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Digital Marketing Science

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Digital Marketing Science revolves around precise targeting and fostering a two-way interaction between a brand and its audience. It encompasses a wide range of online marketing strategies that aim to promote a business effectively. This includes leveraging digital platforms such as social media, search engines, emails, and other websites to establish a robust online presence. From optimizing search engine rankings and implementing Facebook marketing to conducting search engine marketing, social media marketing, email marketing, affiliate marketing, influencer marketing, and Pay-Per-Click advertising, digital marketing encompasses a comprehensive suite of tactics to drive business growth and engagement with the target audience.

Benefits of Digital Marketing:

1. **Target the Right Audience, at the Right Time, in the Right Place** By establishing an online presence, digital marketing enables you to connect with a significantly larger number of potential customers compared to offline marketing alone. Implementing effective strategies allows you to reach precisely the individuals who are most likely to become your customers, precisely when they are in the crucial stages of their buyer's journey.
2. **Obtain Measurable Results to Drive Strategy** Digital marketing offers a significant advantage by providing marketers with real-time and accurate data on campaign performance. Unlike traditional methods such as newspaper advertisements, where measuring impact is challenging, digital marketing allows you to gauge the return on investment (ROI) for various aspects of your marketing initiatives through the use of analytics software. This enables informed decision-making and the ability to optimize your strategies based on measurable results.

Understanding Your Audience:

What is a **Customer Persona**? A customer persona serves as the cornerstone of your marketing strategy. It embodies the ideal profile of a customer for your business, capturing key characteristics and traits. It is important to note that a persona does not focus on an individual specifically, but rather serves as a composite representation of the target audience it embodies. Rather than encompassing the entire market, it should reflect a specific segment within your target market. In fact, you may have multiple personas that represent different audience segments identified in your marketing strategy. To create a persona that allows for effective marketing, it is essential to gain a deep understanding of your audience's desires, needs, perspectives, and behaviors.

Understanding Your Customers



Digital Marketing Channels and Their Value:

Each digital marketing channel serves a specific purpose, and the value they provide lies in how your audience engages with them. It is crucial to select the channels that best align with your brand's needs and cater to your audience's preferences.



Display



Social



Search



1:1

Display: These channels utilize targeting data to deliver personalized messages and visuals. They allow you to showcase and communicate your message effectively. Examples include banner ads, YouTube, and blog platforms.

Social: Social channels foster social interaction and conversations. They provide a personal and communal space where your brand can be seen, discussed, and engaged with by your audience. Prominent examples include Facebook and Instagram.

Search: Search channels enable you to reach the right person at the right time, delivering valuable utility. With a focus on search engine optimization (SEO) and advertising, channels like Google help users find your brand when they actively search for relevant information or solutions.

1:1: These channels facilitate personalized interactions between your brand and individual customers. Through mediums such as texts and emails, you can establish direct communication, tailored to the specific needs and preferences of your audience.

By strategically leveraging these different digital marketing channels, you can optimize your brand's reach, engagement, and overall effectiveness in connecting with your target audience.

Fundamentals of Search Engine Optimization (SEO):

SEO, or search engine optimization, refers to the practice of enhancing the quantity and quality of website traffic through organic search engine results. It involves optimizing your website to make it more favorable to search engines, as well as the role of professionals who specialize in this field.

Search Marketing encompasses both paid and unpaid efforts aimed at gaining visibility and attracting traffic from search engines.

When it comes to SEO, professionals (commonly known as SEOs or SEOers) focus on several key aspects related to a brand's website:

1. **Relevance:** This pertains to how well your website aligns with the user's search intent. It involves ensuring that your content is highly relevant to what users are searching for.
2. **Trust:** Building trust is crucial for search engines and users alike. Establishing credibility, reliability, and authenticity within your website content is essential to gain the trust of both search engines and visitors.
3. **Authority:** Being perceived as an authority in your niche or industry is important. This entails showcasing expertise, thought leadership, and providing valuable and authoritative content that sets you apart from competitors.

To achieve these goals, website content should meet the following criteria:

1. **Clarity:** Content should be clear, concise, and easily understandable for users. It should provide relevant and valuable information in a user-friendly manner.
2. **Findability:** Making your website easily discoverable by search engines and users is vital. This involves implementing effective keyword research, optimization techniques, and proper website structure for improved visibility.
3. **Value:** Your content should offer something of value to users. It should address their needs, answer their queries, and provide relevant and useful information or solutions.
4. **Impact:** Creating content that leaves a lasting impact on users is essential. It should engage, captivate, and provide a memorable experience to visitors, encouraging them to return and share your content.

By focusing on these SEO fundamentals, brands can enhance their website's visibility, relevance, trustworthiness, and authority, ultimately driving organic traffic and improving their online presence.

On-Page and Off-Page Ranking Factors:

When it comes to improving search engine rankings, there are various technical factors to consider. Here are some notable ones:

1. **Mobile-first:** Ensuring that visitors accessing your website from mobile devices have an experience that is equal to or even better than that on desktops. You can use tools like the Mobile-Friendly Test provided by Google to assess your website's mobile compatibility.

