

The Complete
DIGITAL MARKETING
GUIDE
for Beginners

How to Grow Your Business & Career
with Online Marketing

S K HASAN IMAM



BlueRoseONE^{.com}
S t o r i e s M a t t e r

New Delhi • London

BLUEROSE PUBLISHERS

India | U.K.

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ISBN: 978-81-6744-792-0

Cover design: Shariq Ansari

Typesetting: Simran Maurya

First Edition: October 2026

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S. K. Hasan Imam is a Digital Marketing Mentor, Strategist, and entrepreneur with over 14 years of extensive experience in Business Development, Performance Marketing, and Digital & Traditional Marketing. Having worked with renowned brands, top agencies, and startups, he brings diverse real-world experience to the evolving digital marketing landscape.

He holds an MBA Degree in Information Technology with a specialization in Finance and has completed his Master's Programme in Digital Marketing. He is the Founder of Mediathrive Marketing Solutions and IDE Academy – The Institute of Digital Excellence, where he focuses on digital marketing education, mentoring, and practical skill development.

Through his experience and mentorship, Hasan aims to simplify digital marketing and empower individuals and businesses to succeed in the digital world.

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Introduction

Why Digital Marketing is Essential for Today's Businesses

Hi everyone, I am S.K. Hasan Imam, a person from the '90s. We are currently in an era of digital transformation, where traditional marketing strategies are no longer adequate to reach and engage today's tech-savvy consumers.

The digital landscape offers a wealth of opportunities for businesses to connect with their target audiences in meaningful and impactful ways.

From social media platforms to search engines, digital marketing offers the tools and techniques necessary to enhance visibility, increase traffic, and improve conversion rates.

In this book, we will explore the importance and role that digital marketing plays in the success of modern businesses. We will highlight key benefits such as increased reach, cost-effectiveness, and data-driven decision-making.

What You Will Learn in This Book

This book is designed to train and enhance beginners by providing the foundational knowledge and practical skills needed to navigate the world of digital marketing today.

In this collection of chapters, you will find a comprehensive guide to essential digital marketing concepts and strategies, including:

Introduction to Digital Marketing: You will gain an understanding of the fundamentals and significance of digital marketing in today's business landscape.

Creating a Digital Marketing Plan: Discover how to formulate a strategic plan that aligns with your business objectives.

Website Optimization: Discover strategies for enhancing your website's performance and improving user experience.

Search Engine Optimization (SEO): Discover strategies to enhance your website's visibility on search engines.

Content Marketing: Learn how to create and distribute valuable content that attracts and retains your target audience.

Social Media Marketing: Discover effective strategies for utilizing social media platforms to enhance brand awareness and engage with your audience.

Email Marketing: Discover the potential of email marketing and learn how to create impactful email campaigns.

Pay-Per-Click (PPC) Advertising: Understand the fundamentals of PPC advertising and learn how to maximize your return on investment.

Analytics and Reporting: You will learn how to measure the success of your digital marketing campaigns and make data-driven decisions accordingly.

A Note for Beginners

Transforming your digital marketing journey may seem overwhelming, but there is no need to worry!

This book is written with beginners in mind, breaking down complex concepts into easy-to-understand language and actionable steps.

Whether you are a small business owner, a marketing professional seeking to expand your skill set, or someone entirely new to the field, this guide will serve as your roadmap to mastering digital marketing.

As you advance through the chapters, you will develop the confidence and skills necessary to implement effective digital marketing strategies and achieve your business objectives. Remember, every expert was once a beginner; with dedication and practice, you will soon become proficient in the art of digital marketing.

Let's get started!

Chapter 1

Understanding Digital Marketing

What is Digital Marketing?

We all want to explore opportunities — some as students and others as entrepreneurs. Trust me, the need of the hour is digital marketing.

Digital marketing is a strategy for promoting and selling products or services through the internet and digital devices. It encompasses various methods, including social media, websites, email campaigns, and search engines, to effectively reach potential customers.

Example:

Imagine you open a bakery. If you print flyers and distribute them in your neighborhood, that is traditional marketing. However, if you create an Instagram page, post pictures of your cakes, run Facebook ads, and accept online orders, you are utilizing digital marketing.

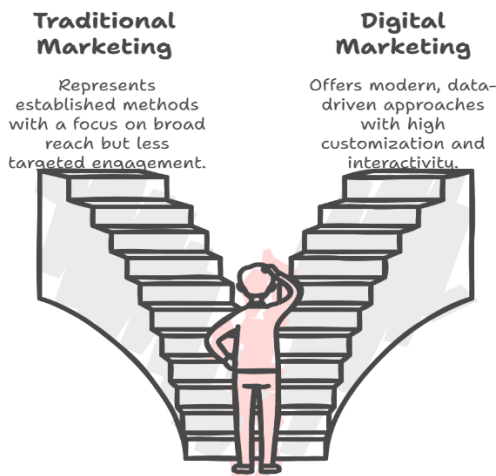
The Difference Between Traditional and Digital Marketing

Feature	Traditional Marketing	Digital Marketing
Medium	TV, newspapers, billboards, radio	Websites, social media, emails, Google ads
Cost	Expensive (printing, TV ads, billboards)	More affordable (online ads, social media posts)
Reach	Limited to local or regional areas	Global reach
Interaction	One-way communication (business to customer)	Two-way interaction (customers can comment, like, share)
Tracking	Hard to measure results	Easy to track performance with tools like Google Analytics

Example:

If a **restaurant** advertises on a newspaper page, only the people who read that newspaper will see it (**Traditional Marketing**). But if the restaurant runs a Facebook ad, it can reach thousands of people, and they can even book a table directly from the ad (**Digital Marketing**). Now the point is -What to choose?

Which marketing strategy to adopt?



Why Digital Marketing is Crucial for Business Growth

1. **Wider Audience Reach:** Businesses can connect with customers globally through social media, websites, and online advertisements. *Example:* A small clothing brand in India can sell products to customers in the USA through an online store.
2. **Cost-Effective:** Digital marketing is more cost-effective than television advertisements, billboards, or print media. *Example:* A startup with a limited budget can utilize Instagram Reels and YouTube videos as cost-effective alternatives to expensive television advertisements.
3. **Better Engagement & Customer Interaction:** Customers can engage in direct chat, comment, or ask questions, which helps them feel valued
4. *Example:* If a company posts a new product on Instagram, customers can like, share, and comment their opinions instantly.
5. **Data-Driven Marketing:** Businesses can analyze customer behavior using tools such as Google Analytics to enhance their marketing strategies. *Example:* If an online store sees that most visitors leave the website without buying, they can offer discounts or change their ads.
6. **24/7 Availability:** Unlike physical stores, digital marketing enables businesses to operate 24/7 via websites and e-commerce platforms. *Example:* A bookshop with an online store can sell books anytime, even while the owner is sleeping.

So, the conclusion is that, compared to traditional methods, digital marketing is a more effective approach for launching campaigns to promote your products and services.

However, it also depends on the goals and target audience segmentation. Sometimes, a combination of digital and traditional marketing may yield the highest revenue for the advertiser.

Let's dive into this.

*Regards,
S K Hasan Imam*

Practical Task:

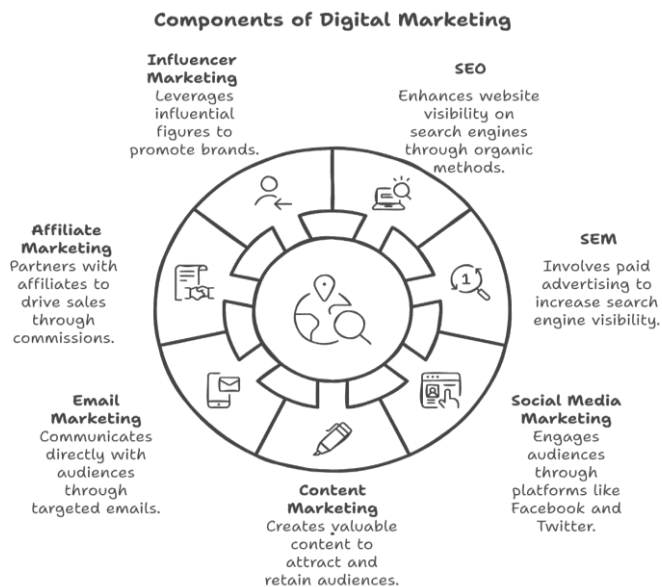
- Create a table comparing Traditional vs. Digital Marketing with at least 3 real-world examples for each.
- Watch one digital ad and one traditional ad — analyze their impact, audience targeting, and message delivery.
- Reflect: Write a short paragraph about why you personally want to learn digital marketing.

Chapter 2

Key Components of Digital Marketing

First of all, in this chapter, we will explore the major components of digital marketing. In the upcoming chapters, we will engage in a detailed discussion of each component one by one. Digital marketing encompasses a wide range of techniques specifically designed to connect businesses with their target audiences through online channels.

It encompasses **SEO, SEM, social media marketing, content marketing, email marketing, affiliate marketing, and influencer marketing**. Each component plays a crucial role in enhancing brand awareness, driving traffic, and generating leads in the digital landscape.



So, let's explore!

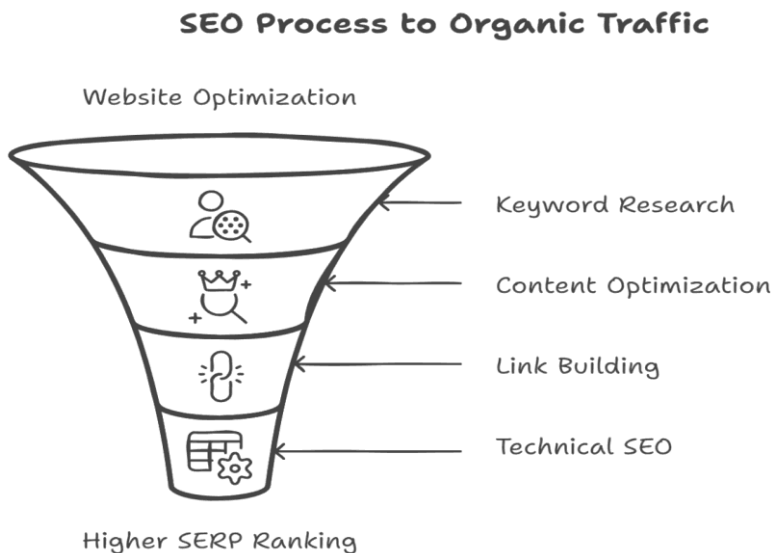
1. SEO

As of January 2025, Google holds approximately 90% of the market share as a search engine, which means that nearly all of us use Google for our queries. Correct?

SEO is a consistent practice of optimizing a website to enhance its visibility on search engines such as Google, with the goal of achieving higher rankings in search engine results pages (SERPs) to attract organic traffic.

This encompasses both on-page and off-page strategies, including keyword research, content optimization, link building, and technical SEO.

This process involves several major steps and culminates in a high SERP ranking for the website.



2. SEM (Search Engine Marketing)

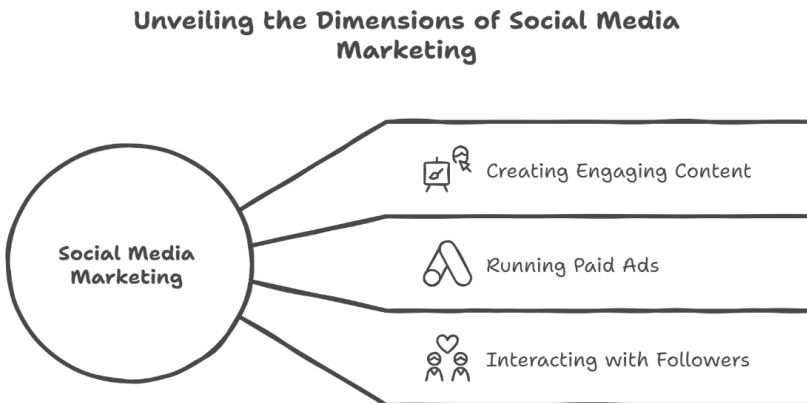
SEM stands for Search Engine Marketing. While SEO focuses on generating organic traffic to a website, SEM involves the use of paid strategies to enhance a website's visibility on search

engines. **Pay-Per-Click (PPC) advertising is a key component of SEM**, where advertisers pay for each click on their ads by targeting specific keywords and demographics, which drives immediate traffic to their websites.

3. Social Media Marketing

Now, as a key component of digital marketing, social media marketing is one of the most widely used methods for promoting products and services through platforms such as Facebook, Instagram, Twitter, and LinkedIn.

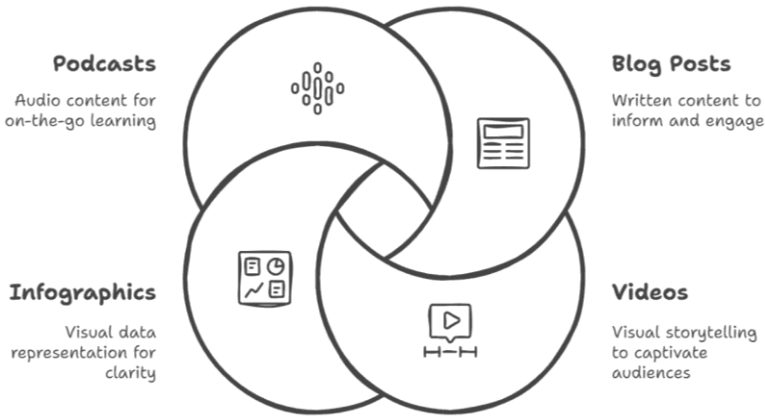
It includes the creation of engaging content, paid advertisements, and an interactive approach with followers to build a specific community and enhance brand visibility. Social media is crucial for enhancing brand awareness and fostering customer engagement.



4. Content Marketing

So, to promote any product or service, we need compelling content. This is where content marketing comes into play. **The primary focus of content marketing is the creation of valuable and relevant content designed to attract and engage the target audience**

Components of Content Marketing

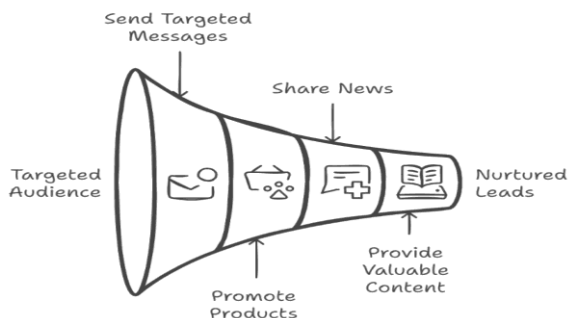


This can **include blog posts, videos, infographics, and podcasts**. The aim is to provide valuable information that aligns with the needs and interests of targeted customers, with the goal of encouraging meaningful customer actions.

5. Email marketing

Email marketing is a direct form of communication with potential and existing customers. It **typically involves sending targeted messages to a specific audience to promote products, share news, or provide valuable content**. It is effective for Regular updates to existing customers about the product and services and maintaining customer relationships.

Email Marketing Engagement Funnel



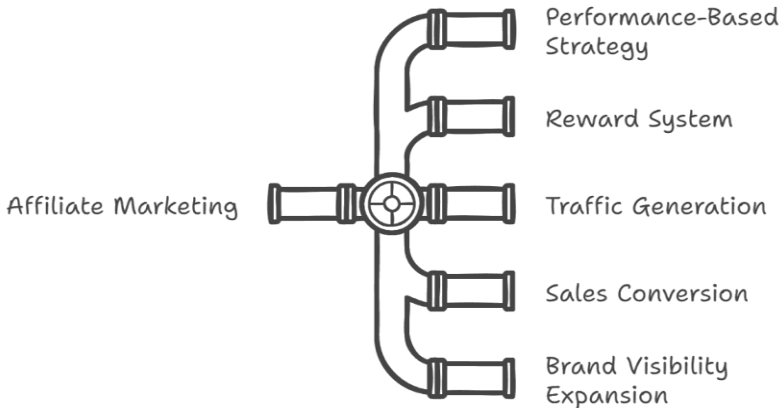
6. Affiliate marketing

It is a performance-based strategy in which businesses pay affiliates for driving traffic or sales through their marketing efforts.

And Affiliates promote products or services on their platforms, earning a commission for each successful referral. Amazon is one of the most popular affiliate marketing platforms.

So, these specific affiliates take full responsibility for sales, customer service, and timely delivery of products or services.

Unpacking Affiliate Marketing

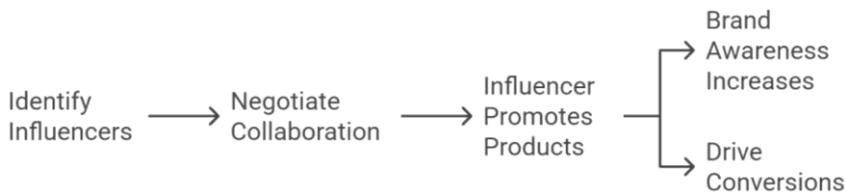


7. Influencer marketing

It is a partnership or collaboration with individuals who have a significant following on social media and other platforms. Brands and businesses typically collaborate with these well-known influencers to promote their products and services.

These influencers help brands create visibility and drive conversions.

Influencer Marketing Process



Note: Every influencer has a distinct audience and following, making it crucial for businesses and marketing professionals to identify relevant influencers and their specific target audiences before planning any campaigns.

In conclusion, understanding and effectively implementing these key components of digital marketing can enhance a business's online presence and contribute to the success of every marketer.

Each element contributes to a comprehensive digital marketing strategy that can adapt to the constantly evolving digital landscape.

Ready to set up? Let's get started!

*Best regards,
S K Hasan Imam*

Practical Task:

- Choose a brand (can be your own or any popular one). Identify which digital marketing components they are using.
- Create a mind map of the 7 components discussed, linking them with tools or platforms (e.g., SEO → Ahrefs, Google Search Console).
- Quiz: Include 5 MCQs to test understanding of components.

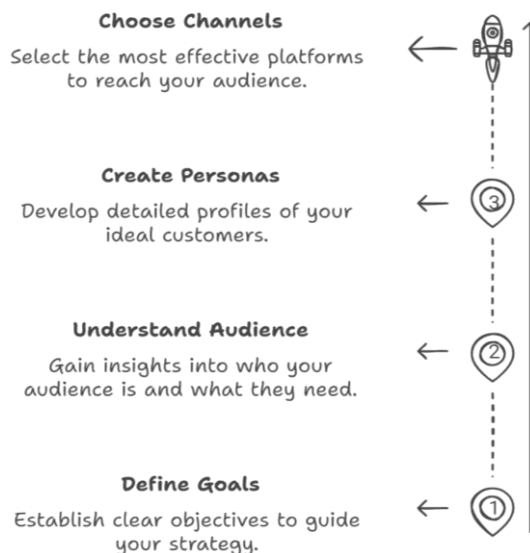
Chapter 3

Setting up Your Digital Marketing Strategy

Now the question is: how can a marketer establish a successful digital marketing strategy? Before taking any further steps, it is crucial for any marketer to understand the following:

- **Goals of Business**
- **Understanding the Target Audience**
- **Creation and development of buyer personas.**
- **At last, selecting the appropriate channels for your marketing efforts.**

Building a Digital Marketing Strategy



By the end of this chapter, you will have a clearer roadmap for effectively engaging with your target market and achieving your business objectives.

Goals of the Business –

Before you begin digital marketing for any business, it is essential to clearly define your objectives and establish your digital marketing goals. Until a marketer sets clear and measurable goals, they cannot develop an effective digital marketing strategy. Goals should be **Specific, Measurable, Achievable, Relevant, and Time-bound**. This can be remembered by the acronym (**SMART**)

Crafting Effective SMART Goals for Digital Marketing Success



Specific

Goals should be clearly defined and unambiguous.



Measurable

Progress should be quantifiable to track success.



Achievable

Goals must be realistic and attainable.



Relevant

Goals should align with broader objectives and be meaningful.



Time-bound

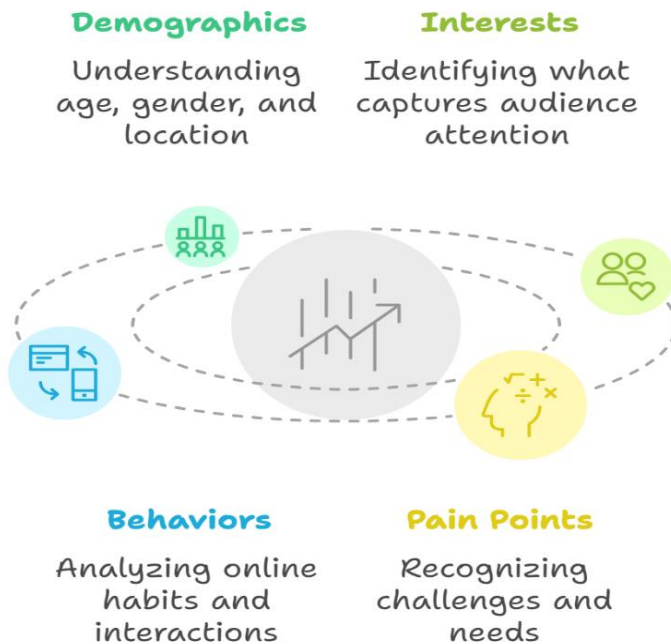
Goals need a deadline to create urgency and focus.

Understanding the related Target Audience –

Every marketer wants to implement a thorough and successful digital marketing strategy, and it is crucial to understand who your audience is.

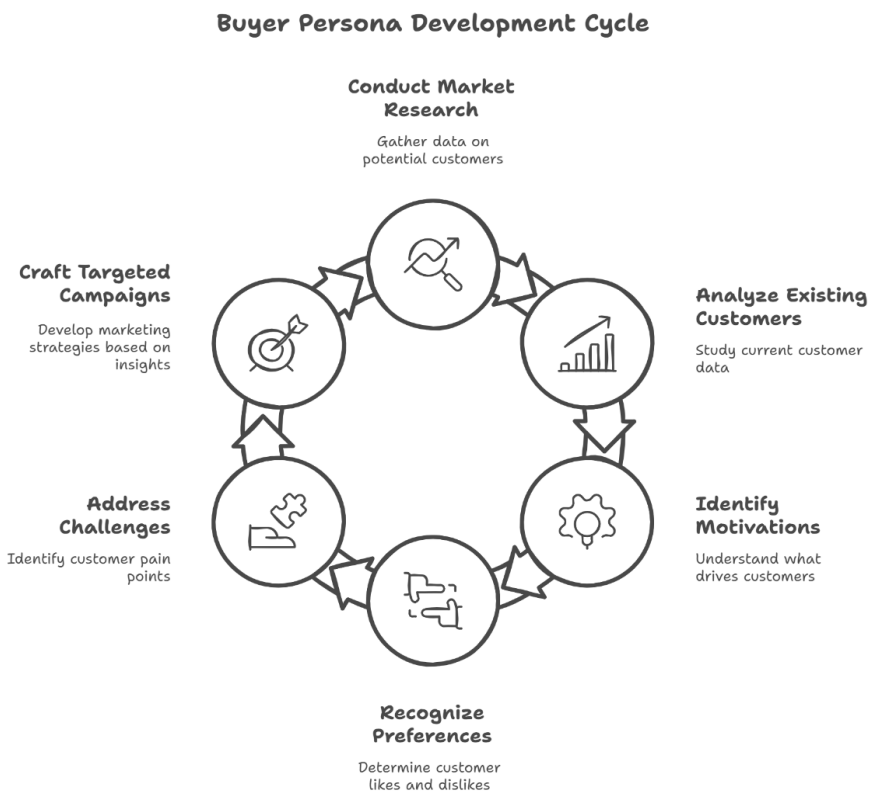
Before launching any campaign, a marketer must thoroughly understand the demographics, interests, behaviors, and pain points of the target audience. This knowledge is crucial for determining the optimal timing and placement of advertisements. It is one of the key components of an effective marketing strategy and is vital for successful campaign performance. To achieve higher engagement and improved conversion rates, marketers should craft relevant messages and content that resonate with their target audience.

Building a Digital Marketing Strategy



Creation and working on the buyer personas –

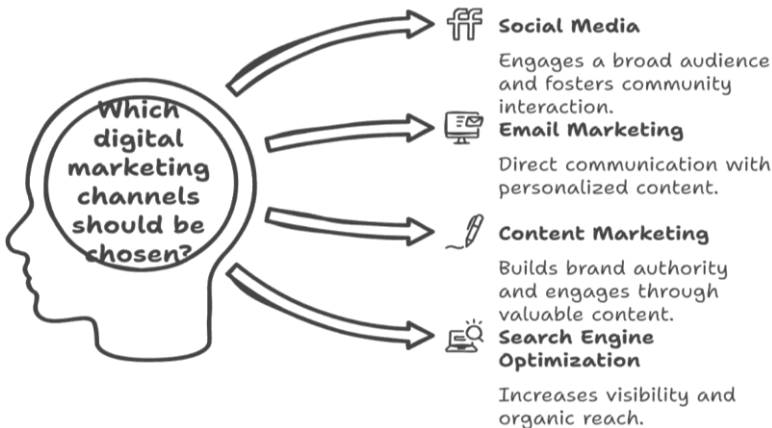
So, the question is: how can we identify the target audience? Is it through understanding the buyer persona? **The answer is, “YES”.** Buyer personas are **semi-fictional representations of the individuals** most likely to purchase from you. They consist of detailed profiles of your target audience, derived from real data and informed assumptions. This approach helps you understand your audience's motivations, preferences, and challenges.



This understanding **enables marketers to personalize their marketing efforts** and attract the right audience when developing targeted marketing campaigns.

Choosing the right channels for marketing –

As a marketer, if you have understood the goals of the business, identified the appropriate target audience, and analyzed their buying potential by understanding their personas, what comes next? Is this sufficient, or are there other factors that play a crucial role in your conversions? *As these elements are all part of the marketing strategy, **the answer is “YES.”** It is essential to choose the right channels for marketing. With numerous digital marketing channels available, selecting the appropriate ones for your strategy is crucial. Identify where your audience spends their time online and which platforms align with your goals.*



In conclusion, whether it's social media, email marketing, content marketing, or search engine optimization, selecting the appropriate channels will maximize your reach and enhance your effectiveness in engaging with your target audience. By following these steps – defining your goals, understanding your audience, creating buyer personas, and selecting the appropriate channels – you will be well on your way to developing a comprehensive digital marketing strategy that delivers results.

Best of luck!

Best regards,
S K Hasan Imam

Practical Task:

- Write your own SMART digital marketing goal.
- Create 1 buyer persona with a name, photo, demographics, pain points, and goals.
- Choose 2 channels that would be most relevant for your target audience and explain why.

Chapter 4

SEO Fundamentals

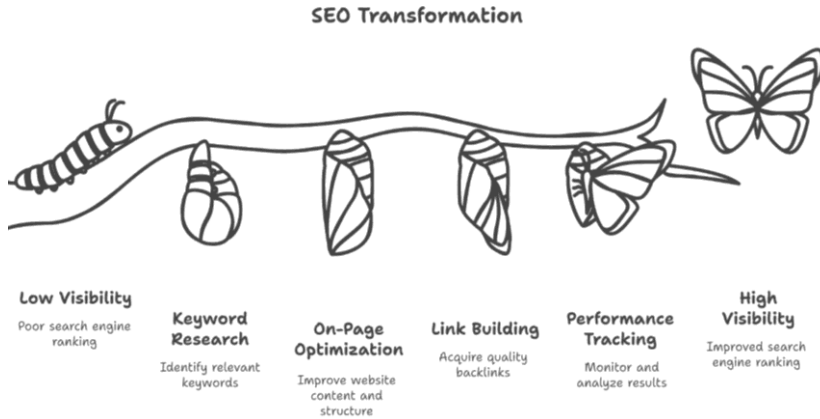
In this chapter, we will **explore the essential components of Search Engine Optimization (SEO)**, a crucial element of digital marketing that improves the visibility of websites on search engines.

