Foundation of Digital Marketing

Name:

Institution:

**Executive Summary**

Marketing is one area that increases the productivity of every business(Perreault, 2018). Digital marketing is one form of marketing that reaches more customers within the shortest time at a low cost. In this present world, the internet of things is speeding up the operations of various businesses.Technology, in terms of the internet in association with Google, is improving daily. It is where it offers enterprises the capacity to track plus monitoring of individual business online impact(Perreault, 2018). It is achievable via Google analytics on the business web portal. Some firms claim Google analytics as not user friendly; instead, the software is more comfortable. It tracks useful information that the users may require. Google analytics and reporting software enhance firms to comprehend the locales of the web page users while monitoring the potential origin of traffic and their respective IP discourses. Therefore, the report deliberation will cover an analysis of the Costas web portal analytics besides incorporating a recommendation towards the improvement of online business advertising.

The Costas clothing firm's main aim is to developvirtualappareltrades by 60 percent within the next 180 days. Secondly, the company aims to improve website circulation by the end of fifteen months. Nevertheless,facing some difficulty with digital marketing in the recent past stirs a challenge(Mokalis, & Davis, 2018). An excellent approach the firm may incorporate is through applyingGoogle analytics. It is to trace variousmetricsthat agree with Costascivilization's purposes and aims to coverfacts into a business's conduct and attainment besides conversation rates. Initially,Google analytics can focus on magnitudes figures while influencing different aspects, impacting the websites metric.To understand the customer's level of commitment, they must implement the amount of circulation directed to the firm’scustomer’s website.Forms of digital marketing are mostly accessible in paid search engines wherepromoters exhibit theiradvertisements upon particular links that are relating to the search engine. Google Ad works Campaign plus Bing Ad works Campaign are the best option for every enterprise to augment their ads search engines(Kannan, 2017).

**Analysis of thePaid Search Campaign Outcome in the AboundingSpreadsheet plus Acumen Summary,Optimization Endorsement, and tendencycredentials**

The duration for Costas customs about the paid search campaign is between February and October. According to the spreadsheetoutcome, Bing Ads acknowledged the maximum amount of clicks of 195. While on the other hand, the top connectoverpercentage stood at 10.8%. It is for the period within ten months indetail. It possesses the total of connects for the maximumCTR by seven ticks.Besides, it is very vital to consider cost per click in the analysis ofcompensated search outcomes.Considering Bing adverts, the maximum average cost per click rewardedtowards Costas payments is $12.47 perconnect during 8\27\2017, which is only for a lone week in August.There was variation in the administrationfee for ads in the ten months. It is where the maximum being in records in the first week of July.

Call tracking for compensated search operations at Bing is generally small. This lowness is an exhibition within the third week of February, 2/19/2017. The records hold it that Costas had twocalls tracing plus fourcustomoffers, which brings the summation of transformation to six. It is with the aggregaterate per conversion, which is at $111.3.Therefore, the numbers from the compensated Bing search campaign tend to belittle. The exhibition where thetransformationtariffs are under 20 for over 97connects; this indicates that the marketing plans do not sufficiently generate newconsumers' entry.

Comparing the connect figures with the aggregate conversion rates backs the state of compensated search campaigns about the Ad works being extremely stumpy. Therecord on 2/19/2017 with 210 clicks has a click-through rate of 8.17%. Therefore, the average price for every click during the week is $10.3, which leads to an aggregate price result, $3,211.32. With the addition of the administration duties, the final cost outcome becomes $3,768.9. During the same week of February, the call tracing figure was at 19. It is with the presence of anover-allamount of custom submission, providing an entire transformation of 25. However, an improvement is observable in October’s final week. It is where the amount of connects being at 483 and CTR percentage at 8.84%. $9.71 is the typicalcharge per click, resulting in an aggregate of $5,580.7 and a promotioncharge of $837.11. Fifty-four were the calls under tracing. It includes form submissions amounting at 74, thus resulting in an entire conversion up to 128.Like Bing Ads paid search, Ad work compensated promotions do not offer other transformationsfrom the number of clicks as in the anticipation despite the charge remaining at the top.