2. **Page Loading Speed:** Page speed is an increasingly influential ranking factor. Aim for a load time of 3 seconds or less. Tools like PageSpeed Insights can help you analyze and optimize your website's loading speed.
3. **Click-Through Rate (CTR) by Position:** CTR measures the number of clicks on a link divided by the total impressions it receives. The position of your page on the search engine results page (SERP) can impact CTR, highlighting the importance of ranking high in relevant searches.
4. **Bounce Rate:** Bounce rate refers to the percentage of visitors who navigate away from your website after viewing only one page. Lower bounce rates indicate that visitors are engaging with your content and finding value.
5. **Security:** Ensuring the safety of your website is crucial. Obtain an SSL certification to establish trust and protect user data.
6. **Broken Links:** Broken links negatively impact SEO by creating dead ends for search engines and visitors. Implement proper redirects and use tools like Google Search Console to identify and fix broken links.

Link Building

Link building is a vital aspect of improving your website's rankings in search engine results. It involves obtaining links from other websites that direct traffic to your own. It's important to aim for links to specific pages rather than just your domain.

Link building serves multiple purposes:

1. **Influence on Rankings:** Links to a page can influence how well it ranks for relevant keywords. High-quality and relevant backlinks can enhance the visibility and credibility of your content.
2. **Domain Authority:** The quantity of links pointing to your domain is an indicator of its quality and authority in the eyes of search engines. More links from reputable sources can positively impact your website's domain authority.

Incorporating effective link building strategies can help improve your website's visibility, organic traffic, and overall search engine rankings.

Email Marketing

Why Choose Email Marketing?

Email marketing stands out as the channel that delivers the highest return on investment for marketers. On average, for every dollar spent on email campaigns, businesses can expect a return of nearly \$40. Moreover, billions of users actively engage with email on a daily basis, making it a powerful and effective communication channel.

Categories of Emails:

1. **Newsletter:** Newsletters are content-rich emails designed to keep subscribers engaged. They provide valuable information, updates, and insights related to a particular topic or industry. An example of an effective newsletter is the one by Domino, which effectively engages readers with the latest happenings. You can explore this newsletter example from Flock on Really Good Emails.
2. **Promotional:** Promotional emails are focused on showcasing special promotions, discounts, or sales. They are an effective way to promote products or services and drive sales. Target's weekly electronics deal email serves as a good example of a promotional email that highlights specific offers.
3. **Automated:** Automated emails are triggered by specific actions or events based on user data. These emails are sent automatically and are personalized and timely. An example is the welcome email from eero, which is triggered when users sign up for updates. Automated emails enable businesses to deliver relevant content and follow up with users based on their specific interactions or behaviors.

Building an Email Marketing Strategy:

A successful email marketing strategy begins with setting clear goals. Defining goals is crucial as they provide a benchmark for measuring performance and guide content creation, strategy development, and post-campaign analysis. By aligning your strategy with specific goals, you can effectively engage your audience, deliver valuable content, and drive desired outcomes through email marketing.

Goals Informing Your Email Marketing Strategy:

When developing your email marketing strategy, it's essential to align it with three types of goals:

1. **Business Goals:** These goals are focused on achieving specific outcomes that benefit your business. They could include increasing sales, boosting brand awareness, driving website traffic, or generating leads. Your email campaigns should support and contribute to these broader business objectives.
2. **Customer Goals:** Understanding your customers' goals is crucial for crafting relevant and engaging email content. Your emails should address their needs, challenges, and aspirations. By providing valuable solutions and personalized experiences, you can build stronger connections with your audience and foster customer loyalty.
3. **Email Goals:** Email-specific goals focus on metrics and performance indicators directly related to your email campaigns. These goals could include increasing open rates, improving click-through rates, boosting conversions, reducing bounce rates, or minimizing unsubscribe rates. Setting email-specific goals helps you track and measure the effectiveness of your campaigns.

Components of Effective Email Campaigns:

To create impactful email campaigns, consider including the following elements:

1. **Content:** Craft compelling and valuable content that resonates with your audience. Address their goals, pain points, and interests to make them feel seen and engaged.

2. **Offers:** Provide relevant and enticing offers that help your customers overcome challenges and achieve their goals. Tailor your offerings to meet their specific needs and demonstrate the value your products or services can deliver.
3. **Calls-to-Action (CTAs):** Include clear and compelling CTAs in your emails. Guide your subscribers towards the next steps they need to take to achieve their goals. Make the desired action evident and straightforward to encourage higher engagement and conversions.