So, if you want to increase the organic visibility of your website, you need to understand how search engine optimization (SEO) works for you. Let's explore this concept first.

We will explore the **precise definition of SEO, discuss best practices for On-Page SEO, examine Off-Page SEO and link-building strategies, and finally, cover the fundamentals of Technical SEO.**

This comprehensive overview will equip you with the foundational knowledge necessary to effectively optimize your online presence.

- **What is SEO?** -Search Engine Optimization (SEO) is the practice of enhancing a website's visibility in search engine results pages (SERPs) through organic (non-paid) methods



The primary goal of **Search Engine Optimization (SEO)** is to attract more visitors to a website by enhancing its ranking for relevant keywords and phrases. SEO encompasses a variety of strategies and techniques that can be categorized into three main areas: **On-Page SEO**, **Off-Page SEO**, and **Technical SEO**. By understanding and implementing these strategies, businesses can improve their online presence, drive traffic, and ultimately achieve their marketing objectives.

- **Why SEO is Important** - Proper SEO increases organic traffic, reducing dependency on paid advertisements. It also builds credibility and trust, enhances user experience, and improves website usability. Additionally, it contributes to long-term growth and lead generation.

Achieving Digital Marketing Success

Long-term Growth

Achieve sustained growth and lead generation over time.



Enhance Usability

Improve user experience and website usability.



Build Credibility

Establish trust and credibility with your audience.



Increase Traffic

Focus on boosting organic traffic to reduce reliance on paid ads.



How Search Engine Works?

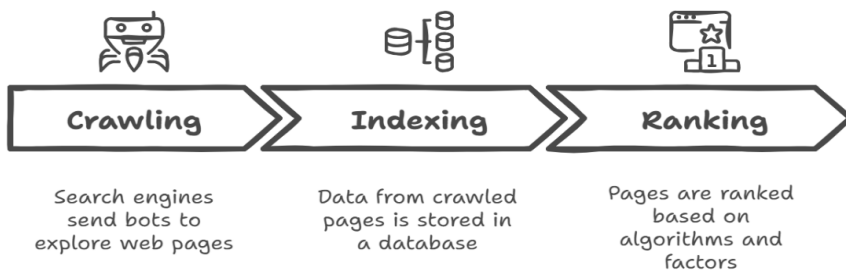
As we discussed earlier, Google holds approximately 90% of the market share as a search engine until January 2025. This indicates that nearly all of us rely on Google for our queries, especially in India.

Now, there is a pattern that Google generally follows to display relevant websites or information to search users. It identifies user requirements, analyzes the available data, and presents the results on SERPs (Search Engine Results Pages). **But have you ever wondered how this process works?**

After a website is created and published, search engines like Google employ specialized bots known as spiders or crawlers to scan the site and gather information about its content. **This process is referred to as crawling.**

Once a page is crawled, Google stores the collected data in its index, akin to a shelf, which functions as a vast digital library. **This process is known as indexing.**

Search Engine Optimization Process



When a user conducts a search, **Google analyzes the indexed pages and ranks them based on relevance, quality, and over 200 different factors, including keywords, backlinks, and user experience.** This ranking determines the order in which pages appear in the search results.

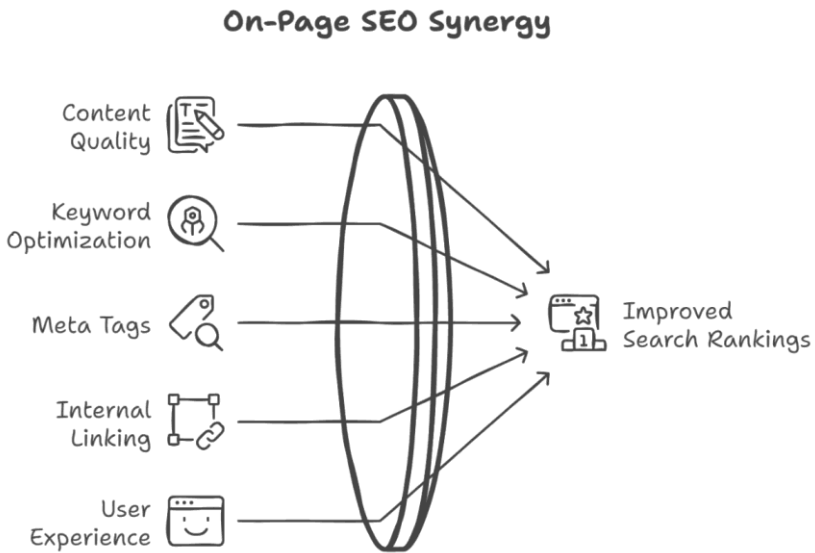
There are 3 types of SEO

Types of SEO



1. On-Page SEO (Optimizing Content on Your Website)

The primary focus of on-page SEO is to **enhance elements within your website** to achieve higher rankings



While Implementing the On-Page SEO Process (Step-by-Step Guide)

- **Keyword Research**

- Use tools such as Google Keyword Planner, Ubersuggest, and SEMrush to identify high-volume, low-competition keywords.
- Example: If you're writing about "Digital Marketing," keyword variations like "Digital Marketing Guide" or "Digital Marketing for Beginners" should be included.

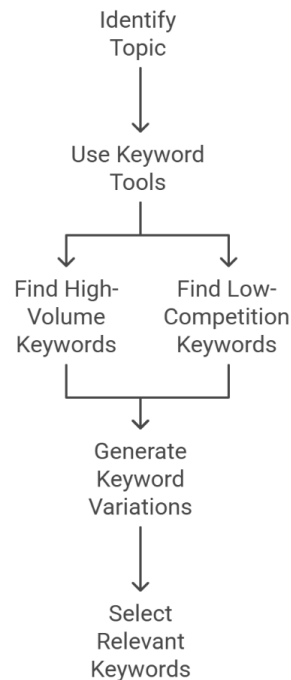
- **Title Tags & Meta Descriptions**

- Title should include primary keywords (Max **60 characters**).
- Meta description should be **150-160 characters**.

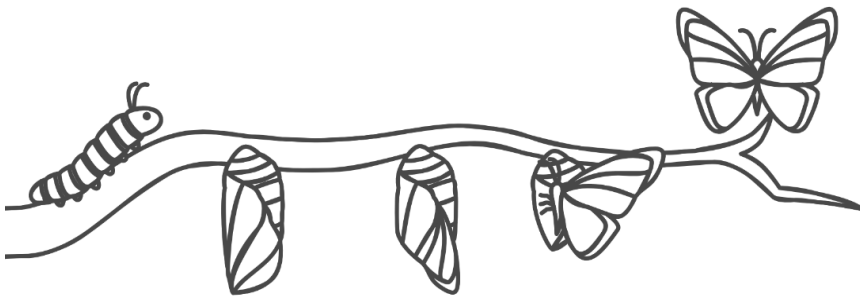
- Example:
Title: "SEO Guide for Beginners: Master Search Engine Optimization"

Meta: "Learn SEO fundamentals, on-page strategies, and ranking techniques to grow your website traffic."

Keyword Research Process



Optimize SEO Elements



Title & Meta

Basic SEO tags

Include Keywords

Use primary keywords in title

Character Limit

Keep title under 60 characters

Craft Meta Description

Write 150-160 character summary

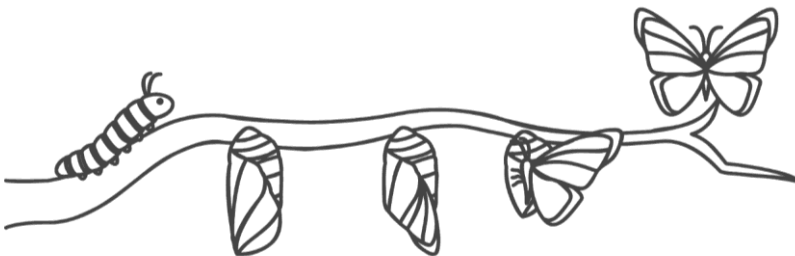
Effective Tags

Enhanced SEO performance

- **Header Tags (H1, H2, H3)**

- **H1:** Main title (Use only once per page).
- **H2-H3:** Subheadings to structure content.
- Example:
- `<h1>What is SEO?</h1>`
- `<h2>Importance of SEO</h2>`
- `<h3>How Search Engines Work?</h3>`

Effective Content Structure



Unstructured Content

Disorganized information layout

Use H1 Tag

Establish main title for clarity

Implement H2 Tags

Create subheadings for sections

Add H3 Tags

Further divide content into topics

Organized Content

Clear and accessible information

- **Content Optimization**

- Write **high-quality, original content** (Google prefers useful and engaging content).
- Maintain keyword **density (1-2%)** naturally.
- Use **LSI Keywords** (related keywords).
- Example: Instead of stuffing "SEO Guide" multiple times, use "SEO tutorial," "SEO basics," or "SEO optimization tips"

Content Optimization Tips

What type of content does Google prefer?

Google prefers high-quality, original content that is useful and engaging.

What should be the keyword density?

Maintain a keyword density of 1-2% naturally.

What are LSI Keywords?

LSI Keywords are related keywords that enhance content relevance.

Can you give an example of using LSI Keywords?

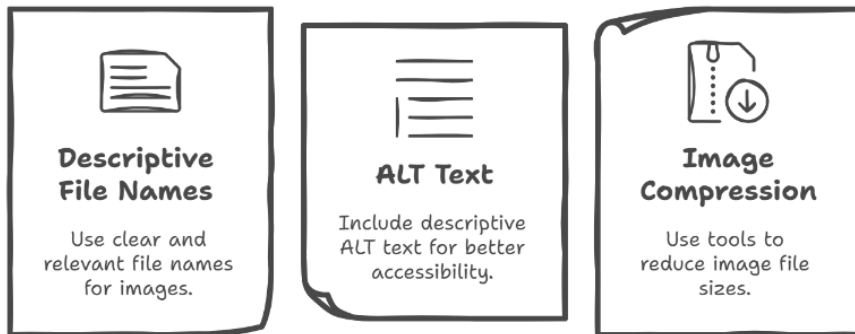
Instead of repeating "SEO Guide," use terms like "SEO tutorial," "SEO basics," or "SEO optimization tips."



- **Image Optimization**

- Use **descriptive file names** (e.g., seo-basics.png instead of image1.png).
- Add **ALT text** for images.
- Compress images using **TinyPNG** or **ShortPixel**.

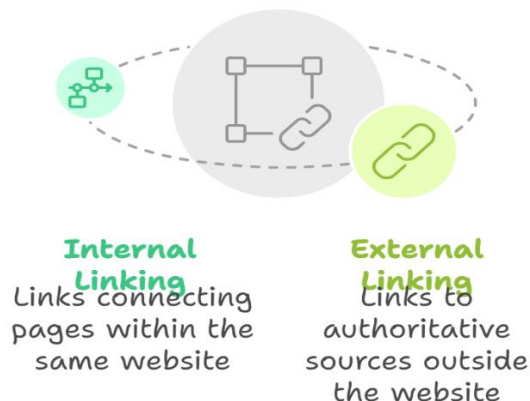
Image Optimization



- **Internal Linking & External Linking**

- Link relevant pages within your website (**internal links**).
- Add credible **external links** to authoritative sources.

Enhancing SEO through Linking



- **URL Structure**

- Use short, keyword-rich URLs.
- Example:
 -  example.com/seo-guide
 -  example.com/p=1234?seo-tips

- **Mobile Friendliness**

- Ensure the site is **mobile-responsive** (Google prioritizes mobile-first indexing).

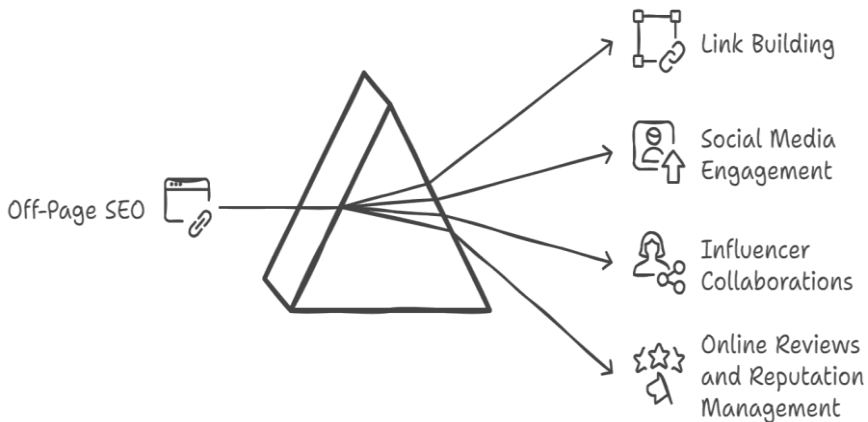
- **Page Speed Optimization**

- Compress images, use caching, and minimize JavaScript.
- Test speed on **Google PageSpeed Insights**.

2. Off-Page SEO (Building Authority from Other Websites)

This involves activities **outside your website** to improve its ranking and credibility.

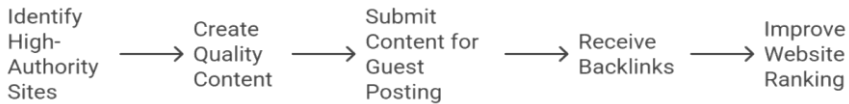
Enhancing Website Authority and Reputation



- **While Implementing the Off-Page SEO Process (Step-by-Step Guide)**

Backlinks: Getting links from high-authority websites to your landing page, which improves the visibility of your site.

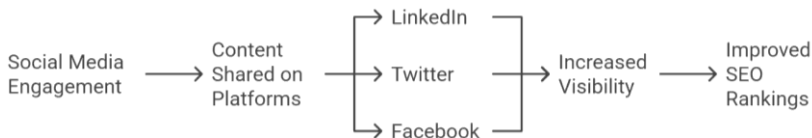
Backlink Building Process



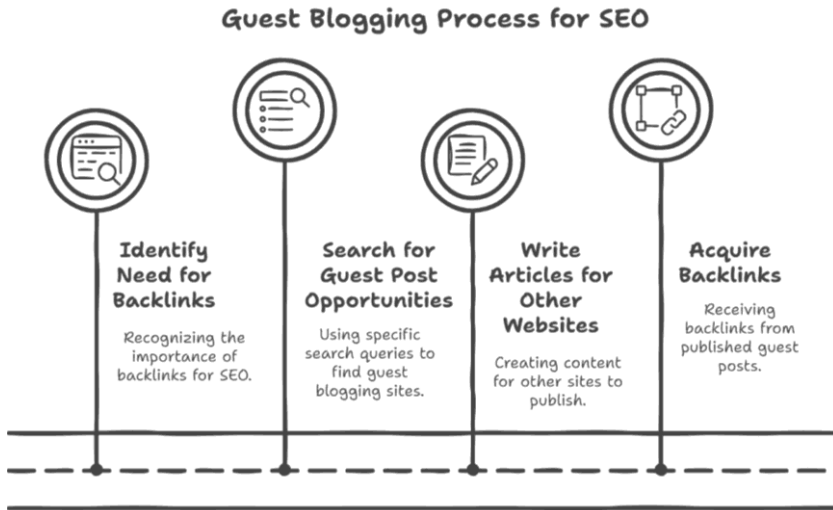
Example: -Guest posting on **Forbes** or **HubSpot** provides **high-authority backlinks**.

- **Social Media Marketing:** Sharing content on social platforms like Facebook, Instagram etc. (A detailed Chapter on the same is included in this book for your understanding)

Social Media Signals and SEO Impact



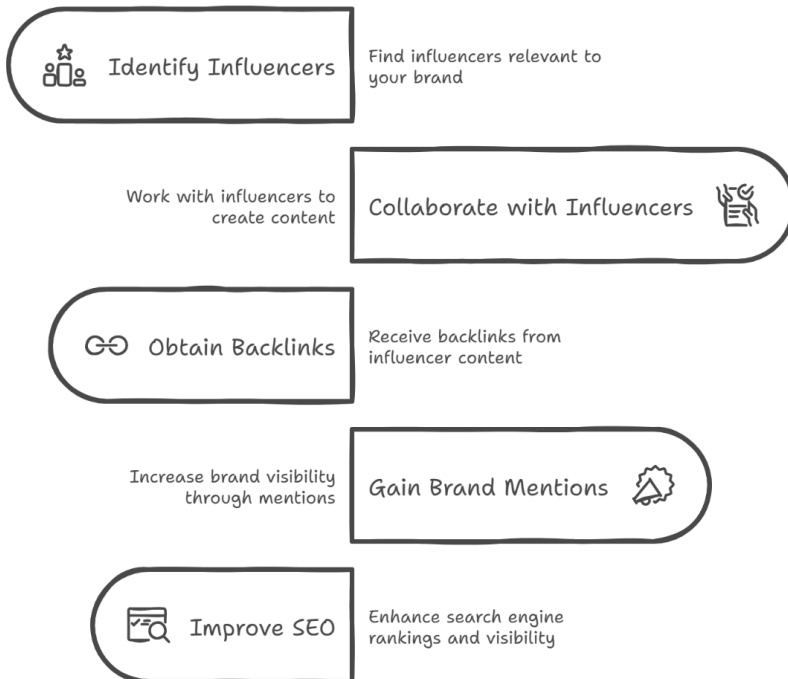
- **Guest Blogging:** Writing articles for other websites in exchange for backlinks. **Find guest post opportunities using:** “write for us” + [your niche]



Example: A travel blogger writes a guest post for a **popular travel website**, including a link to their blog. This boosts their website’s authority.

- **Influencer Outreach:** Getting industry influencers to mention your website. One of the best options for Off-page SEO. Let's see the process

Influencer Marketing for SEO



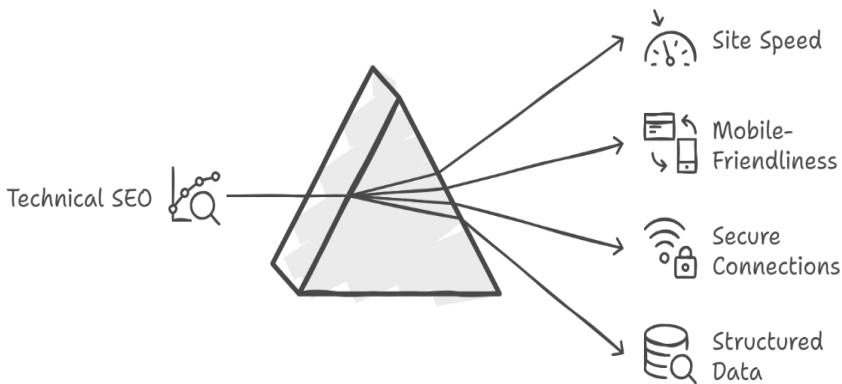
- **Local SEO & Google My Business**
 - This also attracts more traffic from outside. It simply involves optimizing the website for local search by creating a **Google My Business profile**.
 - Example: If you own a restaurant, include **business hours, address, and reviews**.
- **Forum and Q&A Participation** Answer relevant questions on **Quora, Reddit** with a backlink to your site.

3. Technical SEO – (Structuring of the Site for a better reach)

It is the process that ensures search engines can crawl, index, and understand your website. Technical SEO involves optimizing the infrastructure of your site to facilitate the crawling, indexing, and ranking of your content by search engines like Google more effectively.

This includes key factors such as website speed, mobile-friendliness, secure connections, and structured data. By addressing these elements, you can enhance your website's overall performance and user experience.

Unveiling the Dimensions of Technical SEO



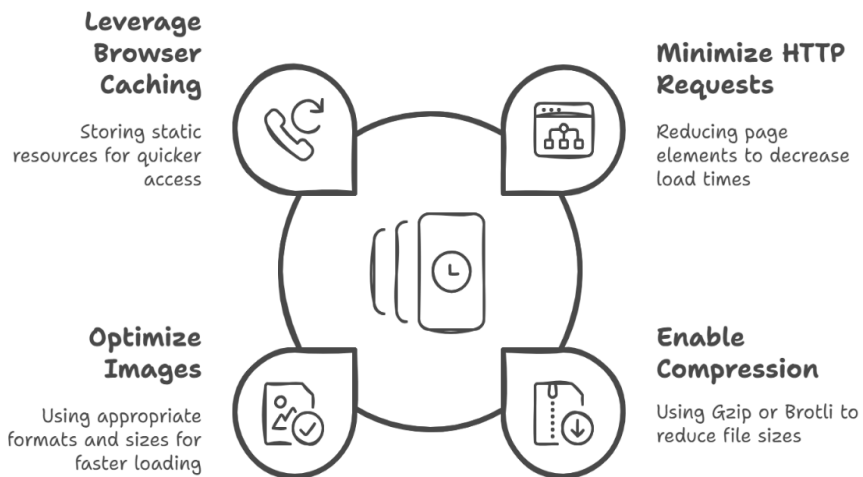
A marketer should conduct regular audits and update the site accordingly. It is very important to analyze it regularly to understand the search engine algorithms.

Keys of Technical SEO

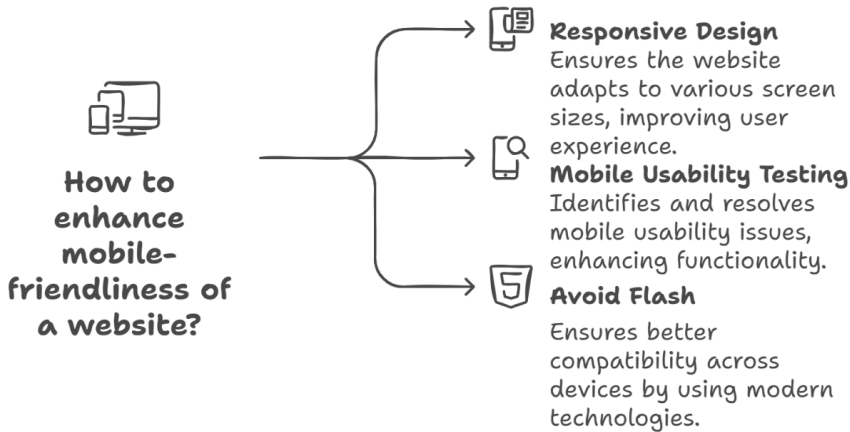
- **Website Speed Optimization**
 - **Minimize HTTP Requests:** Reduce the number of elements on your page to decrease loading times.

- **Enable Compression:** Utilize Gzip or Brotli to compress files and minimize their size.
- **Optimize Images:** Utilize suitable formats and sizes for images to improve loading speed.
- **Leverage Browser Caching:** Store static resources in users' browsers to enhance the speed of subsequent visits.

Strategies for Enhanced Website Speed



- **Mobile-Friendliness**
 - **Responsive Design:** Ensure that your website adapts seamlessly to various screen sizes and devices.
 - **Mobile Usability Testing:** Utilize tools such as Google's Mobile-Friendly Test to identify potential issues.



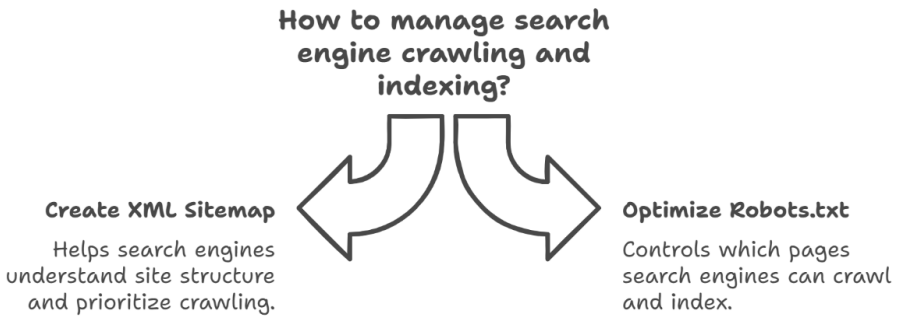
- **Avoid Flash:** Use HTML5 instead of Flash for improved compatibility across devices.
- **Secure Your Website**
 - **Implement HTTPS:** Use an SSL certificate to secure your website and protect user data.
 - **Regular Security Audits:** Conduct audits to identify vulnerabilities and fix them promptly.

Website Security Implementation Sequence



- **XML Sitemap and Robots.txt**

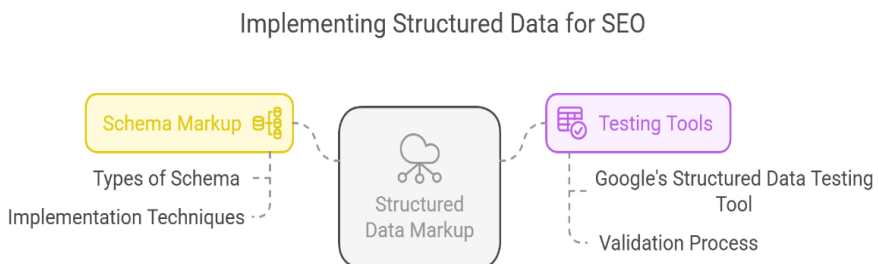
- **Create an XML Sitemap:** This helps search engines comprehend your site's structure and prioritize their crawling efforts.
- **Optimize Robots.txt:** Manage Which Pages Search Engines Can Crawl and Index



- **Structured Data Markup**

- **Use Schema Markup:** Implement structured data to improve search engine comprehension of your content.
- **Test Structured Data:** Use Google's Structured Data Testing Tool to verify the correct implementation of structured data.

- **Fix Crawl Errors**



- **Monitor Google Search Console:** Regularly check for crawl errors and fix broken links.

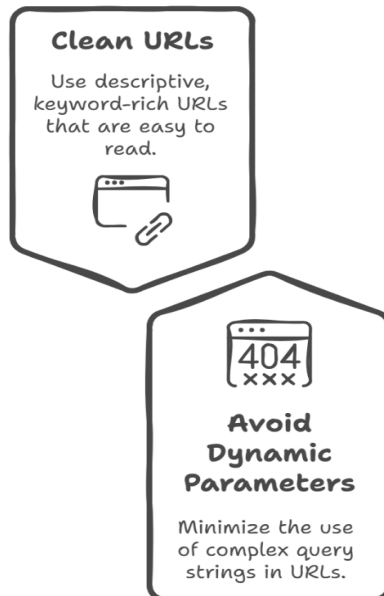
- **Redirects:** Use 301 redirects for moved content to maintain link equity.

Technical SEO Maintenance Process



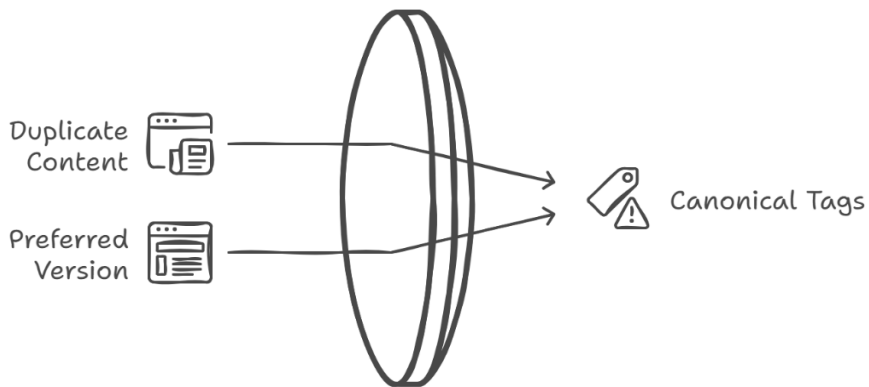
- **URL Structure**
 - **Clean URLs:** Use descriptive, keyword-rich URLs that are easy to read.
 - **Avoid Dynamic Parameters:** Minimize the use of complex query strings in URLs.

URL Optimization



- **Canonical Tags**
 - **Implement Canonical Tags:** Prevent duplicate content issues by specifying the preferred version of a page.

