so a customer can get directions easily, plus also add telephone number, and your working hours. And if you have a service area business, be sure that website explains what areas to serve, and how people can get in touch with you. there are specific things you can do to help local people become your local customers, like Google My Business, Bing Local and Yahoo! Local that can help lead searchers to the local business, local advertising opportunities on review sites, social networks and search engines, some unique things you can do with local customers and mobile devices, and finally some important tips around search engine optimisation to help in finding the local audience. Local businesses seen by searchers in the neighbourhood, on any device.

Key learnings- The Internet connects the customers worldwide. But if you have a local business, you'll want to reach people nearby. This lesson gives knowledge about-

- What local means in digital?
- How your business can build a local search present?

Lesson 2- The power of local directories

Having a business that operates out of a physical, brick and mortar storefront, then the odds are you want to attract and serve customers who are nearby or local.

Local directories are a great way for local businesses to get connected with potential customers in their area. For this, the first step is to create a listing in local directories. online listings include key information, such as business name, address and contact information. Many of the local directories require that your business has physical setup or a local service area, so virtual businesses that don't meet with customers directly are usually ineligible. therefore, its important to pull together the name of your business to

appear it everywhere online like street address, or mail address and phone number. Just like the business name, enter your address in the same exact way for every directory. Telephone/mobile numbers should be local as well, including area and country code. Hence work on three things- name, address, telephone number to land local customers. Now find out where to list it for that there are loads of online directories to choose from.

First, you want your business with all those great local details to show up on popular search engines, like Google, Yahoo!, Bing, all of these have local versions and local business listings for use. also explore options on major local directories, social networks and review sites, and some of these might be industry specific. Try searching for a business that is like yours and to see where they appear. For expanding business include those three key pieces, name, address and phone number and additional business details like working hours, images, videos of your shop. Verification is also an essential part, once you're approved, you can update and manage your listing anytime. That just means regularly reviewing and changing the particulars, as required for the business. always keep your local listings consistent and updated. Don't forget to change the listings immediately if your name, address or phone number changes.

Key learnings- One of the best ways to connect with your visitor/customers online is to get listed in local directories. this lesson covers-

- How to list the business?
- How to manage local profiles?

MODULE 11- HELP PEOPLE NEARBY FIND YOU ONLINE

Search engines, local directories and social networks, reaching customers are physically close to a store which makes marketing tasks relatively easy. In this lesson we will Learn some ways to take advantage of unique opportunity to attract new customers, by mastering local advertising, mobile marketing.

Lesson 1- Using digital to advertise locally

For using digital advertise locally, keep in mind that the Internet is everywhere. That means that if you're a bicycle shop in east Mumbai, people in West Mumbai should be able to find your product or service online and people from Pune to Dhule as well. and this is what makes local advertising different. local advertising can be accomplished online through a lot of different channels, search engines, local directories, review sites, and social networks. Social networks like Facebook and LinkedIn offer business pages and paid advertising to target local customers. The social networks show where people are, it's easy to specify the ads to show only to people who are nearby with a relevant, local message. the local directory as well as review websites offer advertising opportunities. Ads can often be paid a little more to get shown in premium locations like search results or on competitors' listings. your message can be really tailored to someone that is physically close to your shop. And lots of local advertising channels should offer some unique features. also list your working hours, or only show or you might be able to let people get directions right to your storefront on a smartphone or mobile device, let them ring your phone number with a single tap, or let them browse all your great reviews using shortcuts. Whether you choose to use search engines, social networks, directories or

review sites, limiting your advertising budgets to people around you and taking advantage of the special local advertising features which can help boost your business.

Key learnings- Local advertising is a great, affordable or even free way to connect with customers who are close. In this lesson we have discussed about:

- Why local advertising is important?
- where you can advertise online to local customers?
- Some special features of “local” ads

Lesson 2-Reaching locals on their mobile

Now a day's, people walk around with a smartphone in their pocket. as a business, its easy to take advantage of this to reach nearby customers. This lesson shows how mobile phone technology from maps to apps to paid advertising that targets people nearby can help bring more customers to your door. The first thing you need to understand that make sure your site looks good on mobile devices and includes contact information. then, you can take advantage of some things that only mobile devices tend to have. like, many people allow websites and mobile apps to use a GPS function that can detect where they are and gives them direction to where they want to go. Depending on the capabilities of the app, it allows customers to schedule appointments for services, find answers to common questions or even order products. The app should also send reminders of cool events taking place at the shop, that aids in promotion of the business. Paid advertising programs helps to target the right customer, at the right time, and in the right place. If someone hasn't your app still with local search, your ad could appear high in the search results because the shop is nearby, and a relevant result for what the customer is looking for? make sure your customers can find you online, using any device, and have a good experience whether they are using a laptop, desktop, smartphone or tablet with that think about using mobile specific technology like GPS and Apps to motivate customers with local features and promotions.

Key learnings- Take advantage of the ways that mobile and local complement each other to connect with customers closest to you. this lesson includes-

- The importance of being found in local search results
- Making the most of mobile features, like GPS and applications
- Using paid advertising to reach a local audience.

Lesson 3- SEO for local business

Start with the basics, and make sure your website includes information like business name, address or service area if you meet with customers at their location. next, add relevant content that also helps identify your geographic location. By adding more local information to your website, and search engines recognise its relevance to local searchers, the chances of appearing in the local results may increase. the role of a search engine is to provide the right information and result, at the right time and in the right place for the searcher. In order to do this, search engines may use the proximity of the searcher to your business. online businesses may have websites around for a longer period and content over time can be rewarded by search engines in the results pages. take advantage of the local offerings of the search engines. Making sure that you're using services like Yahoo!

Local, Google My Business or Bing Local will help the search engines to know more about your business and when to list in the results. Once the business is listed and the physical location or service area confirmed, these local search listings become another way local searcher can find your business online. Finally, don't forget that many searchers are on the go, looking for local results on smartphones. If your website can be found in the mobile search results it can be an important way to connect with customers, so its essential that your website is mobile friendly, quick loading website that search engines can understand. It may take some work to get found locally, especially for a new business, but if you take the time to add clear business information to your website the try building great content, and promote your site in local directories.

Key learnings- If you want to increase the chance of local customers finding your business, you need to know a bit about:

- Including key information on your website
- How search engines choose local results?
- The importance of mobile for digital marketing.

MODULE 12- GET NOTICED WITH SOCIAL MEDIA

Everyone's on social media, so it makes sense for your business to grow there too. Take advantage of popular social media networks by understanding why you need to improve online? Joining the right social media sites and growing the presence by engaging with the networks.

Lesson 1- Social media basics

As a business it serves as a great opportunity for getting maximum customers. Online networks, or social media, allow people to link, interact, share and exchange information. it can also be a great tool for budding businesses. Social media can be a platform that lets you interact directly with your customers and prospective customers alike, share content, get involved in conversations, build trust, reach more people, grow your sphere of influence, and ultimately understand your customers better. When you join social networks, you can join such conversations and start new ones. Maybe by sharing photos when you get new items in your stock, and this will help you stay update. It also gives people a reason to visit repeatedly. This way the network can grow quickly. people might see your posts and share them with others, which helps to score new connections and followers. Social media helps to build trust with your audience. Imagine a potential customer reading reviews or watching videos of real customer and not models wearing and raving about your clothes.

Social media provides an opportunity for your customers and viewers to promote your products, and when this happens, you earn trust in your business. Why? When someone else says how great you are, it carries more weight. And this time you are not promoting yourself your customers are doing it for you. Check this out if you need a Facebook page, a YouTube channel, a Pinterest account, a Twitter handle, a Google+ page, a LinkedIn company page, or some combination of these and others for business. Following this create profile, "home page" on each of the sites you're going to participate in. Each social network carries different features, but whenever possible, add about the business, like location and contact information some photos or videos. Making friends on social media

doesn't take place overnight, and it can't be forced. Start by recruiting existing customers, maybe with a sign in shop that says "Follow us here" or even better a 10% discount if they connect with you online. Follow that with other ways to grow network like contests, special events, members-only offers, entertaining content, or even real, face to face meetings for members of social circles. Social media is a great way to start a conversation with people and ultimately grow the customer base.

Key learnings- Social media is now everywhere, and people engage with it almost every day. Learn what it is and how to take advantage of these networks by-

- Understanding why you need to be socialised?
- Joining the right social media sites
- Growing the business presence and engaging with your networks.

Lesson 2- The right social media site for you

Social media helps to sort all the different networks into categories to understand where to shift focus in the online business. For example, Facebook, Twitter, Google+ and LinkedIn have very audiences in very good number. Facebook individually has more than a billion users across the globe. This means, the existing and future customers are likely to be participating in these huge networks, so when you run a business, you should probably consider having your business presence on these large networks but beyond this, we also find niche, or industry specific players that cater to specific topics or specific audiences who really know their stuff and are looking for more detailed or insider content. The sites like TripAdvisor for social travel reviews, or open table in the restaurant space. There are lots of different sites dedicated to lots of different industries, so search around to find the most important ones for the business. although membership on these sites might be smaller, those members can exactly the kinds of people you seek to attract. another thing to focus about when you are deciding where you should participate, know the purpose of each social network. personal networks are one way that people keep in touch with friends and family online, but that doesn't suggest that you cannot participate as a business, people discuss products and services all the time. be aware of the context. which means the updates should be light, interesting and worthy, not salesy. Content sharing networks gives information like facts, figures, graphics, reviews, and things like that to potential customer. Professional networks tend to be aimed at the business world and attract people looking to network, find jobs or may hire people. Hence, it's important to know the context of the business. if you run a business that sells to other businesses, this might be exactly the platform where you want to advertise your products and services to other professionals in very specific industries or job roles. spend some time with each network, looking around to see how people are using it. This will help to understand how you can participate in the conversations, or what kinds of content you might share.

Key learnings- New social media sites come up constantly. Here is an overview of what is out there and how to figure out which ones might be important. This lesson covered-

- Different types of networks
- Understanding their contexts
- The best ways to get involved.

Lesson 3- Setting your goals for social media

Social media offers great opportunities for businesses, but it can also be overwhelming. To form social media plan, it should start with the business goals. There are lots of social networks with many ways to use them, to achieve different objectives. But before signing up and posting all over the place, start with a simple question. What are the expectations to accomplish them with social media? Keep in mind the first goal: Raising awareness about the business. It will help in mapping out the next social media move. For new business, think about the customer, what they would be interested in or likely to respond to? Because in this stage we look for to grow business network and probably to start with some of the big networks. by joining Facebook or Twitter, we can reach out to a group of your loyal customers or even friends and family and ask them to connect. As sharing with them, they share it with their own networks, and this way we can start to grow connections to achieve business objective. Keep yourself engage with the network by resharing some of other's content, or maybe spark some discussion by commenting on other people's content around current fashion trends, or a celebrity who put together an amazing vintage look. The last thing to plan is how to speak to the different audiences in the different networks. By going to be professional and authoritative, might work well if target audience is formal and professional, or for specific networks like LinkedIn. or going to be light and friendly might work better in less formal and personal networks, where there's an interacting with a more casual consumer. follow business goals that to attract more people to the networks/business and then make sure to use an engaging and inviting tone. And if we engage the existing customers, make sure to speak with them with gratitude for being loyal customers. The world of social media can be broad and complex but starting out with clearly defined goals in business will help to out which networks to participate in? how to use them? and ultimately, how this will help achieve the objectives?

Key learning- This lesson helps to figure out what to accomplish with social media with below key points -

- Setting specific goals for social media efforts
- Focusing the efforts on those goals
- Putting the plan into action.

