UNIT IV

BUILDING OR HOLDING YOUR WEBSITE: CHOOSING AN ISP……..

Domain Name Registration

Domain name registration is the act of reserving a name on the Internet for a certain period, usually one year. It is important to know that this domain will remain yours for as long as you renew it and there is no way to purchase a domain name forever.
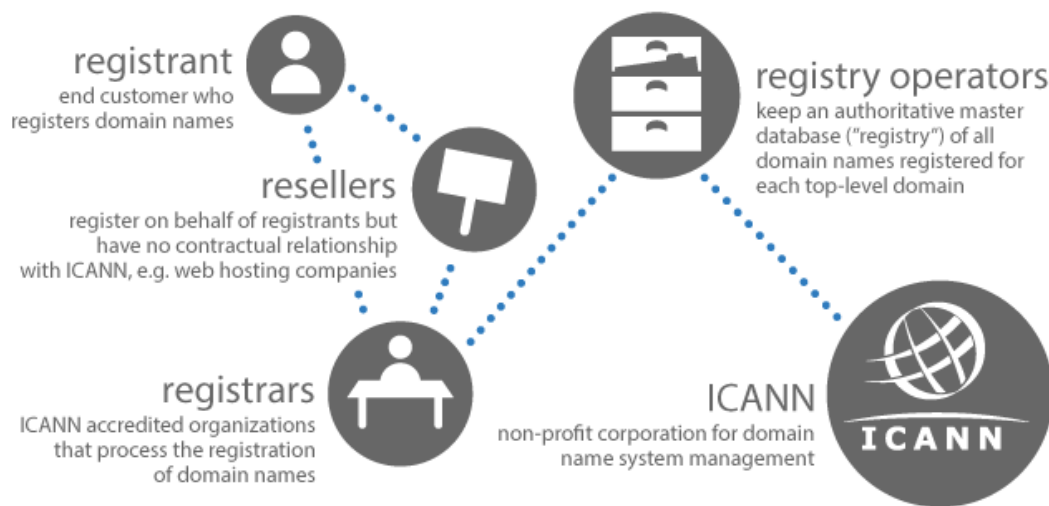
Domain name registration is necessary for a website, an email or another web service. However you don't have to always register a new domain name. Many companies allow you to use subdomains of their domain names for a website, or you can have an email with their primary domain (ex. yahoo.com, gmail.com).

The most important thing about a domain name registration is that it gives you personality and recognized identity. Once you register a domain name, the information about its owner is publicly available.

The price for a domain name registration varies greatly on its extension. For example, the most common .com is the most affordable one, while some country-specific domain name extensions are 5 times more expensive.

Domain Name Registration Process

In order to reserve a domain name in a gTLD, a domain name registrant must register it with an ICANN-accredited registrar. The registrar will check if the domain name is available for registration and create a WHOIS record with the domain name registrant's information. It is also possible to register domain names through a registrar's resellers.

registrant
end customer who registers domain names

resellers
register on behalf of registrants but have no contractual relationship with ICANN, e.g. web hosting companies

registrars
ICANN accredited organizations that process the registration of domain names

registry operators
keep an authoritative master database ("registry") of all domain names registered for each top-level domain

ICANN
non-profit corporation for domain name system management

domain registry process

The diagram below illustrates the main functions of the parties that are usually involved in the process.

A domain name registrant is the person or organization who has registered the domain name. In order to do so, the domain name registrant will usually apply online to a domain registrar or one of their resellers. The domain name registrant is bound by the terms and conditions of the registrar with which it registers its domain name, for instance adhering to a certain code of conduct or indemnifying the registrar and registry against any legal or civil action taken as a result of use of the domain name. Domain name registrants have certain responsibilities that are incorporated into these terms and conditions like payment of registration fees and submission and timely update of accurate data.

In addition to registering the domain name, domain name registrants also need to have their domain names listed on name servers in order for that domain name to be reachable on the Internet. A domain name registrant is responsible for procuring or hosting his or her own name server if the registrar does not offer this service or he or she has opted out of the registrar's service.

In some cases, a person or organization who does not wish to have their information listed in WHOIS may contract with a proxy service provider to register domain names on their behalf. In this case, the service provider is the domain name registrant, not the end customer.