Ensuring Content Clarity



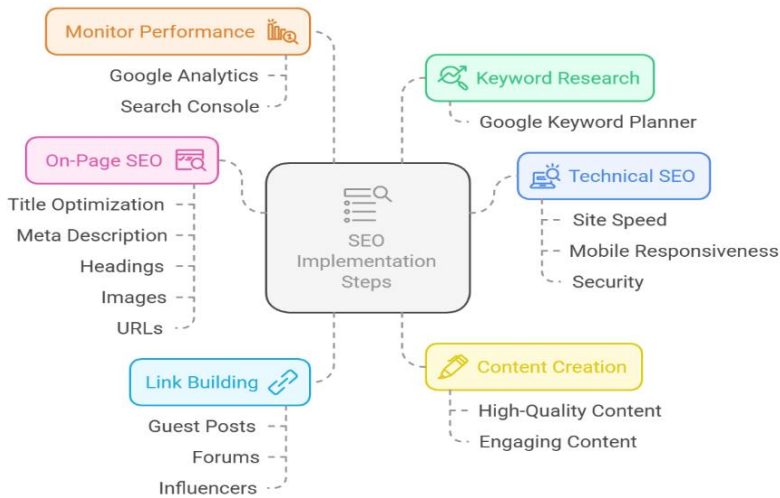
So in Conclusion , SEO is one of the most important aspects of digital marketing. As a mentor, I encourage all readers to utilize the tools mentioned in each type of SEO explanation. These tools are invaluable for marketers seeking to enhance organic rankings and visibility. On-page SEO focuses on strategies implemented within the website itself, while off-page SEO emphasizes the importance of external traffic to the site.

Technical SEO provides insights into the structure of your website, which should be improved through regular audits.

To all my readers, I wish you the best of luck with your practical sessions. These sessions are crucial; after thoroughly understanding this chapter, you will find it much easier to implement and perform SEO for your website.

Best Regards

SEO Implementation Steps



Practical Task:

- Identify 5 keywords for a blog idea or business you like using Google Keyword Planner.
- Write a sample SEO-optimized blog title and meta description.
- Practice: Use a free SEO audit tool (like Neil Patel's Ubersuggest) and analyze any website of your choice.

Chapter 5

Social Media Marketing for Beginners

Hello Readers, Welcome to the world of digital marketing! In this chapter, we will discuss **Social Media Marketing for beginners**. This discussion will provide a clear understanding of the importance, relevance, usage, and step-by-step implementation of social media marketing for any business.

As a marketer, it is essential to understand social media. Nowadays, we are all individuals who participate in various social media platforms.

Social media marketing is one of the most powerful tools for businesses and individuals seeking to establish an online presence.

It enables you to connect with your audience, promote your brand, and drive engagement.

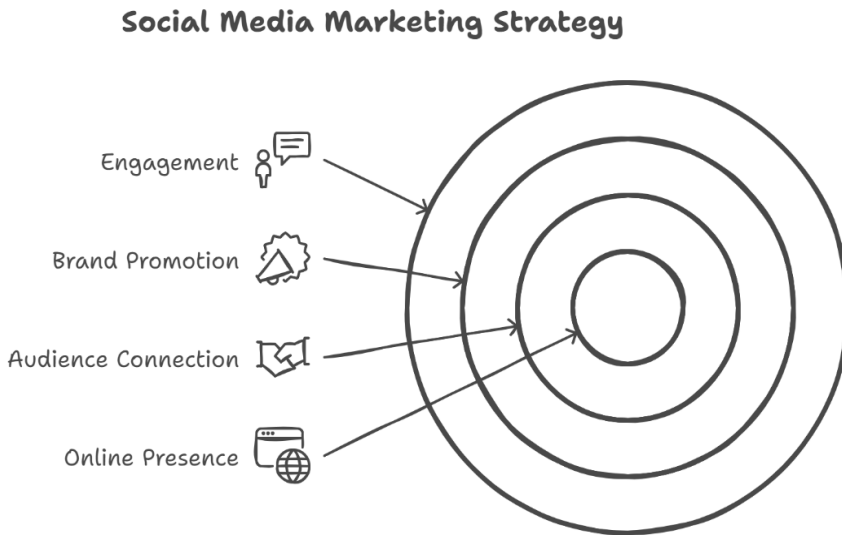
In this chapter, we will explore how to select the appropriate social media platforms, create and schedule engaging content, grow your audience organically, and effectively run paid advertising campaigns.

Why it is Important? -

- **It connects with your target audience**
- **It promotes your brand**
- **It drives the engagement of your target audience**

1. Understanding Popular Social Media Platforms

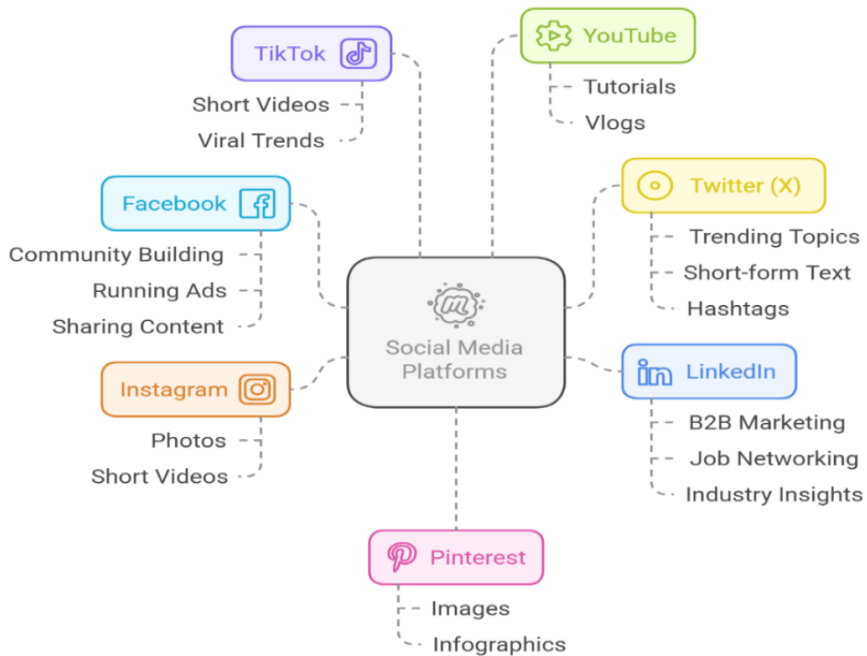
Here is a breakdown of some of the most popular platforms and their primary uses. This breakdown will help marketers choose the right platform for the right audience.



- **Facebook** - Excellent for community building, running advertisements, and sharing content such as articles, images, and videos.
- **Instagram** - Ideal for visual content, particularly photos and short videos. It is well-suited for lifestyle brands, influencers, and e-commerce businesses.
- **Twitter (X)** - Ideal for quick updates, trending topics, and engagement through concise text and hashtags.
- **LinkedIn** - a professional network that is excellent for B2B marketing, job networking, and gaining industry insights.
- **TikTok** - Ideal for short, creative videos and viral trends, making it particularly effective for reaching younger audiences. (Not in India anymore)

- **YouTube** – An excellent platform for long-form video content, tutorials, vlogs, and educational material.
- **Pinterest** – An excellent platform for sharing visually appealing images, infographics, and inspiration boards.

Social Media Platforms and Their Marketing Uses



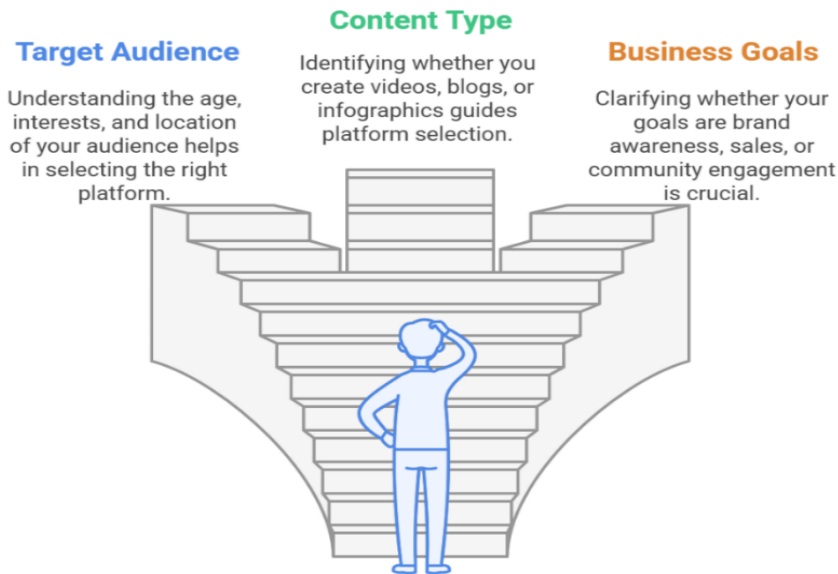
2. How to Choose the Best Platforms for You

Now the question is, how will any marketer choose the right platform? As a mentor, I encourage you to ask yourself the following questions before setting up any social media marketing strategy:

- **Who is your target audience? (Age, interests, location)**
- **What type of content do you create? (Videos, blogs, infographics)**

- **What are your business goals?** (Brand awareness, sales, community engagement)
- **Do you have the resources to manage multiple platforms?**

How to Choose the Best Social Media Platform?



Example: Imagine you own a handmade jewelry business. Your target audience consists of young women aged 18 to 35 who are passionate about fashion and style. Given that jewelry relies heavily on visual appeal, it would be wise for you as a marketer to choose Instagram as your primary platform. Instagram platform is an excellent option for showcasing products or services. High-quality images and videos of your offerings, combined with influencer marketing and engaging Reels, can significantly enhance your online presence.

3, Content Creation - Creation of engaging content is key to a successful social media strategy. It's a Method to restrike the mind of your target audience through various types of media contents. People follow brands that provide value, entertainment, or useful

information. To enhance social media engagement marketers generally follow such parameters-

Enhancing Social Media Engagement Through Diverse Visual Content



Product Images

High-quality images that showcase products to attract and engage customers.



Quotes

Engaging textual images that convey messages succinctly and inspire audiences.



Memes

Humorous and relatable visual content that enhances shareability and engagement.

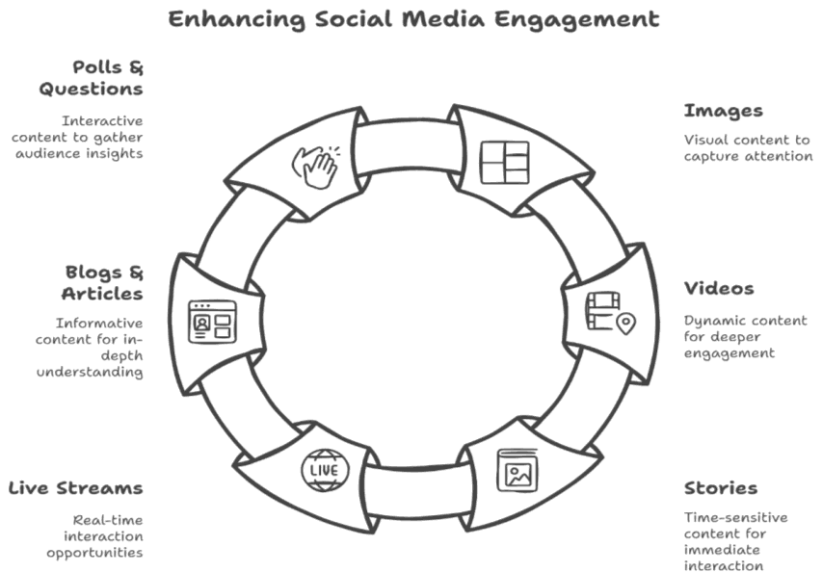


Behind-the-Scenes Photos

Authentic visual content that provides insight into the creation process and builds connection.

Types of Social Media Content - There are different types of content you can post

- **Images** - High-quality pictures of products, quotes, memes, and behind-the-scenes photos can capture attention and convey messages quickly. Visual Content is always more engaging.



- **Videos** - Short-form videos (TikTok, Instagram Reels) and long-form videos (YouTube, Facebook) are some of the perfect quick engaging content types.

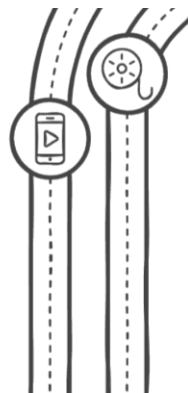
Which type of video content should be created?

Short-form Videos

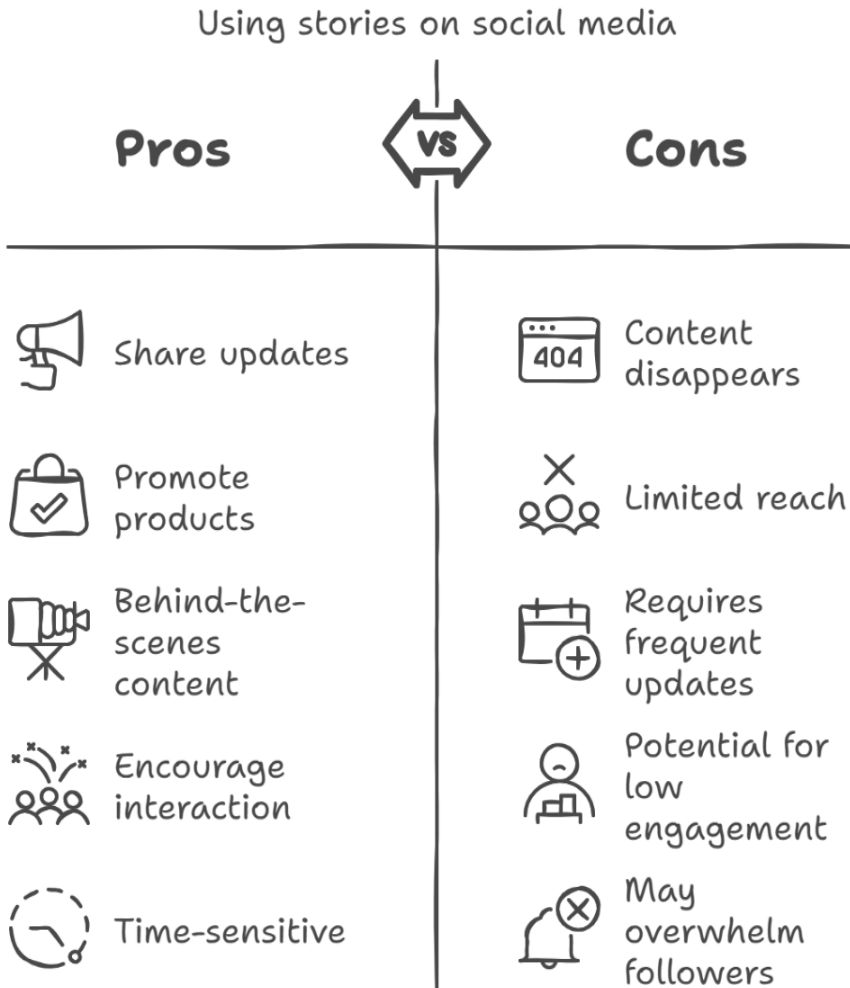
Ideal for quick, engaging content that captures immediate attention.

Long-form Videos

Suitable for in-depth storytelling and comprehensive information sharing.

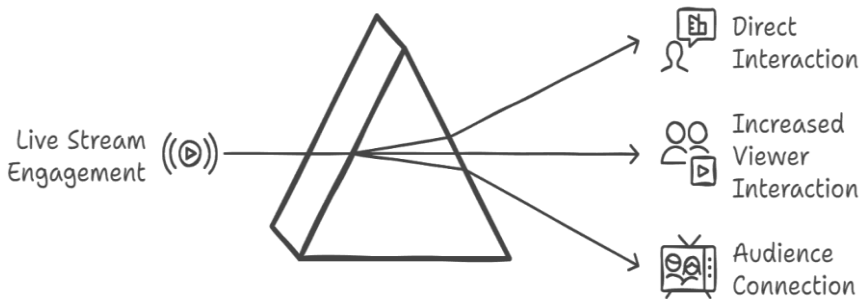


- **Stories** – It's a 24-hour content that works great for engagement (Instagram, Facebook, Snapchat). Stories can be used to share updates, promotions, or behind-the-scenes looks, encouraging followers to interact before the content disappears.



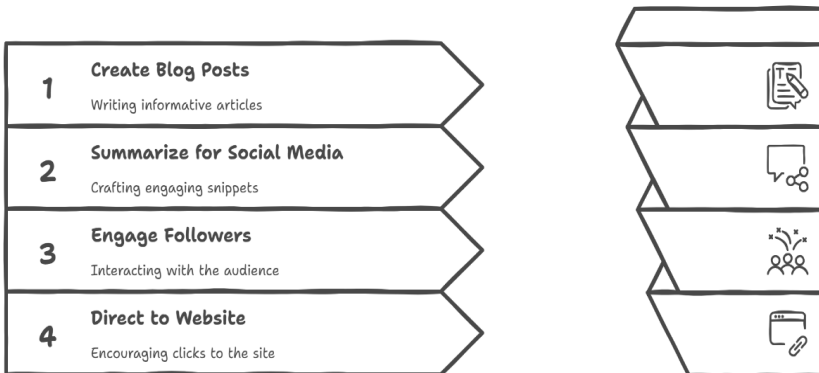
- **Live Streams** - Live streams allow for direct engagement and can significantly boost viewer interaction., such as Q&A sessions or product demos.

Unveiling the Power of Live Streams

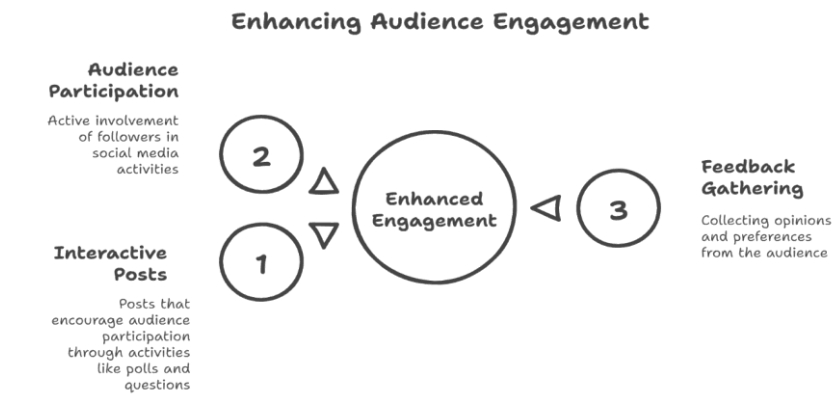


- **Blogs & Articles** - Sharing informative content from your website to drive traffic. It works as a most important tool to land your target audience on your website for a detailed information of your product or services.

Driving Website Traffic through Social Media



- **Polls & Questions** – Interactive posts to engage followers and gather feedback. It encourages participation and can provide valuable insights into your audience's preferences and opinions.



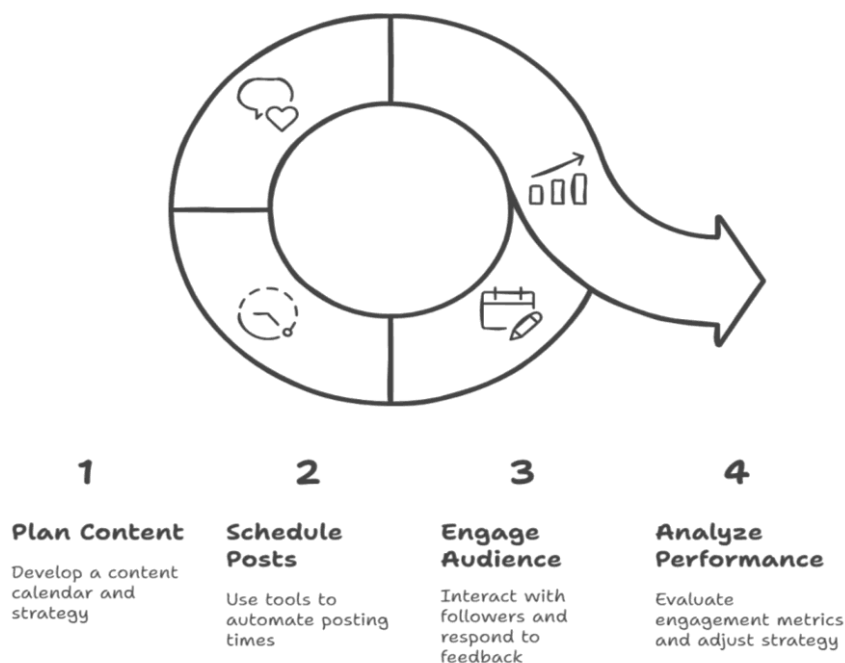
By incorporating a mix of these content types into your social media strategy, you can create a dynamic and engaging online presence that resonates with your audience.

2. Content Planning & Scheduling

Now you might be feeling, Is the content planning & Scheduling is really important? **The answer is YES**

It's a fast-paced world of Digital Marketing and maintaining a consistent posting schedule is crucial for engaging your audience. We will now discuss that how content planning and scheduling strategy generally enhance your online presence and foster audience interaction.

Content Planning and Scheduling Cycle



- **Use a Content Calendar:** Entire planning of your posts in advance is very important for maintaining consistency. Always create a content calendar as a marketer. It will help you to visualize your content strategy, ensuring that you cover various topics and themes while avoiding last-minute issues
- **Post at Optimal Times:** Understanding when your audience is most active can significantly impact engagement rates. I mean **the time, days and seasons** depends on products and services you are trying to hammer.
Conduct regular research or utilize analytics tools to identify peak times for your audience, and schedule your posts accordingly to maximize visibility.
- **Use Scheduling Tools:** Automatic posting of the content can save time and ensure that your content goes live at the right

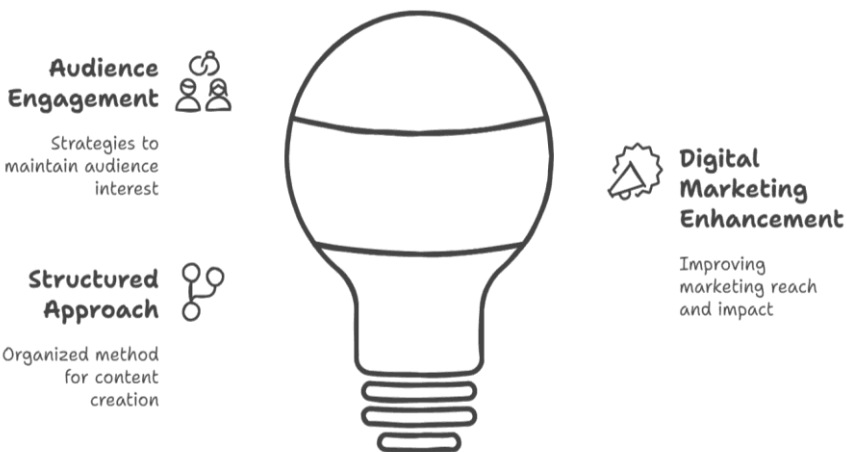
moments. Use tools like **Buffer**, **Hootsuite**, these are some excellent tools for scheduling posts across multiple platforms, help you to focus on content creation rather than manual posting.

- **Follow the 80/20 Rule:** Now the content is the key, as a marketer always try to create right balance in your content. It's key to maintaining audience interest.

Always follow the strategy of 80/20, from all your posts, 80% of your content to provide value—whether it's educational, entertaining, or engaging—while reserving 20% for promotional material. This approach helps build trust and keeps your audience engaged without overwhelming them with sales pitches.

By implementing these strategies, you can create a structured and effective content plan that not only keeps your audience engaged but also enhances your overall digital marketing efforts.

Building an Effective Content Strategy

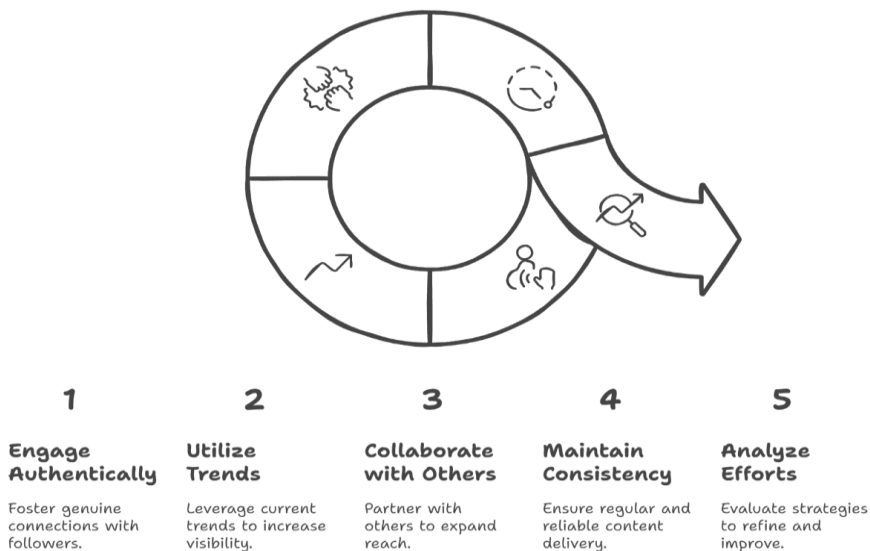


- **How to Grow Your Audience Organically**

Content naturally, without any paid advertising or promotion, typically through content that resonates with their interests and needs
(Reference- Google)

After Learning about Social media content planning, scheduling and posting strategy Its very important for a Marketer to boost the engagement through Organic Audience. While paid ads can help grow your reach, organic growth builds a more loyal audience. Do we have to follow some major points? **The answer is YES...**

Organic Audience Growth Cycle



1. Engage with Your Audience

- Reply to comments and messages.
- Like and share user-generated content.
- Ask questions and encourage discussions.

2. Use Hashtags and Trends

- Use relevant hashtags to reach more people.
- Participate in trending challenges and conversations.
- Create branded hashtags to encourage user participation.

3. Collaborate with Others

- Partner with influencers or brands in your industry.
- Cross-promote content with others.
- Join relevant groups and communities.

4. Be Consistent and Authentic

- Post regularly and stick to your brand's voice.
- Share behind-the-scenes content and personal stories.
- Show authenticity to build trust with your audience.

5. Analyze and Improve

- Use platform insights to track performance.
- Learn what works and adjust your strategy accordingly.
- Experiment with different content formats.

• Running Paid advertising Campaigns Effectively

To Generate Enquiries from social media Paid advertising tools, which allows businesses to reach a broader audience and generate leads more quickly. Here we are going to discuss about the essential components of running effective paid advertising campaigns, including understanding different social media ads, utilizing the right tools, and following key steps to ensure success.

- **Understanding Social Media Ads**

Each social media platform offers unique types of ads tailored to its audience: -

Which social media platform should I choose for my ad campaign?

Facebook & Instagram

Offers diverse ad formats for creative user engagement.

YouTube

Provides skippable and non-skippable video ads for video content.

LinkedIn

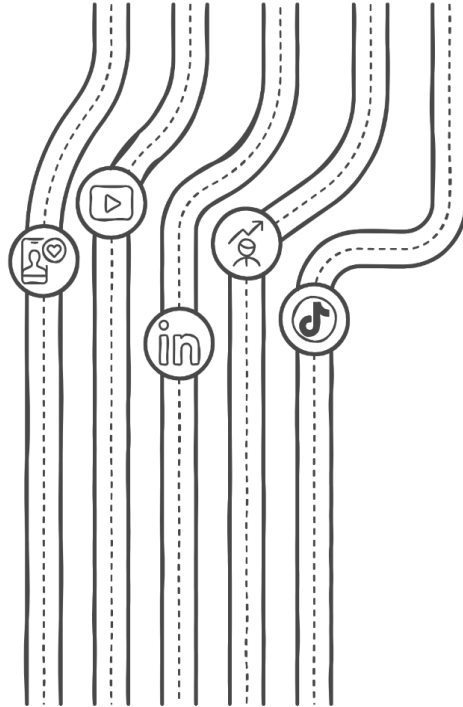
Best for B2B marketing with professional reach.

Twitter (X)

Enhances visibility and engagement through promoted content.

TikTok

Connects with a younger audience through creative video ads.