Lesson 4- Getting on social media

Always decide right network for you to join and establish the business presence in chosen networks. social networks for business is different than social networks for individuals. For example, you might have a personal Facebook account where you connect and share with your personal friends and family, but the platform also offers pages which is specifically designed for businesses. Before signing up, check whether the network distinguishes between businesses and individuals, and make to set up the right one. after this figured out next is signing up which means creating professional account. use business email address to keep your personal and professional accounts separate. then start loading up information on the webpage. Now, every social network is going to be different, but there are some universal things, like business name, it's description, address, email address, and contact information. These are all standard and upload an image of your business's logo also. This information helps to create a home page. different social networks offer different things, so explore the option with all the available

options. Keep the business profile page be accessible to people when they visit this page, and all the things which are being posted and shared along with the comments and activity on those posts. This creates a kind of living history of the business's virtual life in the network. many of these profile pages are also accessible by search engines, so the greater content you provide here, the better the chances for the social pages to show up when people are searching on search engines. This way the webpage can be attractive, and visitor may turn up to customer

Key learnings- Joining a social network usually starts with opening an account and creating a strong profile. This lesson describes-

- The basics of getting started with a social media site
- The difference between business and individual accounts
- The importance of business profile.

MODULE 13- DEEP DIVE INTO SOCIAL MEDIA

Lesson 1- Tour long term social media plan

Getting in social media means a lot of work it takes to perform things well. Its tough in business to keep things updated, responding to the customers, staying connected with them. to simplify it sketch out a formal plan for what to post, when to post, where makes sense to post, and even who at the authorised to post. Be creative and innovative for making your profile look attractive. a good social media strategy deserves careful thought and planning as any other type of marketing requires. Justify the reason for the post update. If social media is all about raising awareness, make sure the posts are designed to do that. Social media acts as a two-way conversation, not just a megaphone to use to broadcasting message.

Key learnings- Social media takes some work and dedication if you want to have real success. Putting together a detailed plan will help to take efforts to the next level. This lesson covered-

- The benefits of creating a plan for social media
- Tools to help you put your plan into action.

Lesson 2- Measuring success on social media

Tracking the impact of a social media campaign is very important, but it can get complicated. And analytics make this job easy. In the business, assess how many people are connected with and how that's been trending over time, which the posts are getting shared or interacted with the most. by looking at the data and reports available in many social networks, it's easy to learn a lot about how many connections are there, how they behave, and how they consume or interact with the content you are providing. But logging into every single network and looking at the data and reports in each one separately this can be time consuming. So remember those tools that can helps to schedule the posts and consolidate all of the logging in to just one place? Well, many of those tools can also track and provide data that can compare the different networks and give you all that reporting in one place. These tools are very helpful, you can investigate them by searching for social media management tools and social media monitoring. There

are lots of them out there and a wide range of features and pricing, but basically, these tools will scour all the social networks out there looking for mentions, competitors, or even certain themes being talked about. These can help you identify new social networks you might want to participate in. but these reports and tools typically only measure what is happening on the social networks themselves. Therefore, for this there is a separate tool dedicated to tracking what's happening on websites, like Google Analytics. Each web analytics tool does this differently, but the end result is pretty good, this helps in looking at different reports and see things like which kinds of content from which networks tend to get people to visit the website, engage further with webpages, and eventually convert on the business goals.

Key learnings- this covers how to measure the success of your social media efforts. Using the data and tools available from the social networks, using social media management and monitoring tools, and using web analytics to see what social visitors are doing on the website will help to understand exactly how and where the efforts are paying off. That way you can keep improving your social media strategy to serve the purpose.

Lesson 3- Avoiding social media pitfalls

Social media pitfalls involve stuff like boring, repetitive sales messages, posting once every three months, or, the opposite, spreading yourself too thin with far too many posts. The first rule of social media: It's not all about you. People use business page to share news, how-to tips and funny videos. They're not there to hear sales pitch and brands that have nothing else to say tend to get boring and ignored fast. Therefore, focus on providing a good experience to customers and keeping their attention. Be understanding, be considerate, but most most importantly be consistent. Follow up on complaints and give people the information they seek for. Negative feedback doesn't necessarily have to end in bitter way. It can be an opportunity to show your customers and everyone else who might be watching that you really want to help them. The next pitfall- Don't spread yourself too thin on the social media. With all the networks, there are almost unlimited opportunities to talk to customers, but those conversations take time. Grow innovative, informative and exciting businesses and keep it updated.

Key learnings- Stay true, respond to comments, focus on the sites that make sense, be consistent and measure your results in the business. Social media is a powerful tool, but it's also been known to cause some issues for the businesses.

MODULE 14- DISCOVER THE POSSIBILITIES OF MOBILE

Web browsing in current scenario is very much a part of everyday life. Hence, mobile presence is important for businesses to embrace. There is difference between mobile sites and mobile apps, and which type of mobile marketing is right for the business goals.

Lesson 1-The evolution of mobile devices

Mobiles have rapidly changed the world we live in. and mobile devices will continue to evolve at lightning speed. various features are now available on mobile devices. It's easy to market the business online with rapid growth of mobile. it has evolved dramatically, shrinking in size while expanding in features. And now they have become essential part of everyday lives. Not just a way to make phone calls, mobiles have become powerful

multimedia devices with browsing the Internet, checking email, taking pictures, navigating with GPS, posting on social media, and much more. So whether to increase brand awareness, encourage customer loyalty or grow your revenues, Mobile devices can offer your business numerous opportunities to reach the right customers, in the right place, at the right time.

Mobile optimised site should have a promo button on the homepage, that offers new customers 20% off their first service. then phone number near the top of your page, when viewed on mobile, can be clicked to start a phone call. Links can be shortened, so they can be easily shared on social media platforms.

Key learnings- Today, people have various ways to access the Internet. We use computers, smartphones, tablets and even smartwatches. Mobile marketing is constantly evolving so embrace it and business will stay well ahead of the curve. In this lesson, learning essentials are-

- How mobile usage has changed in the last four decades?
- What features are available on today's mobile devices?

Lesson 2- Understanding mobile web and mobile app

In today's business world, just to have a website doesn't serve the goal. People today access the Internet on mobiles more than computers. So this becomes necessary that business website needs to be mobile friendly. many of the potential customers use mobiles. They're often on the go and use search engines to look for quick answers. Search engines offer people results that match their search terms as well as location. most search engines prefer responsive design. A responsive website adapts itself depending on the any size of a viewer's screen. having a responsive site, you don't need to create separate sites for computers and mobiles. So, this saves a lot of effort. A well-designed mobile site can be usable on the smallest mobile screen. Fonts and buttons should be easy to read. and the navigation should be clear and simple to access. Visitors should immediately understand their next possible steps. Despite the smaller screen size, website visitors should be able to perform common, important tasks. after creating a mobile-friendly site, you'll want to help search engines find it, understand it, and hopefully show it in the results. That is search engine optimisation, with a focus on mobile. Mobile SEO also includes the same factors to consider for standard websites, like relevant contents. But for mobile site optimisation, is performance and usability are crucial. Performance is how quickly a site loads, and this can be compromised by many things, such as overly large images and file sizes. Usability refers to a visitor's experience while using the site. if the site has a good mobile user experience, it will be more likely to appear in mobile search results.

Key learnings- When people search for businesses, they are quite likely to be searching on a mobile device so It's important for business to work their websites well on mobiles. A mobile friendly site can bring visitors, give them a better experience, and bring in more business.

Lesson 3- Understanding the apps

An effective mobile marketing approach includes more than just optimising the website to work well on mobile devices. so many businesses are also investing in mobile apps to engage with customers on the go. mobile website is pretty much a simpler version of main website. Mobile friendly sites offer most of the same things as your main site, but just built to work well on smaller screens. Visitors access a mobile site on a mobile web browser, just like they would on a full-size computer browser. Mobile apps are applications that can be downloaded and installed onto a mobile. The apps provide a specific function which is not as easily accomplished on a web browser. They are generally integrated with common smartphone features, like the camera or GPS. one of the best benefits of apps is that they can send messages to a person's mobile, even when they are not using the app. These are called "push notifications. With so many possibilities available for your business, you may decide to develop own business app. It often helps to think about your business goals, and what you would like visitors to accomplish on a mobile. A mobile app can also complement mobile website, helping the customers accomplish specific goals. An app for the business can help to increase customer loyalty. It simplifies to communicate with customers and help them make purchases easily on their mobile device.

Key learnings- People tend to interact with businesses through both mobile websites and mobile apps. Mobile-friendly websites are now a necessity, and many businesses can benefit from a mobile app. This lesson includes-

- The difference between mobile websites and mobile apps
- The benefits unique to mobile apps
- How to determine whether an app is right for business.

MODULE 15- MAKE MOBILE WORK FOR YOU

Lesson 1- Introduction for advertising on mobile

These days, mobile devices allow people to stay constantly connected and are helping them become smarter as well as savvier shoppers. smart businesses are putting more effort into reaching these potential customers through mobile advertising. Advertising on mobile devices can help to achieve a lot of different things. Like, mobile advertising can help to get more phone calls and inquiries or drive more people into your shop or website. It can also get more people to download your mobile app. Mobile advertising gives lot of unique opportunities to connect with people, while they are using their mobiles. Business approach to mobile advertising will depend a lot on your specific audience, and overall business goals. Try to focus on short keywords and phrases that mobile users might search. People are much less likely to search for detailed and long phrases. mobile ads are usually small, they should present a strong, concise message with a clear call to action. Its easy to advertise to people while they are using mobile apps likewise It's equally important to have a mobile friendly website, or impressive ads on Google or Facebook because mobile ads will send people to a site that hasn't been optimised for their device. Remember that not all mobile devices are the same therefore, another useful trick is customising ads. That way, it will work well across a variety of screens. One easy way to do this is to use short, clear text in the ads. ads extensions can also be used. These are special features that will help people for calling or getting directions to the address also these features will automatically resize themselves to best fit any device. That is mobile advertising.

Key learnings- As people spend more and more time on their mobiles, businesses are increasing their mobile advertising in order to reach them. In this lesson I learned about-

- Benefits of mobile-specific marketing
- Mobile opportunities available to advertisers
- Challenges to effective mobile advertising.

Lesson 2- Search campaigns for mobile

Running search ads on mobile devices can help the business with many goals. Perhaps it's necessary to get more leads, phone calls, or purchases in business but before getting started, it's important that the website is mobile-friendly. First the loading speeds should be super-fast because nobody likes to wait for a website to load. Especially people using their mobile devices. Second, make sure the website looks and works the way it should on all types of mobiles. Third, the site should be easy to use for people on mobiles. There are lots of tools to make the website more mobile-friendly. It's important to pick out the keywords which should appear on ad. Keywords can be used in a regular search campaign. But users on mobiles don't always search the same way that they do on laptops, or desktops. They are more likely to type shorter and simpler, there are great tools such as Google's Keyword Planner or Bing's Keyword Research Tool. They can help to research a search term and tell about what percentage of those searches come from mobile devices. Once the keywords are relevant to the business, and commonly searched by mobile users then next think about actual ads. People who search on mobiles are often focused on completing a specific task. Search engines like Google and Bing will allow to specify certain ads as "mobile preferred." Which means that users on desktops won't see that mobile ads and vice versa. People on mobiles behave differently to people on computers, and how much you choose to pay for your ads can reflect on it. If you run a successful search advertising campaign but you check the analytics and notice that people on mobiles are 10% less likely to fill out the contact form. In that case use bid adjustment. Using this can help to make sure that you are spending your money wisely and getting the best bang for bucks.

Key learnings- Having a mobile friendly site is very crucial. Research the keywords which customers tend to search for while using their mobiles. Keep the ads laser focused and make sure to take advantage of special features for ad campaigns. This lesson covered:

- The importance of having a mobile-friendly site
- Getting the keywords and ads right
- Special features for mobile search campaigns.

