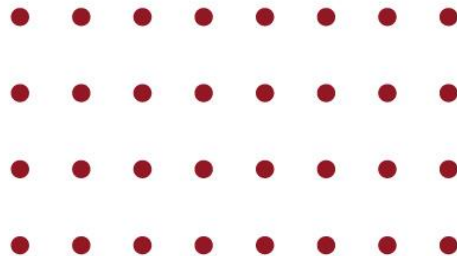


Consumer Experience
in the Digital
Environment

Digital Marketing Strategies Unit 19



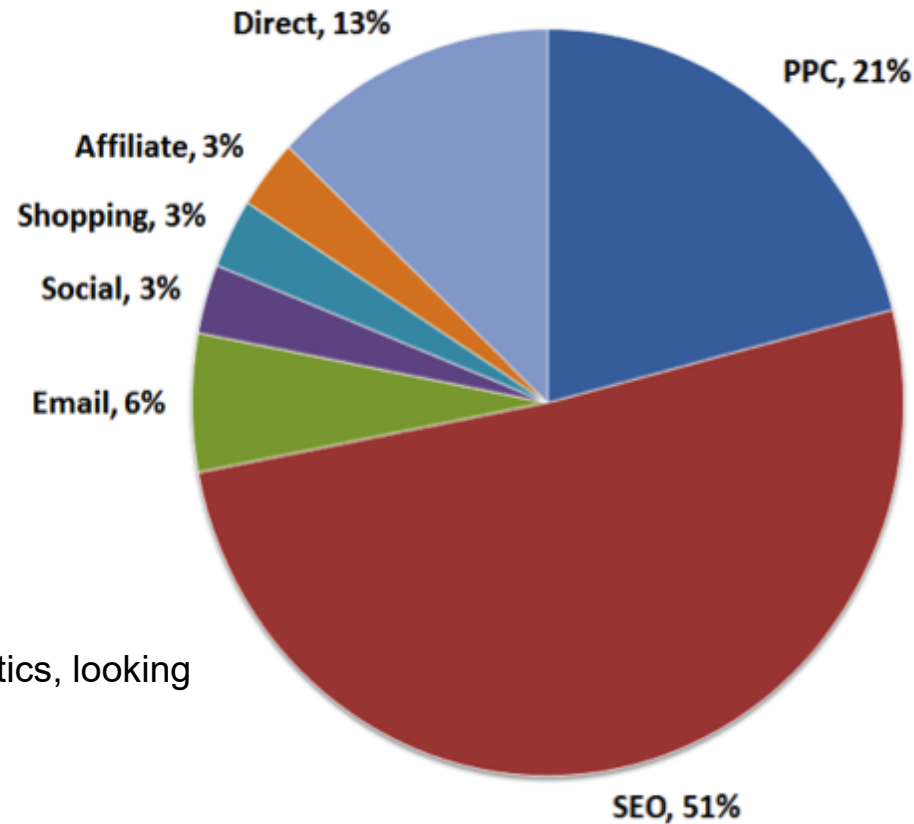


Contents

- What digital marketing channels do we have?
- SEO or Search Engine Marketing
- Paid advertising

What digital marketing channels do we have?

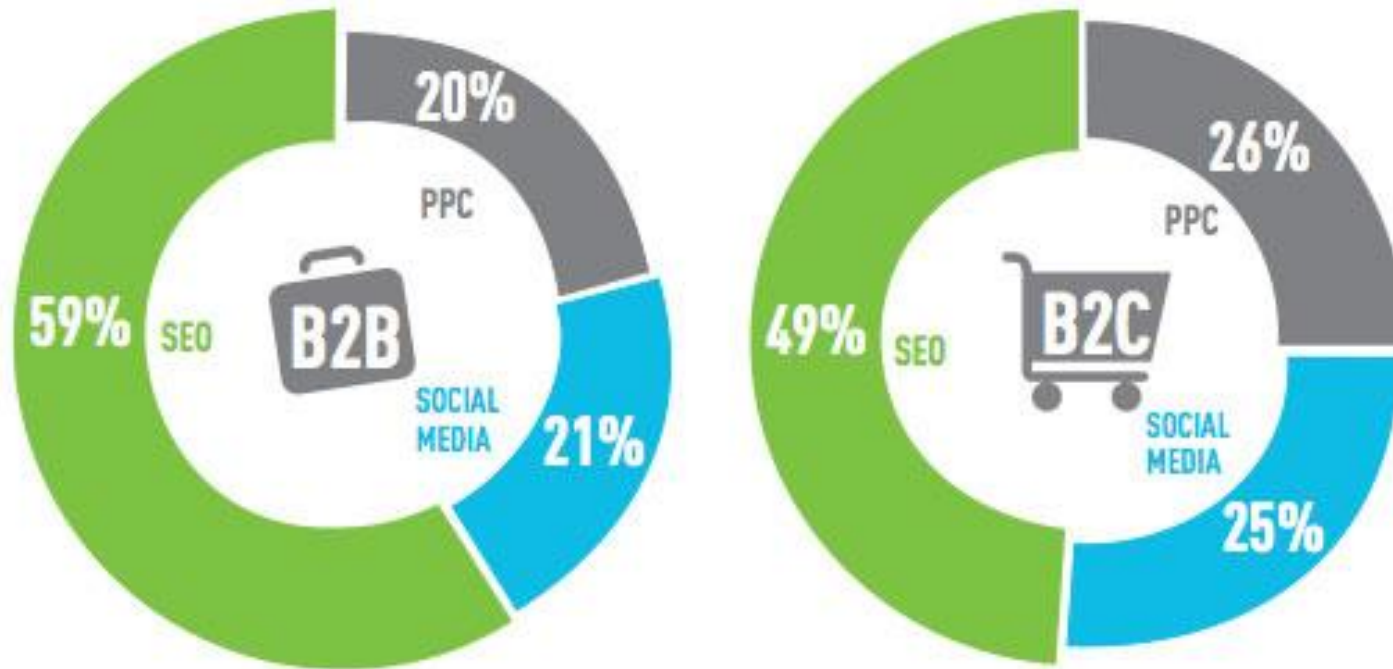
- SEO or organic traffic: Search engines
- SEM or PPC or Google Ads
- Social media
- Email marketing