Registrars are organizations accredited by ICANN and certified by the registries to sell domain names. They are bound by the Registrar Accreditation Agreement (RAA) with ICANN, and by their agreements with the registries. The RAA sets out responsibilities for the registrar including maintenance of WHOIS data, submission of data to registries, facilitating public WHOIS queries, ensuring domain name registrants details are escrowed, and complying with RAA conditions relating to the conclusion of the domain name registration period.

Some domain name registrants may opt to register through a reseller. These organizations are affiliated or under contract with registrars, and usually offer other services such as web hosting, email mailboxes etc. Resellers are bound by their agreements with the registrar(s) whose services they sell; they are not accredited by ICANN. However, the registrar for whom they are re-selling will still be the sponsor for the domain name registration and accountable for the domain names sold by the reseller.

While registrars are contracted to conduct the day-to-day business of selling domain name registrations, registries are responsible for maintaining the registry for each TLD. The responsibilities of the registries include accepting registration requests (whether from registrars or directly from domain name registrants), maintaining a database of the necessary domain name registration data and providing name servers to publish the zone file data (i.e. information about the location of a domain name) throughout the Internet.

The Internet Corporation for Assigned Names and Numbers (ICANN) is the non-profit organization that oversees the assignment of both IP addresses and domain names. It has responsibility for managing root server and TLD name system management and has contractual agreements with both registries and registrars that provide the foundation for the WHOIS system.

Promoting Web Traffic

Harness the power of social media

Social media isn't just a way for your friends from high school to show off pictures of their children or snap photos of what they ate for lunch. It's also an effective way to promote a website, as it helps businesses reach a diverse audience and build brand awareness.

Whether it's on Facebook, Twitter or Instagram, social media marketing is important for engaging followers. Importantly, posting compelling content increases the chances that your audience will share

it which is free promotion for your website. And the more people click on your content, the more chances you'll have of getting website traffic and improving your conversion rate.

Submit your site to online directories

In addition to optimizing your SEO to help people discover your website, you'll want to submit your site to online directories. Online directories make it easy for people to find your URL and navigate to your site. Depending on your industry, there may be a directory for your specific business type.

Try guest blogging

Expand your website promotion even further by collaborating with a guest blogger. When another writer in your industry writes a post on your own blog, you expand your reach to their audience and gain quality leads. In addition, connecting with writers who are already established in their field helps you grow your own network. This can bring you more exposure, traffic and social media shares.

Solidify your website SEO

SEO, or search engine optimization, is one of the most effective ways to promote a website, as it helps improve a site's ranking on Google and other search engines. Unlike paid search ads, SEO is totally free the competition is open to everyone, based on the quality of the content you publish, the fluidity of the navigation you offer to your visitors, and the number of links you receive from external sources.

You can achieve strong SEO by placing certain keywords and phrases throughout your website, adding alt text to your images and optimizing your headings so that your website can get found on search engines.

Take advantage of email marketing

There's a reason you always see email marketing placed high up on articles that talk about how to drive traffic to your website. Why? Because it's proven to be effective over and over. In fact, its average rate of return can be as high as 4400%, or $44 for every dollar spent.

Start a blog

When considering how to promote your website, a good practice is to create a blog to bolster your SEO and increase your site's rank on search engines. Blogging makes it easier for people to find your site and discover your business. On top of that, it helps you establish yourself as an authority in your field and can dramatically improve your conversion rate.

Internet Marketing

Internet marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e–books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS),

callback, and on-hold mobile ring tones. The extension to non-Internet channels differentiates digital marketing from online marketing.

The Internet is pervasive and ubiquitous. It has grown to encompass nearly every aspect of society, augmenting or outright replacing older methods of communication. This means that any organization, from the smallest non-profit, to the largest corporation, and even the individual, has an incentive to create a strong online presence.

Private corporations use Internet marketing techniques to reach new customers by providing easy-to-access information about their products. The most important element is a website that informs the audience about the company and its products, but many corporations also integrate interactive elements like social networking sites and email newsletters.

Non-profit corporations and political entities use Internet marketing to raise awareness about the issues they address and engage individuals in their campaigns. They strongly favor social networking platforms because they are more personal than websites and they are easy to share, increasing the "**viral**" word-of-mouth effect that is so prevalent in online media.