Lesson 3- Display campaigns for mobile

Display advertising helps to achieve a lot of different goals. Such as finding new customers or building a brand name. Mobile is a very important part of display advertising approach. Display advertisement is about capturing the attention of people browsing content online. There are different types of mobile devices like large and small smartphones, tablets, phablets and smartwatches. With so many different devices being used, it's safe to say that a "one size fits all" approach to display advertising isn't going to work. For displaying ads to be successful on mobile experiment a bit. Find the right

combination of ad formats to fit the devices that audience are using. This will give you a good opportunity to dramatically increase the reach of your display campaigns. using Google Ads platform to run ads, use the free Google Ad Gallery to quickly create professional-looking display ads, in all shapes and sizes. Just like normal display ad campaigns, mobile display campaigns can reach to targeted audience based on their interests. Display ads on mobile are evolving rapidly, as these new technologies reshape the landscape. There are multiple mobile ad networks that can be used, such as Google Ads or InMobi. Fortunately, it's easy to experiment with different advertising formats and targeting options so that to find out what works best for the business.

Key learnings- Mobile is more important for driving sales or building a brand. Therefore, a display ad approach that doesn't include mobile is incomplete. This lesson covers-

- The importance of trying different ad formats
- Tools to help you quickly develop ads
- Targeting apps.

Lesson 4- Video for mobile

Video advertising on mobile devices presents a valuable marketing opportunity for any businesses. Video advertise can be more engaging and provide more information as compared to traditional ad formats. While creating the video content, keep few key things in mind.

- make it relevant
- keep it short.
- have a clear call to action

Be sure to tell the audience what they should do next so they could stay engaged. When targeting video ads, consider the location of the audience. Think about the time of day when they watch mobile videos also what types of videos they watch. With video ads, choose keywords to target the ads to related content. even choose specific videos and websites where to show the ads. The more targeted and relevant video ads are, the more engaged customers will be.

Key learnings- Mobile video consumption is on the rise, which means businesses should be following the trend towards advertising with video advertisement. In this lesson I reviewed-

- The growth of mobile video
- How to create mobile video ads
- Targeting mobile video ads to related content.

MODULE 16- CONTENT MARKETING

Content marketing is a great way to build trust and increase the site traffic. This lesson includes- how to write for the online audiences, organise production and promotion, choose the right format based on the content, and track the content marketing success.

Lesson 1- Introduction to content marketing

With so many businesses operating online, standing out from the crowd is very essential therefore Content marketing is a great way to help you attract the audience's attention. Content marketing is based on the creation and sharing of online material such as videos, blogs, and social media posts. It is designed to generate interest in a company's products or services by holding people's attention. It helps to increase sales by directing traffic to a website, boost awareness of the brand and build trust and recognition amongst the existing and new audience.

Use content marketing to increase awareness of the company and drive more traffic to the website and to achieve this publish engaging content about the product/service on the website's blog. Promote it across the social media platform to engage with audiences. Great content campaigns are based on understanding about who you are writing for. More you know about the audience and share their passions, as well as their pains, the easier it will be to engage with them on a personal level.

The following are some effective content marketing practices. The key to success is creating a content marketing campaign that accomplishes the below three things-

1. Answering audience's questions,
2. Providing something of value and
3. Keeping the audience wanting more.

Some best practices to follow as you put together own strategy:

- take the time to get to know the audience better such as knowing audience's likes and interests.
- experiment to find the best types of content for reaching the audience.
- choose the right places to publish the content.
- prioritise natural language to interact with your audience
- make the content unique, interesting and exciting.
- Use engaging headlines, eye-catching pictures and informative language to capture the audience's attention.

By keeping these pointers in mind when creating a content marketing, you can boost the potential reach and strengthen online presence

Key learning- With so many businesses and brands online, content marketing is a valuable tool in help to stand out. In this lesson, I learned-

- What is content marketing? and why it can add value to an online business?
- best practices for creating the content marketing strategy.

Lesson 2- Identify online customer

This lesson explains about what audience segmentation is and how it can be used to improve the content marketing campaigns. Segmentation is dividing audience into groups of who they are and what they like. Rather than spending time and money targeting a wide range of people, segmentation helps to identify the groups which are most interested in the product or service. This is a more cost effective and persuasive way to connect with potential customers. by researching the audience and segmenting them into groups, then

create specific content that excites, entertains and engages them. The first step is to segment potential audiences. In the next step create content with that specific group. Understand the habits and preferences of an audience that help to target content directly to that specific group of people. Another benefit is being able to pinpoint audience behaviour and using this information to refine the marketing approach. people who enjoy the visual nature of a social media platform like Pinterest are likely to prefer different content to those who like to read as well as contribute to forums. All this information can provide value when it comes to creating tailored content for a group.

To get insights about people interest, try free online tools like Answer the Public and Keyword Planner. utilise analytics features on social media platforms like Facebook and Twitter to get a glimpse of audience demographics and behaviours. Experiment with several tools and compare results to get a more complete picture of an audience and their online behaviour. The crucial part is connecting with people face to face to yield some truly unique insights into who they are and what they need.

Key learnings- Making sure to say the right thing, to the right people, and connecting with them at the right time is critical when it comes to content marketing. In this lesson, I learned-

- What is audience segmentation and how it can benefit a business?
- How to use audience segmentation to boost the content marketing efforts
- Tools and systems available for audience segmentation.

Lesson 3- Choosing the right format for the content

Online content can take various forms, from case studies and eBooks, to infographics, images and video clips. Each of these different formats comes with its benefits, whether it's to inspire, educate or entertain. Whatever format you choose, the purpose of content is always to connect with an audience. And an audience, in turn, will engage, share, learn, and perhaps even convert into customers. Blogs are typically published as a subsection of an existing website, and it include original content or guest authored content. Writing unique, quality blog posts can help to increase publicity and gives most interesting content to share across other channels, like social media. Infographics are informative and a great way to present knowledge visually. They work well online because of their eye-catching format and can help in presenting complex or unusual content in a creative way. eBooks are educational, easy to read guides, focused on a specific topic. This format provides readers with practical content and help to stand out as an expert in the field. Videos can include anything interesting from product demonstrations to tutorials and customer testimonials. They allow brands to create engaging, entertaining, and useful content that can attract customers. There are many other content formats such as press releases, webinars, reviews and case studies. Successful content doesn't need to go viral or reach millions of people. Focus on the creating content should be tailored to your audience, and design it so that it moves customers towards a specific goal or action.

In content marketing, there are typically four main purposes of content with an objective To -

- Entertain
- Inspire

- Educate, and
- Convince.

When assessing which content formats are the right fit for business goals, think about to easily produce yourself, and consider recruiting assistance. Identify the purpose of the content, and then select the formats best suited to that goal. Finally, when designing the content, remember to consider an audience, and address their specific needs in a format that will catch their attention.

Key learnings- Content is more than just text on a screen. From entertaining GIFs to blog posts, whitepapers, and full-length videos, understand which content format can make the most impact on audience is critical. In this lesson, I learned-

- Popular online content formats
- The four main purposes for content marketing
- How to match different formats with content goals

Lesson 4- Writing for online audiences

Reading habits vary a lot between online and offline content, with factors like style, length and structure all carries a big impact when it comes to writing for different channels. To capture an online audience's attention, adapt the way to approach writing. For example, while reading a long article in a newspaper can be enjoyable, reading multi page articles online are more likely to be frustrating. because as online readers we are constantly flooded with information, so our need to multitask and consume online data quickly and efficiently has left us with shorter attention spans

Start with a good hook that clearly explains to the reader what they expect. A great hook or opening sentence is important to draw people's attention in. Make sure to always keep the target audience in mind and focus on what to offer them. Try to read the content through their eyes, and do not bombard them with too many sales messages. Another valuable tip is to incorporate a "call to action", or CTA. they are short statements designed to entice a website visitor to take a specific action, so make them as creative and persuasive as possible. Creating content regularly means it can be tough to stay inspired, so find out ways to come up with engaging topics. Try researching the competitors to see what topics they cover. While doing so, keep a list of potential topics and refer to it when it's time to brainstorm new content. receive a list of the most searched queries involving those words. This is great for creating content topics which respond to real user demand. Other tools to get an idea of how popular a topic is including Search Console, which can help to see the terms that people use to find a website, and Keyword Planner, which shows how many people search for a specific term. Always remember to be consistent in the writing style, so that when readers read the content, they immediately associate the brand or business voice with it. A clear and recognisable tone of voice will help to establish a relationship with the audience and differentiate from competitors. Try writing down the attributes that readers to associate with the brand, such as honesty and enthusiasm, and always write with these qualities in mind. consider how writing styles differ between online and offline, review the tips for writing for an online audience, and consider how to tap into online resources to get inspiration for new content ideas.

Key learnings- When it comes to writing for the web, there are key considerations to remember which will help in making online reading as enjoyable as possible. In this lesson, I learned-

- How online audiences and offline audiences differ in their way they read content
- Why it's important to adapt the writing style to an online audience
- Tools and systems to help support writing copy for the web.

Lesson 5- Help your content to be seen

creating good content can be time consuming. There are many different ways to promote the content, how to create a content marketing calendar, as well as ways to increase visibility through owned, earned and paid channels. before creating a content promotion plan, it's important to consider the channels available. Identifying channels by Owned, Earned and Paid categories is a great place to start promoting. Here, 'owned' refers to the marketing channels to manages, for example a website, blog, and social media profiles. Promoting content over owned channels is a great starting point because it's a flexible and low-cost option. Earned channels refers to anything that's picked up by a third party. Earned channels can boost the reach of content and add credibility and paid channels refers to promotion to pay for. This can allow to target campaigns to a specific audience, based on the goals and budgets. after knowing the channels to promote the content through, then create a content calendar. A content calendar is a detailed timeline that organises the content marketing activity. By clearly outlining what and when to publish, it can help to make content process consistent and efficient, as well as give everyone involved a clear action plan to follow.

The following are some to start on own business content calendar-

- The Content calendar should include realistic time frames. Therefore, make it achievable, else it will fall behind schedule.
- Highlight key dates such as public holidays or relevant events are great for releasing seasonal content
- Consider multiple channels. a variety of marketing channels, such as a blog and social media, can work together to promote the content marketing campaigns
- Remember the audience. Clearly define the audience at each stage of the calendar.
- Explore online tools. There's a variety of free and paid tools available to create a calendar, publish content to social media accounts, or collaborate on content with the team. These tools can save the time by automating some of the content creation and distribution process.

Final step is to consider the channels would work best for the business or brand and consider how a content calendar can maximise the effectiveness of the content marketing campaign.

Key learnings- Once you've created content, know how to distribute and promote it online. In this lesson, I learned-

- The channels available to promote and distribute content effectively
- How a content calendar can help to organise the content marketing activities
- Best practices that ensure the content gets the attention it deserves.

Lesson 6- Measuring your success in content marketing

Identify the goals and objectives, and make sure they are measurable and trackable. Once you identify the content goals, it will be easier to track achievement. explore specific metrics that could help improve the content marketing. Consider where the visitors are

located, their age and gender demographics, time spend on a specific webpage and what they search for when they land on your site. Some of the essential metrics to track are: - the number of page views the blog receives - the number of transactions made on the site - the number of visitors that come to the website from social media channels. Try comparing the metrics to previous results, such as previous month's blog posts or the number of online transactions made during the last quarter. Tracking against past results will give a clearer indication of whether new strategies are truly successful. Many social media platforms provide detailed information about the people who follow or subscribe to business accounts. This includes gender, age, and location, as well as post receive the most engagement. This data can give an indication of which content is the most effective at meeting the goals, and which provides you with the best return on investment.

