

Introduction to Digital Strategy and Digital Marketing

Chapter One: Understanding The Digital World

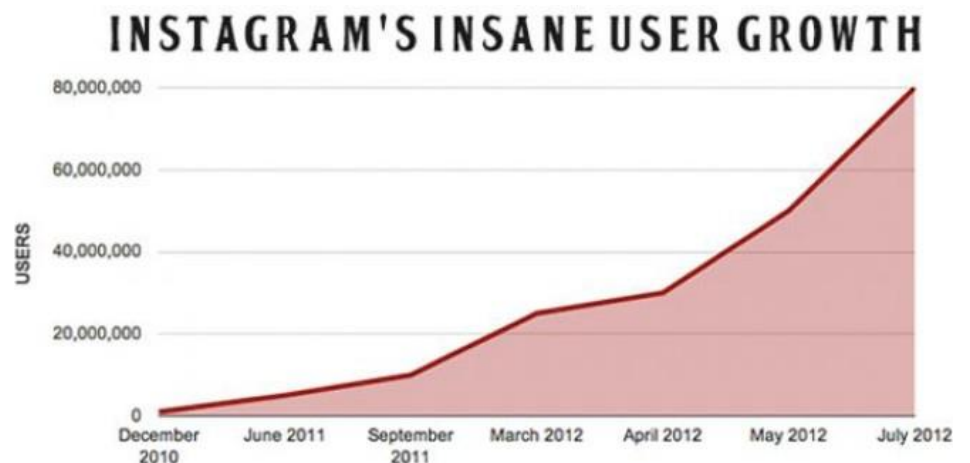
Why digital marketing is important?

Digital media is the key channel for businesses to grow and thrive as it enables them to reach out to different customer segments, build communities around their brands and communicate marketing messages easily and effectively.

Digital is instant as it's the only medium that you can run instant campaigns on. You can create your content, set your targeting, and run the campaign in less than an hour.

Digital is cost-effective compared to the other available marketing channels.

Digital is scalable, you can Run a Campaign online for \$10 and then expand it to \$100,000. Digital media is growing fast and this gives businesses the chance to capitalize on this growth and grow with it.



The internet in real time

By the time you finish reading this sentence, there will have been 219,000 new Facebook posts, 22,800 new tweets, 7,000 apps downloaded, and about \$9,000 worth of items sold on Amazon... depending on your reading speed, of course. - webfx.com