Key Metrics in Email Marketing:

To assess the performance of your email marketing efforts, focus on analyzing the following key metrics:

1. **Open Rate:** Measure the number of individual email opens divided by the number of emails sent. It indicates how many recipients are engaging with your emails by opening them.
2. **Bounce Rate:** Calculate the percentage of bounced emails in relation to the total number of emails sent. Bounce rates help evaluate the quality of your email list and identify delivery issues.
3. **Clickthrough Rate:** Determine the number of unique clicks on links within your emails divided by the number of emails opened. This metric measures how effective your email content and CTAs are in driving engagement.
4. **Conversion Rate:** Track the number of completed goal actions (e.g., purchases, form submissions) divided by the number of clicks. Conversion rates highlight the effectiveness of your emails in driving desired actions.
5. **Unsubscribes:** Monitor the number of unsubscribed recipients in relation to the total number of emails sent. Unsubscribes indicate subscriber disengagement or dissatisfaction, and it's important to manage these rates effectively.

By analyzing these metrics, you can gain insights into the performance of your email campaigns and make data-driven decisions to optimize your strategies and achieve better results.

Social Media

What are the primary social media platforms utilized by marketers today?

Facebook	This platform serves as a centralized hub for various social interactions. It provides the most comprehensive representation of users and businesses in the social media landscape. While it may not be as popular for hosting live events as Instagram, it offers a wide range of features and functionalities.
Instagram	Often referred to as the "highlight reel," Instagram is a mobile-first, visually oriented platform that revolves around inspiration, aspiration, and showcasing. It recently introduced Reels, a new feature inspired by TikTok, allowing users to create short videos set to music. Additionally, Instagram Stories act as virtual sticky notes to announce time-sensitive

	updates or events. Instagram Live is particularly well-suited for hosting live events.
Twitter	Dubbed the "front page of the internet," Twitter emulates the format of headline-driven journalism. It is widely regarded as the go-to platform for real-time updates and discussions. Twitter's character limit of 280 (formerly 140) encourages concise, text-based content. The use of hashtags (#) helps categorize and search for specific topics.
LinkedIn	Often described as the "social resume," LinkedIn emphasizes professional networking and career development. Users showcase their work experience, while companies highlight their services. It offers a unique opportunity to showcase company culture and establish credibility in professional circles.
Pinterest	Initially conceived as a visual bookmarking service, Pinterest has evolved into a discovery platform ideal for planning and inspiration. It operates as a user-powered visual search engine, where users curate and share content based on their interests. Success on Pinterest is often linked to effective content marketing that caters to consumer preferences and desires.
Snapchat	Originally a one-on-one messaging app popular among Gen Z, Snapchat has transformed into a publisher destination accessible from the palm of your hand. It primarily focuses on video content and boasts a demographic predominantly composed of individuals aged 30 and younger. Snapchat is exclusively available on mobile devices and offers a range of interactive features.

These platforms offer distinct opportunities for marketers to engage with their target audience and leverage various content formats and strategies based on the platform's unique characteristics.

Organic (Unpaid) vs. Paid Social Media

What is an algorithm and why is it important?

An algorithm is a series of computer-generated instructions that determine what appears in your newsfeed based on your preferences and behavior. In the context of social media, algorithms analyze user interactions to curate and display content that is likely to be relevant and engaging to each individual user.

While social media platforms have increasingly become pay-to-play environments, organic content still holds significance. Here's why:

- Sustains engagement with the most devoted and active customers: Organic content plays a vital role in maintaining the interest and involvement of loyal followers who actively interact with and admire the brand or individual.

- Establishes a consistently available presence that builds trust: By regularly sharing organic content, a brand or individual creates a dependable and credible presence, showcasing their dedication to providing meaningful value to their audience.
- Promotes interaction and valuable feedback from followers and customers: Organic content often sparks discussions, encourages comments, and elicits feedback from followers, fostering a sense of community and enabling valuable insights and customer engagement

However, organic content heavily relies on algorithms for visibility and reach. It doesn't have the same targeting capabilities as paid content and can't be optimized to reach specific individuals or demographics.

Facebook Ads

To comprehend the structure of Facebook Ads and effectively plan and launch campaigns, marketers should familiarize themselves with its components. The Facebook Ads account structure consists of:

Account	Your Facebook Ads account serves as the cornerstone for your advertising endeavors and is connected to your Facebook Business page. It provides the fundamental framework for managing and tracking your ads.
Campaign	At the campaign level, you establish your primary business objective, such as increasing brand awareness, driving audience consideration, or optimizing conversions. This stage involves determining the specific goals you want to accomplish through your advertising efforts.
Ad Set	Within each campaign, you create ad sets that are tailored to target specific audiences. Here, you define various parameters, including selecting the ad placements (such as Facebook feed, Instagram, or Messenger), setting budget criteria, and determining the ad scheduling. Ad sets allow you to customize your messaging and creative elements to cater to different segments of your target audience.
Individual Ads	At the most granular level, you craft the actual ad creatives. Facebook allows you to configure anywhere from 1 to 20 ads per ad set. It is advisable to run multiple ads within each ad set to continuously assess and optimize their performance. Facebook's algorithm automatically manages and optimizes your ads based on the objectives you set, maximizing their effectiveness.

By comprehending the Facebook Ads account structure, you can effectively organize your campaigns, target specific audiences with precision, and optimize your ads to achieve improved performance and desired outcomes.