Analytics can show where the readers are coming from, such as from social media or a search engine, and how many of their readers made a purchase after reading a blog post. By looking at the available data, refine the content marketing strategy, ensuring to meet the company goals and objectives.

Key learnings- Knowing how well the content performs once it's published online. It will help to understand the audience, as well as provide with insights as to how to improve campaigns in the future.

MODULE 17- CONNECT THROUGH EMAIL

Email marketing is a great way to connect and stay in touch with the customers. In business, from building a contact list to learning how to design emails that really stand out.

Lesson 1- Email marketing basics

Email marketing is a great addition to other digital marketing activities. It builds customer loyalty and engagement. Keep in mind that people must give permission to send commercial email, and many countries have laws that require consent for the same. In email Start with a friendly "hello" and introduction. Next, send information about your shop and the product lines of sell. At this point, ask them one or two questions to narrow down their interest. After getting information about your customers then send specific offers, or content they might find interesting. In that include useful information and relevant offers. ask the subscribers if they are interested in receiving updates about other products or services. Then find their preference. The loyal customers are important to business. And it's always a good idea to build a positive, lasting relationship with them. people appreciate when business anticipate their needs. By making the content entertaining and useful, subscribers will enjoy and appreciate the emails, Finally, use email to request feedback from the contacts about customer's shopping or their support experience, and then respond them directly. Once you identify different audiences, you can customise communications, based on their interests. By offering useful and engaging content, build loyalty over time. A strong customer base will help in growing business.

Key learnings- Email marketing is a great way to develop relationships with both potential and existing customers. sending newsletters and special offers to customers via email can play a key part in the overall marketing plan, building and strengthening relationships with your customers. this lesson helped me to learn-

- Developing a contact list
- Targeting audiences based on interests
- Building relationships with customers.

Lesson 2- Email marketing options

Most email marketing tools share a few common features. The first is a contact database that stores the customer's information. the database requires to include an email address for each contact. Most of the software services allow to include additional information, like name, mailing address, and other information.

Start building the email database by adding already existing customer data. Most services to upload data from a spreadsheet, a handy feature if there is lot of information to include. Next, give people the ability to subscribe (and unsubscribe) themselves. Most email services provide online form that can be added to the website by copying and pasting a bit of code. Website visitors can then submit this form to sign up for emails. This data is automatically transferred to the contact database. Use Email templates to create a design that matches with the brand. many email marketing tools allows to preview the email on different devices before sending. Email marketing services also track who clicks the links in the email. These links typically go to pages on the website. then track what those people do, once they are on the site. Like, whether they read an article? or make a purchase.

Many email marketing services offer a personalisation feature that places relevant content into an email template, based on individual interests. use this feature to send specific messages to different people within database. by targeting each group with a personalised email, increase the chances that they will not only read the email, but also click through to visit the website. So, email marketing tools make running a successful email program much easier. Not only it will save the time, but can track which recipients open, and act on messages. The more you know about contacts; the more personalised content can deliver-

Key learnings- Many email marketing software systems will guide through the entire process of setting up an effective email campaign. monitor how recipients interact with the emails in order to personalise the content. In this lesson, I learned about-

- Common features of email marketing tools
- Benefits of tracking email recipient behaviour
- Personalising content according to customer information.

Lesson 3- Crafting great marketing emails

It is very crucial for grabbing the customers attention with strong subject lines, keeping their attention with concise and relevant content, and offering links for more information. Think about what customers see when they first glance at their inbox. Will email make

them to open it? The two things which are important, are the business name in the “From” field, and the subject line of the email. Be sure to use a name and email address in the “From” field that clearly identifies the business. People are more likely to open an email; from someone they recognise or trust. The subject line of an email can make or break the campaign. A poorly composed subject line might mean an email gets deleted or trapped in spam filters. Keep it short and simple and ideally under ten words. Try to capture the most valuable and relevant information in the email. avoid words like “free,” “percent off,” “reminder,” and “specials,” as well as pound (£) symbols and exclamation points as these are all known to trigger spam filters. always keep in mind customers will be busy with their stuff and so many other emails they get every day. Even if you’ve crafted the most intriguing message possible, they’ll likely just scroll it. So, keep all the content concise, and get right to the point. Next the paragraphs should be short, maybe one to three sentences, and keep them focused on the subject. try to link to longer articles and additional information, on the website.

Make the content as persuasive and engaging as possible. and use the right tone of voice for an audience. Add Links in your email which should include calls to action. Use bold text and design, to highlight important offers or content. Providing an easy way for users to opt out of your newsletter, is not only good customer service, but it’s also required by law in various countries. So, remember to take the time to craft a short and strong subject line. Write concise content with humour and engaging tone. and include helpful links that will improve the customer experience, and possibly lead to increased sales.

Key learning - email marketing campaigns can be changed, but the goal remains the same. always craft attention-grabbing emails which should encourage action. With a few tips, you can market a business like a pro. In this lesson, I learned how to:

- Use subject lines to make a good first impression
- Write concise content with strong calls to action
- Include helpful links for customers.

Lesson 4- Managing successful email campaigns

Improve the campaigns, by testing emails, creating relevant campaign landing pages, and measuring the success of all your hard work! Let’s learn how to use A/B testing to get more people to open the emails and click through to your website. A/B testing is done creating two versions of an email to see which one performs better. this technique can be used to test different email approaches. If you are sending an email announcing a new product, but you’re not sure what subject line to use. So, you can send half of a customers, Version A of the subject line, and the other half Version B. Then, assess which email had a higher “open rate”. That is the measure of how many people open that emails, compared to how many emails were delivered. Whichever version had a higher open rate, that wins! You can use A/B testing to test different subject lines, frequency, content as well as images. try sending emails on Tuesdays and Saturdays or sending emails weekly and monthly. See what an audience seems to prefer, and then adjust. Keep in mind, that you don’t want to overwhelm people by bombarding them with too many emails. always provide the option for people to receive fewer emails, such as a monthly digest. That way they don’t unsubscribe because they want to hear from you less often. Be sure to choose or create a specific landing pages for an email campaign. A landing page is the first page a person sees when they arrive at the website.

In that way, when a person clicks a link within the email, they'll "land" on a relevant web page. an email campaigns will be more successful by sending visitors directly to the page they want to see, so they can learn about the product, and may buy it. At last, remember that people will read your emails, on mobiles, tablets, laptops, and desktops. That means your email landing pages need to work well with all the devices. Just like any type of online marketing, email marketing is easy to analyse. Email services usually include analytics tools, so as to track and measure how well the campaigns are doing. Therefore, be sure to use web analytics to figure out what people are doing on a website, after they click on an email. always looking for opportunity to improve the website experience for email visitors.

Key learnings- regularly improve an email campaigns, by testing different versions, creating relevant landing pages and using analytics to see what works best. these tips will set you up for success and help you understand the value of an email marketing campaigns. There are many things to manage when running an email campaign, use these strategies to set yourself up for success. Here I learned, how to-

- Use A/B testing to improve engagement
- Create relevant campaign landing pages
- Measure the performance of your email campaigns.

Lesson 5- Measuring success in email marketing

When it comes to managing the success of your email campaigns, understanding an audience's behaviour is essential. First, assess why utilising email metrics can be a powerful addition to the marketing toolbox. Using the analytics from an email platform, discover the number of people clicking from an email to a website. this type of informed decision making can lead to greater conversion rates and help to refine any future campaigns for success. So, the benefits of reviewing email metrics are clear. An email campaign Open Rate is simply the ratio of people who have actively opened the email and the total number of people who just received it. This is useful for understanding the effectiveness of an email subject line. after knowing how many people opened the email, look at the Click Through Rate, or CTR. This offers a top-level view of the success of the individual email campaign and gives the percentage of people that clicked on links to a website from every email that was opened. The Click-to-Open Rate considers, the total number of clicks and emails that were actually opened. This gives a more realistic idea of audience engagement because if they opened an email and went on to click a link, this indicates, you clearly did something right!

Another useful metric is the Conversion Rate. The conversion rate shows how many people you sent the email to, compared to the number of people who actually ended up registering for the given event in the mail. Sometimes, emails 'bounce' back. The Bounce Rate is the percentage of emails that could not be delivered to subscribers and were sent back. There are two kinds of bounces-

1. Soft Bounces- These are rejected due to a full inbox or size limit restriction on an audience's email server.
2. Hard Bounces- The emails are blocked, or the address can be incorrect.

A breakdown of hard bounces per email campaign can show, which email addresses to remove, saving the time and effort for the next campaign. The next step is to adjust any future campaigns accordingly, whether that be to refine the subject lines, review the type of content published, or clean up the subscribers list.

Key learnings- Knowing whether an email campaigns are successful will help in taking the right actions when it comes to improving them. In this lesson, I learned-

- Why email metrics are important in evaluating campaign success.
- How to draw insights from the email metrics gathered.

MODULE 18- ADVERTISE ON ANOTHER WEBSITE

Lesson 1- What is display advertising?

Display advertising is a graphic advertising on internet website, apps or social media through banners, or other formats of texts, images, videos and audios. This helps to attract more customers. display advertising is the digital version of an offline billboard, print ad or TV. it gives businesses the chance to pay for their ads to appear when the right kind of person is on the right kind of page. It's done by making deals directly with the owners of a website. display advertising offers businesses the ability to reach relevant audiences across the Internet. and it is a great way to build awareness of business. Display is also a great way to drive traffic to the website, build engagement with visitors, and win new customers. This is known as retargeting. Display advertising helps to bring right customers and it also supports many different marketing goals.

Key learnings- Display advertising assist businesses to reach specific groups of people on specific websites with their messages. This lesson explains-

- What is display advertising?
- How it works?

Lesson 2- Search Advertising vs Display Advertising

With search engine marketing, advertisers use this insight to reach potential customers like they are actively looking for something. therefore, people seek in search engines what they want online. and advertisers bid for their ads to show up in response to the words and phrases of people interest. The offline ad includes billboards or magazine adverts. In the online display advertising, its about finding websites where the potential customers are likely to be spending time or targeting people who have showed specific interests through the sites they visit or other online behaviours. In the podcast, ideal customer is probably reading blogs about films or looking up local cinema listings. So those could be the places to show the "billboard" online. For example, someone searches for film review podcast, and if ad appears but they don't click it. Maybe they clicked on other results instead. with search engine marketing, ad only show up when people are searching. So, when they left the search engine and are browsing around the web, it's difficult to reach them with search engine marketing. But with display advertising, the ads can show up on any website that is offering advertising space, and it means that you can tap into millions of additional websites beyond the search engines.

There is one last difference between search and display i.e. the ads themselves. The ads on search engines are usually just made up of text. There is typically some kind of a headline, some descriptive text, a link to click, and maybe a few other things, like an address or phone number, depending on that options the search engine offers.

Display advertising gives advertisers many more creative options such as different sizes and formats, images, video, and more. This means there are lots more opportunities to get a potential customer's or visitor's attention.

So now it's easy to understand the difference between search and display advertising but these can also work together. Grabbing someone's attention with an amazing display ad is a great way to get on their radar. Later, when they are looking to act or make a purchase, they are likely to head to a search engine

Key learnings- Search and display advertising can both attract new customers, in different ways. Knowing how they work, where ads can be shown, and what ad formats are available to help to get the right message in front of the right people.

Lesson 3- The ins and outs of display advertising.

