Social Media Marketing and Digital Advertising

Lecture Title: Optimisation and Analytics

21 ACADEMY

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Date: 08.06.2024

Undergraduate Diploma in Digital Marketing

Optimisation and Analytics

Digital Marketing:

In today's interconnected world, where the internet and digital media are central to communication and consumer behaviour, digital marketing is an essential tool through the use of digital channels to promote or market products and services to consumers and businesses.

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Digital Marketing:

The core components of digital marketing include Search Engine Optimization (SEO), Pay-Per-Click (PPC) advertising, content marketing, social media marketing, and email marketing.

Each of these elements plays a vital role in reaching and engaging with potential customers.

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Digital Marketing:

Digital marketing channels can be categorised into:

- Owned media (websites, blogs, social media profiles),

- Earned media (public relations, social shares),

- Paid media (PPC campaigns, sponsored content).

A balanced strategy involves a mix of all three to maximise reach and engagement.

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Analytics in Digital Marketing:

Analytics in digital marketing involves collecting, measuring, and analysing data to understand user behaviour and optimise marketing efforts.

Analytics are essential as they provide insights into the performance of campaigns, user behaviour, and ROI.

They help marketers make data-driven decisions, optimise strategies, and improve overall effectiveness.

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Analytics in Digital Marketing:

Analytics can be divided into four types:

- Descriptive (what happened),

- Diagnostic (why it happened),

- Predictive (what will happen),

- Prescriptive (what should be done).

Each type provides a different level of insight and helps in various stages of decision-making.

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Analytics in Digital Marketing:

Key metrics in digital marketing include:

- Click-Through Rate (CTR),

- Cost Per Click (CPC),

- Cost Per Acquisition (CPA),

- Conversion rate,

- Return on Investment (ROI).

These metrics help in evaluating the effectiveness of campaigns and determining areas for improvement.

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Google Analytics Overview:

Google Analytics is a powerful tool that provides insights into website traffic and user behaviour.

Key features include real-time data, audience reports, acquisition reports, behaviour reports, and conversion tracking.

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Google Analytics Overview:

Setting up Google Analytics involves:

- Creating an account,

- Setting up a property for your website,

- Configuring tracking codes,

- Setting goals.

This process allows you to start collecting data and gain insights into your website's performance.

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Google Analytics Overview:

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Google Analytics Overview:

Google Analytics collects data through tracking codes embedded in your website.

These codes gather information about user interactions, such as page views, clicks, and transactions, and send this data to Google Analytics for processing and reporting.

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Google Analytics Overview:

Traffic analysis involves understanding where your website visitors come from.

Google Analytics categorises traffic into sources (e.g., search engines, direct visits) and mediums (e.g., organic, paid).

This helps in identifying which channels are most effective.

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Google Analytics Overview:

Audience insights provide information about the demographics (age, gender), interests, and behaviour of your website visitors.

This data helps in tailoring your marketing strategies to better target and engage your audience.

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Google Analytics Overview:

Behaviour analysis focuses on how users interact with your website.

Key areas include site content (which pages are most viewed), site speed (how fast your site loads), and events (specific actions like button clicks).

This information helps in optimising user experience.

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Google Analytics Overview:

Conversion tracking involves setting up goals and funnels in Google Analytics to measure specific actions, such as form submissions or purchases.

This helps in understanding the effectiveness of your marketing efforts in driving desired actions.

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Google Ads Techniques:

Google Ads is a crucial tool for driving targeted traffic to your website.

Google Ads allows businesses to display ads on Google search results and other Google properties.

The primary benefit is reaching potential customers at the exact moment they are searching for products or services like yours.

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Google Ads Techniques:

To create a Google Ads account, you need to sign up on the Google Ads platform, set up billing information, and configure your first campaign.

This process involves choosing your campaign type, targeting options, and setting a budget.

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Google Ads Techniques:

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Google Ads Techniques:

Google Ads offers various campaign types, including search campaigns (text ads on search results), display campaigns (image ads on websites), video campaigns (ads on YouTube), shopping campaigns (product listings on Google), and app campaigns (promoting mobile apps).

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Google Ads Techniques:

Keyword Research:

Keyword research is crucial for targeting the right audience. Tools like Google Keyword Planner help you find relevant keywords based on search volume, competition, and cost.

Effective strategies involve selecting a mix of short-tail and long-tail keywords.

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Google Ads Techniques:

Ad Copywriting:

Writing compelling ad copy involves creating headlines and descriptions that capture attention and drive clicks.

Best practices include using clear and concise language, highlighting unique selling points, and including a strong call to action.

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Google Ads Techniques:

Ad Extensions:

Ad extensions provide additional information and enhance your ads.

Types include site link extensions (links to specific pages), call extensions (phone numbers), and location extensions (business addresses).

They improve ad visibility and CTR.

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Google Ads Techniques:

Bidding Strategies: Manual vs Automated Bidding

Bidding strategies in Google Ads include manual bidding (setting bids for individual keywords) and automated bidding (Google sets bids to achieve your goals).

Each has its benefits, with manual offering more control and automated leveraging Google's algorithms.