- Facebook & Instagram Ads:** These platforms provide various ad formats, including image ads, video ads, carousel ads, and story ads, allowing for creative engagement with users.
- YouTube Ads:** Advertisers can choose between skippable and non-skippable video ads, as well as display ads that appear alongside video content.
- LinkedIn Ads:** Ideal for B2B marketing, LinkedIn offers sponsored content, text ads, and InMail ads to reach professionals effectively.
- Twitter (X) Ads:** Promoted tweets, accounts, and trends help brands increase visibility and engagement on this platform.

- e) **TikTok Ads:** With options like in-feed ads, branded effects, and TopView ads, TikTok allows brands to connect with a younger audience through creative video content.

- **Some Important tools for running ads in India**

To manage and optimize paid campaigns effectively in India, consider using the following 7 major tools:

Overview of Digital Advertising Tools

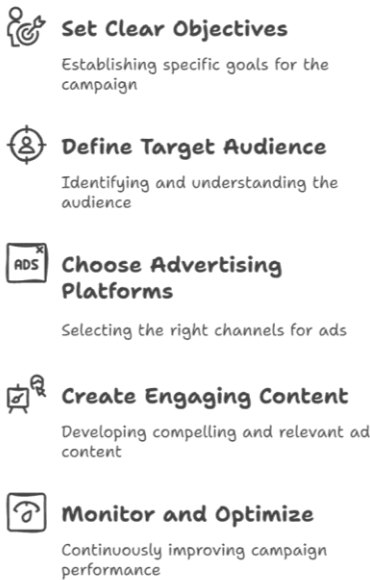
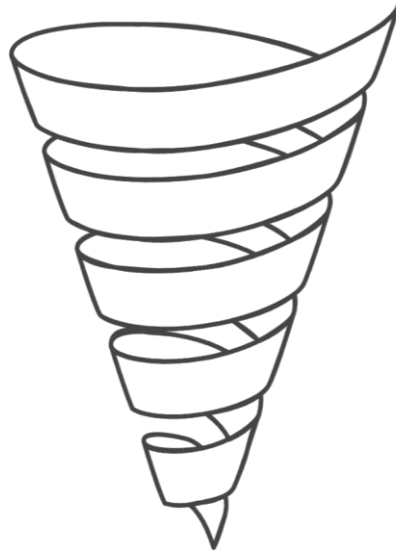


- a) **Facebook Business Manager:** A comprehensive tool for managing and tracking ads across Facebook and Instagram.
- b) **Google Ads:** One of the most important platforms which enables advertisers to run search, display, and YouTube ads, reaching users across the web. (A detailed chapter on Google ads included in the book for better understanding)

- c) **LinkedIn Campaign Manager:** Specifically designed for B2B advertising, this tool helps run professional ad campaigns on LinkedIn.
 - d) **TikTok Ads Manager:** Create and manage engaging video ads tailored for TikTok's audience.
 - e) **SEMrush & Ahrefs:** These tools provide valuable keyword data analysis for search-based advertising strategies.
 - f) **Canva & Crello:** Specially used to design visually appealing ads with user-friendly graphic design tools. it's been used to create the content for almost all platforms.
 - g) **Zoho Social & HubSpot:** Used for Automate ad posting and tracking performance metrics to ensure campaign effectiveness time to time.
- **Steps to Run a Successful Ad Campaign**

Last but not the least these below listed steps generally strategies the campaign in a best way according to the objective of the Campaign or the business. These steps should be followed by every marketer to get the right target audience before any campaign.

Ad Campaign Success Funnel



- **Set Clear Objectives** – Define your goal (brand awareness, lead generation, sales).
- **Target the Right Audience** – Use detailed targeting (age, interests, behavior, location).
- **Create Engaging Ads** – Use high-quality images, compelling headlines, and strong CTAs.
- **Set a Budget and Duration** – Decide daily/lifetime budgets and campaign duration.
- **Monitor Performance** – Use analytics to track results and optimize campaigns.
- **A/B Testing** – Test different ad creatives and strategies to find the best-performing ones.

Conclusion

Social media marketing is a long-term strategy that always requires regular strikes, creativity, and engagement.

By choosing the right platforms, creating relevant content, growing your audience organically, and running paid campaigns effectively, you can build a strong online presence. Keep experimenting and adapting new trends to stay ahead in the digital world.

In the next chapter, we will explore one of the most important modules of Google ads and how to set a campaign over there

Be a Rock star

Good Going!

Regards

S K Hasan Imam

Practical Task:

- Choose one platform (e.g., Instagram or LinkedIn) and create a 7-day content plan.
- Use Canva to design 1 social media post.
- Observe and list down the posting time and engagement pattern of 3 top-performing accounts in your niche.

Chapter 6

Google Ads & Paid Advertising

And here comes one of the most important topics of this book - **Google Ads**.

It is one of the most effective online advertising platforms for businesses of all sizes. It allows you to reach potential customers through **search, display, video, and shopping ads**. In this chapter, we will cover: -

1. Introduction to Google Ads

- What is Google Ads?
- How does Google Ads work?
- Benefits of using Google Ads for businesses.
- What to follow before any Google Ads Campaigns

2. Setting Up Your First Campaign

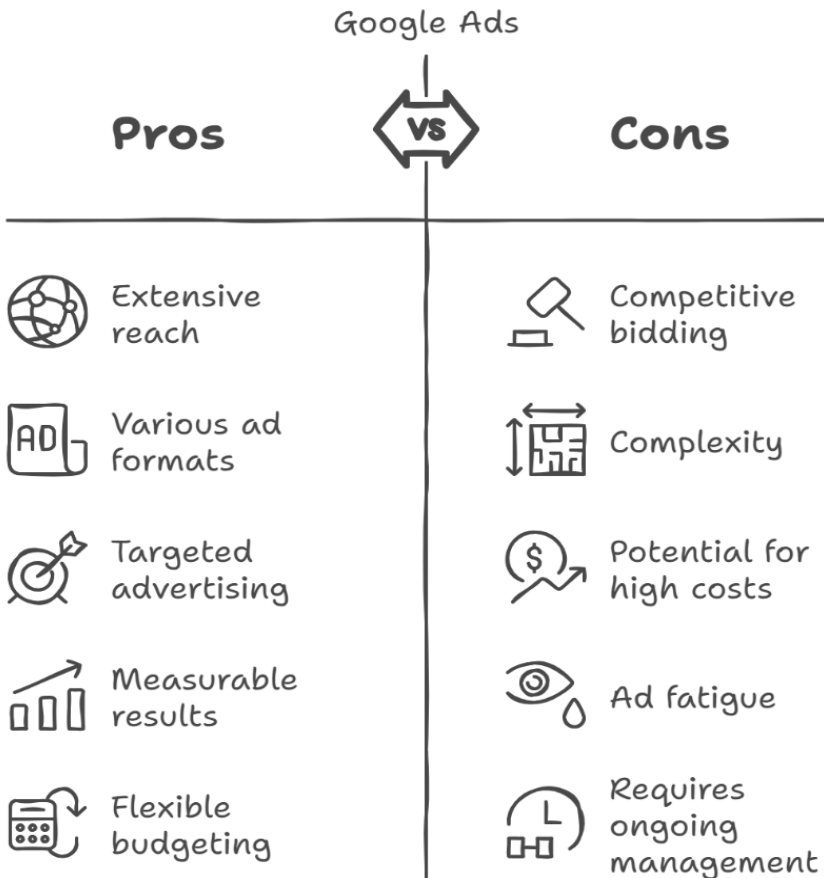
Will Cover a Step-by-step guide to creating your first Google Ads campaign:

- Will learn how to choose a Campaign Type
- How to generate, website traffic, or brand awareness. (Objective based)
- How to Select the target audience using demographics, location, and keywords.
- How to Set up ad groups & organize keywords and create relevant ads.
- How to write engaging headlines and descriptions.

- How to choose between manual or automated bidding.
- How to use Google Ads dashboard to track results and monitor

3. And at last, we will cover understanding Bidding, Budgeting, and ROI

- **Bidding Strategies:**
 - About Cost-Per-Click (CPC)
 - About Cost-Per-Thousand Impressions (CPM)
 - About Cost-Per-Acquisition (CPA)
- **Setting the Right Budget:**
 - How to allocate budget across campaigns.
 - Daily vs. lifetime budgets.
- **Measuring ROI:**
 - How to track conversions and key performance metrics.
 - How to using **Google Analytics** and conversion tracking.



Note - In this chapter I have tried to give you an entire brief of Google ads platform, its importance and methods of measurement of your ads spends as a marketer, this topic needs some Regular Practical sessions as well to ensure your understanding of google ads completely, *the more you try, more you understand*, So Let's Start

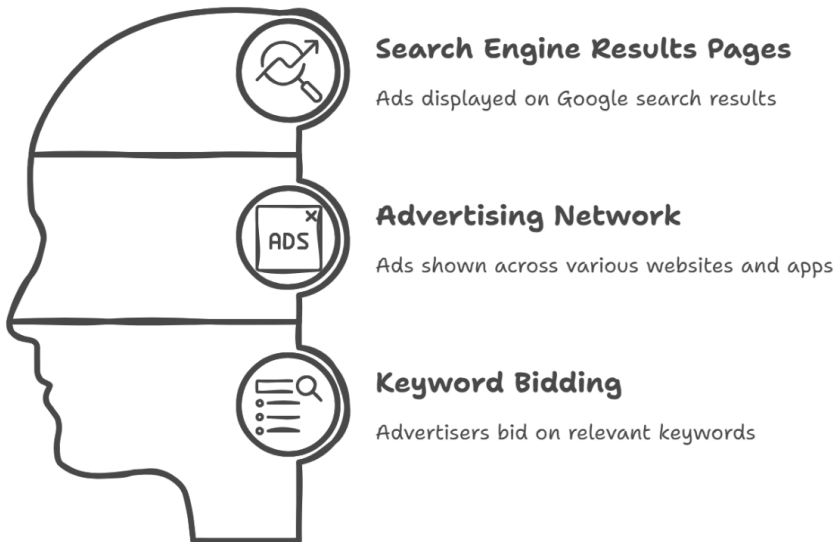
1. Introduction to Google Ads

What is Google Ads?

Google Ads, formerly known as Google AdWords, is an online advertising Platform developed by Google. It enables businesses to display ads on **Google's search engine results**

pages (SERPs) and across all its advertising network, which includes millions of websites, apps, and videos.

Breakdown of Google Ads

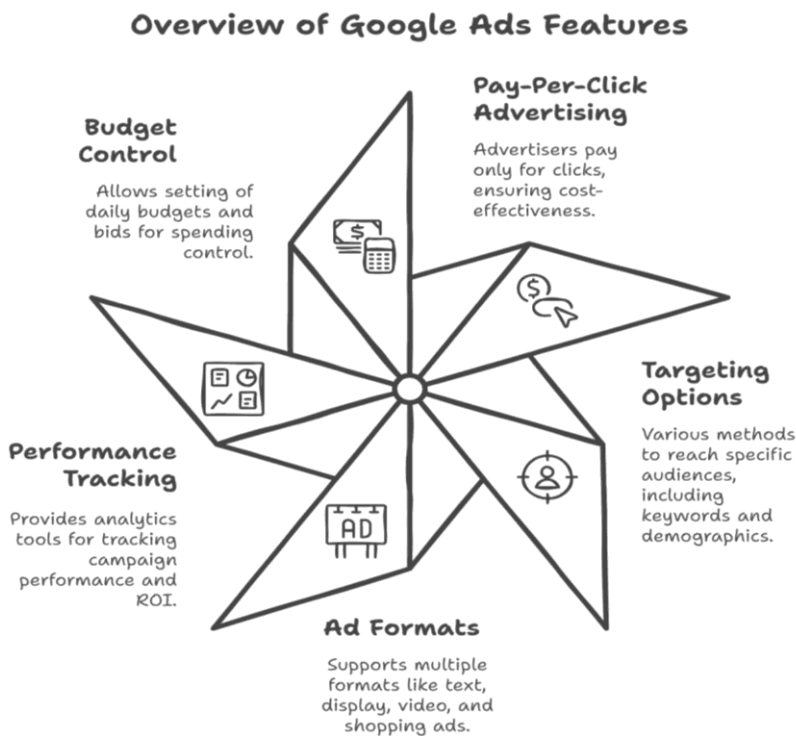


Advertisers have to bid on keywords relevant to their products or services, and their ads can appear when users search for those terms.

How does Google ads work –

- **Pay-Per-Click (PPC) Advertising:** Advertisers only pay when users click on their ads, making it a cost-effective way to drive traffic to their websites.
- **Targeting Options:** Google Ads offers various targeting options, including keyword targeting, location targeting, demographic targeting, and remarketing, allowing advertisers to reach specific audiences.

- **Ad Formats:** The platform supports multiple ad formats, including text ads, display ads, video ads, and shopping ads, catering to different marketing goals.
- **Performance Tracking:** Google Ads provides robust analytics tools that allow advertisers to track the performance of their campaigns, measure ROI, and make data-driven decisions.
- **Budget Control:** Advertisers can set daily budgets and bids, giving them control over their advertising spends.



Benefits of using Google Ads for businesses -

- **Increased Visibility:** Google Ads can help businesses to gain visibility in search results and driving more traffic to their webs.

- **Targeted Reach:** With advanced targeting options, businesses can reach their ideal customers more effectively.
- **Flexibility:** Google Ads allows for quick adjustments to campaigns, enabling advertisers to optimize their strategies in real-time.
- **Scalability:** Businesses can start with a small budget and scale their advertising efforts as they see results.

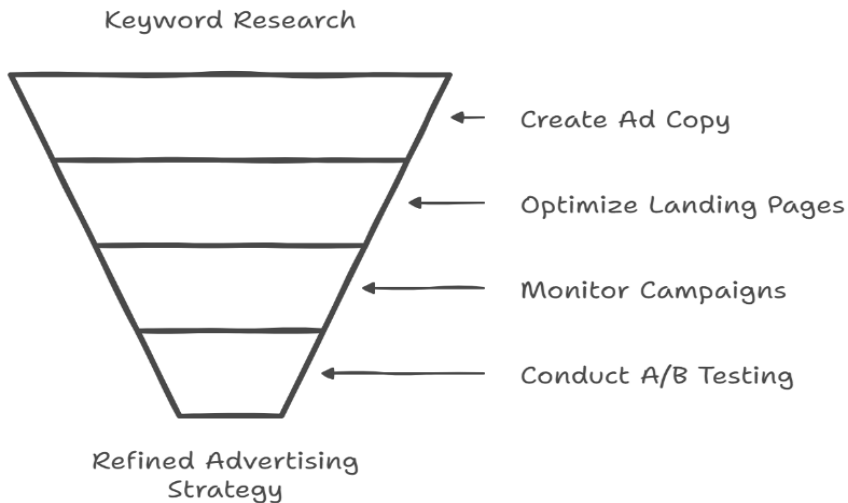


What to follow before any Google Ads Campaigns

- **Keyword Research:** Always Conduct thorough keyword research to identify relevant terms that your target audience is searching for.
- **Compelling Ad Copy:** Write clear and engaging ad copy that highlights the unique selling points of your products or services.
- **Landing Page Optimization:** Ensure that the landing pages linked to your ads are optimized for conversions, providing a smoothest user experience.
- **Regular Monitoring:** Continuously monitor your campaigns to identify areas for improvement and make necessary adjustments as and when required.

- **A/B Testing:** Always explore different ad variations to determine which performs best and change your campaign process accordingly.

Optimizing Google Ads Campaigns

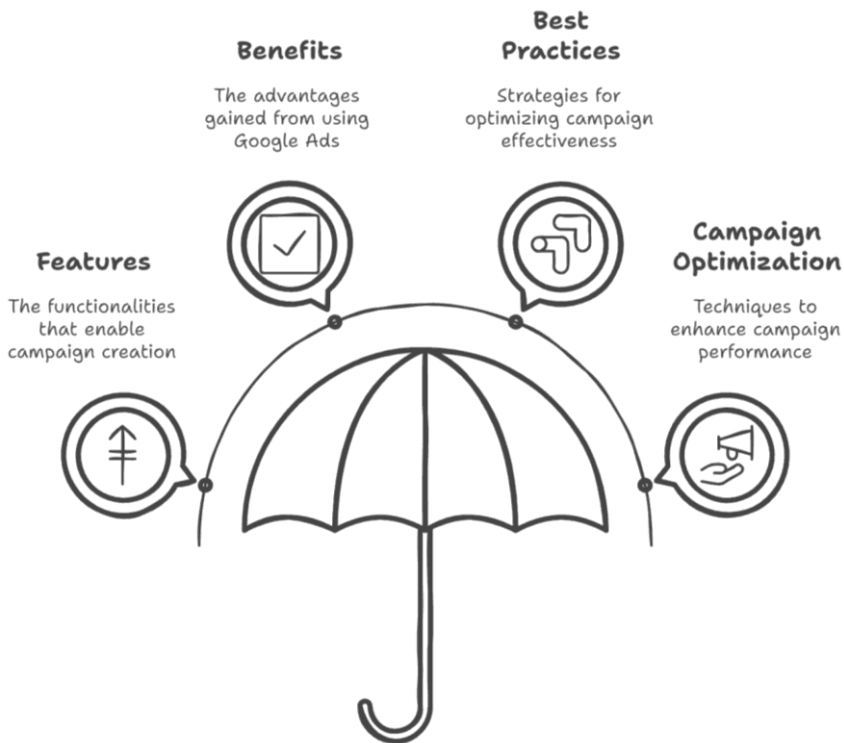


Note - Google Ads is one of the most important tools for businesses who want to explore and enhance their online presence and drive targeted traffic to their websites.

By understanding features, benefits, and best practices to follow in google ads all the marketers and advertisers can create effective campaigns that brings objectivized results.

As a Marketer whether you're new to online advertising or looking to optimize your existing campaigns, Google Ads offers the tools and flexibility needed to succeed in the digital marketplace.

Google Ads: A Path to Digital Success



So, Let's start setting up your first campaign for better understanding and working of google ads.

1. Setting Up Your First Campaign

In this discussion I will be giving you a step-by-step guide to create your first Google Ads campaign.

Whether you're a small business owner or a marketing professional, this process will help you navigate the process of setting up your campaign effectively, ensuring that you reach your target audience and achieve your advertising goals.

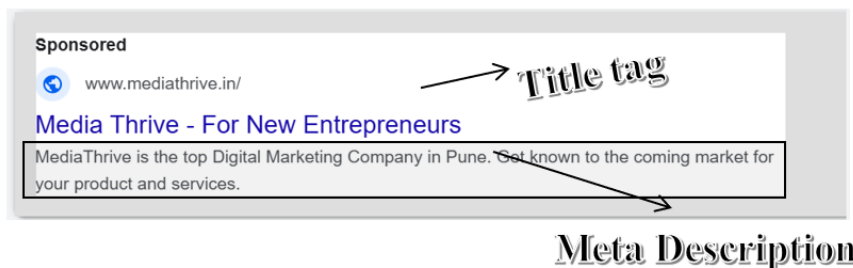
So, before the campaign set up, I would like to let you know is that there are 5 types of campaign which can be performed on Google ads tool-

Overview of Google Ads Campaign Types

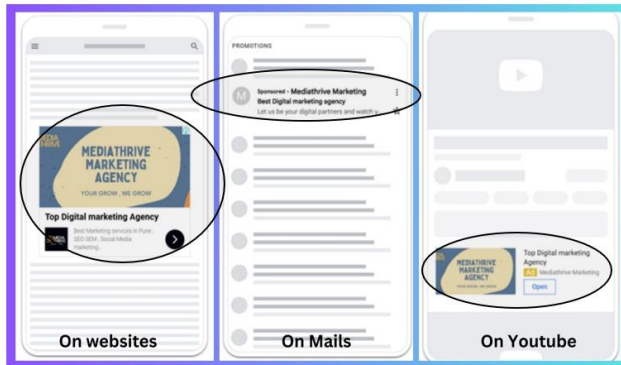


- **Search ads-**

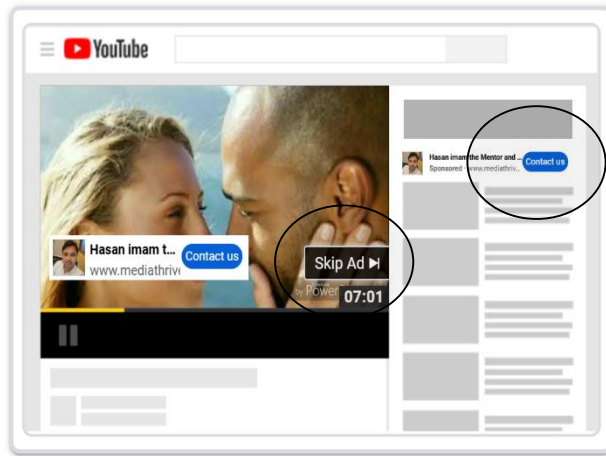
After every search in google by a user the google page comes up with some listings – This is how it appears –



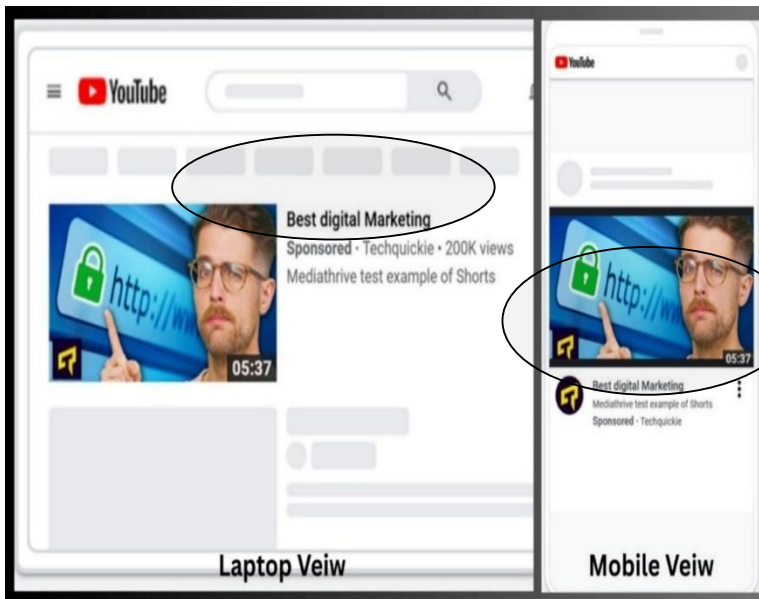
- **Display Ads** – How it appears in Display | | Mail | | YouTube platforms



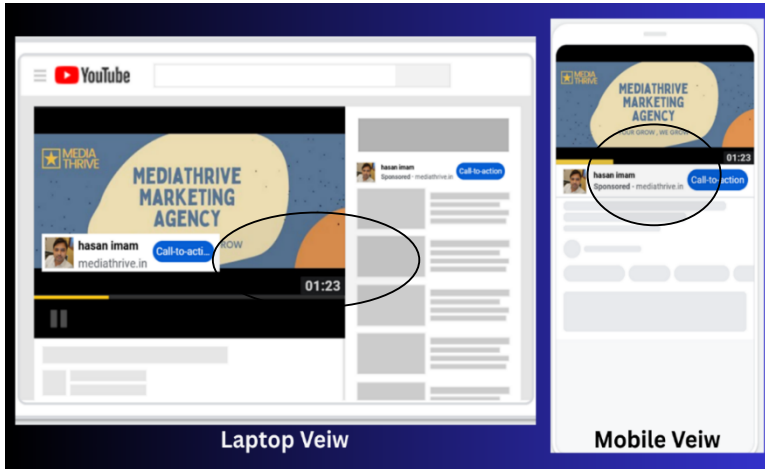
- **Video ads**– Google Ads provides different **objectives** based on your marketing goals. Each objective unlocks specific **video ad formats**:
 - **Skippable ads** – Under this format user can skip the ad any time after 5 seconds. When creating a campaign in Google Ads, the **Skippable In-Stream Ads** format can be selected under the following campaign goals (if chosen): **Sales, Leads, Website Traffic, and Awareness & Consideration**. (We will explore the practical format in detail later.) This is how it appears: -



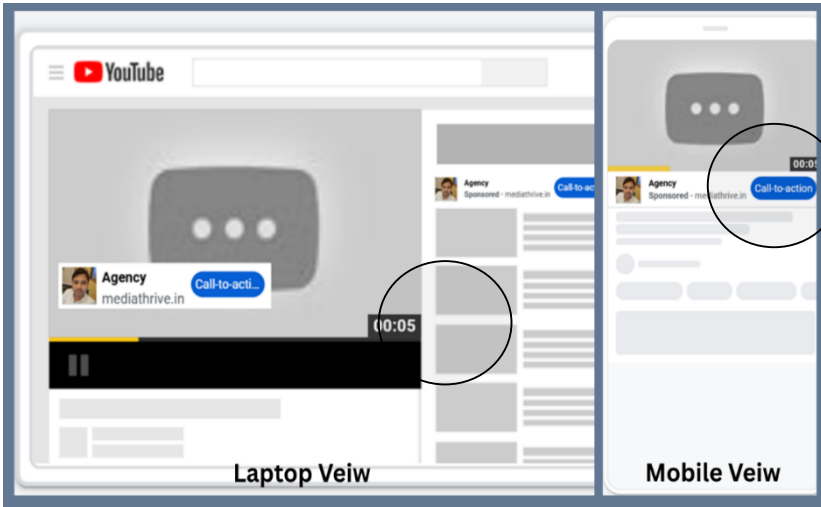
- **In-Feed Video Ads (Discovery Ads)** - These ads appear in YouTube search results, on the homepage, and alongside suggested videos. Unlike skippable ads, users must click on the ad to watch the video. In-Feed Video Ads are ideal for driving engagement and increasing video views. They are charged on a Cost-Per-Click (CPC) basis. This is how it appears-



- **Non skippable ads** – This is also one of the ad format Before, during, or after YouTube videos which is not skippable up to (15 seconds or less) . This format is majorly used to enhance mass brand awareness It's been Charged by google ads in CPM (Cost Per 1,000 Impressions) Method. This is how it generally appears –



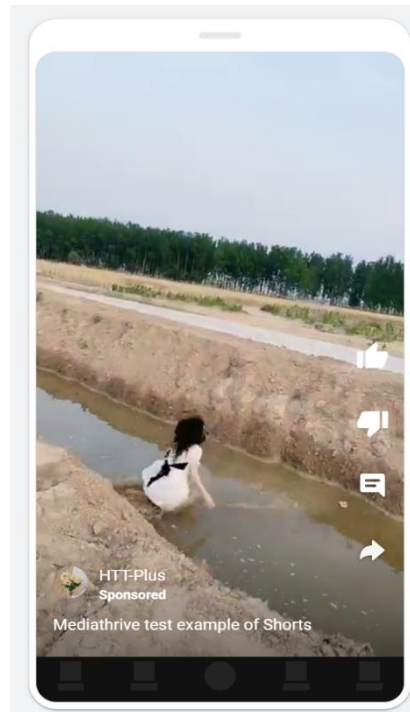
- **Bumper ads** – This is one other ad formats under video option offered in google ads. It appears Before, during, or after YouTube videos. This format is also not having any Skip Option till 6 sec at max. This format is best for short and impactful branding Its been charged by google in CPM (Cost Per 1,000 Impressions) Method. This is how it generally appears –