Like digital advertising, display advertising platforms offer many targeting options. limit the ads to people who speak certain languages, or to certain days or times. So here even combine multiple things together. like targeting local people heading out on their morning commute by choosing to advertise to English speakers who are using smartphones within 20 miles of the shop in the morning. There is term like "placements." Which suggest the idea that if you know the kinds of sites to target audience is likely to be visiting, you can get those ads in front of them by targeting the exact placements you want. Or aim for a broader audience. Here it's also easy to target specific groups of people, and even the things they do online, regardless of the browsing sites. Depending upon what options your ad network offers, target by gender or age group. or by very specific locations, like people who are located on a university campus. Finding the right audience to target is essential, but the display campaign also needs actual adverts to show with them. With display advertising, there are lots of options of having different forms. There are banner adverts in all types of shape and size, and video adverts that can use motion and sound. Keep in mind to match the content with the people interest. Hence after seeing how to accomplish different advertising goals using different combinations of customers and adverts, it's shows the importance of keeping things organised.

Display advertising used to target very specific audiences, and even multiple audiences at the same time, depending on the message to send. Thinking about the targeted audience and message to be conveyed to them is not only the way to keep campaigns organised but also it will help to figure out the message, the tone, and the style that the display advertising should take.

Key learnings- The display advertising network is highly targeted form of advertising that helps to reach the right customers at the right time with the right message. This lesson includes

- How to find and target the right audience?
- How to create different kinds of adverts?

- How to organise your display campaigns?

MODULE 19- DEEP DIVE INTO DISPLAY ADVERTISING

To make display ads succeed, it is important to understand how advertising networks connect businesses who want to advertise, with websites and with ad space to sell. And then harness the power of retargeting solutions to stay top of mind and really turn potential customers through the sales funnel.

Lesson 1- Making display ads meet your goals

Having lots of goals in business, a single ad or a single campaign can't do it all. But If you clearly lay out what you want to achieve up front, then build out different adverts targeting different people for all the right reasons. A simple way to break down the goal with display advertising then it is to think about the different steps of the customer journey as a funnel. The widest part at the top is awareness about the business. Before turning people into subscribers, they need to know the business presence. Display advertising can help with this such as giving a direction to reach a broad target audience. So, if building awareness of the business is a goal, then target a broad audience and use adverts that make a great first impression. This is a prime time to think about what might catch someone's (customer or visitor) attention. Keep in mind that they are not actively searching for the business when the adverts show up. setting up the goals can help to guide the building out the display advertising campaigns. The next stage in the funnel is all about shaping people's opinions of the business and making sure that they remember the brand in the future when they understand the sell. So, if this is a goal, create new display advertising campaigns that use messaging to reinforce the competitive advantages and really highlight the benefits of whatever product/service that business offer. At this point, narrow down the audience a bit more to include people who have been to the site before, or maybe people who are really interested in the products and services which your business offer. Next on the sale's "funnel", is to focus on people who are already considering the solution which you are offering. The last step in the sales funnel is the "Purchase". If the ultimate goal is to get people to become paying customers, then focus on conversion. Retargeting is especially useful at this point in the funnel. Remember the goal is targeting people that have been researching you online and get them to consider you and eventually convert them in paying customer and retargeting is a way to accomplish that.

Key learnings- From the beginning of the business, design display advertising campaigns that help to achieve the goals. This lesson includes-

- Making a great first impression
- Moving customers through the sales funnel
- Turning interested people into paying customers

Lesson 2- Understanding Advertise Networks

Display advertising networks acts are like a middleman, connecting businesses who want to advertise, with websites with ad space to sell. Say for e.g. a specific website you wanted to advertise your podcast on. there are few options to do. First, contact the site directly to work out the details, and that is certainly something that happens. But with all

the websites out there that offer advertising opportunities, imagine this can get time consuming. And this is where display advertising networks come in. They handle both the buying and the selling of display ads along with linking businesses to websites that sell advertising space.

Another way to think of it is as a marketplace that brings businesses and websites together and helping to manage the transactions. There are few networks, like Google Display Network or Yahoo, and they all offer different features, but there are few things most all of them have in common. First, they all offer businesses looking to advertise ad space on websites which can become a part of these networks, and they can do things like set minimum prices for how much money they expect for showing ads. Each network has its own rules, its own features, processes and bidding systems, but the key is that they all match buyers and sellers to fill available ad spots. Networks can also help to target specific audiences through two main routes i.e. the topics of the web pages where the ads appear, and general information about the people viewing the content. While exact criteria used to find the audience, or the way to go about running the campaign, could vary from network to network, targeting is essential to get the ads in front of the right people.

Another thing which networks do is to handle the money involved. Buying and selling ads happens every second of every day, and the networks collect money from businesses and pay the websites which show the ads. Perhaps most importantly, advertising networks collect and share the data with businesses.

They tell about how many times the ads are shown, how many times they are clicked on, how much they cost, where they have been showing up, and how all of this varies between the websites and target audience. Many networks even add tracking to the web pages so as to see if the ads are resulting in conversions on the website

Key learnings- Advertising networks connect large groups of websites offering advertising space with people who want to advertise their product or service. This lesson explains:-

- How websites and businesses work together?
- common things that advertising networks do.

Lesson 3- How does retargeting works?

One powerful type of display advertising is called retargeting, the first step in re-targeting is to define the target audience. There are lots of retargeting solutions out there to choose from, and many display networks offer this feature too. But no matter which to use, first you need to define who will be in the audience. So, define the target audience as people who started to fill out a subscription form, but didn't complete it. Retargeting service might need to add a little code to web pages, or integrate it in the web analytics tool, so it can start collecting a list of people from the website who match this criterion. But this won't be a list of individual people with any personal information, such as names or email addresses. Instead, it is an anonymous list (often called a retargeting list) of users that match the criteria who can be retargeted with ads. So, now that to define an audience, any visitor who started to subscribe but didn't finish will be added to the list. These ads can be pretty focused, because everyone seeing them has already started to subscribe on the

website. So, include things like special offers for extra content, a free gift for signing up, or some other incentive that is aimed at getting them to come back and finish subscribing. With a campaign set up to show ads to people on the retargeting list, to reach potential customers even after they've left the site. So, later on they might see one of your ads, click on it, and finish signing up.

Once subscribed, there is no need to show them ads with subscription incentives anymore. So, create a new retargeting list for current subscribers. Then, target them with a different ad campaign, perhaps convincing them to come back and explore all the other podcasts on offer. So that is how retargeting works. It tracks what people do on your website and then creates an audience based on their actions, letting advertisers design specific ads for people who have /haven't done specific things. this sparks some ideas of how to use retargeting for your own business to re-engage visitors, turn them into customers, and bring them back repeatedly.

Key learnings- Retargeting allows to advertise to groups of visitors to your website based on the things they did when they visited. This lesson covered:

- Tracking what people do on the site
- Using that information to identify people you want to target
- Creating ads specifically for those people.

MODULE 20- MAKE THE MOST OF VIDEO

Video is a vibrant and popular part of the online experience. Connecting with customers through this versatile medium can open valuable advertising and content marketing opportunities. Let's learn to integrate video into online strategy, plan and produce videos on a budget, and promote them so that they are seen by the right people.

Lesson 1- The rise of online video

As technology continues to improve, more and more people watch videos online. The popularity of online video means huge opportunities for the business. Fast forward to today video technology has progressed significantly. The cost of Internet connection is much lower, and the speed is much faster than earlier days. Now we can watch video on your computer, tablet, or mobile at home, at the gym, or anywhere. video can now be used for entertainment, education, information and also for advertising. Now that video is a mainstay for the web, it is a valuable tool for the online marketer. There are several ways to reach customers through online video. Video can be created and shared it on websites like YouTube or Vimeo. Or embed the video directly on own website. Another option is buying ad space in other people's videos. display a text ad at the bottom of the video or run a short commercial at the start. Advances in Internet technology have made online video marketing a viable option for loads of businesses. With access to fast Internet connections continues to spread, the popularity of online video will keep growing which makes video marketing an ideal way to showcase the business.

Key learnings- As technology has improved, the popularity of online video has also skyrocketed. Hence it is a powerful tool in marketing. This lesson includes-

- How technology has improved online video?

- Ways to promote your business with video.

Lesson 2- Creating video content within the budget

Nowadays videos are all over the Internet. Like for example – if you need to change the oil in your car? There is a how-to video for that. Need an afternoon pick up? The statistics says average viewer watches more than 20 hours of online video a month. as the popularity of online video grows, more and more businesses use it.

The first step to creating video on a budget is to plan the content. videos can be entertaining, educational, informative and everything in between, if they reflect what company stands for and further the business objectives. Let's say if you are a food blogger and you want to add video to your site. you would like to use it to showcase your culinary tastes and talents and increase the subscriber base. By planning further, several videos can be shoot at a time with less effort and fewer resources. So, to outline the content for each video, use storyboards. Storyboards are visual plans of the story showing what will happen scene-by-scene, including action and dialogue. Once the content of the video is planned out, then think about production. Producing video on a budget means being creative with the resources. produce a video in mobile or laptop's built-in webcam or a high definition video camera and basic video editing software (some computer operating systems include that for free). There are also other factors to consider. save time and money on finding props, actors, and locations. A steady camera, plus good lighting and sound can make the difference. There are some key points-

Any high definition camera will do, whether on mobile or an inexpensive digital camera if you keep it steady with a tripod or other stabilizer.

Consider using an external microphone for high-quality audio. Make sure the room has well light. When it comes time to edit the footage, find online tutorials to guide regarding this. A variety of video editing tools such as iMovie, Windows Movie Maker, or YouTube Video Editor can help to edit and combine videos, build smooth transitions, and even add music. Little tweaks in the editing process will give a more professional feel to the videos. Making videos is a great marketing tool for the business. Embrace the chance to tap into the creative side and show the world what the business is all about.

Key learnings- With advance planning, a little practice, and some creative resourcing, you can make a scene. Having an online video presence for the brand is more important task. This lesson covered-

- How to be creative with the resources?
- Simple planning tips for videos on a budget
- Video editing resources for beginners

Lesson 3- Sharing and promoting videos

Once you've put a lot of hard work into creating great videos, you'll want lots of people to watch them. use accurate titles, relevant keywords, and detailed descriptions of the video's content. this help viewers to know what to expect and also help videos to appear in search results. Include calls to action to encourage the audience to take the next step.

like asking viewers to share the video, visit website, subscribe to email newsletter or write a comment. The next place to post videos is the business website.

Keep all the content fresh by uploading new videos frequently. Archive or remove outdated videos such as a promotion for a local food festival that has already taken place. After people watch the videos, encourage them to spend more time on the website by showing previews to other videos, and make it easy to find them. Sharing video through email marketing and social media is another effective way to engage and grow the audience. remember that some popular email programs don't support video playback, so, direct people to the site rather than embed video directly into an email. Try to insert a still shot of your video that links to a page on the site page where the video can be viewed. on social media sites like Facebook or Twitter, post videos that people might want to share with friends, family and followers, such as interesting cooking tips or interviews with celebrity chefs. another way to share videos is using Hashtags. adding hashtags to the posts can improve your visibility on certain social sites. E.g. For a food blog, use hashtags like #cooking, #cookingtips, and #foodies #deliciousdish. Uploading videos to the website and popular video sharing sites is the first step to distributing and promoting the video content.

Key learnings- In this lesson helps to learn how to post and organise videos on the website and video sharing sites like YouTube. discuss how to grow the audience using social media and email marketing.

Lesson 4- Advertising on video sharing sites

In advertising video, the first step is to define the target audience and identify the types of content they will be most likely to view. Start by looking for video channels featuring content that matches the interests of the readers, YouTube can be a great place to start. These channels have the audience that you want to reach, and advertisements on these videos can introduce new audience. Once you have some ideas of your audience's interests, use the Google Ads program to advertise on YouTube. Other video sites often allow advertising. There are free tools, like Google's Ad Gallery, that will help you create professional-looking banner.