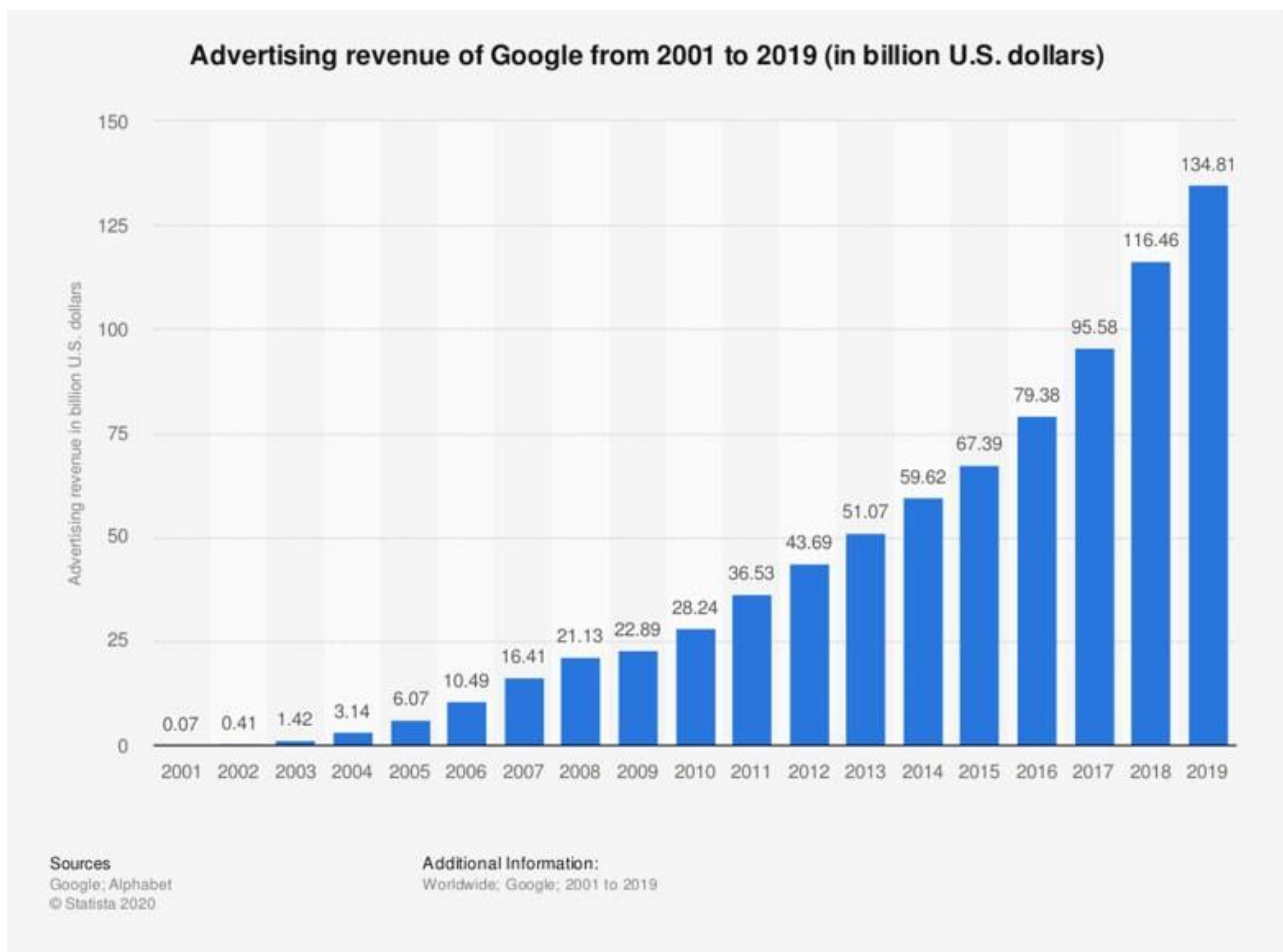
The amount of data uploaded and shared on the internet every second creates new challenges for businesses. Businesses now are competing for users' time, they are racing to get a spot on their social feeds.

As a result of this explosion of content on the internet:

- Users started to pay less attention to content as they consume a large amount of data and content every day.
- Customers spend a long time comparing products which lead to them taking longer time to make a buying decision. This can leave a negative impact on the businesses' cash flow.

According to data from eMarketer, over 85 percent of new product searches begin on some kind of search engine—be it Amazon, Google, or an alternative platform.

- Users became incurious and skeptical towards the digital ads. According to recent researches, Internet users are being interrupted by ads more than 1,000 times/day.



The Evolution of The Web

Ever since the appearance of the first web version (1.0) back in the 90s, its model and dynamics have changed over time. The web has 3 major changes in its evolution.

Web 1.0: The read-only web

This was the readable version of the World Wide Web (WWW). Web 1.0 had limited interactions and its websites worked as information portals without giving the user a real voice.

Web 2.0: The Interactive Web

Web 2.0 was a revolution on the internet, as it made the internet enter the writable phase which allowed users to interact better, collaborate with other users, and share information in real-time.

Web 3.0: The Semantic Web

Web 3.0 is making the internet intelligent so that it can auto-analyze real-time interactions and organizes the content to better match the users. This version of the web is driven by Artificial Intelligence (AI) and Big Data and Blockchain technologies.