Analysis taken out of Google Analytics, looking at different traffic sources

Differences in Digital Marketing B2B vs. B2C

Which makes the biggest impact on lead generation?



Digital Marketing: SEO vs. SEM

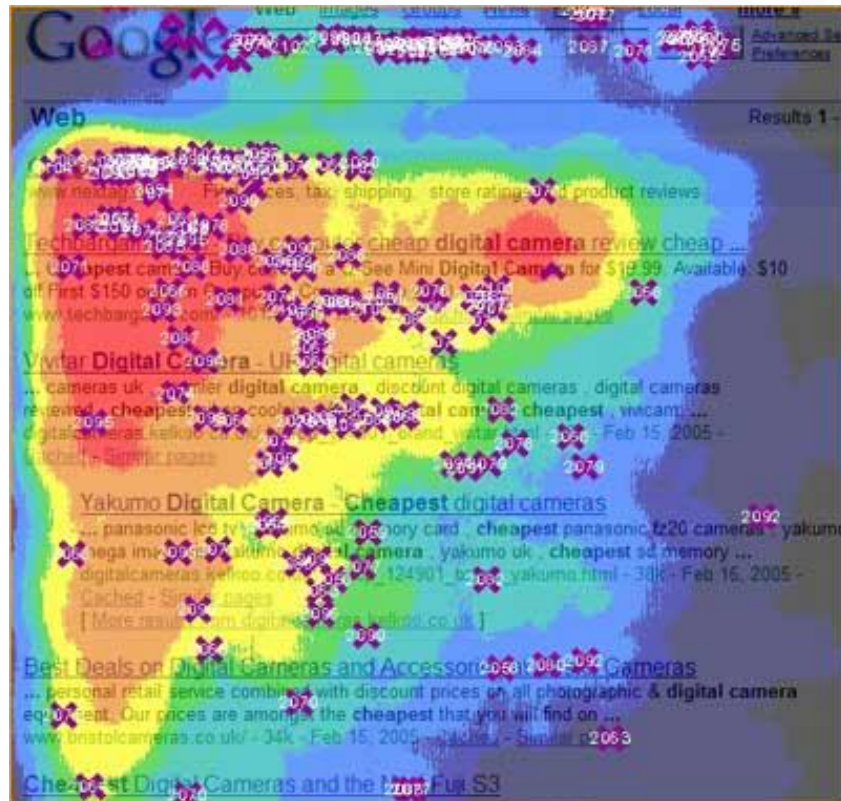
SEO Advantages



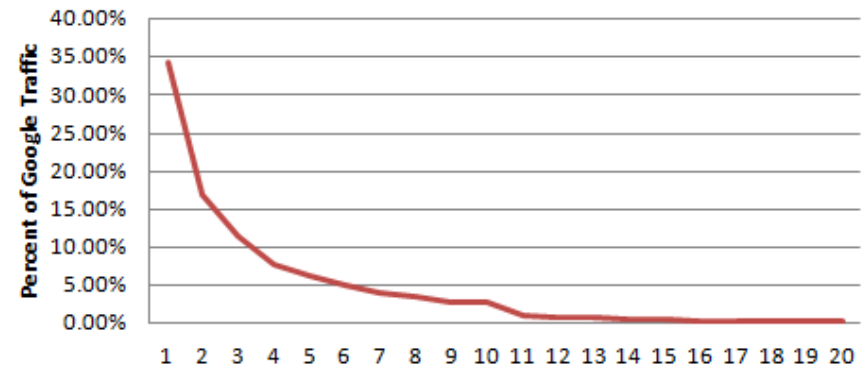
PPC Advantages



SEO or Search Engine Marketing



Percent Of Traffic by Google Result

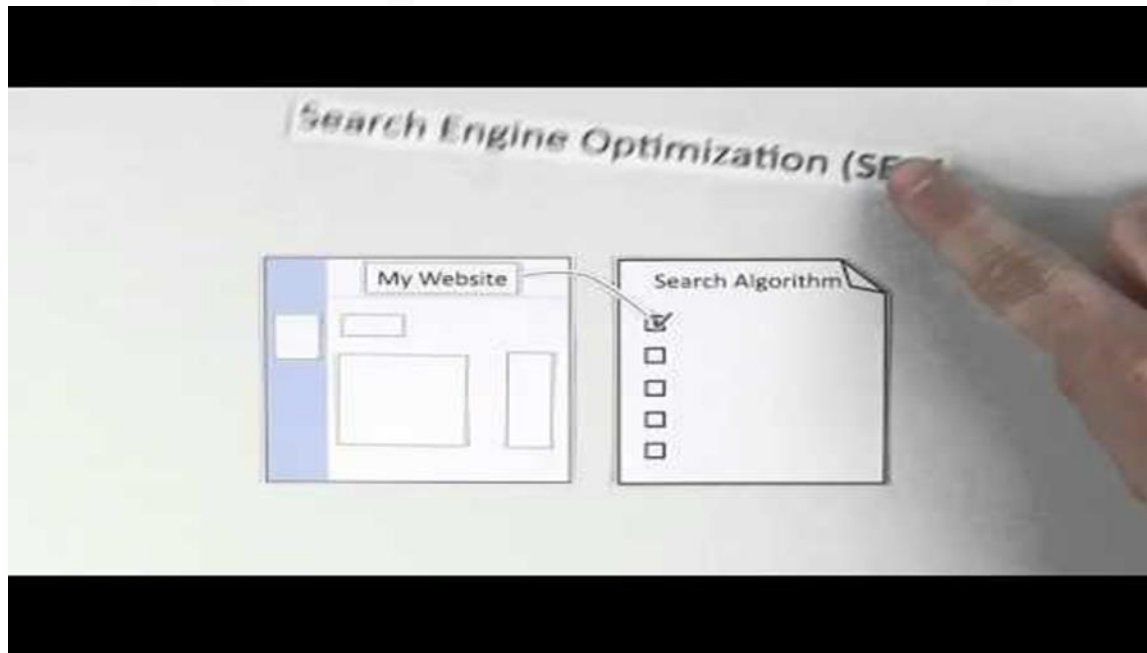


Based on a sample of 8,253,240 impressions across the Chitika network



More traffic = more visitors in the sales funnel

How Search Engines Work



<https://youtu.be/hF515-0Tduk?si=0QnhDUr4ZaqqSjr7>

How to Implement SEO



SEO=
Prepare your website
for the search
engines, so that you
can appear in the first
page.

How to Implement SEO



How to Implement SEO: On-Page and Off-Page SEO

ON-page SEO

= all that can
be optimised
ON the
website

OFF-page SEO

= all that can
be optimised
OUTSIDE
the website



How to Implement SEO: On-Page SEO



- Domain
- Website structure
- Web content
- Keywords

Meta Title



CHANEL Official Website: Fashion, Fragrance, Beauty ... ✓

www.chanel.com/en_US/ ▼

Enter the world of CHANEL and discover the latest in Fashion & Accessories, Eyewear, Fragrance & Beauty, Fine Jewelry & Watches.



Meta description

How do Google Ads Work

Google ads is an advertising platform that is based on real-time bidding.

Advertiser can publish their ads on Google and also on a network of related websites, the Google Partner Network.