Be sure the ad gives viewers a reason to visit your website and that they find something compelling while they visit. Audiences usually likes visual content, so guide them to pages with stunning photos or your own videos. Remember that, keep the audience coming back for more. if you decided to advertise on YouTube and have your ad ready to go, use a Google Ads account to run the ad campaign. Within Google Ads, choose the category of people to reach on YouTube, such as cooking enthusiasts. when the target audience is watching videos on YouTube, then ad will then appear next to the video, or even within the video itself, depending on the type of ad you choose. As with any online advertising, define a budget for YouTube campaign. Monitor the campaign and optimize based on the learning.

Key learnings- There are loads of ways to promote the business on video sharing sites. You don't have to create your own video content to advertise in places that show generally videos. It's more about reaching an audience who will find the business relevant and engaging. Find out videos and websites to target audience and place relevant advertisements on those sites.

Lesson 5- Measuring video performance

One of the great features about marketing with online video is measure the results. Whether creating videos for own website, sharing them on social media, or advertising on popular video sites. Video analytics reveal a lot about the people who watch the videos, like their age, gender or location. If you want to increase traffic to the blog, create more videos and content for these viewers. Knowing where people watch your videos is key to promoting the content. If most of your audience watches the videos on YouTube, focus on uploading more fresh content to that site. Analyse what day and time people are most likely to watch the videos. If most people watch on weekends, then consider uploading fresh content on the Friday nights. When measuring the performance of videos, find out if people watch videos start to finish. The length of your video may depend on the content. If people only watch the first few seconds of a video, it might not be meeting up their expectations. Consider updating the preview images, videos titles or descriptions so that people have a better idea of what they watch, also look at the average length of video viewed. If most people spend only a minute watching demo, try creating videos that are of 60 seconds or less. Other common indicators of your video's performance are- likes, dislikes, comments and shares. This information from viewers provides insightful feedback to improve. Another tip: keep an eye on the reactions on videos receive through comments and social media. If people share video, it's a strong measure of engagement. After all, they liked it enough to pass it along to someone else.

Key learnings- Use analytics to learn who is watching the videos, identify what they like and don't like, and find opportunities to engage new audiences. What you learn can help you when creating the next videos.

Analytics can give insights into the people who watch your videos and how they engage with the content. With this information at hand, improve the videos and grow audience number.

MODULE 21- WEB ANALYTICS

Web analytics can provide a world of information when it comes to understanding your web users. By clearly outlining the business goals, utilise analytics data to refine and improve website and meet objectives.

Lesson 1- What is web analytics?

Web analytics is using the data to collect from the website to give insights about the business. There are lots of web analytics tools and can do a variety of things. A "metric" is basically anything that can count -Unique Visitors is a good example. "Time Spent on Site" is another. Selling on website helps to track how much money can be made or how many of a certain product are selling. If the goal is to get people to read your website, track the number of times someone looked at a blog post or the amount of time they spent on it. All these things are known as "metrics." Next analyse the metrics by using dimensions. If someone places an order, downloads driving directions to the shop, fills out a contact form, or does something else that to do when they are visiting the site. This is known as a "conversion." Web analytics tools can tell if the "conversion rate", or the amount of people that visit the site. Generally, a dimension is any kind of data which use to describe something that are tracking with words. Dimensions include things such as the device type, what browsers visitors use, their geographic locations, and more. By taking metrics and "slicing" them with dimensions, find answers to very specific, detailed

business questions, like “which devices are people finding it easiest to convert on the goals of the website?” And that is how many questions can answer with web analytics. know more about web analytics reports, see all the metrics and dimensions being tracked, and combine them and slice and dice them to answer the questions which are important. First, copy and paste some special code onto the web pages. Next, while these tools will track a lot of things on their own, then configure them to track the specific things that are unique to the business and goals.

Key learnings- web analytics is also act as a cloud analytics which helps to display the information regarding site metrics from massive data. It provides the data and numbers on which we can rely for the result. Web analytics has been growing since the development of world wide web.

Lesson 2- Marketing web analytics work for you

Web analytics helps to track and measure what visitors do on the website and use that information to achieve the business goals. web analytics can become the foundation of the online portion of the business. That’s because analytics can measure the performance of about any kind of online marketing. At the same time, analytics measures the website visitors across the entire digital customer journey from the first time a person visits the website, to the time they become a valuable repeat customer. Analytics help to measure how many reservations are being made, but it will also capture important insights about the things that lead up to and follow that reservation. All throughout of entire customer journey. The power of analytics is that it can help a business measure what is going on at every stage of the customer journey. how people are initially becoming aware of your business? which search engines people are finding the site? It can then suggest about people engagement with the business when they get to the website. It answers the question like- do they browse around and sign up for your email updates? Or do they just click the back button in the browser and move on to the next option?

Analytics can also measure whether people are converting on the goals to track in. Analytics also helps whether people are coming back and becoming repeat customers. And when properly set up, analytics can even tell if those loyal customers are becoming the advocates, such as they share thr content with others on social networks?

A great way to turn analytics into a powerful tool that helps you understand how people use the website and improve accordingly. Then, use analytics to measure the progress toward those goals, and identify bottlenecks that are getting in the way of achieving them. hence, Analytics can become the foundation that measures and supports all the digital efforts.

Key learnings- One of the biggest benefits of going online is that digital marketing is extremely measurable which then helps to draw evaluation. Throughout the entire customer journey, web analytics provides insight on where the website visitors are coming from, what they are doing and to get more of them to “convert” on your site.

Lesson 3- Tracking specific goals with web analytics

Web analytics tools can give a mountain of data, straight out of the box and that's a great opportunity for businesses. But in order to make use of all that data, it's important to make sure measuring progress towards goals. That means to customise the analytics a bit.

"Conversion" is the word commonly used to describe what happens when a website visitor completes the specific goal. How to set up an analytics tool to measure that? visiting the page on the site with a map and directions would be something to consider a goal and configure that as a conversion. Or people to signing up for email newsletter so that to send them special offers and keep them updated with improvements. There are all kinds of goals to track as conversions inside web analytics and to show the real value of website. Once it's done, the reports in web analytics tool becomes much more productive. Adjust those advertising campaigns to advertise more heavily over the weekend, when people are more likely to take actions.

Key learnings- If used properly, web analytics tools can give more valuable information to meet the objectives. This can be done by setting up the web analytics tool to track the specific goals.

MODULE 22- FIND SUCCESS WITH ANALYTICS

Lesson 1- Web analytics and organic search

Search engines are an important source to draw traffic for most websites. very often it is the single biggest source of traffic to a business's website. No matter, which web analytics tool being used, monitor how many visitors are coming to the website from organic search results from the different search engines. paying an agency or consultant to maintain the website, ask them for access to the website's analytics data. use Google Analytics as web analytics tool, to dig deeper by learning which keywords people are typing into Google before they reached the website. That data doesn't necessarily come from the analytics tool itself, but because Google Analytics can integrate data from Google Search Console, to get that kind of information. Adding more useful content about the business help search engines to point more relevant users to the website. look at the themes that are driving conversions on the goals, as well as visits.

Web analytics can be a great tool for SEO efforts, helping to measure how much traffic that are getting from search engines, where to make improvements, and the impact of changes made in the website.

Key learnings- Web analytics is great for measuring all kinds of traffic to the site, including traffic from organic search results. This lesson includes-

- How to evaluate trends in your search traffic?
- How to discover opportunities to make your website more relevant to searchers?

Lesson 2-Tools to measure SEM

Analytics tools can show which one is more likely to get a click and send someone to the site, and which one is more likely to get the visitor. analytics tools help to understand how much should be bidding for ads, to make about getting a good return on SEM investments. By using Google Analytics, which integrates deeply with Google Ads,

see the keywords and ads driving people to the website and what they do when they get there? For example, how much to pay for each of the clicks, and how high up on the results page those bids put the ads. This gives a lot of clarity into return for investment as well as if it makes sense to bid higher or lower, to reach different positions that work for the business.

The ideal position and bid will depend on lots of things, and find that it's better to be higher or better to be lower, but the key is that by using analytics, you'll know exactly where to perform the best, and that means getting more out of the investment than the competition. Whether analysing the keywords, ads, or bidding in campaigns, analytics tools are essential to get the most out of SEM investments. So, before you make another update to the campaigns, make sure to drive those decisions with data.

Key learnings- When it comes to SEM, you pay real money for every click that brings visitors to the website. This lesson helps to understand how to use web analytics to get the most out of the investment.

Lesson 3- Breaking down the data for insights

There are web analytics technique which is called "segmentation." It helps to break down and understand the data which get from web analytics in smaller chunks to get more insights and improve the website's performance. By using web analytics tool and looking on data, you learn that only 3% of all the website visitors are indeed signing up.

To understand this a little better, use segmentation to break down all those visitors by different groupings. First, break it down by geographic segments, starting with country. As it turns out, look at visitors by where they live. this segmentation gives some insights to act. While breaking down the visitors by where they came from, there is differences between the organic search traffic, paid search traffic, social media traffic, and more. And this can help to decide to invest time and resources as to build up digital marketing campaigns across lots of different channels. With different segmentation, increase the number of bookings to get impactful insight.

So that is segmentation, slice and dice by just about anything that piques your curiosity, break things down into smaller groups and find insights that help to figure out how to improve.

Key learnings- To understand why things are happening differently for different groups, use a simple technique called segmentation. This lesson includes-

- What segmentation is?
- Why it's valuable?
- How to do it?

MODULE 23- TURN DATA INTO INSIGHTS

Knowing how to turn digital data into actionable insights can improve the online campaign results and help you meet desired goals. This module helps to understand data cycle, how to draw actionable insights from raw data? which tools can help to manage

digital data efficiently? and how to present information in a way that will make the most impact with a target audience.

Lesson 1- Using data to understand audiences

Earlier, the only way to get to know the customers was, to ask them questions face to face. Today, the internet provides a wealth of information right at the fingertips. Collecting and analysing data should be a key part of the business strategy and should regularly factor into overall approach. The better you understand your customers and business, the more targeted and efficient marketing efforts can be. It's important to have a targeted strategy to get the answers you are looking for. A good way to do this is to break down digital data into the two groups: quantitative and qualitative.

Quantitative data is anything that can be numerically measured, like the number of people visiting a website or the amount of sales a site makes in a month or year.

Qualitative data is essentially any descriptive information that you can't put in a number. This could be people's reviews on a new product, or the sentiment and language people use on social media when talking about a brand.

The right approach will vary depending on what information is most relevant to the business scenario. If you want to know how people feel about the products or service, take a qualitative approach and ask directly. If you want to know something quantitative, such as the amount of time someone spends on one of the blog posts, use an analytics tool to review that specific metric. Often, combining quantitative and qualitative data will provide with a wiser overall picture. Quantitative data can often be pulled from tools such as Google Analytics or from the analytics features which is offered by most social media platforms. This can be great for finding out information about demographics, search habits, and the journey of a customer has taken across the digital assets. Alternatively, qualitative data is often gathered through connecting directly with people, like having a review section on a website or asking customers to fill out an online survey. Combining different forms of data is a great way to identify what is working and what is not and can give a valuable insights about who interacts with the business. Online data can also be used to complement the offline business approach. Such as, offline data like in store customer surveys, can be combined with social media poll results to give more detailed picture of customer needs and opinions. This allows to make informed business decisions - from deciding the time of day to post on social media, to understanding how to improve products or a service. In own business scenario, try using a mix of quantitative and qualitative approaches to help build a clear summary of the overall activity. Have a think about the benefits of digital data and make sure to collecting the relevant data that need to help inform those big decisions.