New non-linear marketing approach

Nonlinear marketing, a type of interactive marketing, is a long-term marketing approach which builds on businesses collecting information about an Internet user's online activities, and trying to be visible in multiple areas.

Unlike traditional marketing techniques, which involve direct, one-way messaging to consumers (via print, television, and radio advertising), nonlinear digital marketing strategies are centered on reaching prospective customers across multiple online channels.

Combined with higher consumer knowledge and the demand for more sophisticated consumer offerings, this change has forced many businesses to rethink their outreach strategy and adopt or incorporate omnichannel, nonlinear marketing techniques to maintain sufficient brand exposure, engagement, and reach.

Nonlinear marketing strategies involve efforts to adapt the advertising to different platforms, and to tailor the advertising to different individual buyers rather than a large coherent audience.

Tactics may include:

- Search engine optimization (SEO)

- Social media marketing

- Video marketing

- Email marketing

- Blogging

- Website marketing

- Paid search/contextual advertising

Brand awareness

One of the key objectives of modern digital marketing is to raise brand awareness, the extent to which customers and the general public are familiar with and recognize a particular brand.

Enhancing brand awareness is important in digital marketing, and marketing in general, because of its impact on brand perception and consumer decision-making. According to the 2015 essay, "Impact of Brand on Consumer Behavior":

"Brand awareness, as one of the fundamental dimensions of brand equity, is often considered to be a prerequisite of consumers' buying decision, as it represents the main factor for including a brand in the consideration set. Brand awareness can also influence consumers' perceived risk assessment and their confidence in the purchase decision, due to familiarity with the brand and its characteristics."

Recent trends show that businesses and digital marketers are prioritizing brand awareness, focusing more on their digital marketing efforts on cultivating brand recognition and recall than in previous years. This is evidenced by a 2019 Content Marketing Institute study, which found that 81% of digital marketers have worked on enhancing brand recognition over the past year.

Another Content Marketing Institute survey revealed 89% of B2B marketers now believe improving brand awareness to be more important than efforts directed at increasing sales.

Online methods used to build brand awareness

Digital marketing strategies may include the use of one or more online channels and techniques (omnichannel) to increase brand awareness among consumers.

Building brand awareness may involve such methods/tools as:

Search engine optimization (SEO)

Search engine optimization techniques may be used to improve the visibility of business websites and brand-related content for common industry-related search queries.

The importance of SEO to increasing brand awareness is said to correlate with the growing influence of search results and search features like featured snippets, knowledge panels, and local SEO on customer behavior.

Search engine marketing (SEM)

SEM, also known as PPC advertising, involves the purchase of ad space in prominent, visible positions atop search results pages and websites. Search ads have been shown to have a positive impact on brand recognition, awareness and conversions.

33% of searchers who click on paid ads do so because they directly respond to their particular search query.

Social media marketing

70% of marketers list increasing brand awareness as their number one goal for marketing on social media platforms. Facebook, Instagram, Twitter, and YouTube are listed as the top platforms currently used by social media marketing teams.

Content marketing

56% of marketers believe personalized content brand-centered blogs, articles, social updates, videos, landing pages improves brand recall and engagement.

According to Mentionlytics, an active and consistent content strategy that incorporates elements of interactive content creation, social posting, and guest blogging can improve brand awareness and loyalty by 88%.

Developments and strategies

One of the major changes that occurred in traditional marketing was the "emergence of digital marketing", this led to the reinvention of marketing strategies in order to adapt to this major change in traditional marketing.

As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies. This portion is an attempt to qualify or segregate the notable highlights existing and being used as of press time.

- **Segmentation**: More focus has been placed on segmentation within digital marketing, in order to target specific markets in both business-to-business and business-to-consumer sectors.

- **Influencer marketing**: Important nodes are identified within related communities, known as influencers. This is becoming an important concept in digital targeting. Influencers allow brands to take advantage of social media and the large audiences available on many of these platforms. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Adwords campaigns, or through sophisticated sCRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM and Salesforce CRM. Many universities now focus, at Masters level, on engagement strategies for influencers.