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Google Ads Techniques:

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Google Ads Techniques:

Quality Score:

Quality Score is a metric that measures the relevance of your ads and keywords.

A higher Quality Score leads to better ad positions and lower costs. To improve it, focus on relevant keywords, high-quality ad copy, and a good user experience on your landing page.

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Google Ads Techniques:

Ad Performance Metrics:

Key performance metrics for Google Ads include:

- Click-Through Rate (CTR),

- Quality Score,

- Cost Per Click (CPC)

These metrics help in evaluating the effectiveness of your ads and identifying areas for improvement.

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YouTube Ads:

YouTube ads allow businesses to reach a vast audience through video content. Ad types include skippable ads, non-skippable ads, bumper ads, and sponsored cards. The main benefit is engaging users with visual and auditory content.

Creating YouTube ads involves setting up a video campaign in Google Ads, selecting your target audience, uploading your video ad, and configuring your ad settings. It's important to ensure your video is high quality and engaging.

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YouTube Ads:

Targeting on YouTube can be done based on demographics (age, gender), interests (topics users are interested in), and placements (specific YouTube channels or videos). This helps in reaching a highly relevant audience.

Key metrics for measuring YouTube ad performance include view rate (percentage of users who watch your ad), cost-per-view (CPV), and engagement metrics (likes, shares, comments). These metrics help in assessing the effectiveness of your video ads.

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Ad Scheduling Software:

When choosing ad scheduling software, consider factors such as ease of use, integration with other tools, features offered (e.g., automation, reporting), and cost.

It's also important to read reviews and possibly test a few options before making a decision.

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Ad Scheduling Software:

Popular ad scheduling tools include Google Ads' ad scheduling feature, Hootsuite for social media ads, and AdRoll for programmatic advertising.

Each tool offers different features and capabilities, so it's important to choose one that fits your needs.

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Setting Up Ad Schedules:

Setting up ad schedules involves determining the best times to show your ads based on your audience's behaviour, configuring your chosen software to display ads at these times, and monitoring the results to make adjustments as needed.

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Setting Up Ad Schedules:

Best practices for optimising ad schedules include analysing past performance data to identify peak engagement times, testing different schedules to see what works best, and continuously monitoring and adjusting your schedules based on ongoing performance data.

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Setting Up Ad Schedules:

Automating campaigns using ad scheduling software saves time and ensures consistency.

For example, an e-commerce store might automate its ads to run during high-traffic periods, ensuring its promotions reach the maximum number of potential customers.

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Evaluation of Campaign Analytics:

Evaluating campaign analytics is crucial for understanding the performance and making informed decisions. Evaluation is important because it provides insights into what is working and what isn't in your marketing campaigns.

It helps in identifying strengths and weaknesses, optimising performance, and ensuring that marketing efforts are aligned with business goals.

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Evaluation of Campaign Analytics:

Setting KPIs:

Key Performance Indicators (KPIs) are metrics used to evaluate the success of a campaign.

Setting KPIs involves defining clear, measurable goals, such as increasing website traffic by 20% or achieving a 5% conversion rate, and using analytics tools to track these metrics.

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Evaluation of Campaign Analytics:

CLASS ACTIVITY: 60 min

Set Key Performance Indicators (KPIs) for a digital marketing campaign.

EcoGlow is an online store that sells eco-friendly and sustainable home products. The company is dedicated to promoting sustainable living by offering a wide range of environmentally friendly products, including household cleaning items, reusable kitchen supplies, and energy-saving gadgets.

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Evaluation of Campaign Analytics:

CLASS ACTIVITY: 60 min

 Brainstorm and identify at least 5 KPIs that align with EcoGlow's business goals.

- Business Goals:

- 1. Increase website traffic by 25% in the next 6 months.

- 2. Boost online sales by 15% in the next 6 months.

- 3. Improve customer retention rate by 10% over the next year.

Optimisation and Analytics

Evaluation of Campaign Analytics:

CLASS ACTIVITY: 60 min

KPI List:

1. Website Traffic: Number of unique visitors

2. Website Traffic: Page views per session

3. Online Sales: Conversion rate (percentage of visitors who make a purchase)

4. Online Sales: Average order value (AOV)

5. Customer Retention: Repeat purchase rate

6. Customer Retention: Customer lifetime value (CLV)

Optimisation and Analytics

Evaluation of Campaign Analytics:

CLASS ACTIVITY: 60 min

Increase Website Traffic by 25% in the Next 6 Months:

Number of Unique Visitors: This KPI will help track the overall increase in traffic to the EcoGlow website.

Page Views per Session: Monitoring this KPI will ensure that not only is traffic increasing, but users are also engaging more deeply with the site content.

Optimisation and Analytics

Evaluation of Campaign Analytics:

CLASS ACTIVITY: 60 min

Boost Online Sales by 15% in the Next 6 Months:

Conversion Rate: This KPI will measure the effectiveness of the website

                        in converting visitors into customers.

Average Order Value (AOV): Increasing the average amount spent per transaction

                        will help achieve the sales goal even if the number of

                        transactions remains the same.