Key learnings- Collecting and analysing data can offer many benefits to any online businesses. To take advantage of these benefits, it's important to understand the types of data available as well as the best way to gather it. In this lesson, I explore-

- The differences between quantitative and qualitative data?
- How online data can be used to complement your offline business approach?
- Common ways to collect data.

Lesson 2- understanding the data cycle

When it comes to evaluating what's working in online strategy, knowing what to measure and how to interpret marketing data is a useful skill to have. The data cycle is a popular way to help most of the information collected from various online marketing activities. Use it to help to prepare, action, and inform the business decisions online. The four crucial stages of a data cycle are- Plan, Do, Check and Act. In exploring data cycle in action, imagine a marketing team working at the local town hall to organise a digital advertising campaign to encourage people to work.

In the "Plan" stage, the team would identify their goal for this campaign and outline how to plan to promote it. They decide their goal, to see a 25% reduction in commuter traffic over the next three months using search advertising and social media marketing. Next is the "Do" stage of the cycle. This is when the team designs the product ads and launches the campaign. A few weeks later the campaign has ended, the team measures how many people clicked on the ads and assess whether the campaign had an impact on the number of people cycling to work. They notice that while the search ads drove a substantial amount of new traffic to the website, very few people were engaged with the social media campaign. This insight highlights that media campaign should be reassessed and optimised for improvements. This is the "Check" stage of the data cycle. At last, the "Act" stage reveals where a business can use their findings to improve future campaigns. In this case, the marketing team could decide to vary the social platforms used, review the content to publish, or post at different times of the day and see if these changes help to improve with engagement.

Don't get engaged with trying to collect as much data as possible. Focus your efforts on the data sets that are most relevant to objectives and goals and work to capture the right information at the right time. Review the information at periodic intervals. This will help you stay aware of any data anomalies that may appear during the year, such as spikes or drops in sales due to seasonal dates such as national holidays.

Utilise online tools to gather the data that draw out the relevant insights. Tools such as Google Analytics, Adobe Analytics and Webtrends provide data on website visits, including pages visited, time spent on site, and whether users have completed a target action, like completing a contact form, etc. Finally, if you have access to historical data or data of past trends, use it and learn from past experiences to improve in future.

Key learnings- the benefit of working in the digital world is the amount of data and information available. This data can help to continuously improve what to do, allowing to meet the business goals. In this lesson, I learned-

- How the data cycle can help improve your efforts online?
- Which tools can be used to capture your data?
- Best practices to help you get the best results from the data.

Lesson 3- Creating actionable insights from your data

Website analytics can offer a wealth of information about who is visiting your website and where they came from but while collecting data is important, knowing what to do with information is what can truly add value to a business.

So, what is an insight? In simple way it's analysing 'why' something has happened. Insights are critical to determine actions and focus on what is important to business goals. An actionable insight takes this analysis one step further and determines what to do next, so that to successfully improve and refine the actions or implementations. To uncover actionable insights, try following these six steps-

1. define your goal- Clearly outline the campaign aims to achieve
2. collect the data- Gather and organise any statistics or information relevant to goal
3. interpret the data- Analyse trends and any deviations from those trends to see how this has affected
4. meeting goals to develop recommendations- Provide justified suggestions on how to improve business practices based on learnings.
5. from data analysis take action- Put your recommendations into practice and create an action plan to test assumptions, and
6. review outcomes- Evaluate whether actions have had the desired impact and make note of how to further optimise to improve results.

draw actionable insights from data, think about how to use online data to make a decision. learn from the information available and how can an actionable insight help bring you closer to the goals.

Key learnings- Actionable insights give tangible actions and can be used to improve website or online campaigns. In this lesson includes:

- What an actionable insight is, and how it differs from a regular insight?
- How to take action based on the data analysed?

Lesson 4- Managing numbers using spreadsheets

Spreadsheets allows you to break business data down into useful information and save a lot of time in the process. This lesson covers the benefits of using spreadsheets, introduce basic functions, and explain functions used to help to manage specific data. Starting with the basics, A spreadsheet is defined as an interactive software application designed to organise, analyse and store data. it creates a grid of data, using a principle of rows and columns. Once numbers are added into the spreadsheet, use automated tools and functions to analyse the information and find the answers. Spreadsheet software like Microsoft Excel, Google Sheets and Apple Numbers are incredibly useful when dealing with large amounts of data, such as financial budgets, project plans as well as databases. For example, while collating census information for a town, use a spreadsheet to keep track of addresses, names, dates of birth, and how long residents have lived in the town. And then apply a filter to work out how many people are under the age of four, which would be valuable information to consider when planning school capacity. There are some key features that make spreadsheets beneficial such as Information can be presented in different ways. Filter tools allow to quickly organise data into a specific order, whether that be chronologically or by date. everything in a spreadsheet is not just a plain number. Percentages, currency, dates and duration are just some of the common formats you can use depending on your data. Functions can be used to instantly recalculate values based on a change. Applied to the census example, create a formula that would automatically work out the average age of the town at any point in time. There are functions like, SUM() to calculate the total of two or more spreadsheet cells. Average, or "AVG()" used to work out the average age of the population. The COUNT() function counts how many

times a certain value occurs in spreadsheet. spreadsheets can help to manage and analyse the data, spend some time considering how to utilise them in business scenario. Explore which functions can save you time, and which spreadsheet features can put your data and insights to use.

Key learnings- Sometimes having so much data at disposal can seem a little overwhelming. Using spreadsheets gives a way to manage this information and make the most of the data provided.

- What a spreadsheet is, and how to use it to analyse data?
- Basic spreadsheet formulas that can help to read data easily.

Lesson 5- Presenting data effectively

People tend to like colourful image-based visuals, graphs and infographics, while others absorb numbers and text more easily in tables or lists. Because of this, it is important to base the presentation of information on the needs of the audience.

Identify the target audience with these questions - what roles or positions do people hold in the audience? what level of knowledge does that audience have? and, which industry does the audience work in? Regardless of whether the data is being presented in a meeting or published in a report, overwhelming audience is the fastest way to lose their attention therefore avoid packing in too much information and aim to present it in an easy to digest way. When it comes to presentation, always choose a visual format that best displays the story. For example, presenting a trend over a period of time, consider a line graph, which makes it clear to an audience how things have progressed or changed over a given period. Following are some other visual formats to try out, and the data that works best with them:

- Tables- to display smaller data sets, allowing for comparisons to be made quickly.
- Pie charts- to display percentages or proportional information in an easy way.
- Bar charts- to compare related items in a group, where the length of each bar is proportionate to the value it represents.
- Line graphs- useful for understanding how data changes over time.
- Heat maps- to represent performance by area, such as which parts of a website people are clicking on most.

Audience is such a big part of presenting data, and how once you know the needs of your audience, then shape the visuals to tell particular story. Go online and explore the different ways information can be displayed, and see which formats suits best for you.

Key learnings- Once gathered and analysed the data, the next step is knowing how to present it in a way that will resonate with an audience. In this lesson, I learned-

- How to present your data in a clear and understandable way?
- Common visual formats to use when presenting data

- How to match the data to a right format, based on audience's needs.

MODULE 24- BUILD YOUR ONLINE SHOP

Tap into the world of e-commerce and learn how to effectively to sell products online. From the tools build the online shop from scratch, to payment methods and managing orders.

Lesson 1- Using e-commerce to sell

People make online purchases on websites and mobile applications and all kinds of businesses are finding ways to make use of e-commerce to achieve their sales objective online. These objectives and goals vary with the business. In e-commerce cell the first step is to offer a way for customers to transfer money to the business through the web. and easily add payment services like PayPal to the website that make online payment easy for them. In many cases, customer doesn't even need to setup a PayPal account and can pay through credit card or through direct debit. There is "off-the-shelf" service that includes e-commerce, like Squarespace and Wordpress. These services not only accept payments, but usually offer templates to add product pages to the website. There is customised e-commerce service like Magento, or Shopify and it has feature like product search, inventory management, checkout, customer accounts, order management and more. E-commerce often brings to the mind a sort of retail or shop like experience but any business that sells products in a physical shop can sell their products on a virtual shop online also.

Offline customers can walk through the door of shop and browse the products on display. While online, customers should be able to see those same products by clicking around the pages of online shop. Even you may include lots of photos, detailed descriptions, customer reviews, and even videos of the products for offline customers. After sorting out how to sell products on own website, you want to sell more products, in more places. So, the next step might be to look into other online marketplaces. Hence, whether to offer a full-blown virtual version of physical shop, or just looking to accept payments online, e-commerce can be a really powerful tool for the business.

Key learnings- Whether a traditional retailer, a service business, a wholesaler or even an Internet start-up, there are many ways available to use e-commerce to reach more customers and increase sales. This lesson focus on-

- What e-commerce is
- How to match your needs to the options available.

Lesson 2- Taking payments and manage orders

One of the primary features of e-commerce shop is being able to accept payments online. There are many options and they range from relatively simple to complex. Available online payment solutions, or what's known as third-party payment processing, with services such as PayPal and Nochex, add a button to website, which customers can click to make a payment. This takes them to a separate payment website, which takes care of the transaction. after completing order, the customer is sent back to site. then receive all the information to fulfil the actual customer orders. In this approach, focus on business,

while someone else takes care of the complex electronic transactions. You can integrate the transaction experience into the website, such as offering online payments and a shopping cart that lets customers buy multiple items in one session. Despite the additional costs, this integrated process provides real benefits. The services like off the shelf of squarespace gives more control over the shopping and checkout process to assist in making changes and improvements. When there are many products to sell online to a broad audience, it's probably time to consider a full e-commerce solution. There are many on the market such as Shopify, Volusion and Magento. Some are free, others need payment also they all offer a wide range of features. But one common thing many of them offer is the ability to create and manage a fully functional online store which has a big benefit like a backend system with order management. Depending on your needs, a variety of options are available such as from simple, third-party payment processing services to a fully developed e-commerce platform and Whatever option choose, selling online is a great way to grow business.

Key learnings- Many tools and solutions are available to sell products and services online. This lesson includes-

- Dealing with online payments
- Managing the orders.

MODULE 25- SELL MORE ONLINE

Once the online shop is set up, it's time to ensure everything is optimised correctly so that customers have the smoothest experience possible. Each touchpoint is an important communication opportunity between the business/service and customers such as from signing in and browsing to checking out and receiving promotions about sales.

Lesson 1-Creating a smooth e-commerce experience

This lesson covers optimising for different devices, improving navigation and search, optimising the product pages, and finally, using customer accounts to enhance the checkout process. The first step to optimising the e-commerce experience is ensuring the purchasing process works smoothly on all the different devices that more than just laptops and desktop computers. For example, looking at analytics data which make realise that plenty of people visit the site from their mobiles, but they rarely make a purchase. That's a clue that shoppers on mobiles or tablets may not be able to properly see the product pages or move smoothly through the payment process. This suggest making improvements. One great option is to implement a "responsive design" to website. This type of design can adapt to different screen size. There is another opportunity for improving the shopping experience. if analytics show that lots of people visit the home page, but they aren't taking the next step and looking at the products. This starts with navigation that the customers can easily understand and use. Try writing up great descriptions and provide all kinds of details and measurements whatever helps customers feel confident about product or service to buy.

Allow a customer to store their shipping and billing information and payment preferences in an account on site. This will help to make future purchases much easier. always remember to reward loyal customers with offers and discounts tailored especially for them. lots of shopping cart solutions offer such features by default

Key learnings- Optimising e-commerce is an ongoing process that requires a consistent experience across devices, smart site organisation, and smooth checkout using the customer accounts. Taking this approach will be the quest to provide current, and future, customers the best service possible. After taking first steps into e-commerce, the next job is to improve the shopping experience.