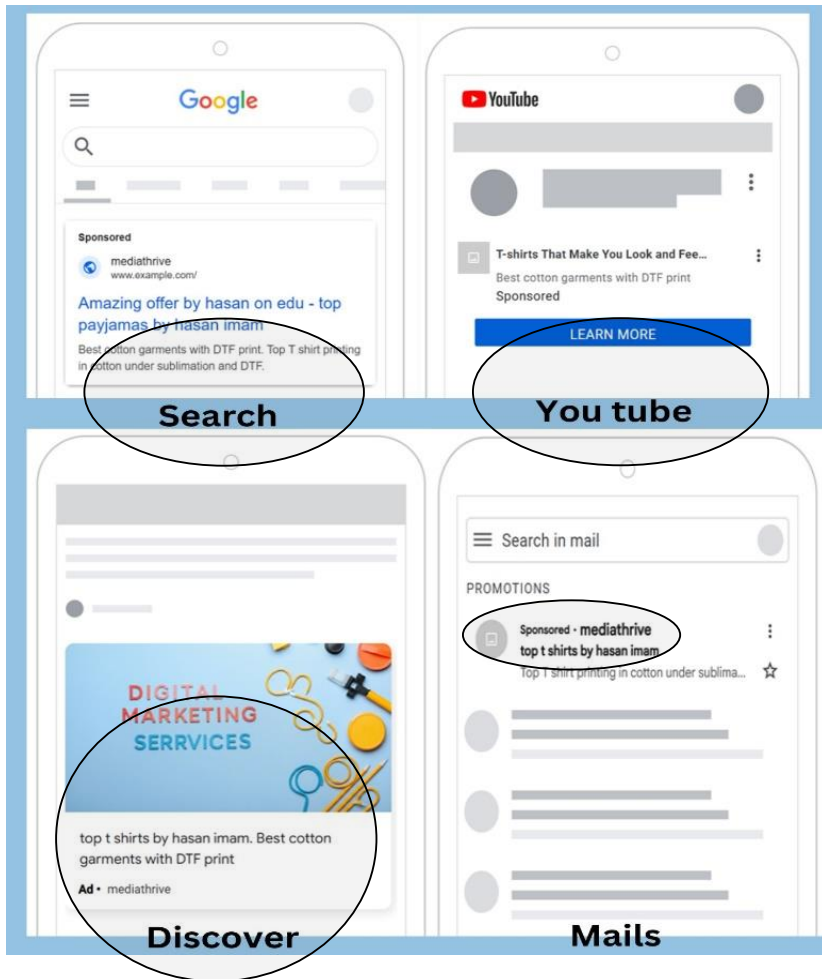
- **You tube shorts-** It is displayed within the YouTube Shorts feed. It is a not skippable (Short-form vertical videos) option. Majorly used for branding & visibility with user engagement in mobile Its been charged on a CPM (Cost Per 1,000 Impressions) or CPV (Cost Per View) basis. This is how shorts appear in Mobile-

- **Shopping ads** - Preferred majorly by E commerce companies appears after selecting the campaign goal under Campaign Type Selection in Google

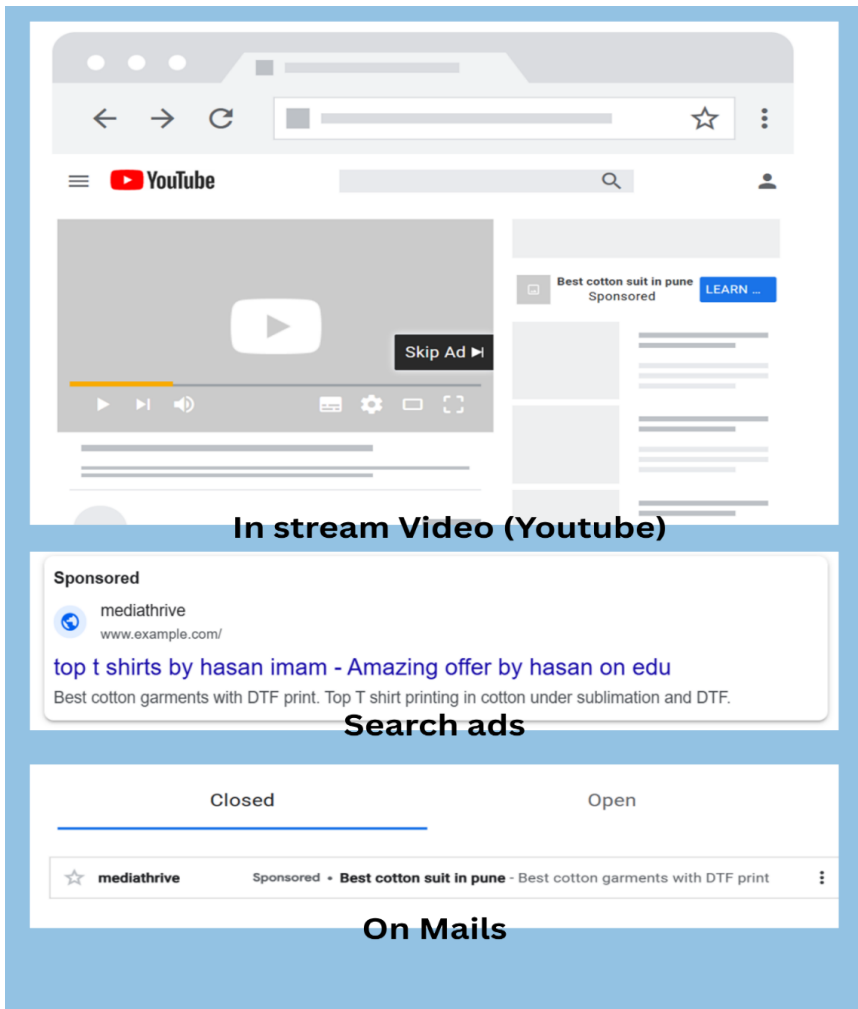
Ads. The Shopping campaign option will be available only if your Google Ads account is linked to Google Merchant Center with an active product feed. It is generally billed in CPC and CPE model



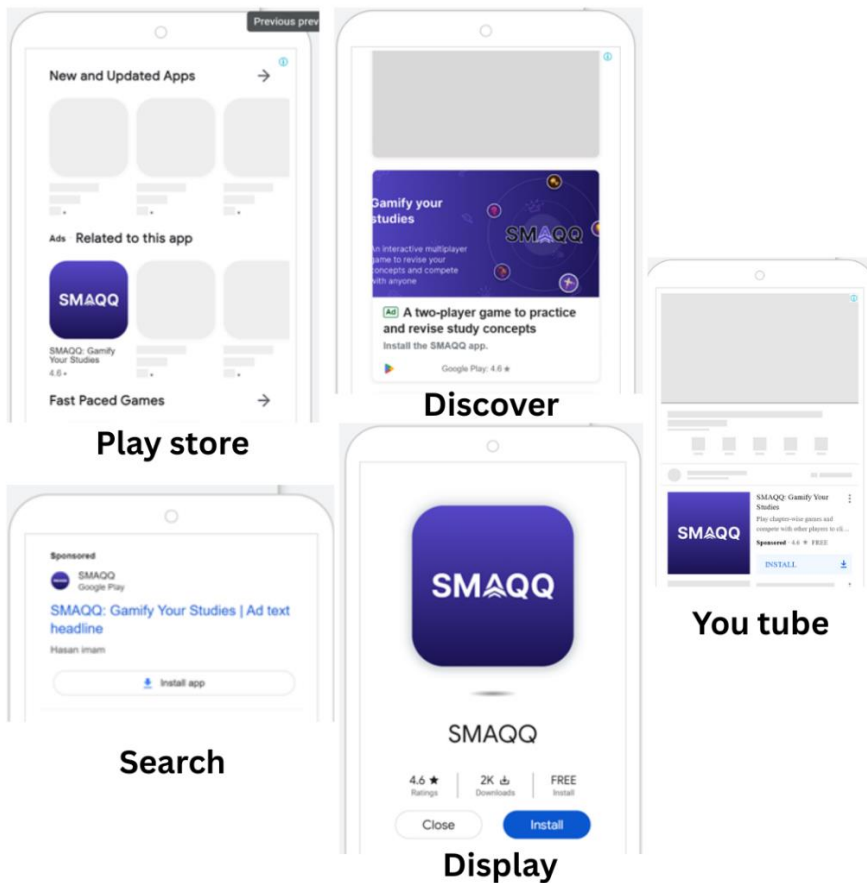
This is how it appears in mobile –



This is how it appears in Desktop on YouTube, Search & Mail platforms-



- **App ads-** Now a days Mobile applications created an ease for the users to buy, sell, read, write and can do anything through Application, and In **Google Ads**, the **App Campaign** option is available for promoting mobile applications across Google's platforms, including Google Play, YouTube, Search, and Display for downloads or registrations (depends on the objectives of organization. **This is how it appears in Mobile -**

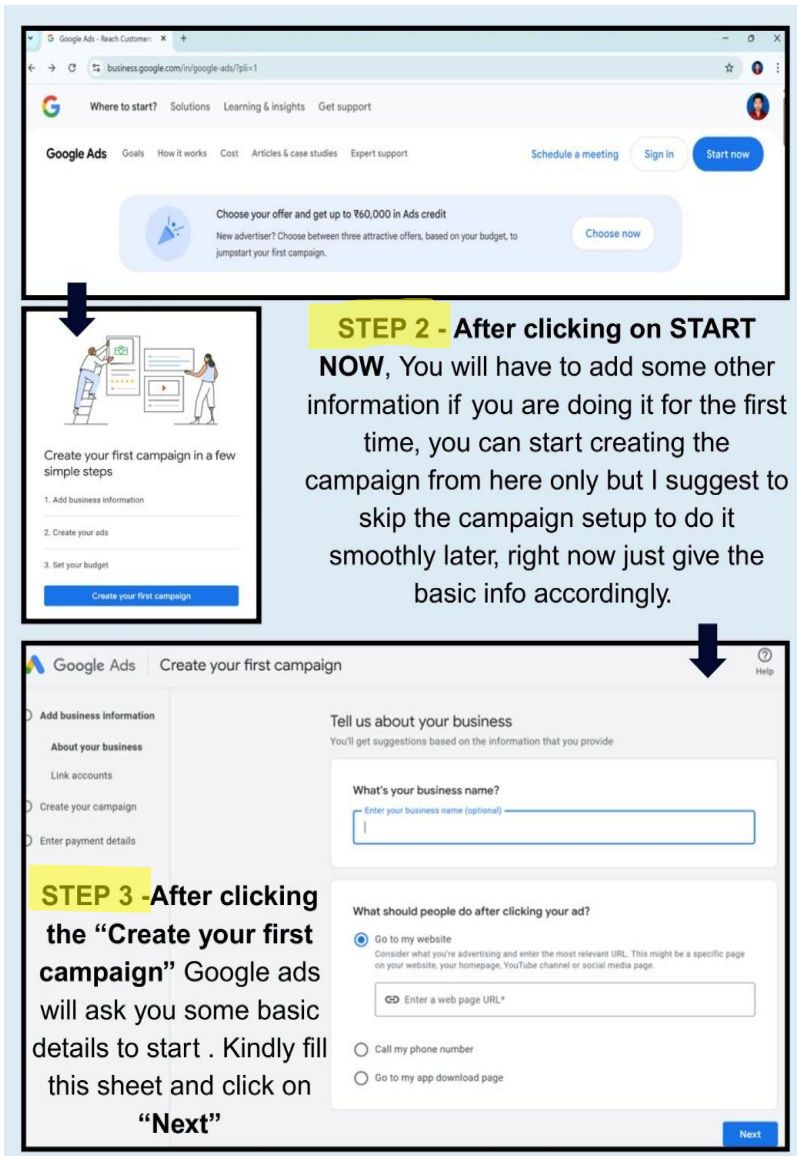


*Now since you have got an idea about the visibility and appearance of all types of ads in Google Ads **LETS START THE CAMPAIGN SET UP** – Whether you are a beginner or looking to refine your advertising strategy, this stepwise set up will help you understand the important steps to effectively reach your target audience and achieve your marketing goals.*

- **Sign Up for Google Ads** – How to Create a Google Ads account.

STEP 1 - Go to (<https://ads.google.com/>) and click “Start Now.”

|| Sign in with your Google account (or create a new one). Here I do have a google account so I am choosing **START NOW**-



STEP 2 - After clicking on **START NOW**, You will have to add some other information if you are doing it for the first time, you can start creating the campaign from here only but I suggest to skip the campaign setup to do it smoothly later, right now just give the basic info accordingly.

STEP 3 - After clicking the “Create your first campaign” Google ads will ask you some basic details to start . Kindly fill this sheet and click on “Next”

STEP 4 - Once you reach here, It will ask you to choose the campaign but I suggest you to skip it as of now because this is the account setup steps we are discussing, For a smooth campaign set up we will discuss it after account creation. **Skip it for later** -

Google Ads Create your first campaign

☐ Add business information

About your business

Link accounts

☐ Create your campaign

☐ Enter payment details

Add more information to save time during setup

Link accounts

- YouTube channel**
Gain insight into how people engage with your video ads and YouTube channel [Add](#)
- Mobile app**
Promote your app across Search, YouTube and Google Play [Add](#)
- Google Business Profile**
Highlight your business in Search and Google Maps [Add](#)
- Phone number**
Let people call right from your ads [Add](#)

[Skip](#) [Back](#) [Next](#)

STEP 5 - After Skipping the last page , you will get this option of account setup below , **Click on that** .

Google Ads Create your first campaign

☐ Add business information

☐ Create your campaign

Choose goal

Add search themes

Create ads

Set bid strategy

Set budget

☐ Enter payment details

Choose a goal

- Purchase**
Someone buys a product, subscription or service ☐
- Submit lead form**
A potential customer fills out a form ☐
- Phone call leads**
A potential customer calls your business ☐
- Page view**
Someone views a key page (such as an article or product page) ☐
- Brand awareness**
Reach a broad audience, get video views and build consideration for your brand ☐

[See more](#)

[Skip](#) [Back](#) [Next](#)

Not ready for a campaign? [Set up an account only](#)

STEP 6 - And then you will land here “Click on Leave campaign Creation” and follow the instructions -

Select a campaign subtype

Leave campaign creation?

You can skip ahead to your account and create a campaign later

Cancel Leave campaign creation

Video reach

Reach a broad audience and build awareness of your products or brand

Confirm your account settings

This information will be used to create your account. You can't change these settings later, so choose carefully.

Billing country

India

Time zone

(GMT+05:30) India Time

Currency

Indian Rupee (INR ₹)

Back Continue

Create a payments profile

If you are signing up for a business, choose **Organisation**. Otherwise, choose **Individual**. [Learn more about payment profiles](#)

Profile type

Organisation

Organisation

Use for businesses, corporations or registered organisations

Individual

Use for personal or sole proprietorship

Hasan Imam

Street address

Pune

Apt, suite, etc. (optional)

pune

Town/City

pune

Cancel Create

And You will land here , It shows that your account is created - Now we can start our campaign set up

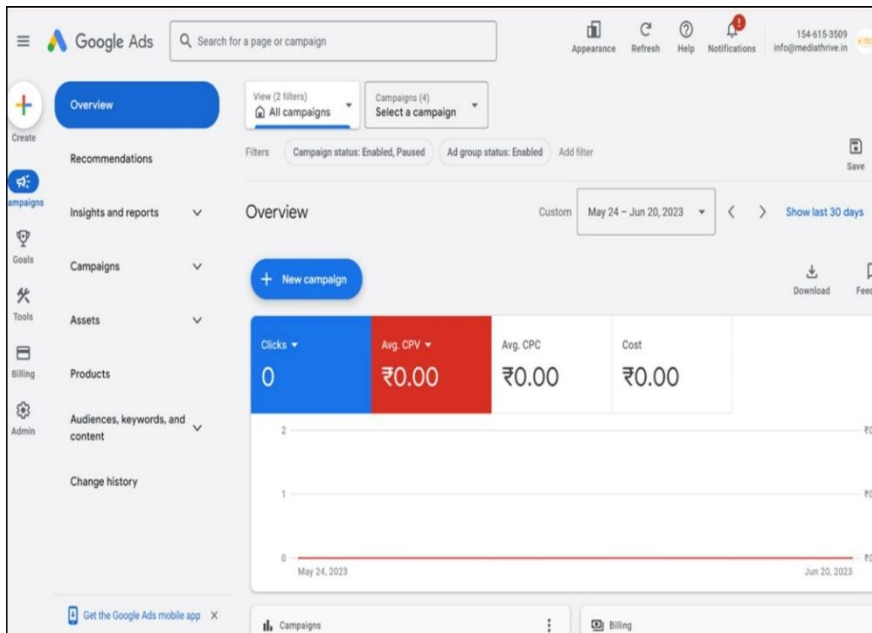
Your account was created

To start running your ads, you'll need to complete advertiser verification

This helps Google Ads verify every advertiser, giving people more transparency, choice and control. [Learn more about why we're doing this](#)

Continue

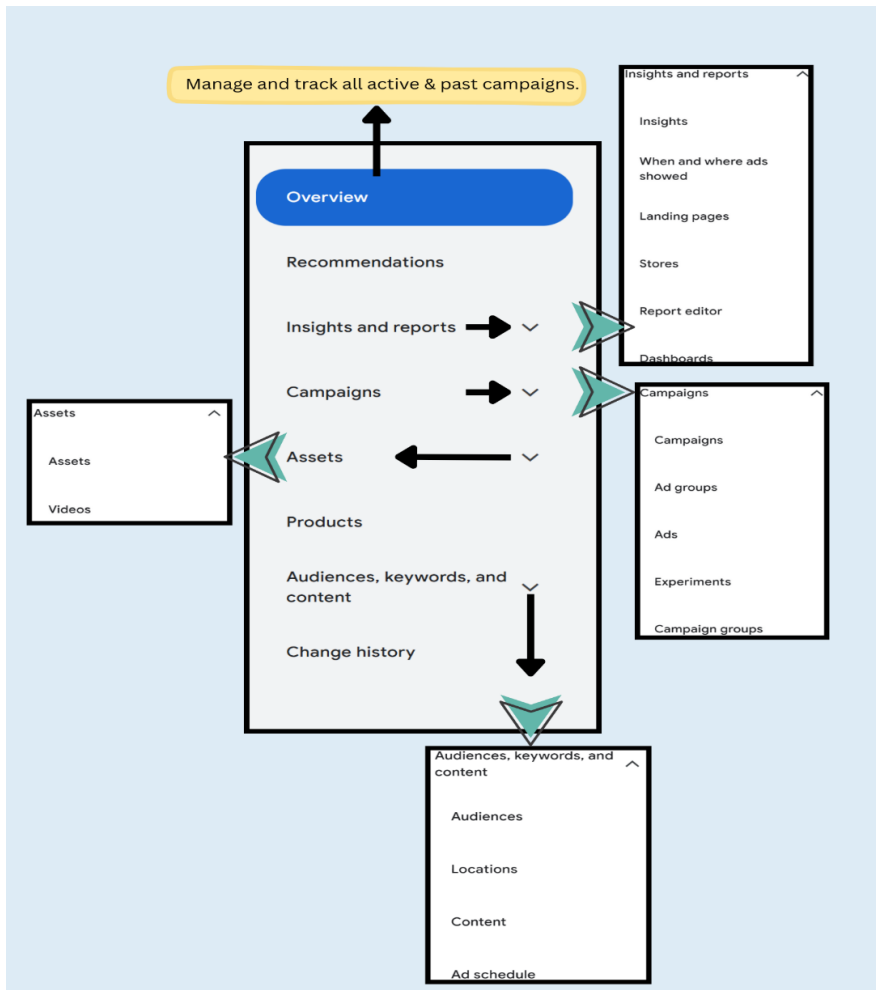
So, Google ads Account is been created, let's enter the Platform –
Now we will cover stepwise process of Google ads starting from campaign set up till Final publishing of campaign –



- ✓ Will learn how to choose a Campaign Type
- ✓ How to generate, website traffic, or brand awareness. (Objective based)
- ✓ How to Select the target audience using demographics, location, and keywords.
- ✓ How to Set up ad groups & organize keywords and create relevant ads.
- ✓ How to write engaging headlines and descriptions.
- ✓ How to choose between manual or automated bidding.
- ✓ How to use Google Ads dashboard to track results and monitor

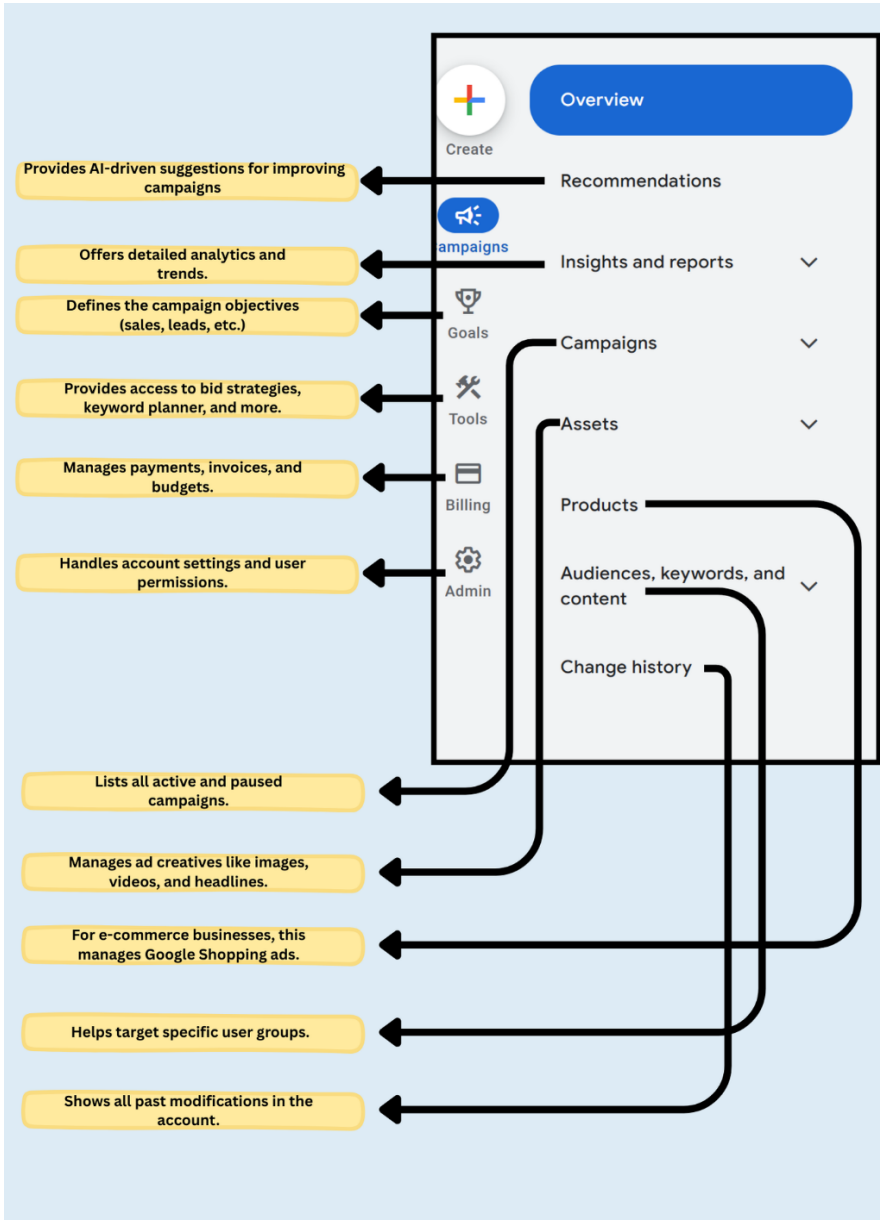
So, once you enter in google ads, this is the Overview you can see

Here every tab is having a specific function to perform, so let's discuss that first –



Google Ads Overview Page, the key tabs and their functions (Part 1)

Google Ads Overview Page, the key tabs and their functions (Part 2)



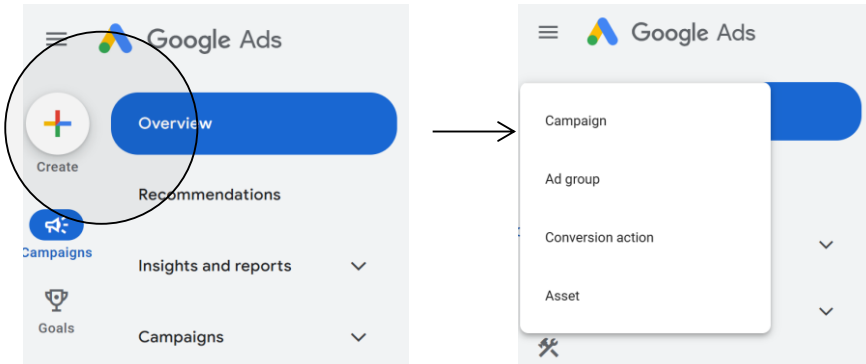
Now the next step is How to Create a campaign, Let's Start-

Step 1

Click on the "**Create**" Button

On the Google Ads Overview Page, locate the "+" button in the top-left corner.

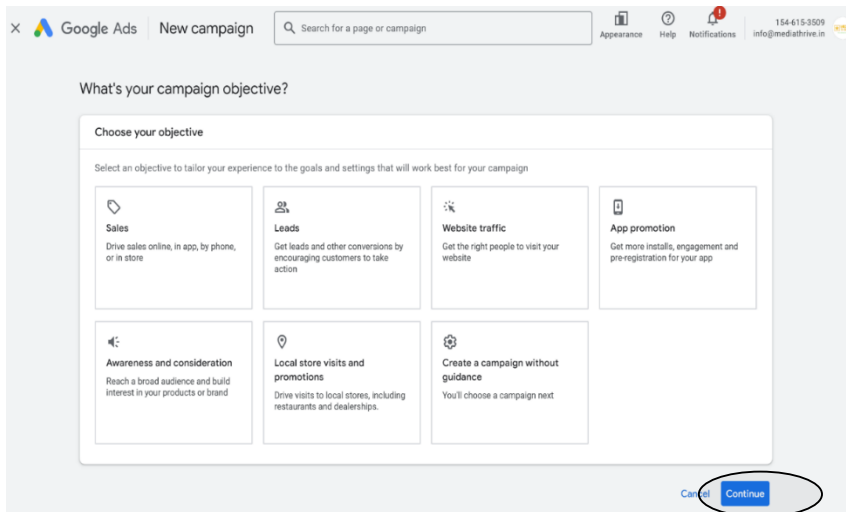
- Click on it and select "Campaign" from the dropdown.



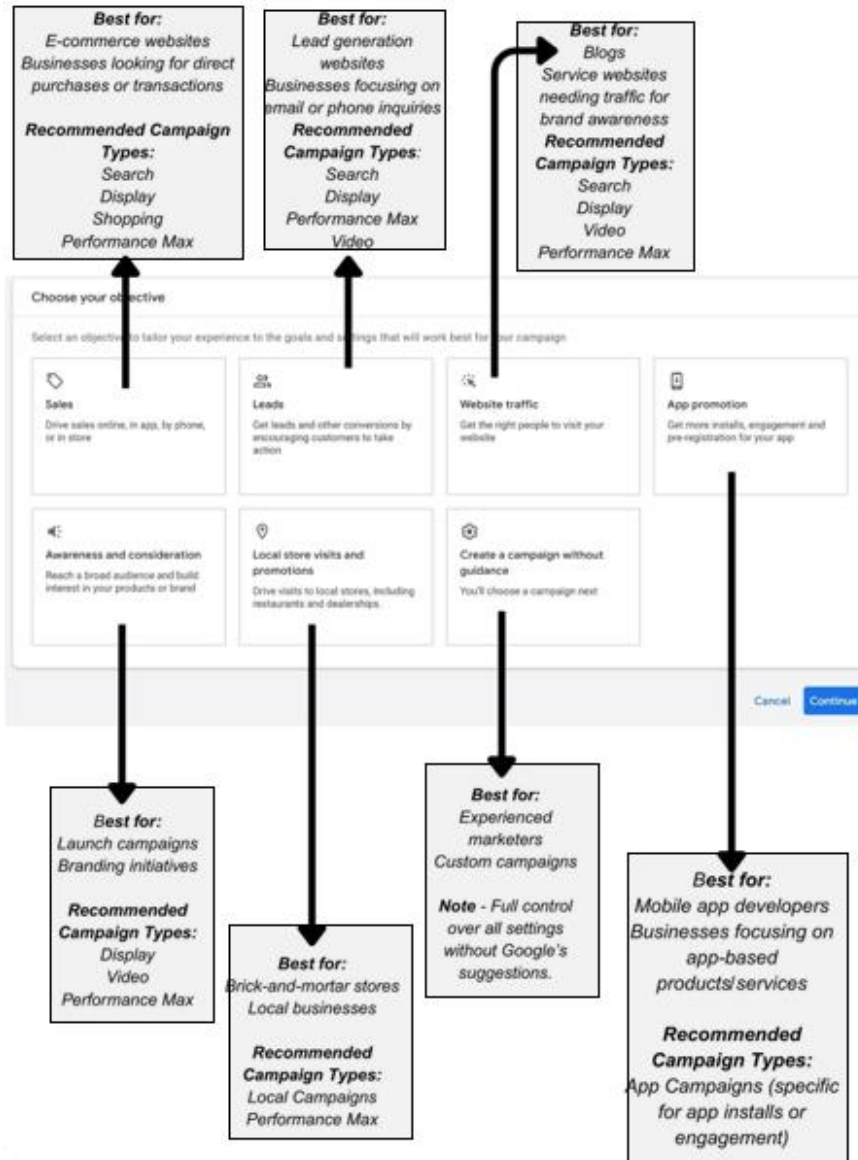
Step 2

Choose your goal-

- Once clicked on **campaign**, Google ads will show you Multiple Campaign Goals, Select one of them according to your objective as a marketer.