The real-time bidding means that advertisers are bidding for keywords at the same time and then Google assigns them a position according to the money they are spending and the quality of their ads.



https://youtu.be/i3-Dvy4Wjb4?si=E405NROYGi_bPnzG



Google Ads Bidding Process Advantages

- ✓ You pay only for those who click on the link
- ✓ Target your audience no matter the language no matter where they are
- ✓ You are in control of your budget, there is no minimum or no maximum investment
- ✓ You get immediate results as soon as you pay.

Google Ads is a real time bidding system.

Google Ads Basic Concepts

Fresh Flower Delivery
mainstflower.com
Custom bouquets
Free delivery over \$25!

Impression =
Visualisation of an ad

Fresh Flower Delivery
mainstflower.com
Custom bouquets
Free delivery over \$25!

Click =
When somebody clicks on
an ad

CTR = **C**lick**T**hrough **R**ate

How often people click on the ad after it has been shown to them

CTR= Clicks / impressions

Google Ads Basic Concepts



Segmentation:

- Country
- Language
- Devices
- Format of ads (banners, texts and videos)

Networks [?](#) Google search; Search partners [Edit](#)

Devices [?](#) All
[Change mobile bid adjustment »](#)

Locations [?](#) Targeted locations:
• Germany (country)
[Edit](#) [View location info »](#)

[⊕ Location options \(advanced\)](#)

Languages [?](#) English [Edit](#)

Google Ads Success Story Juice by Hand



<https://youtu.be/nSGeDsaFuRs?si=2o2yHb3v6VbbJhe2>

Thank You