Lesson 2- Product promotion and merchandising

Building an online shop and promoting full inventory of products can be challenging. Here the first step is to set up an online shop. That way it's easy for the visitors to browse all products. and create the right order of categories and subcategories, which will help a customer to navigate the site and the products for sale. Promoting products in an online shop is not too different from a high street shop. Like a brick or mortar shop, online shops display very specific, featured products. Using part of homepage to showcase products, or even running online advertising campaigns with dedicated landing pages, can be a great idea to merchandise online.

Many shopping cart providers, such as Magento, Volusion, Prestashop and Shopify, offer product recommendation engines. Next up in product promotion and merchandising is finding ways to showcase products that visitors may not have otherwise been looking for. This can be an effective way to cross-sell. Promoting products can help increase sales. The world of e-commerce offers plenty of great ways to customers see and interact with relevant products on the site. create a virtual display as they enter the site. use data to suggest what they might buy next.

Key learnings- E-commerce store offer a number of different products. Sometimes it can be difficult for customers to find the best match for their match therefore Product promotion and merchandising can help.

Lesson 3- Retargeting for e-commerce

E-commerce website can even track shopper behaviour and respond with dynamic advertising. And that this can be used to bring visitors back to the shop, even after they've left to visit other sites. This is called product retargeting. There are tips for running own successful retargeting campaigns. The way a shopper behaves on an e-commerce site can tell that shop owner knows a lot about which products they are interested in, and even what they were on the verge of buying? This is very useful information for a business. Because it allows to create very specific advertisements aimed at people who have showed interest products. That is what product retargeting or remarketing, is all about. The online shopping behaviour is great information as an advertiser this information use to take action. There are many product retargeting options out there. All of them will allow to collect information, and then target audiences with customised ads based on that information. services available, like Google Ads and Criteo share some basic functions. It starts with that bit of code that tracks shoppers' interactions and then this information is then sent to the product retargeting service. As an advertiser, go to the product retargeting service and set up rules and parameters. So, when a person browsing the site meets with those parameters, the service will then start targeting with advertisements over one or

more of the Internet advertising networks. Since the service knows exactly which products shopper was interested in, those advertisements can be very specific and dynamic. With any advertising campaign, it's important to measure and optimise the performance of the product retargeting campaigns over time. This means tracking conversion rates, testing new types of ads, tweaking the parameters, and using analytics to manage these campaigns. Product retargeting is a great way to re-engage visitors that might have not returned. Knowing how it works? how to do it? and how to optimise over time can make these campaigns a great addition to the digital marketing plan.

Key learnings- After shoppers have interacted with the website, product retargeting campaigns can help to get back by showing them related ads across the web. In this lesson I learned about-

- What is product retargeting?
- How product retargeting works?
- Tips for successful retargeting campaigns.

MODULE 26- EXPAND INTERNATIONALLY

Before launching products or services to an international audience, it's important to validate the new markets, know the difference between translation and localisation and ensuring the technical infrastructure to manage it all.

Lesson 1- Introduction to international marketing and export

Taking online business (Product or service) internationally is milestone of getting success. There you may get high-end equipment and expertise to stand out and attract an elite customer base. Therefore, first learn about the target market in each area of consideration and find out how best to reach them. With digital advertising, look at search traffic, competition and pricing. This will give you a clear view of your potential markets, so you can decide where your products will be well-received. Once you know where you want to go, you may need to overcome with language barriers. How to communicate and market to customers and prospects without losing anything in translation? This requires translating and localising the website's content. Automated translation services are rarely 100% accurate, so it's a good idea to have a native speaker who can help to confirm the content has the right tone or meaning. Keep in mind the packaging considerations for fragile components, VAT, and any legal or regulatory issues. Once that is resolved then review e-commerce and payment solutions. Although many e-commerce systems are able to set up multinational transactions to customise payment options and other settings.

Marketing to new customers in international markets is an exciting prospect and one that could expand a business tremendously. Mapping out the plan sets the stage for success.

Key learnings- Digital marketing gives easy and instant access to a global marketplace and this makes expanding a business to other countries an attractive possibility. This lesson explains about-

- How to evaluate international markets for a product?
- Practical and cultural issues of expanding internationally.

Lesson 2- Validating your new market

Before selling the products or services to abroad, it's important to decide which countries make sense for business. Which markets have the most demand for what a business offers? through analytics tools it's easy to decide which markets offer the biggest opportunity. Google's Market Finder tool allows to quickly analyse search traffic on keywords that are important to business. after analysing some countries that do a lot of searching for products, use tools like Google's Keyword Planner or Bing's Keyword Research Tool to find out how much competition there is for search ads. This will help to know whether you are entering a market with few competitors, or whether entering into already crowded space. Another handy tool is web analytics. Whether using Google Analytics or any of the other common analytics tools, check whether people in other markets are already showing interest in the existing business. Such tools help to understand market demand and competition. Expanding your business into a new market could be a great way to grow. Before jumping straight in, use online tools to understand where there's strong demand for products. Then, make sure that you are not wandering into any legal or regulatory issues by doing some background research first.

Key learnings- Bringing business to new markets in other countries has been easier with simplicity and availability of global advertising. Understanding with markets which have the best potential will be the key to success. this lesson includes-

- How to identify potential markets using analytics
- Researching search terms for international customers
- Advertising on social networks

Lesson 3- Being understood abroad

Translation and localisation help the website appeal to customers in different countries. Translation is the process of changing the content from one language to another. when potential customers in new markets find the website, its crucial for them to be able to understand what it says. but simply translating content is not enough. Localisation is the process that makes locals feel like your business speak their language.

For example, translating website content about particular region's units of measure, currency, and addresses, changing the website navigation or adapting their culture. once the site is translated and localised, it's worth the effort to have a native speaker review the work.

Key learnings- To expand globally, it's important to communicate in other languages and provide support to customers wherever they are. Translating and localising the website can help potential customers find the business. In this lesson, I explored-

- The difference between translation and localisation
- How to do it right?

Lesson 4- Advertise across borders

Customers in a new market will find through organic search results, or through word-of-mouth but investing in advertising can help to get the name of business out there much faster. Let's learn about work together of search advertising, display advertising, and advertising on social media. getting a business in front of more potential customers, is a good idea to advertise. Advertising on search results is a great way to get in front of people who are already looking for products. If it's already doing in the home country, just translate and adapt those keywords and ads. Then, make sure those ads point people to a landing page that's written in the local language. Try using a tool like Google's Keyword Planner or Bing's Keyword Research Tool to get commonly searched keywords. These tools can tell about which keywords are popular, as well as other useful information. In online market Display advertising and Social media are two great ways to raise awareness.

By using a combination of advertising options, set yourself up to win customers in the new market. Email marketing is a great way to keep in touch with interested customers for the long term, send update showing new records in stock, or special promotions.

While expanding into a new market, customers probably don't know about a business yet. So, do some advertising with using lots of different forms of advertising, all working together. Search ads are great for growing a business in a new market. While display ads, social media ads, email, and retargeting can also play a valuable role.

Key learnings- expanding into a new market, you can definitely have a solid marketing plan in place. Fortunately, there are loads of online advertising options that can help to spread the news about business. In this lesson, I learned-

- Search advertising
- Display advertising
- Advertising on social networks.

Lesson 5- The support systems you will need

No matter where the company is physically located, give it an opportunity for expanding to other regions or countries with the click of a button. Now marketing tools have made international advertising campaigns so much easier. but before this think about how you can best serve your new customers. Addressing such details will help to reduce risks and identify potential issues. First, check how the website performs in the countries to sell products. Some regions may have slower Internet connection speeds. So, make sure the web pages can load and the site works well in places where you want to sell. Next, look at the supply chain and make sure to deliver the products to all the far corners. review all taxes and laws affecting businesses in these markets. Local government agencies can sometimes provide this information and may offer consulting services to figure out about the market plan to export. all the customers should be reach to you, no matter where they are. An easy way to start is to provide customer support via email and contact forms on the website. establish a communicate beyond just the website, like through a telephone line. Make sure a toll-free number or freephone number is properly formatted so that customers in other countries can easily make a call.

Reviewing a business processes, especially supply chain management will play as an important part in your success. Managing the supply chain might include sourcing local suppliers, factoring in shipping supplies, and determining the most efficient way of

getting the product to the customer in Lisbon. Explore local laws and regulations for doing business in each target area. Beyond any cultural barriers, these legal hurdles can pose challenges to expanding into a certain region or country. There are tax requirements and import or export restrictions for products and services. Some countries have agreements that can impact tax collection, and additional customs or tariffs could affect the bottom line. The way a business is incorporated may also make a difference in the ability to operate across borders. Some countries may require registering with proper authorities in order to sell there. Make the business accessible to new customers. Examine the supply chain processes and how they'll work across borders. Research the legal and governmental regulations that can affect doing business. Expanding the markets into new regions and countries may seem like a lot of work, but taking these steps will ensure that your business is properly set up for success.

Key learnings- Expanding into new markets is exciting but it is not just about marketing. It's important to have right technical infrastructure, a strong supply chain and compliance with laws and regulations. In lesson covers:

- Making the business accessible to new customers
- Managing the supply chain
- Possible legal and regulatory implications.

Lesson 6- Helping customers in abroad to buy your products

If a business is growing into an area that primarily speaks another language, you'll need to translate your site. And this can be done with the help of native speaker rather than an automated translation service. Different countries have different preferred payment methods, therefore investigate each to include them in the target markets. Online payment services like PayPal and Worldpay may be an easy solution, since they work worldwide and some customers may not have access to credit cards so allow them to use those services, or even their debit cards. Use an e-commerce system that adapts for different currencies and taxes, helping a customer to think about exchange rates or additional tax. Finally, Review entire site from the point of view of an international visitor. Look at the site objectively and run through the process a visitor from the target market would take to make a purchase.

Key learnings- Making the website friendly to visitors, wherever they're from, remove any barriers to sales. When it comes to expanding a business globally, don't assume that a website processes are 'one size fits all'.

Lesson 7- Delivering to customers across the globe

This lesson explains about the process of international product deliveries, how to choose shipping partners, and the importance of post sales customer service and support. Review on product delivery, the customer perspective or simply visit a website, select a product, give the merchant the payment and shipping information then wait for the order to arrive. Afterwards, if there are any issues, contact the business for assistance. As a business, follow a similar process to expand into international markets and check borders to deal with, currencies to exchange, possible returns to handle, and more customers to support. Imagine ordering a product from a business in another country and a customer receive the wrong item and is unable to communicate with the business, or unable to return it back

across borders? So, it makes an unhappy customer. As a business owner, avoid this scenario. There are certain barriers in business such as ability to ship, and the time and costs involved? Shipping across borders may involve extra costs. In such case have a partner with a reliable cross-border shipping company or agency because some cross-border shipping partners may have better access to certain markets, as well as the ability to collect and pay import or customs taxes on your behalf. Shipping company can also advise on packaging and labelling for shipping across borders. explore all the options. Reliable shipping partners can truly drive success when orders are shipped accurately and received in a timely manner. The post-sales period can be a crucial time for a business as you try to cultivate this one-time customer into a loyal and repeat buyer. Along with this, it's very important to provide clear, up front instructions to the customers about the policies and processes involved in refunds or exchanges. No matter what location is, customers expect prompt and friendly service. As you are putting these processes in place, be mindful not only of language differences, but possible cultural differences as well, so that to provide the best possible customer service, during and after a sale.

Key learnings- Before offering product delivery to international customers, think about an inventory and supply chain, cross-border shipping, and customer support irrespective of their location. This lesson helps to understand about-

- Processes involved in deliveries
- Choosing reliable shipping partners and services
- Post-sales customer service and support.

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