Here every objective is having a separate purpose, Have a look for a clear understanding before going ahead, Select your objective and click **CONTINUE**



Step 3

Your campaign Settings -

- Once clicked on objective (Here I am just selecting Campaign objective “Lead generation for your understanding of the process, Else as I said it can be totally on your objective, however process will be same.

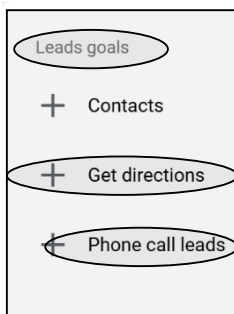
Use these conversion goals to improve Leads

Review your goals for this campaign ⓘ This change overrides your account goals setup

Conversion Goals	Conversion Source	Conversion Actions
Page views (account default)	Website	1 action

[Add goal](#)

[Cancel](#) [Continue](#)



Here we have to add the end conversion consideration measure of the campaign, so for example “if **Lead generation** is the objective, then will it be a **page views** which can be considered as conversion Goal? You will get **Add goal options**, select your conversion goal accordingly and Click on **CONTINUE**-

Select a campaign type

Search

Get in front of high-intent customers at the right time on Google Search

Performance Max

Reach audiences across all of Google with a single campaign. [See how it works](#)

Demand Gen

Drive demand and conversions on YouTube, Discover and Gmail with image and video ads

Display

Reach customers across 3 million sites and apps with engaging creative

Shopping

Showcase your products to shoppers as they explore what to buy

Video

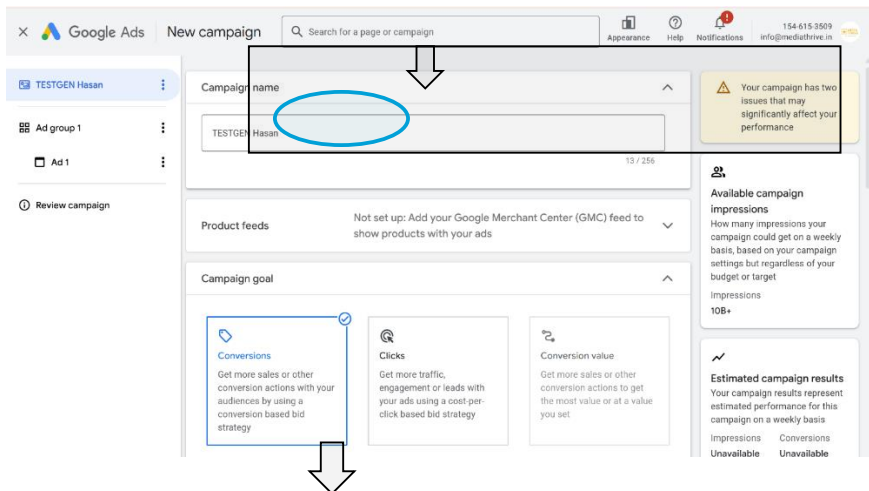
Reach viewers on YouTube and get conversions

[Cancel](#) [Continue](#)

Select the campaign type (It means select the platform to start the campaign It totally depends on **marketing goals**, **target audience**, and **ad format preferences**. Here just for an example I am choosing “Demand Gen” Option. Click on continue once you select campaign type –

Step 4

Give a Campaign Name → (e.g., "Demand Gen - Lead Campaign-March 2025"). Which is easy to recognize (Here I have given **TESTGEN-Hasan** as an Example)



Bidding Strategy → Choose between: Maximize Conversions (Recommended) Also you can target CPA (Cost Per Acquisition) if you have sufficient historical data

Target cost per action

By default, your campaign will aim to maximize your conversions. You can set an optional target cost per action (Target CPA) to optimize for getting conversions at a specific cost per conversion. Your ad groups will use your campaign level target CPA by default, and you can set a target for each of your ad groups.

☒ Set a target cost per action (optional)

₹ 300.00

Budget and dates

Enter budget type and amount

Daily ₹ 4,000.00

Start date: 3/25/2025
End date: None

Available campaign impressions

How many impressions your campaign could get on a weekly basis, based on your campaign settings but regardless of your budget or target

Impressions 108+

Estimated campaign results

Your campaign results represent estimated performance for this campaign on a weekly basis

Impressions	Conversions
97K - 500K	14 - 120

Budget → And then set your daily budget based on your total campaign budget and expected CPL (Cost Per Lead). It will show you the estimated figure

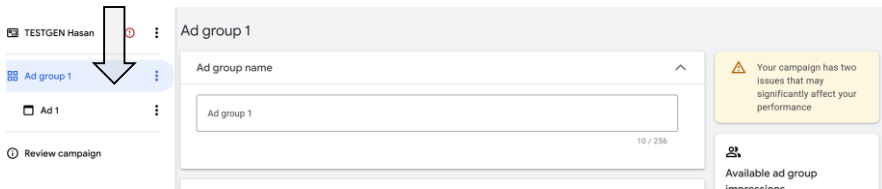
Step 5

After that you have to set up and fill audience segments based on people searching for specific keywords. And you can add competitor website visitors.

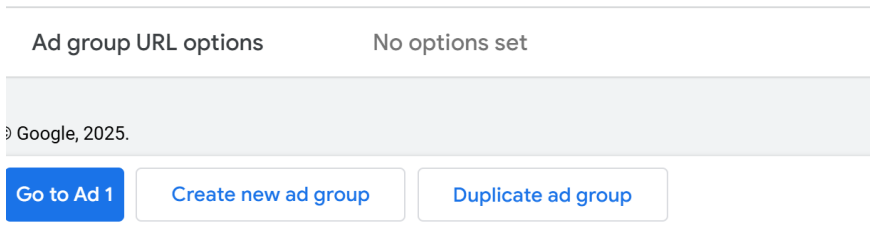
Decide you Demographics like age, gender, income level, parental status, etc. Ads schedule, Campaign URL etc.

Location and language	Set at ad group (default)	▼
Devices	All eligible devices (computers, mobile, tablet, and TV screens)	▼
Ad schedule	All day	▼
Third-party measurement	None	▼
Campaign URL options	No options set	▼
Google video partners <small>BETA</small>	Disabled	▼

Then Click & create your Ad group



Then Click to Ad 1, It means this is the first campaign you set up for Lead generation under this Ad Group



Now its time to Set up the contents under your campaign

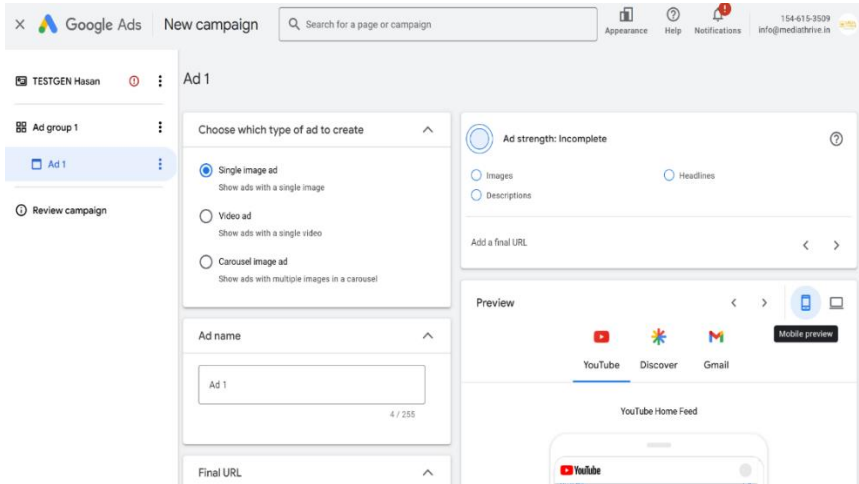
Step 6:

This page will ask to setup Ad Group & Creatives

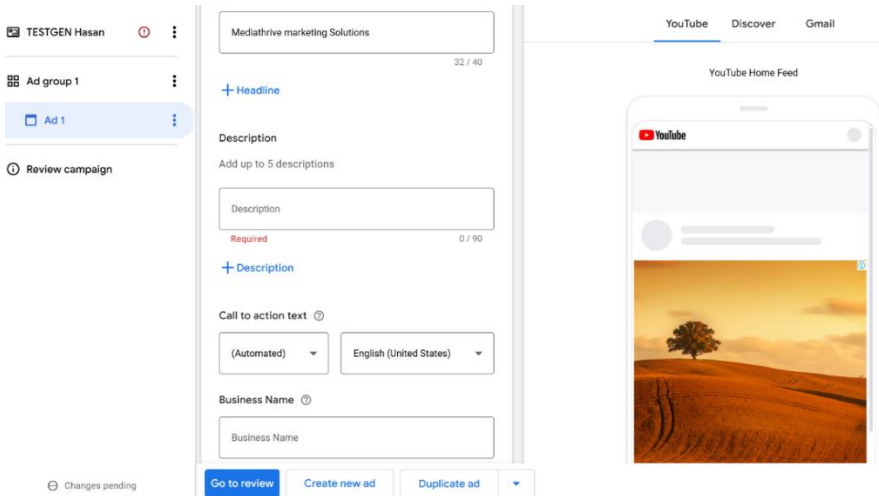
- **Ad Group Name** → Based on audience segmentation (e.g., "Luxury Car Enthusiasts" or "B2B Decision Makers").

Creative Formats → Demand Gen supports:

- ✓ Single image ads
- ✓ Carousel ads
- ✓ Short-form video ads (YouTube Shorts)
- ✓ YouTube In-Stream & Discovery ads
- ✓ Gmail ads



After filling every, Image, videos, Logo, Headlines and other information, It will show you the preview of the ads accordingly side by side –



- **For Ad Copy & CTA (Some points to remember)**
 - ✓ Write compelling headlines (30 characters max).
 - ✓ Descriptions should focus on pain points + solution + CTA.
 - ✓ Use strong CTAs like **"Get Free Consultation"**, **"Sign Up Now"**.

After filling all these details accordingly, you can see an option to review your campaign, just click on **GO TO REVIEW**.

Step 7

“Review & Publish”

Before publishing as a marketer, you have to Double-check: -

- ✓ Conversion tracking setup
- ✓ Budget and bid strategy
- ✓ Audience selection
- ✓ Ad creatives and formats

Now Click "Publish" to launch your Demand Gen Lead Campaign.

The screenshot shows the Google Ads 'Review your campaign' page. The left sidebar contains a navigation menu with 'TESTGEN Hasan', 'Ad group 1', and 'Ad 1'. The main content area is titled 'Review your campaign' and displays details for 'TESTGEN Hasan'. Below this, there are two yellow warning boxes. The first warning states: 'Based on typical Demand Gen campaigns with similar location settings and, considering the content of your ads, a target cost-per-action of ₹730.46 is recommended to maximize campaign performance.' The second warning states: 'All of the actions in your selected conversion goals are unverified. Select a goal with verified actions or add a verified action to this goal.' Below these warnings is a 'More details' link. The 'Ad group 1' section shows a table with columns 'Ads', 'Target CPA', and 'Available impressions'. The table has one row with '1', 'Not set', and '7.8B' respectively. At the bottom left, there is a 'Publish campaign' button, which is circled in red. A small 'All changes saved' message is visible at the bottom left.

Daily budget	Start date	End date	Conversion goals	Target CPA
₹4,000.00	3/25/2025	Not set	Page views	₹300.00

Ads	Target CPA	Available impressions
1	Not set	7.8B

After completing the final step of publishing your campaign, it is important to recognize that Google Ads offers a variety of options tailored to different objectives, strategies, and optimizations. This

example serves to clarify the setup process. As you continue to explore and practice regularly, you will gain deeper insights into refining and optimizing your campaigns.

Wishing you the best of luck.

Regards,
S K Hasan Imam

2. Understanding Bidding, Budgeting, and ROI

Hello, Readers. This topic will provide you with a better understanding of bidding, budgeting, and ROI (Return on Investment). It will enhance your knowledge of these essential concepts in digital advertising, including:

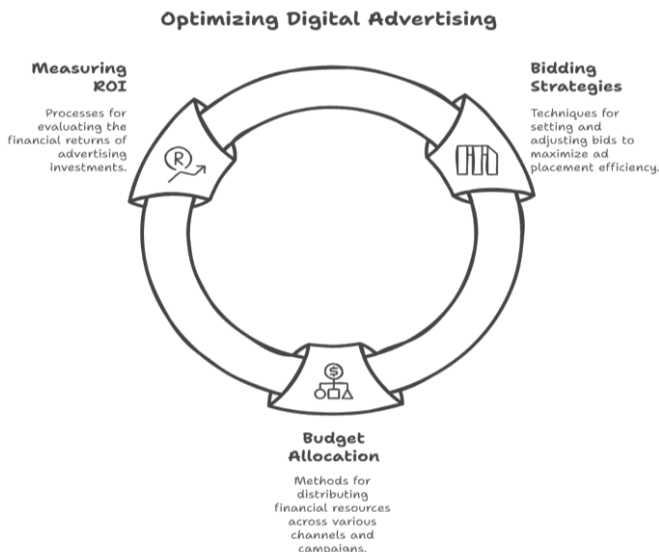
How to Focus on Bidding Strategies?

What is budget allocation?

How can one measure a return on investment (ROI)?

As a marketer, once you understand this, you can optimize your campaigns for improved performance and profitability.

So, let's start...



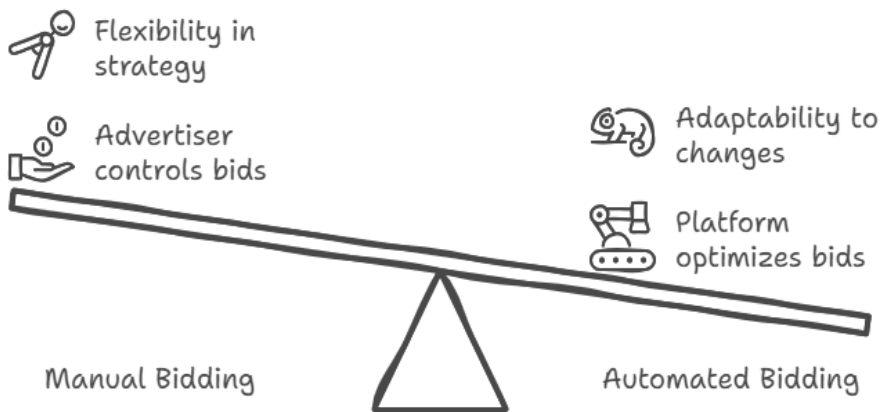
- **Bidding Strategies:**

About Cost-Per-Click (CPC) -

It is a bidding strategy where the advertisers pay an amount each time when their ad is clicked.

If as a marketer or advertiser your main focus is to drive traffic to your website then this model is particularly effective. As it allows advertisers to only pay for actual engagement.

CPC can be managed through either **Manual bidding** - where advertisers set their own maximum bid, or **Automated bidding** - where campaign platforms adjust bids based on performance required.



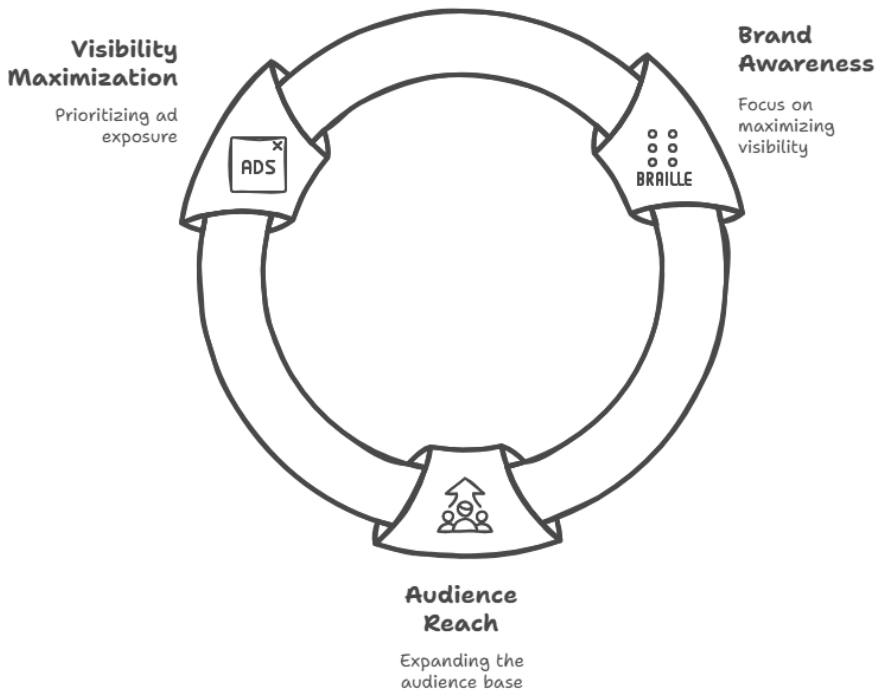
Choose the right bidding strategy for your goals.

About Cost-Per-Thousand Impressions (CPM)-

It's a bidding strategy where advertisers only pay when there is some specific required action is completed.

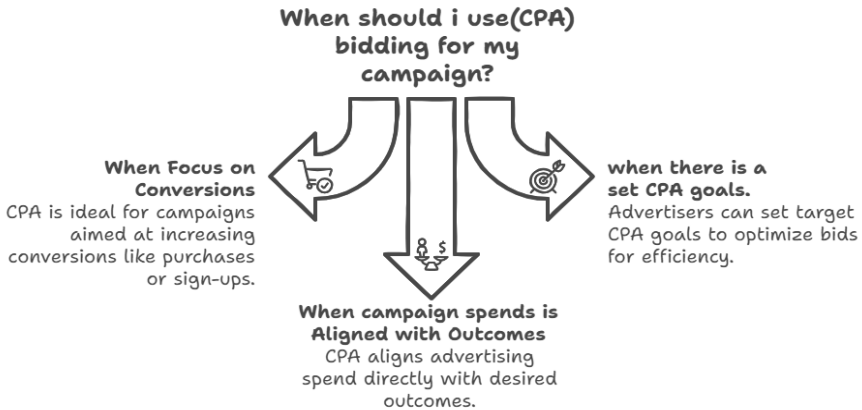
In short it is been used specially for brand awareness campaigns If you want to reach the large audience and want brand awareness then this is the best option of bidding.

Understanding CPM Strategy



- **About Cost-Per-Acquisition (CPA) -**

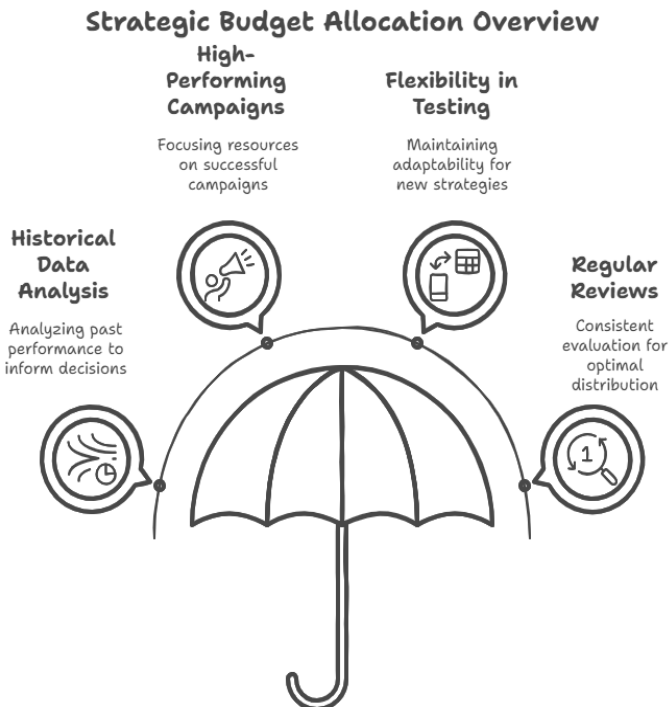
It's a bidding strategy where advertisers pay only when a specific action is completed, such as a purchase or sign-up or form fill up etc. This Bidding model is ideal for conversion-based objectives of the campaign. Advertiser can set a target according to their spends in CPA and perform the campaign



- **Setting the Right Budget:**

Every Advertiser need an effective budget allocation to maximize the advertising efforts.

- **How to allocate budget across campaigns.**



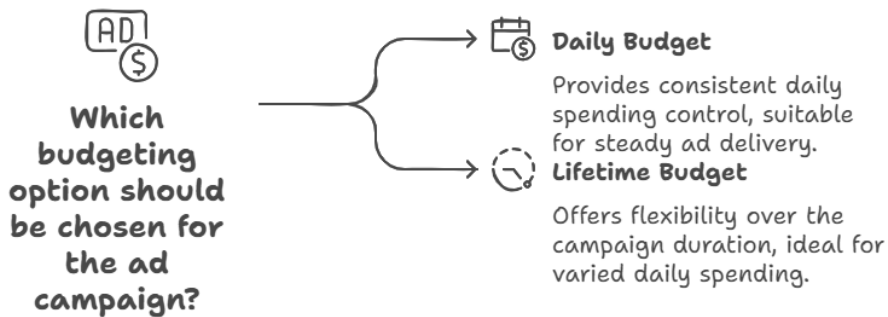
Advertisers should always analyze performance data to determine which campaigns yield the best results. It always shows the areas of improvement to perform more effectively. Regularly reviewing and adjusting budgets based on performance metrics can help ensure a best budget distribution.

- **Daily vs. lifetime budgets.**

Advertisers can choose between daily and lifetime budgets when setting their spending limits.

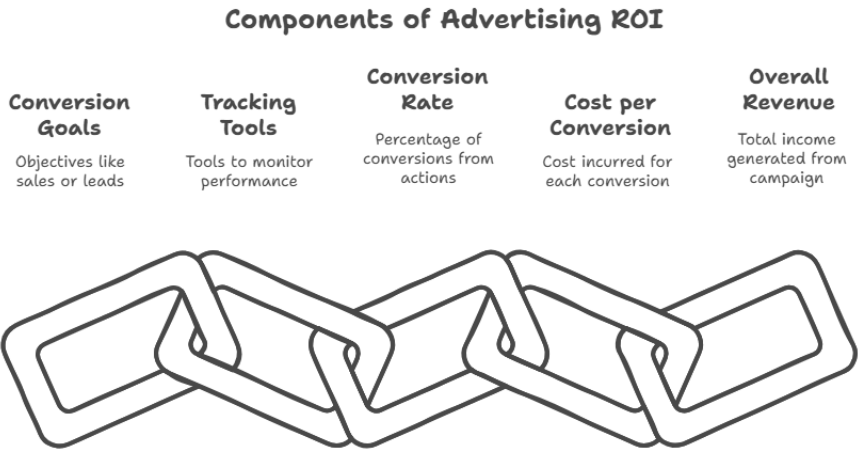
A daily budget is the amount spent each day, providing consistent control over daily expenditures. **a lifetime budget sets a total spending limit for the entire campaign** duration, allowing for more flexibility in daily spending.

The choice between these options depends on campaign goals and the desired strength of ad delivery.



- **Measuring ROI:**
 - **How to track conversions and key performance metrics.**

Measuring ROI involves tracking conversions and key performance metrics to assess the effectiveness of advertising campaigns.



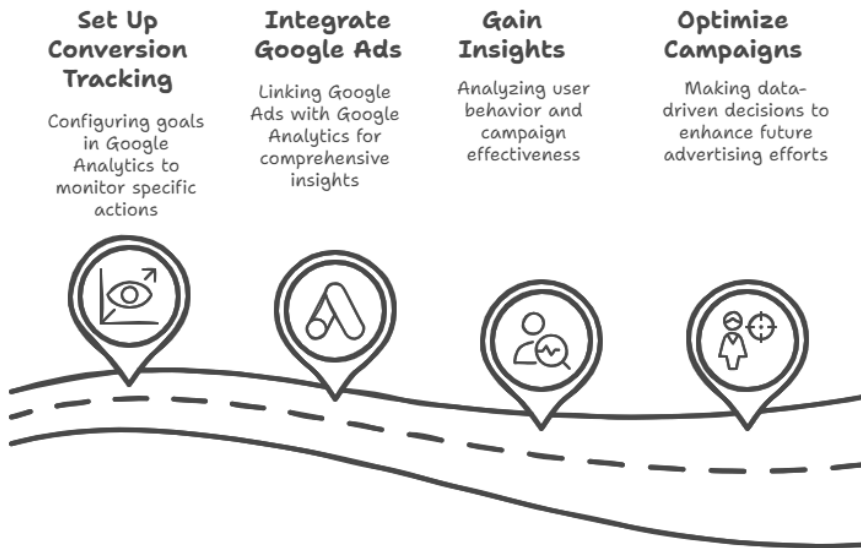
Advertisers should define clear conversion goals, such as sales or lead generation, and **use tracking tools (Google Analytics)** to monitor performance. **Key metrics to consider include**

- ✓ **conversion rate**
 - ✓ **cost per conversion,**
 - ✓ **and overall revenue generated** from the campaign.
- How to using **Google Analytics** and conversion tracking.

Now this Point of Google analytics needs a stepwise understanding, which is been covered in Next Chapter. However Just an introduction says that **Google Analytics is a powerful tool for measuring ROI and tracking conversions.**

This involves configuring goals within Google Analytics to monitor specific actions, such as purchases or sign-ups.

Measuring ROI with Google Analytics



Rest we will discuss it further in details in Chapter 9: Tracking & Analytics, So before we end this session, I would like my readers to just go through this important summary for a better understanding specially on **CPA, CPC, and CPM.**

Summary: -

CPM	CPC	CPA
<ul style="list-style-type: none"> • Cost Per Mille, or CPM, refers to the cost of acquiring 1,000 impressions of an advertisement. • This model is primarily used for brand awareness campaigns where the goal is to reach a large audience rather than drive immediate actions. • Advertisers pay a set fee for every 1,000 times their ad is displayed, regardless of whether users interact with it. <p>• Advantages of CPM</p> <p>Brand Visibility: Ideal for campaigns focused on increasing brand awareness</p> <p>Predictable Costs: Easier budgeting since costs are based on impressions.</p> <p>Broad Reach: Effective for reaching a large audience quickly.</p> <p>• Disadvantages of CPM</p> <p>No Guaranteed Engagement: Impressions do not equate to clicks or conversions.</p> <p>Potential Waste: Ads may be shown to users who are not interested in the product or service.</p>	<ul style="list-style-type: none"> • Cost Per Click, or CPC, is a model where advertisers pay for each click on their ad. • This pricing structure is commonly used in search engine marketing and social media advertising. • The primary goal of CPC campaigns is to drive traffic to a website or landing page. <p>• Advantages of CPC</p> <p>Direct Engagement: Advertisers only pay when users show interest by clicking on the ad.</p> <p>Performance Tracking: Easier to measure ROI based on clicks and subsequent actions.</p> <p>Targeted Traffic: Attracts users who are actively searching for related products or services.</p> <p>• Disadvantages of CPC</p> <p>Variable Costs: Costs can fluctuate based on competition and bidding strategies.</p> <p>Click Fraud Risk: Potential for non-genuine clicks that do not lead to conversions.</p>	<ul style="list-style-type: none"> • Cost Per Acquisition, or CPA, is a performance-based model where advertisers pay only when a specific action is completed, such as a sale, sign-up, or download. • This model is particularly effective for conversion-focused campaigns. <p>• Advantages of CPA</p> <p>Performance-Based: Advertisers only pay for actual conversions, making it cost-effective.</p> <p>Clear ROI Measurement: Easier to assess the effectiveness of campaigns based on conversions.</p> <p>Optimized Spending: Focuses budget on actions that drive revenue or leads.</p> <p>• Disadvantages of CPA</p> <p>Variable Costs: Costs can fluctuate based on competition and bidding strategies.</p> <p>Click Fraud Risk: Potential for non-genuine clicks that do not lead to conversions.</p>

Conclusion –

I would only like to mention one point ...as a marketer apart from you no one can understand better the objective of the campaign. And choosing the right pricing model – CPM, CPC, or CPA – It depends on the specific goals of your advertising campaign. So practical knowledge is very important.