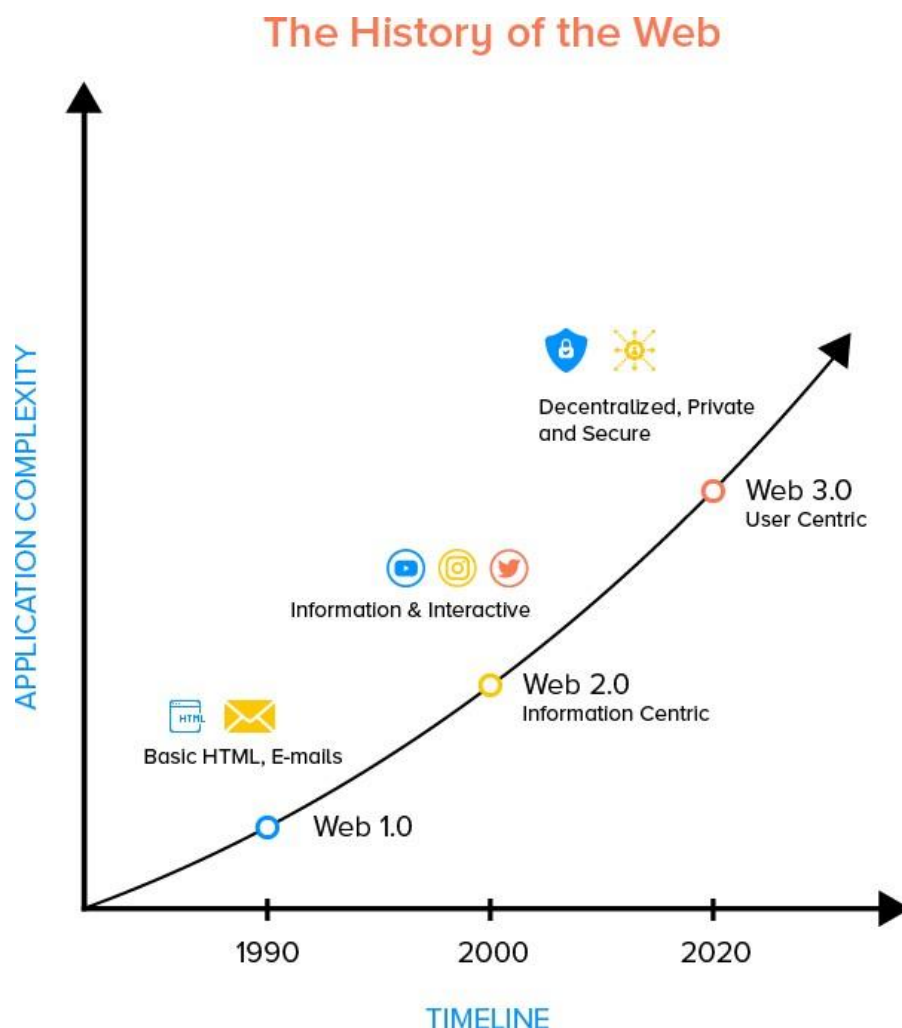


Image from Appinventiv.com

How Digital Platforms Works

Understanding how digital platforms work, is key for understanding the digital strategy concepts and methodologies. Digital platforms are becoming smarter and more customer-centered day after day, and the goal is obvious.

The goal is to make the users spend more time on the platforms, to keep their business running, and to keep profiting from ads, while giving the users great values such as; connecting them with other people and other communities, giving them access to a huge amount of rich content and giving them a voice to express their emotions and opinions with their networks.

How Facebook Works?

Facebook is the largest social network in the world with over 2 billion users. How it works gives a good understanding of how all social networks do.

Facebook has an algorithm that determines how posts are presented to your potential customers and followers. And this algorithm is called, **Edge Rank**.

According to Facebook, the algorithm delivers the content that customers most want to see. In recent years, this has led to a reduced focus on promoted content, and a higher level of priority given to organic material on Facebook.

The Edge rank algorithm is designed to measure the attractiveness between users and content in all categories and of all types, which helps Facebook deliver more relevant content to its users.

The main factor of the below equation is the affinity, which is the score between the viewing user and the content creator (U_e). The Affinity represents the connection strength (attractiveness) between the two.



How Search Engine Work?

Search engines are the answer machine. If we considered the search term as a question, then the search engine is the answer machine that discovers the answer. Search engines organize the internet's content to offer the most relevant result to the questions searchers are asking.

In order to do this, search engines have three primary functions:

1. **Crawling:** Scour the Internet for content, looking over the code and content for each page on the internet they find.
2. **Indexing:** Store and organize the content found during the crawling process. Once a page is in the index, it's in the running to be displayed as a result to relevant search terms.
3. **Ranking:** Provide the pieces of content that will best answer a searcher's term, which means that results are ordered by most relevant to least relevant.