The results plus intuitionsin the above paragraphs indicate the presence of some optimization endorsements which might be incorporation to undertake digital marketing for Costas well. Initially, the firm should review besides augmentingthe touchdown pages. It is to enhance the increment of conversion charges from the clicks. Also, the leaving page should be optimized to influence the users to make calls before their exit. In the next step, the firm may initiate Ad scheduling where they meet clients to sight diverse ads. Unlike timeframe, since every ad might not transform typically at the same time(Kannan, 2017). In the third place, the firm website needs to be customized. It is to enable its optimization of particular keywords that visitors frequently seek, thus navigating the visitorsto specific pages containing what they are trying. Besides, grouping ads might advance ad work promotion enactment to explicitcrowdswith particular keywords. Every advertisement should be more straightforward for visitors’ comprehension.

Tendency credentials can be achievable where the firmappraises website performance always. It is to ensure its upkeep plus developingtendencies. Various identifiable trends consist of AI plus Robotics machine controls and learning. Considering the present tendencies, the web portal administrators plus analysts do not require being present. Instead, they might possess minimal power besides applying automation in tracing metrics, plus the website compensated search promotions(Kannan, 2017). Confidentiality tracing is also present to store clients’ data safe.

**Advantage s of Tracking Digital Advertising Promotions for Web Portal Traffic for Costas Customs using Google Analytics**

It is crucial to generate traffic since it assures the firm that the incomingtraffic is the only necessary ones for the web portal. Costas' failure in the past digital marketing emanated from wrongful use of Traffic tracking plus Google analytics. It is evident in the provided spreadsheet that some users were visiting the firm’s web portal with no apparent intentions of purchasing the clothes. The new error was originating from the ranking issues.Therefore, it led the firm to accrue losses while making minimal pointersto their online sales.

The healthierprobability for the conversion is achievable through target traffic. The critical motive backing reasons requiring the firm’s digital marketing exertion through targeted traffic is the revolution that deduces to createtransactions(Van Looy & Shafagatova, 2016). Targeted traffic creates fair chances for transformation while the targeted online guests’ capacity seeks figures that the business web portal might procure. Clients would access the extra conspicuouschoice of acquiring the firm’s products.Despite having a pool of web portal circulation accessing the site while the popularity of the web portal visitors transforms into pointers or transactions; therefore, it will be circulation worth receiving.

In situations where the traffic alters into transactions, the firm could expect anearlieryield for every firm’s compensated clicks invested. Hence,it enhances dispatch of a remarkablysuperior, graduallyhuge, plus progressively paid connects promotion encounter. Consequently, it is overbearing to be cautionary upon transformation degrees relating to the targeted traffic measure the firm acquires plus the price of the product and administration charge(Van Looy & Shafagatova, 2016). The capacity of Costas custom to trace its digital marketing promotions plus traffic applying Google analytics metrics would positively impact the trademarkuniqueness.

**Critical Metrics to Trace and How to Turn the Metrics into UnlawfulConclusions**

Besides recognition of the massive traffic amount, acknowledgment of the origin of the traffic is also crucial. For instance, regular traffic may be approaching via web directories. Referrals might originate from other websites. Concerning the substantial assessments records the enterprise might trail, the transformation rate is, therefore, among the supremecrucial(Järvinen & Karjaluoto, 2015). The guests are essential as the number helps the firm keep a record stating the unique alongside the potential customers.

After the completion of tracking the guests, referrals, plus the conversion rate, the firm might utilize the unlawful choices relating to the locale of their stores. It is as they would possess a common thought concerning the regions where the clients access the web portal. The firm might utilize the metrics figures to identify plus creating the client base. At the same time, they comprehend and identify any unique client from the guests on the firm's web page. Also, a companymight recognize the appropriate digital marketing plan which serves best for their web portal plus the effective procedure of initiating the program. Lastly, any facts in gathering might help the enterprise identify the items consumers have an interest in. Therefore, it enables them to boost the supply of goods with higher market demand.

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