*Also to analyze the pricing model, **Google analytics** is the tool which can help you to enhance your Campaign performance day by day.*

In the next chapter (Chapter 9) we will explore this analytical tool of Google analytics in details.

Good Going!

Regards

S K Hasan Imam

Practical Task:

- Set up a dummy Google Ads campaign using the Google Ads demo account (no actual budget required).
- Identify 3 potential ad headlines and descriptions for your product or service.
- Use Google's Keyword Planner to research ad keywords.

Chapter 7

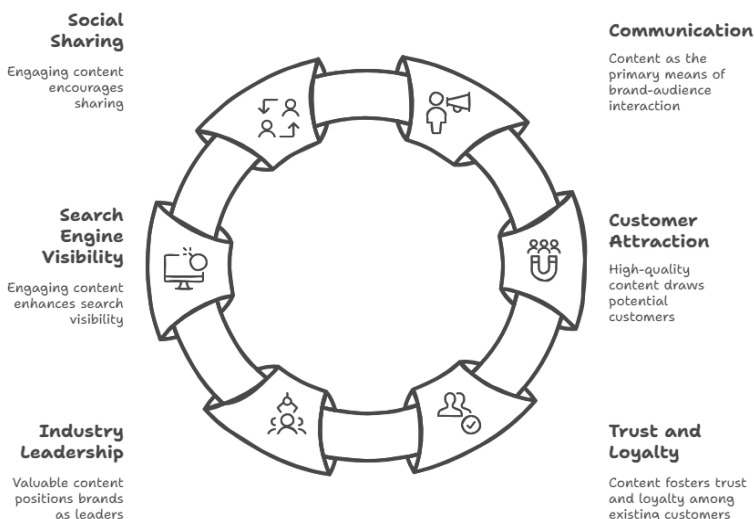
Content Marketing Strategies

Hi Readers, in this Chapter, we will understand the importance of content marketing, the strategies to implement it through various channels and also understand how to create a Content calendar for a smooth visibility.

Importance of Content in Digital Marketing

As a marketer we all are very keen to understand the evolving landscape of Digital Marketing and to make it successful, content marketing also plays a very important role in your target audience engagement as **Content is the only tool to communicate with your target audience.**

The Role of Content in Digital Marketing



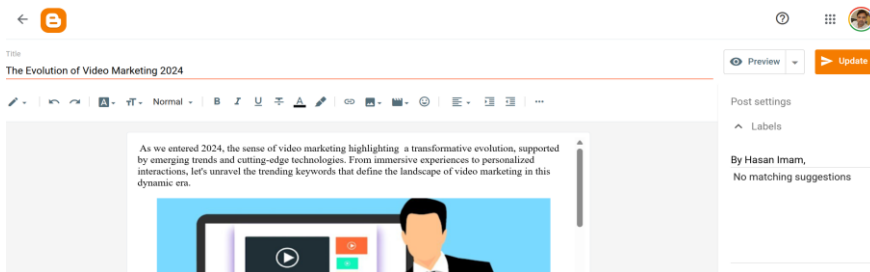
Before we go ahead let's understand the role of content marketing first -

A right targeted content always brings engagement, Branding & conversions, so let's understand it completely.

- **Blog Posts, E-books, and Video Content**

- ✓ **Blog posts** are a fundamental and basic component of content marketing. It allows brands to share insights, tips, and updates, while also improve SEO through targeted keywords. A Regular updated blogs can keep your target audiences informed and engaged on certain related topics & encouraging them to return for more information. Marketer can publish blog post through various platforms like wordpress.com, Blogger, Medium etc.

Example -

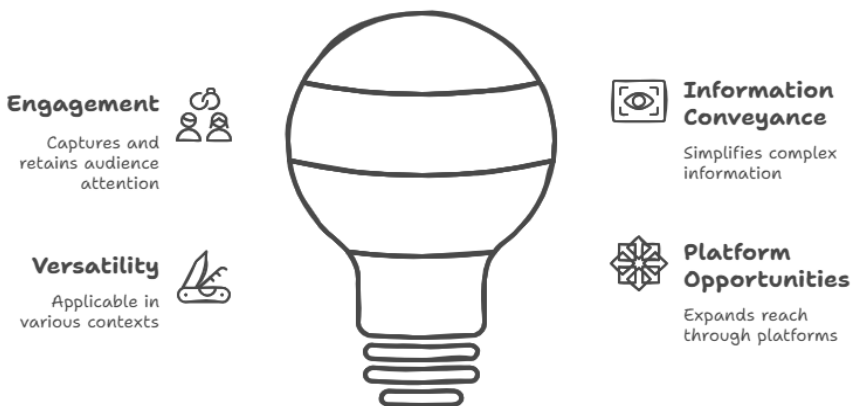


The Blog posts should follow a cycle -

1. **Share Insights** - Always share valuable content with your audience
2. **Improve SEO** - Work on the Trending Keywords before writing any blog.
3. **Engage Audience** - Always create the engaging content in your blogs so that it keeps the readers informed and interested.
4. **Establish Leadership** - Always Create blogs to showcase your expertise in that specific topic and generate your authority.

- ✓ **E-books** are a powerful tool for lead generation. By offering in-depth knowledge on specific topics, brands can capture the interest of potential customers. It can be used to nurture leads by providing valuable content that addresses the needs and pain points of the audience.
- ✓ **Video Content** has popularity in recent years, now a days it's a preferred medium for many consumers. It is highly engaging content visibility option which creates an ease to understand the concept. It can be used for product demonstrations, tutorials, or storytelling. Platforms like **YouTube** and **social media channels** provide opportunities for brands to reach their audiences through video content.
- **Creating a Content Calendar** - A content calendar is an essential tool for organizing and planning content creation and distribution. When creating a content calendar, consider the following steps:
 1. **Define Your Goals:** Identify what you want to achieve with your content, whether it's increasing brand awareness, generating leads, or driving sales.

The Power of Video Content in Marketing



2. **Know Your Audience:** Understand the preferences and behaviors of your target audience to create content that resonates with them.
3. **Choose Content Types:** Decide on the types of content you will produce, such as blog posts, e-books, videos, or social media updates.
4. **Set a Publishing Schedule:** Determine how often you will publish content and create a timeline that outlines when each piece will go live.
5. **Monitor and Adjust:** Regularly review the performance of your content and adjust your strategy as needed to optimize results.

Conclusion

The importance of content in digital marketing cannot be avoided.

By making various content types and maintaining a strategic and regular approach through a content calendar, brands can effectively connect with their audience and drive meaningful results.

I must add one thing, your content is the first Impression of your brand, product and objective of the campaign so it's very important to decide the platform and options to showcase it. Also, a regular schedule will enhance the stages to the goal of the campaign accordingly. So as a marketer content strategy also plays a very important role in success of the campaign.

Regards

S K Hasan Imam

Practical Task:

- Create a basic content calendar for the next 7 days (blog, video, social, email).
- Write a short blog post (300 words) on any topic you're passionate about using content structuring best practices.
- Analyze 1 viral blog post/video – what makes it engaging?

Chapter 8

Email Marketing 101

Introduction

Yes, Email Marketing, one of the commonly opted digital marketing strategy that involves **sending emails to group of target audience at one go.**

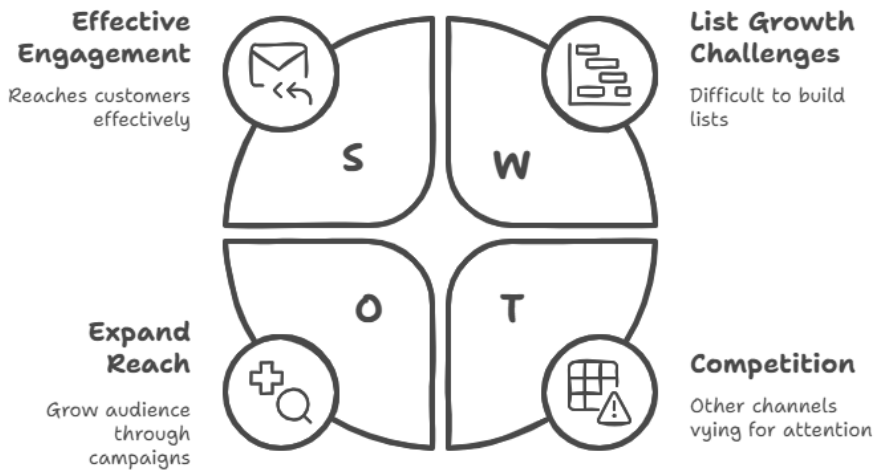
Unlike social media campaigns or paid ads email marketing directly lands on the recipient's inbox which **ensures the chance of higher visibility.**

A very cost-effective tool of marketing as compared to other formats. As a marketer if it's been properly strategized it can deliver a high conversion or a return to the advertisers.

Types of Email Marketing Campaigns

- **Promotional Emails** – This is been used to promote offers, discounts, and new product launches.
- **Newsletter Emails** – This will be Sent regularly to keep subscribers updated on industry news, company updates, or blog content.
- **Transactional Emails** – Sent after a user takes an action, such as purchase confirmations or password resets.
- **Re-engagement Emails** – Sent to inactive subscribers to bring them back into the customer journey.

Email Marketing Strategy



- **Building and growing your email list**

A proper email list allows you to communicate directly with your audience, you can promote your products or services, and build lasting relationships. The larger and more engaged your email list, the more successful your email marketing efforts will be. Now the point is how to establish an email list -So just have a look

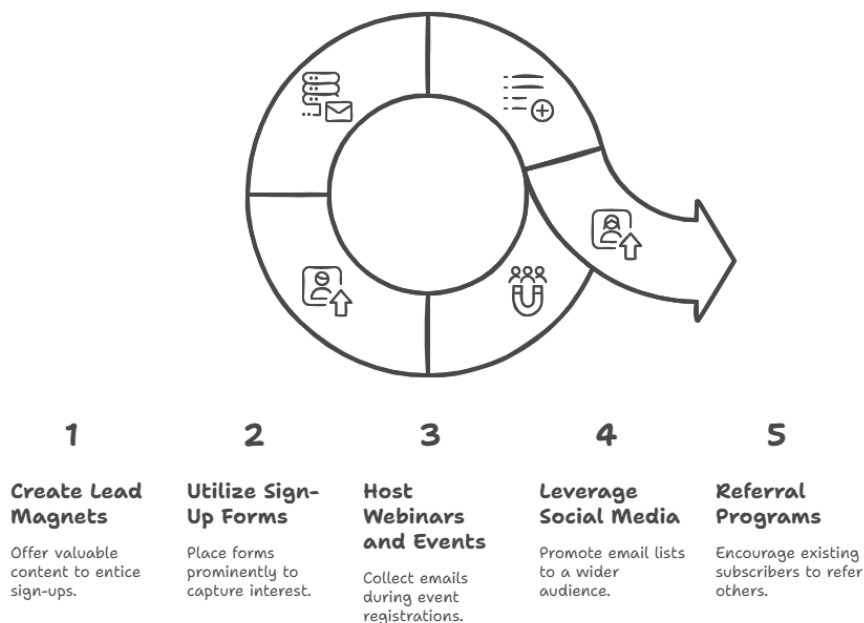
Also, there is a regular refining of the data after doing such emails list building strategy is very important to improve the open rates and over all email campaign performance.

- **Creating Effective Email Campaigns**

So now the point is that how we can create Effective Email Campaigns?

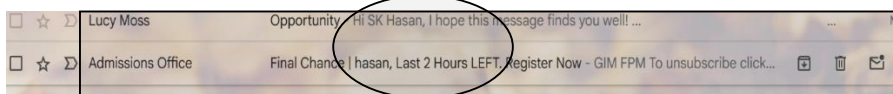
This can be done through –

Email List Building Cycle

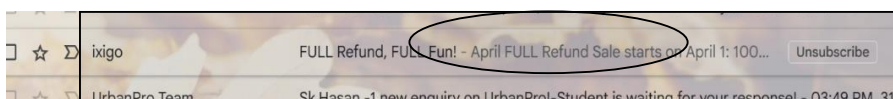


✓ Crafting Compelling Content

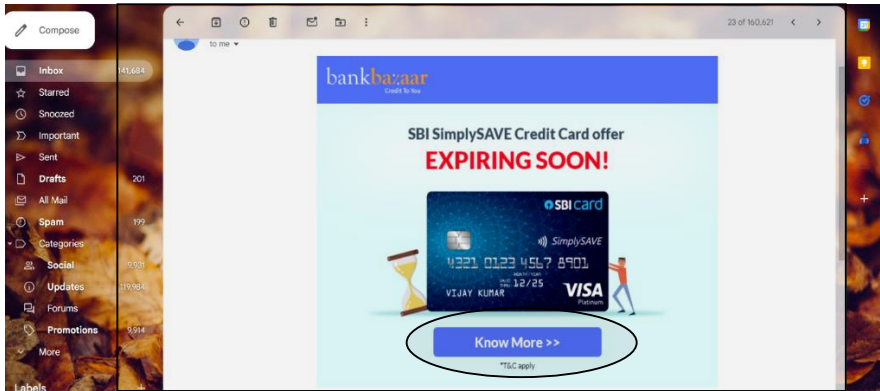
1. **Personalization:** As a marketer use the recipient's name and modify the content based on their online behaviors & ads activity so that they can sense personalized experience.



2. **Engaging Subject Lines:** Create some catchy subject lines that spots the attention and encourage your audience to open the email at least once.



3. **Clear Call-to-Action (CTA):** Include a clear and compelling CTA that guides recipients on what to do next, whether it's making a purchase or signing up for an event.



✓ Design and Layout

1. **Responsive Design:** Ensure your emails are mobile-friendly, as a significant portion of users access emails on their smartphones.
2. **Visual Elements:** Use images, videos, and infographics to make your emails visually appealing and engaging.
3. **Consistent Branding:** Maintain consistent branding across all emails to strengthen brand recognition and trust.

✓ Timing and Frequency

1. **Optimal Sending Times:** Experiment with different sending times to determine when your audience is most likely to engage.
2. **Email Frequency:** Find the right balance in email frequency to avoid overwhelming your subscribers while keeping them engaged.

1. Metrics and Tracking Email Performance

Here we are going to discuss about the tools and process to track the metrics of email marketing performance. It will give you an idea on areas of improvement and clear understanding about the user behavior according to their time, place and topics.

Pre-Send Checklist (Before Sending an Email)	Post-Send Analysis checklist (After sending the mail)
<ul style="list-style-type: none">✓ Understand the campaign goal, like sales or engagement or lead nurturing etc.✓ Understand who is your target audience (Based on algorithms like interests, or demographics etc.✓ Always personalize the Email Content (Like mention the name of the user) Work on the subject Line (A/B test for better open rates)✓ Always ensure mobile-friendly design✓ Try to avoid spam triggers (Avoid spam words like "free," "urgent," etc.)	<ul style="list-style-type: none">✓ Try to keep the open rate target to at least 10% to 15%, High open rates depend on strong subject line✓ Try to keep the CTR (Click through rate) between 2% to 5% , It can be done only through engaging content.✓ Try to enhance the conversion rate, it totally depends on the goals of the campaign. If you are getting a high conversion rate that means your CTA and landing pages are very effective.✓ Try to keep the bounce rate below 2%, If you are getting bounce rate more that 2 % it means that there is much of invalid mails you are targeting✓ Always keep your Subscription rate high, unsubscribe rate should not be more than 0.5%. Check mail frequency and react accordingly✓ Avoid complaint rate, It cannot be more than 0.1% , do the study about spam act and GDPR Compliances before planning of any mail content.

Building a Successful Email Marketing Strategy



Quality Email List

Building a targeted and engaged subscriber base



Engaging Campaigns

Creating content that captures audience interest

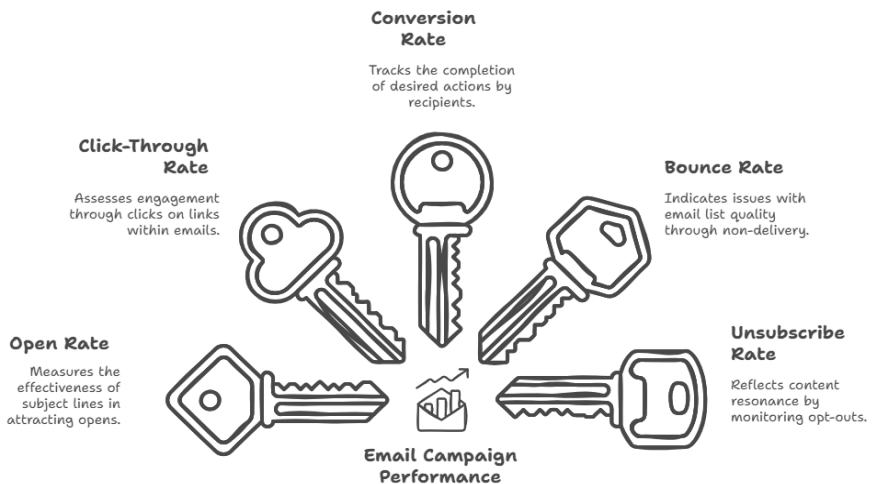


Performance Metrics

Tracking and analyzing campaign effectiveness

✓ The major Key metrics to Monitor your email performance is-

Essential Metrics for Evaluating Email Campaign Success

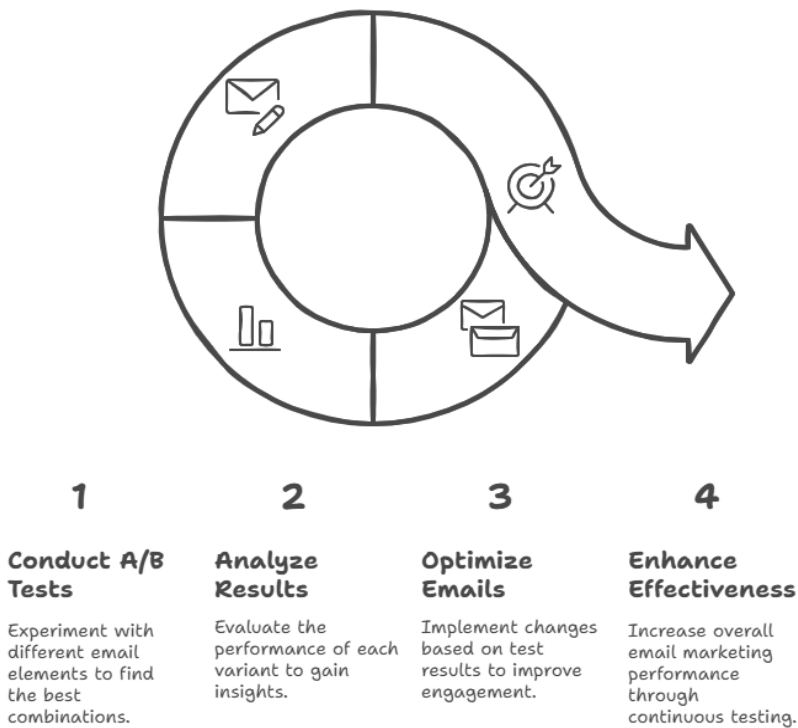


In Indian market most of the marketers use email marketing tools like **Google analytics, Mailchimp, HubSpot etc.** to analyze the campaign performance.

✓ **Through A/B Testing**

A/B testing (also known as split testing). It means as a marketer if you performed a campaign and kept **2 versions of the Ad** to see which one is doing better in reach and conversion that is A/B testing.

A/B Testing Cycle for Email Optimization



It's also called bucket Testing.

Conclusion

As we discussed email marketing is a powerful tool for businesses looking to connect with their audience and drive conversions.

By just focusing on quality email list, creating engaging campaigns, and tracking performance metrics, A marketer can develop a successful email marketing strategy that delivers results.

Note: A specific chapter on How to do **Tracking & Analytics** is on the way, **we will discuss the tool Google analytics in Chapter 9**

Regards,
S K Hasan Imam

Practical Task:

- Sign up on a free email marketing platform like Mailchimp or Brevo.
- Create a welcome email for new subscribers.
- Create an email subject line A/B test (2 variations) and predict which might perform better.

Chapter 9

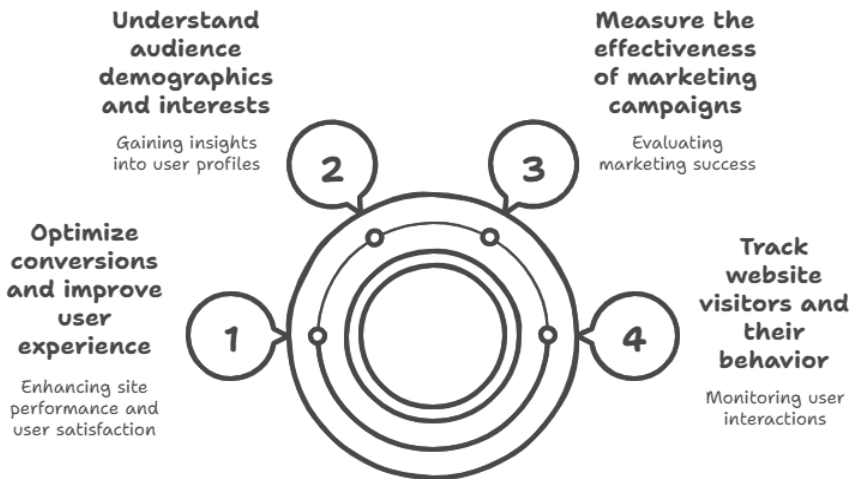
Tracking & Analytics

Hi, Readers,

Throughout our previous chapters, we have explored the digital landscape, its significance, benefits, various digital campaign platforms, and the comprehensive execution of both paid and organic optimizations.

In this chapter, we will explore a crucial aspect of digital marketing: tracking and analyzing website traffic, user behavior, and campaign performance using a powerful analytical tool, **namely Google Analytics, formerly known as GA4.**

Google Analytics Benefits

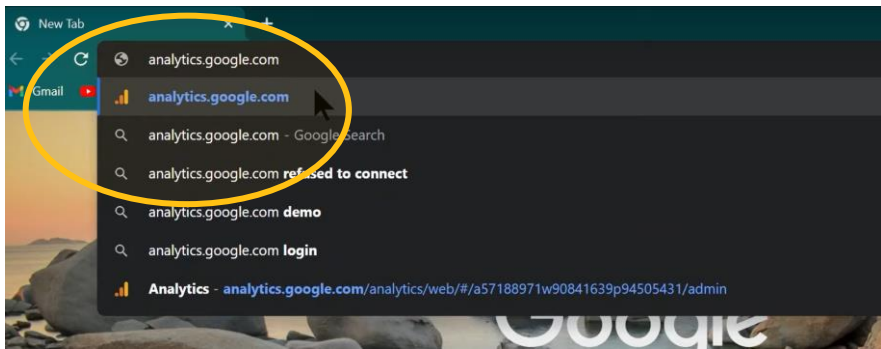


Introduction to Google Analytics

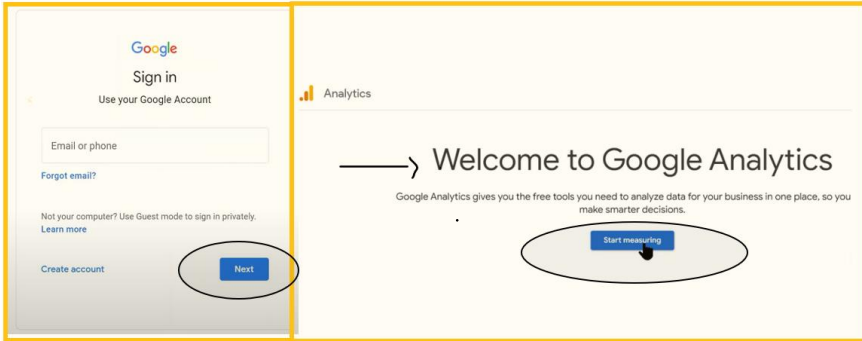
As marketers, we strive to achieve measurable results. A crucial aspect of our success is maintaining a strong Return on Ad Spend (ROAS), which can only be accomplished through consistent tracking and analysis of our data. Google Analytics is a powerful tool that allows us to monitor website traffic, understand user behavior, and evaluate campaign performance. It is specifically designed to assess the outcomes of your marketing campaigns, enabling you to optimize your strategies accordingly to drive better results. To Track website visitors and their behavior, measuring the effectiveness of the marketing campaigns and improve the user experience.

Let's Set up Google analytics Account first -

- ✓ Create a Google Analytics account at analytics.google.com

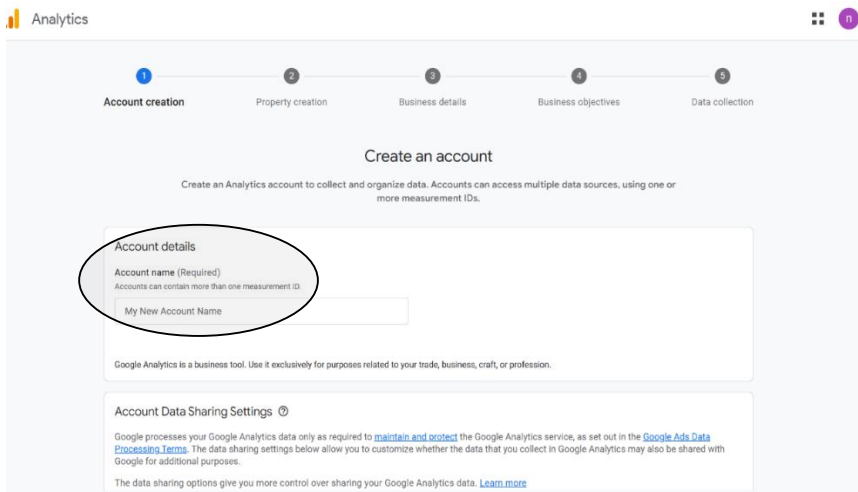


So, if you have already a google account it will directly login you to the system but here, I will tell you the entire set up from scratch



After that just login your Gmail account and password it will land you on main page. Click on “start measuring”. Then **you will land on account set up page** –

Here the account will be specific where you can add multiple websites to analyze connected to your login Email Id. One account can handle 100 properties/websites from a marketer.