Optimisation and Analytics

Evaluation of Campaign Analytics:

CLASS ACTIVITY: 60 min

Improve Customer Retention Rate by 10% Over the Next Year:

Repeat Purchase Rate: This KPI will track how often customers return to make additional purchases, indicating improved retention.

Customer Lifetime Value (CLV): This KPI will measure the total value a customer brings over their relationship with EcoGlow, helping to assess the long-term impact of retention strategies.

Optimisation and Analytics

Evaluation of Campaign Analytics:

CLASS ACTIVITY: 60 min

Measurement Strategy:

Number of Unique Visitors:

Use Google Analytics to track the number of unique visitors to the website.

Target Value: Increase by 25% over the next 6 months.

Reporting Frequency: Monthly

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Evaluation of Campaign Analytics:

CLASS ACTIVITY: 60 min

Page Views per Session:

Use Google Analytics to monitor the average number of pages viewed per session.

Target Value: Increase by 10% over the next 6 months.

Reporting Frequency: Monthly

Optimisation and Analytics

Evaluation of Campaign Analytics:

CLASS ACTIVITY: 60 min

Conversion Rate:

Track the percentage of visitors who complete a purchase using Google Analytics' e-commerce tracking feature.

Target Value: Increase by 15% over the next 6 months.

Reporting Frequency: Monthly

Optimisation and Analytics

Evaluation of Campaign Analytics:

CLASS ACTIVITY: 60 min

Average Order Value (AOV):

Calculate the average value of transactions using data from the e-commerce platform.

Target Value: Increase by 10% over the next 6 months.

Reporting Frequency: Monthly

Optimisation and Analytics

Evaluation of Campaign Analytics:

CLASS ACTIVITY: 60 min

Repeat Purchase Rate:

Use customer purchase history data to calculate the percentage of customers who make a repeat purchase.

Target Value: Increase by 10% over the next year.

Reporting Frequency: Quarterly

Optimisation and Analytics

Evaluation of Campaign Analytics:

CLASS ACTIVITY: 60 min

Customer Lifetime Value (CLV):

Use historical purchase data to calculate the total revenue generated by a customer over their lifetime.

Target Value: Increase by 10% over the next year.

Reporting Frequency: Quarterly

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Evaluation of Campaign Analytics:

Data Interpretation:

Data interpretation involves analysing the collected data to draw meaningful insights.

Techniques include using visualisation tools like Google Data Studio, Looker or Tableau, comparing against benchmarks, and looking for patterns or anomalies in the data.

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Evaluation of Campaign Analytics:

Identifying Trends:

Identifying trends involves looking at data over time to see how performance changes.

Methods include using moving averages, seasonality analysis, and regression analysis. Understanding trends helps in making proactive adjustments to campaigns.

Optimisation and Analytics

Evaluation of Campaign Analytics:

Performance Analysis:

Performance analysis involves comparing your campaign results against industry benchmarks or past performance.

This helps in understanding how well your campaigns are performing and identifying areas for improvement.

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Evaluation of Campaign Analytics:

Using A/B Testing:

A/B testing involves running two versions of an ad or landing page to see which performs better.

Setting up an A/B test requires defining the variables (e.g., headline, image), splitting the audience, running the test, and analysing the results to determine the better-performing version.

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Evaluation of Campaign Analytics:

Adjusting Strategies:

Adjusting strategies based on analytics insights involves making changes to your campaigns to improve performance.

This could include tweaking ad copy, adjusting targeting, changing bid strategies, or reallocating the budget to better-performing channels.

Optimisation and Analytics

Evaluation of Campaign Analytics:

Create Effective Reports:

Creating effective reports involves presenting data in a clear, concise, and actionable manner. This includes using visualisations, highlighting key insights, and providing recommendations.

Tools like Google Analytics and Google Data Studio can help in creating detailed and visually appealing reports.

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Evaluation of Campaign Analytics:

Create Effective Reports:

Creating effective reports involves presenting data in a clear, concise, and actionable manner. This includes using visualisations, highlighting key insights, and providing recommendations.

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Evaluation of Campaign Analytics:

Cohort Analysis & Customer Lifetime Value:

Advanced analytics techniques like cohort analysis and customer lifetime value (CLV) help in understanding customer behaviour over time and the long-term value of customers.

These insights are crucial for developing effective retention strategies.

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Remarketing:

Remarketing involves targeting users who have previously interacted with your website or ads. Techniques include display remarketing, email remarketing, and social media remarketing.

Benefits include increased conversions and improved ROI by re-engaging potential customers.

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Artificial Intelligence in Marketing:

Artificial intelligence (AI) is transforming digital marketing through applications like chatbots, predictive analytics, and personalised content.

Examples include AI-driven recommendation engines used by e-commerce sites to suggest products based on user behaviour.

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Emerging Trends:

Emerging trends in digital marketing include the increasing use of voice search, the growth of video content, the importance of data privacy, and the rise of augmented reality (AR) and virtual reality (VR).

Staying updated with these trends is crucial for future-proofing your marketing strategies.

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THANK YOU FOR TODAY

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