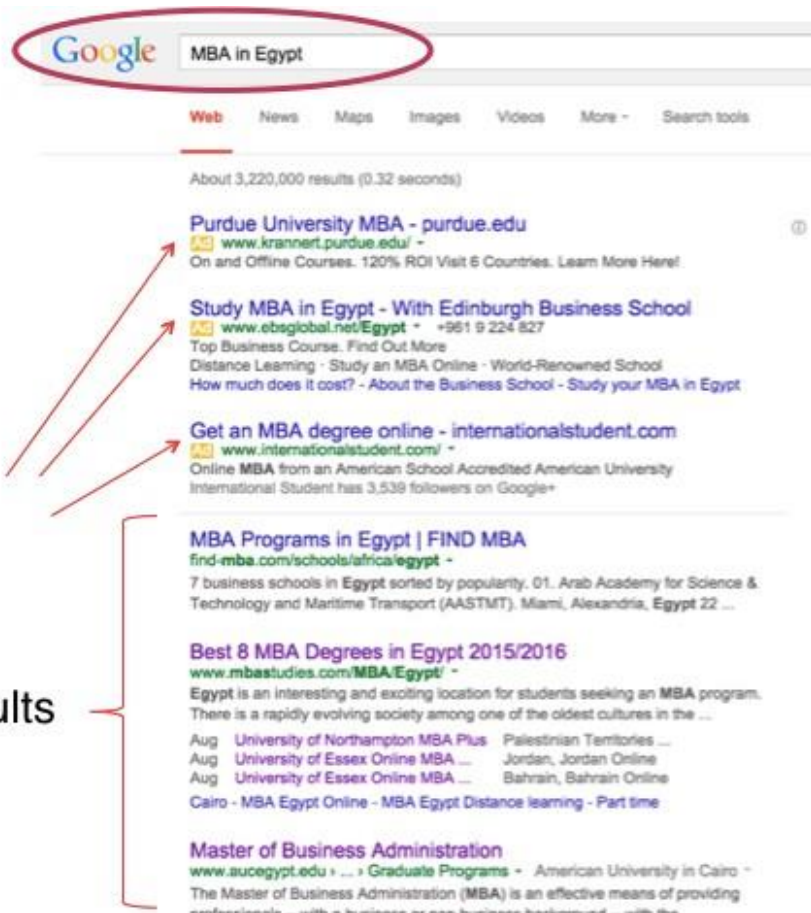
Google's three steps:



1. Google must first **FIND** your content.
2. After **CRAWLING** your site, they **INDEX** the pages.
3. And ultimately **RANK** them within the greater index.

The components of a Search Engine Results Page

Search Query (term)



Paid Search Results
(Search Ads)

Organic Search Results
(SEO)

Search Query or Search Term: The keyword or phrase the searcher enters in the search box to run the engine and find results

Paid Search Results: The search results that appear due to a paid ad from an advertiser to Google. These results usually appear at the top of the search results page.

Organic Search Results: The search results that appear on the search results page without paid ads. These results are the most relevant results determined by Google to the entered search query.

The practice of enhancing a webpage rank in a search results page, on certain search terms/ keywords is called **Search Engine Optimization (SEO)**. Website owners optimize their pages to rank higher in search engines to increase their website traffic (visits)

Comparison between Search Ads and SEO

Search Engine Optimization (SEO)	Search Ads
Free SEO is free or organic as website owners don't have to pay money to Google or any search engine in order for their webpage to appear in the search results page	Expensive Search Ads are paid ads as website owners pay money to Google or any search engine in order for their webpage to appear in the search results page
Takes months to work SEO is a long-term process that takes months to be implemented on webpages for them to rank on the top of the first search results page	Takes hours to work SEM is instant. Once an advertiser places an ad order to Google, it takes a few hours to be reviewed and then appear on the top of the first search results page. - if set up correctly -
Appear underneath the paid results organic results appear after the paid results	Appear above the organic results The paid results appear on top of the page right above the organic results