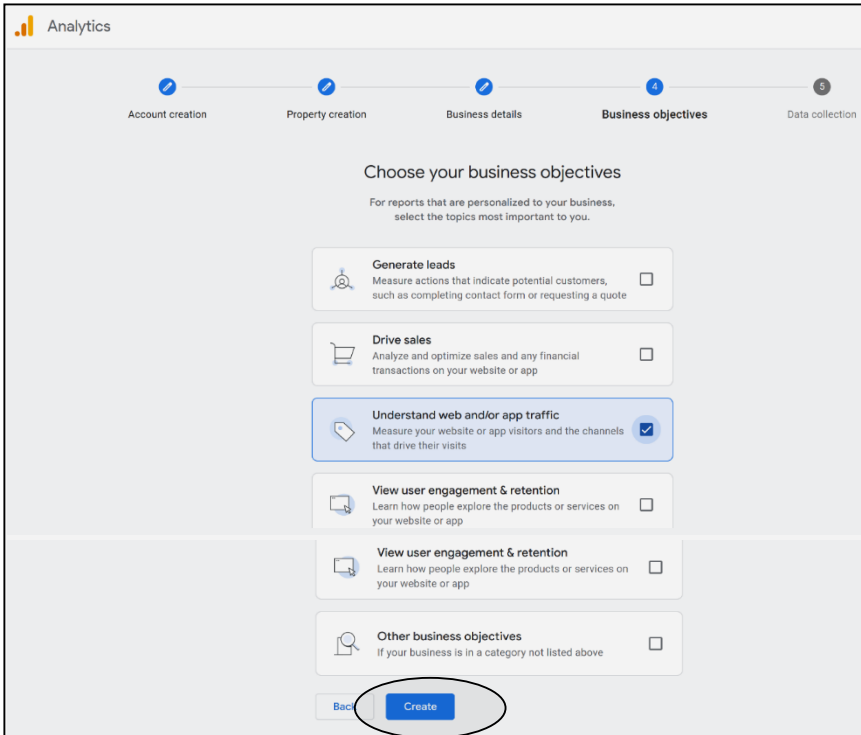
Note - Property here means the website whose data you want to analyze and improve. You can add the name here in “My account name” and move ahead in **property/website setup**. So, the **process of account set up is completed now-**

✓ **Set up a property** for your website

Here when you're setting it up — it needs to know the name of the **property (website/app)** so it can start collecting and reporting data like **traffic, conversions, user behavior, and more**. Here you have to put the name of the property with time zone and currency. Click on Next once you fill it up -

Next step of Giving business details of the company you want to track. Google Analytics asks for business details during setup to personalize your reports, metrics, and tracking features based on your industry and goals. So, fill it here and click on next-

Here the next step you will find to confirm your business objective. It can be a web traffic or Lead generation, or Driving sales. You can select multiple options and Create the Set up it completely.

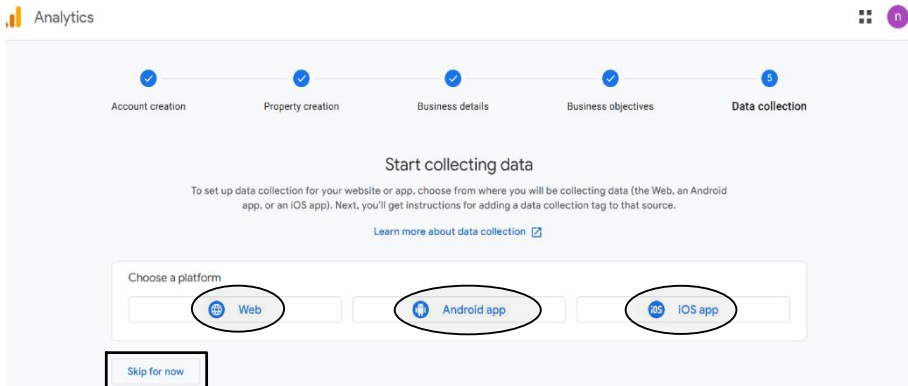


The screenshot shows the 'Analytics' setup interface. At the top, a progress bar indicates five steps: 1. Account creation (completed), 2. Property creation (completed), 3. Business details (completed), 4. Business objectives (current step), and 5. Data collection. The main heading is 'Choose your business objectives', followed by a subtext: 'For reports that are personalized to your business, select the topics most important to you.' Below this, there are six selectable options, each with an icon, a title, a description, and a checkbox:

- Generate leads**: Measure actions that indicate potential customers, such as completing contact form or requesting a quote. ☐
- Drive sales**: Analyze and optimize sales and any financial transactions on your website or app. ☐
- Understand web and/or app traffic**: Measure your website or app visitors and the channels that drive their visits. ☒
- View user engagement & retention**: Learn how people explore the products or services on your website or app. ☐
- View user engagement & retention**: Learn how people explore the products or services on your website or app. ☐
- Other business objectives**: If your business is in a category not listed above. ☐

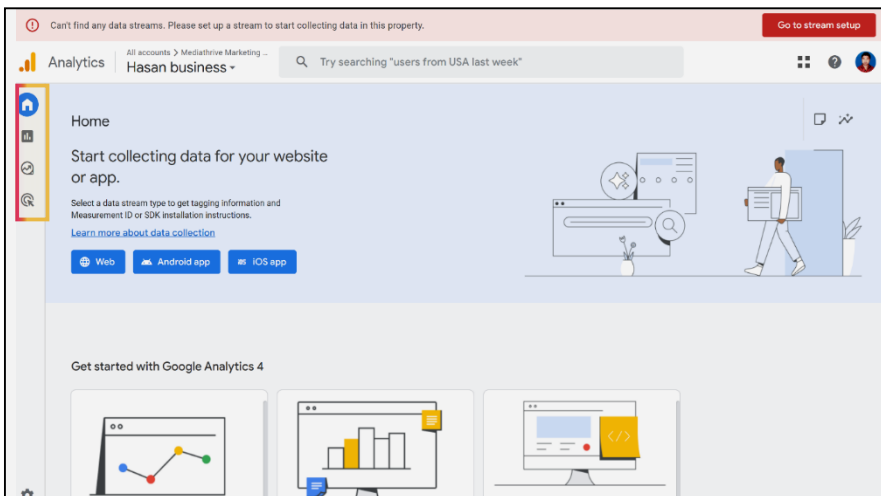
At the bottom, there are two buttons: 'Back' and 'Create'. The 'Create' button is highlighted with a red oval.

After Accepting the Terms and conditions and you will land on the main page.



Here at this stage, you'll see multiple platform options: Web, Android App, or iOS App. Here, Google Analytics is asking where you want to collect data from — whether it's a website, an Android application, or an iOS application. You can either choose one option from here to go ahead or if you want to set it further **you can also skip it for now**.

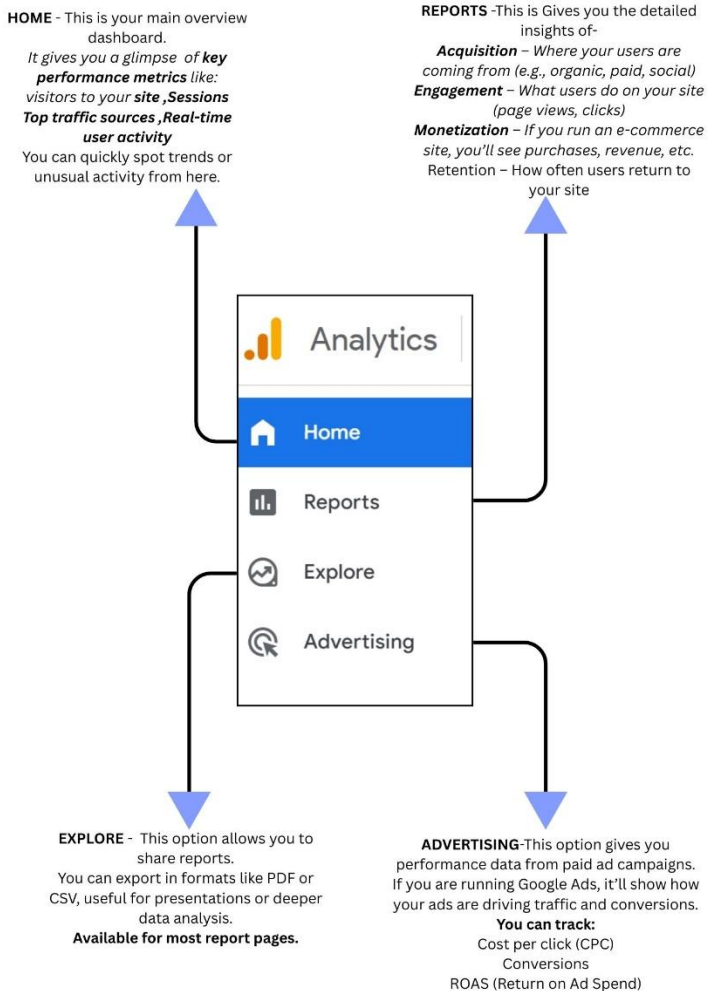
After clicking on '**Skip**', you'll be taken to the main dashboard, where your Google Analytics account and property will be fully set up-



Before going ahead let's have a look on the Dashboard tabs of Google analytics. It will give you an understanding about the workings of the specific tabs out here.

Google analytics Homepage includes – 4 major tabs

- ✓ Home
- ✓ Reports
- ✓ Explore
- ✓ Advertising



- **Key Metrics to Monitor**

When marketer use Google Analytics, it is very important to focus on key metrics that can give a clear picture of your website's performance.

Some of the most important metrics to monitor include:

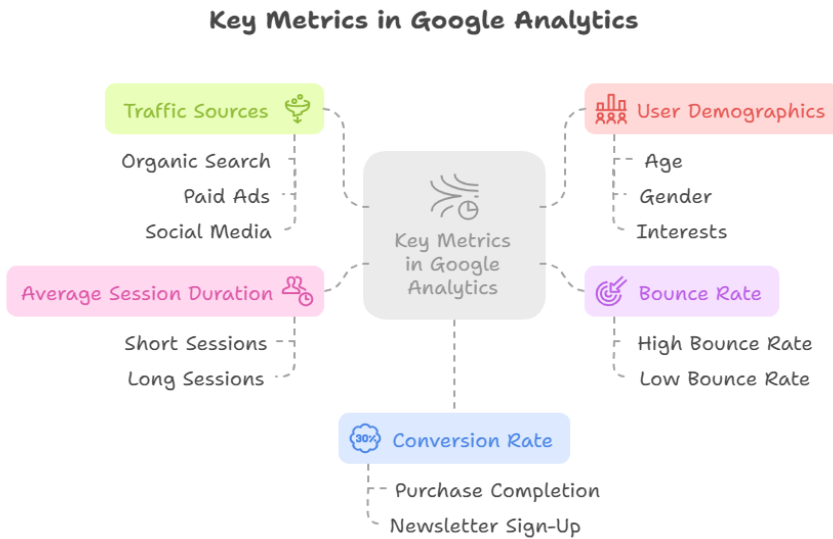
Traffic Sources: This metrics helps in understanding that from where your targeted visitors are coming from. Is it from organic search, paid ads, social media, or somewhere else. Accordingly, this metrics helps the marketer to allocate the platforms effectively.

Bounce Rate: This metric indicates the percentage of visitors who left your site after viewing only one page. A high bounce rate is not good it suggests that your content is not engaging or may be not relevant.

Average Session Duration: This metric shows how long users stays on your site. Longer sessions typically indicate that visitors find your content valuable.

Conversion Rate: This is the percentage of visitors who complete a desired action, totally depends on the objective of the website campaign like may be if you want user to purchase or sign up for a newsletter. It should be property monitor by the marketer to ensure effectiveness of your marketing efforts.

User Demographics: This metrics helps the marketer to analyze the age, gender, and interests of your target audience and help to modify the content and marketing strategies for a better result



In short, we can say these metrics shows that right product shown to right person and at right place (if not then what to improve)

- **Making Data-Driven Decisions**

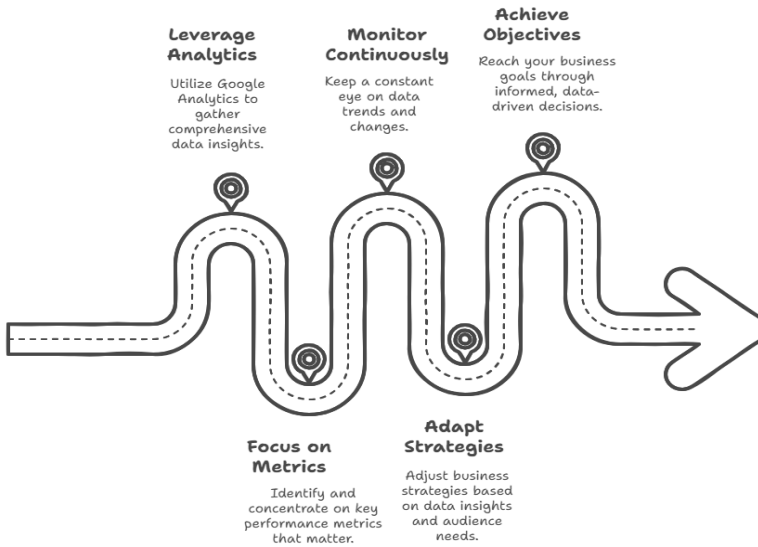
So, the ultimate goal of Google Analytics tool is to make informed decisions based on the data collected.

By analyzing the metrics from Google Analytics, Marketer can identify strengths and weaknesses in their online presence.

For instance, if a particular marketing campaign drives significant traffic but has a low conversion rate, it may be necessary to reevaluate the campaign's messaging or target audience.

Data-driven decisions always improve user experience.

Achieving Business Growth with Analytics



Conclusion

By continuously monitoring and analyzing data, marketer can adapt required strategies to meet the evolving needs of audience and business objectives.

Best of Luck

Regards

S K Hasan Imam

Practical Task:

- Install Google Analytics on a dummy website (or explore a demo account).
- Identify and define 3 key metrics (sessions, bounce rate, conversion rate).
- Create a simple report using Google Looker Studio or Sheets based on example data.

Chapter 10

Digital Marketing Tools for Beginners

Introduction

In digital marketing, tools are your best friends. They help you analyze, optimize, create, and automate campaigns to make your strategies smarter and more effective. Whether you're a beginner or a pro, knowing the right tools and how to use them is very important.

In this chapter, we'll explore the most recommended tools across three key areas:

- SEO (Search Engine Optimization)
- Content Marketing
- Analytics

I will also give you a step-by-step guide on using tools like Google Search Console and SEMrush, with practical examples.

✓ Recommended Tools for Beginners

SEO (Search Engine Optimization) Tools

Tool	Purpose	Why Use It?
Google Analytics	Track website traffic and user behavior	Insights into where visitors come from and what they do
Google Data Studio	Create marketing dashboards and reports	Visualize your marketing data
Hotjar	Heatmaps and user behavior tracking	Understand how users interact with your website
HubSpot CRM (Free version)	Track leads and customer engagement	Great for small businesses and email tracking

Content Marketing Tools

Tool	Purpose	Why Use It?
Grammarly	Grammar and spelling check	Ensures error-free content
Canva	Create graphics for posts	Drag-and-drop design with ready templates
BuzzSumo	Discover trending topics and content ideas	Helps in content planning
Hemingway App	Content readability improvement	Makes your writing clear and impactful
Google Docs	Collaborative writing and editing	Perfect for teams and storing drafts online

Analytics Tools

Tool	Purpose	Why Use It?
Google Analytics	Track website traffic and user behavior	Insights into where visitors come from and what they do
Google Data Studio	Create marketing dashboards and reports	Visualize your marketing data
Hotjar	Heatmaps and user behavior tracking	Understand how users interact with your website
HubSpot CRM (Free version)	Track leads and customer engagement	Great for small businesses and email tracking

How to Use Tools Like Google Search Console and SEMrush

Let's go deeper with two major tools every beginner should master:

- ✓ Google Search Console
- ✓ SEMrush.

Lets Dive into a quick brief on access basics of both these tools. You will learn a quick process of Login and using these 2 tools.

o Google Search Console: Step-by-Step Guide

Google Search Console (GSC) helps you monitor your site's presence in Google search results. It's a free tool and a must-have for SEO.

Step 1: Add and Verify Your Website

1. Go to: <https://search.google.com/search-console>
2. Click "Add Property"
3. Enter your website URL
4. Verify ownership via:
 - o HTML file upload
 - o Domain verification through DNS
 - o Google Analytics (if already installed)

Step 2: Submit Your Sitemap

- In GSC Dashboard > Go to Sitemaps
- Add your sitemap URL:
<https://yourwebsite.com/sitemap.xml>
- Click Submit

Step 3: Check Coverage and Errors

- Visit Index > Coverage
- Here you'll see:
 - Valid pages
 - Errors (like 404, server errors)
 - Excluded pages

Step 4: Monitor Performance

- Visit Performance > Search Results
- You can view:
 - Total clicks
 - Impressions
 - Click-through rate (CTR)
 - Average position of keywords

Step 5: Inspect URLs

- Use the "Inspect any URL" box to check if a page is indexed, and request indexing if not.

Tips:

- Regularly check for mobile usability issues
- Track backlinks under the Links section
- Keep an eye on Core Web Vitals for better page experience
- **SEMrush: Beginner's Guide**

SEMrush is a paid tool (with a free trial), but one of the most powerful tools for SEO and marketing research.

Step 1: Sign Up and Dashboard Overview

- Visit <https://www.semrush.com/>
- Sign up for a free account (limited access)

- Dashboard shows tools for SEO, advertising, content, and social media

Step 2: Perform a Domain Analysis

- In the Domain Overview, enter your (or a competitor's) website
- You'll get:
 - Organic keywords
 - Top pages
 - Backlinks
 - Traffic trends

Step 3: Keyword Research

- Go to Keyword Magic Tool
- Enter a keyword like "digital marketing"
- Get:
 - Keyword volume
 - Keyword difficulty
 - Related terms
 - Questions people ask

Step 4: Site Audit

- Go to Projects > Add New Project
- Run a Site Audit
- Get detailed SEO health score and errors like:
 - Broken links
 - Missing meta tags
 - Duplicate content

Step 5: Competitor Research

- Use the Traffic Analytics tool to compare your website with competitors

- See where they get traffic from, and what keywords they rank for

Tips:

- Use SEO Content Template to get writing suggestions based on top-ranking competitors
- Export reports to share with clients or for team discussion

Recap -Beginner's Toolkit – Quick Reference List`

Need	Tool	Purpose
See website performance	Google Search Console	Keyword position, clicks
Track website visitors	Google Analytics	User behavior, traffic sources
Find keywords	SEMrush / Ubersuggest	Keyword volume, trends
Audit website health	SEMrush / Screaming Frog	SEO errors and optimization tips
Create content	Canva / Grammarly	Design + writing quality
Plan content topics	BuzzSumo	Trending posts, headlines
Improve readability	Hemingway Editor	Simple, powerful writing
Track backlinks	Ahrefs (or SEMrush)	See who's linking to you

Conclusion

So, Guys it was just a brief on the tools which can be used to make a digital marketer's job faster, smarter, and more effective.

*As a beginner, you should focus on learning **one tool at a time**, starting with **Google Search Console** and **Google Analytics**, then expanding into more advanced tools like **SEMrush**.*

Remember:

"Tools help you execute your strategy, but you are the one who creates it."

Take the time to explore and practice. The more familiar you are with these tools, the more confident and capable you'll become in executing successful digital marketing campaigns. We do have some specific books coming up on these tools as well.

Till then I wish you all a wonderful career ahead.

Regards

S K Hasan imam

Practical Task:

- Explore any 3 tools mentioned (Google Search Console, SEMrush, Canva, etc.).
- Compare two tools: Features, Pricing, Pros/Cons.
- Create a "Tool Stack" – list the tools you would use if you were running your own campaign.

Conclusion – Your Journey as a Digital Marketer

Recap of Digital Marketing Fundamentals

Hi Readers, Congratulations! You've reached the end of your book journey to start a world of digital marketing. Let's take a moment to reflect on what you've learned.

Key Takeaways from the Course:

- **Digital Marketing Basics:** *You now understand what digital marketing is and how it differs from traditional marketing.*
- **Core Channels:**
 - **Search Engine Optimization (SEO):** *Driving free traffic through keyword-optimized content and technical health.*
 - **Search Engine Marketing (SEM):** *Running paid ads on platforms like Google Ads.*
 - **Social Media Marketing (SMM):** *Promoting content and building community on platforms like Facebook, Instagram, LinkedIn.*
 - **Content Marketing:** *Creating valuable blogs, videos, and social posts that engage your audience.*
 - **Email Marketing:** *Connecting directly with leads via personalized campaigns.*
- **Analytics & Tools:** *Using platforms like Google Analytics, Search Console, SEMrush, and others to track performance and optimize strategies.*

- **AI Tools & Automation:** Leveraging smart tools to enhance productivity and marketing results.

This journey has equipped you with both theory and hands-on exposure, so you can now confidently start applying your knowledge.

Next Steps for You as a Digital Marketer

Learning digital marketing is just the beginning – now it's time to apply, experiment, and grow.

Build Your Portfolio

- Create your own blog or website using tools like WordPress or Wix.
- Run a real or demo campaign on Google Ads or Facebook.
- Write SEO-optimized articles or social media content.
- Share your case studies, results, and learnings on LinkedIn or a personal website.

Experiment with Projects

- Offer free/discounted services to friends, small businesses, gain experience.
- Try affiliate marketing with Amazon, Flipkart.
- Set up and grow an Instagram page, YouTube channel, or email newsletter.

Set Your Career Direction

Choose your path based on your interest:

- Want to work for a company? Apply for roles like Digital Marketing Executive, SEO Analyst, PPC Specialist, Content Creator, or Social Media Manager.
- Prefer freelancing? Join platforms like Upwork, Fiverr, Freelancer.
- Dream of entrepreneurship? Launch your own agency or online business using digital skills.

3. Continuous Learning and Resources

Digital marketing evolves every single day – new algorithms, tools, trends, and platforms. To stay ahead, commit to lifelong learning.

Free Learning Resources:

- Google Digital Garage – <https://learndigital.withgoogle.com>
- HubSpot Academy – <https://academy.hubspot.com>
- Semrush Academy – <https://www.semrush.com/academy>
- Meta Blueprint (Facebook Courses) – <https://www.facebook.com/business/learn>
- YouTube Channels – Neil Patel, Moz, Brian Dean, Simplilearn

Stay Updated:

- Follow blogs like Moz, Search Engine Journal, MarketingProfs
- Subscribe to newsletters like Neil Patel, Content Marketing Institute
- Join communities like Growth Hackers, r/digital_marketing (Reddit), and LinkedIn groups

Final Words from Your Mentor - S K Hasan Imam

“As your mentor, I want to remind you that Digital marketing isn’t about mastering one platform – it’s about understanding people, solving problems, and telling powerful stories using the internet as your stage.

Start small, stay consistent, and never stop experimenting.

This is not the end. It’s the beginning of your journey to become a powerful, purpose-driven digital marketer. Go out, build your brand, and create impact.

“Thank you so much for choosing this book as the beginning of your digital marketing journey.”

Good Luck and keep shining

Signing off...

Your Mentor

S K Hasan Imam.

Appendix: Glossary of Digital Marketing Terms

A-C

- **A/B Testing:** *A method of comparing two versions of a web page, email, or ad to see which one performs better.*
- **AdWords:** *Now called **Google Ads**, it's Google's advertising platform for pay-per-click (PPC) campaigns.*
- **Affiliate Marketing:** *Promoting another company's product and earning a commission on sales through your referral.*
- **Algorithm:** *A set of rules used by search engines and social media platforms to rank and display content.*
- **Analytics:** *Data and insights collected to measure the performance of websites, ads, and content.*
- **Backlink:** *A link from another website to your own; essential for SEO ranking.*
- **Bounce Rate:** *The percentage of visitors who leave your site after viewing only one page.*
- **Call to Action (CTA):** *A prompt encouraging users to take a specific action like "Buy Now" or "Subscribe."*
- **Click-Through Rate (CTR):** *The ratio of users who click on a link compared to those who view it.*

D-F

- **Display Ads:** Visual banner ads shown on websites or apps within the Google Display Network.
- **Domain Authority (DA):** A score predicting how well a website will rank on search engines.
- **Email Marketing:** Sending targeted emails to a group to promote products, services, or content.
- **Engagement Rate:** Measures how much people interact with your content (likes, shares, comments, etc.).
- **Facebook Pixel:** A code that tracks visitors on your website for Facebook ad retargeting.
- **Funnel (Sales Funnel):** The steps a customer takes from awareness to conversion.

G-I

- **Google Analytics:** A tool to track website traffic, user behavior, and performance.
- **Google Search Console:** A free tool to monitor and improve your website's SEO presence in Google.
- **Growth Hacking:** Using creative, low-cost strategies to grow a business quickly.
- **Hashtag:** A keyword or phrase preceded by “#” used to categorize content on social platforms.
- **Impressions:** The number of times your ad or content is shown, regardless of clicks.
- **Inbound Marketing:** Attracting customers through valuable content and experiences (blogs, SEO, social).
- **Influencer Marketing:** Promoting products through individuals with large social media followings.

J-L

- **JavaScript:** A programming language often used to create interactive effects within web browsers.
- **Keyword:** A specific word or phrase that users enter into search engines, and that marketers target in SEO and PPC.
- **Keyword Stuffing:** Overusing keywords in content to manipulate rankings – an outdated and penalized practice.
- **KPI (Key Performance Indicator):** A measurable value that shows how effectively a campaign is achieving objectives.
- **Landing Page:** A standalone web page created specifically for a marketing campaign, where users “land” after clicking an ad or link.
- **Lead:** A potential customer who has shown interest in your product or service.
- **Link Building:** The process of acquiring backlinks to increase website authority and SEO ranking.

M-O

- **Meta Description:** A brief summary of a webpage that appears under the page title in search engine results.
- **Mobile Optimization:** Designing and formatting a website to be easily accessible and functional on mobile devices.
- **Native Advertising:** Ads that match the look and feel of the platform they appear on (e.g., sponsored blog posts).
- **Niche Marketing:** Focusing marketing efforts on a specific segment or audience with particular interests.
- **Organic Traffic:** Visitors who land on your site as a result of unpaid (natural) search results.
- **On-Page SEO:** SEO techniques that are performed directly on the website (e.g., content, meta tags, URL structure).
- **Open Rate:** The percentage of email recipients who open a given email.

P-R

- **PPC (Pay-Per-Click):** A digital advertising model where advertisers pay each time a user clicks on their ad.
- **Page Speed:** How fast your website loads; important for user experience and SEO.
- **Remarketing:** Showing ads to users who have previously visited your website or interacted with your content.
- **ROAS (Return on Ad Spend):** A measure of the profitability of a marketing campaign.
- **Responsive Design:** A website design that adapts to different screen sizes and devices.
- **Retargeting:** Another term for remarketing, focused on bringing back visitors with personalized ads.

S-U

- **SEM (Search Engine Marketing):** The use of paid strategies to appear in search engine results (e.g., Google Ads).
- **SEO (Search Engine Optimization):** The process of optimizing your website to rank higher in organic search results.
- **SERP (Search Engine Results Page):** The page displayed by a search engine in response to a user's query.
- **Session:** A visit to your website, tracked by tools like Google Analytics, including all user interactions during a time frame.
- **Social Proof:** The influence created when people see others using or endorsing a product (e.g., reviews, testimonials).
- **Subscriber:** A user who has opted in to receive emails or content updates.
- **Traffic:** The visitors that come to your website from various sources (organic, paid, direct, etc.).
- **UI (User Interface):** The design and layout with which a user interacts on a website or app.
- **UGC (User-Generated Content):** Any content (reviews, images, posts) created by users about a brand.

V-Z

- **Video Marketing:** Using videos to promote and market your products or services, increase engagement, and educate customers.
- **Viral Marketing:** Marketing that spreads rapidly through word of mouth or social sharing.
- **Voice Search Optimization:** Optimizing content for voice-enabled devices like Alexa, Siri, and Google Assistant.
- **Webinar:** An online seminar or presentation often used in lead generation and educational marketing.
- **White Hat SEO:** Ethical SEO practices that follow search engine guidelines.
- **X (formerly Twitter) Marketing:** Promoting products or brands using the platform X through organic or paid strategies.
- **XML Sitemap:** A file that helps search engines understand your website's structure.
- **YouTube Ads:** Video advertisements run on YouTube via Google Ads.
- **Zero Click Search:** When a user gets an answer directly from the search results page without clicking any link (e.g., featured snippets).