To summarize, Pull digital marketing is characterized by consumers actively seeking marketing content while Push digital marketing occurs when marketers send messages without that content being actively sought by the recipients.

- **Online behavioral advertising** is the practice of collecting information about a user's online activity over time, "on a particular device and across different, unrelated websites, in order to deliver advertisements tailored to that user's interests and preferences. Such Advertisements are customized as per the user behavior and pattern.

- **Collaborative Environment**: A collaborative environment can be set up between the organization, the technology service provider, and the digital agencies to optimize effort, resource sharing, reusability and communications. Additionally, organizations are inviting their customers to help them better understand how to service them. This source of data is called User Generated Content. Much of this is acquired via company websites where the organization invites people to share ideas that are then evaluated by other users of the site. The most popular ideas are evaluated and implemented in some form. Using this method of acquiring data and developing new products can foster the organization's relationship with its customer as well as spawn ideas that would otherwise be overlooked. UGC is low-cost advertising as it is directly from the consumers and can save advertising costs for the organization.

- **Data-driven advertising**: Users generate a lot of data in every step they take on the path of customer journey and brands can now use that data to activate their known audience with data-driven programmatic media buying. Without exposing customers' privacy, users' data can be collected from digital channels (e.g.: when the customer visits a website, reads an e-mail, or launches and interact with a brand's mobile app), brands can also collect data from real-world customer interactions, such as brick and mortar stores visits and from CRM and sales

engines datasets. Also known as people-based marketing or addressable media, data-driven advertising is empowering brands to find their loyal customers in their audience and deliver in real time a much more personal communication, highly relevant to each customers' moment and actions.

An important consideration today while deciding on a strategy is that the digital tools have democratized the promotional landscape.

- **Remarketing**: Remarketing plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or a defined audience, generally called searchers in web speak, they have either searched for particular products or services or visited a website for some purpose.

- **Game advertising**: Game ads are advertisements that exist within computer or video games. One of the most common examples of in-game advertising is billboards appearing in sports games. In-game ads also might appear as brand-name products like guns, cars, or clothing that exist as gaming status symbols.

The new digital era has enabled brands to selectively target their customers that may potentially be interested in their brand or based on previous browsing interests. Businesses can now use social media to select the age range, location, gender, and interests of whom they would like their targeted post to be seen. Furthermore, based on a customer's recent search history they can be 'followed' on the internet so they see advertisements from similar brands, products, and services, This allows businesses to target the specific customers that they know and feel will most benefit from their product or service, something that had limited capabilities up until the digital era.

Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community

Customer retention is the act of deterring customers from defecting to another company or the actions a company takes to encourage customers to stay. Most companies focus more attention on the acquisition of new customers than customer retention. In fact, around 44% of companies have more focus on customer acquisition, around 18% focus more on customer retention and around 40% focus equally on both. However, customer retention is actually much cheaper for companies than customer acquisition. This trend appears on all studies on the topic of retention vs acquisition, but exactly, how much cheaper is hard to determine, some studies say five times, some say as high as 25 times.

Retention Rate = ((CE-CN)/CS)) X 100

If that looks a little complicated, don't worry. Once explained, you'll find it very simple and intuitive.

CE = The total of customers when the period ends

CN = The total of new customers that you acquired during the period

CS = The total of customers at the beginning of a period

Customer Retention Strategy

The best customer retention strategies are formed around business goals and insights. For example, one goal may be increasing customer loyalty, and in this case, you'd want to pick strategies that focus on this. You may want to signal that your service is consistent and reliable with solid brand awareness. You may want to focus on developing a more personal relationship with your existing customers. If

your customers come to your business because you offer the best prices, then your customer retention strategy should revolve around reminding them of this and get straight to costs! Whatever niche your business falls into should be reflected in your customer retention strategy and knowing what your goals are will help you pick the right strategy for your business.

Be Personal

You're collecting lots of data on your customers, so use this data to improve their experience. Before reaching out to a customer you should know how they like to be contacted, what they have bought previously, and what previous interactions looked like. Customers don't want to feel like just another number, and they will become frustrated if they have to repeat the same information over and over. By offering a personalized experience they will feel like a part of your team and associate your company with a smooth and easy experience.

Customer Onboarding

Onboarding will vary depending on your company's niche, but the aim is to educate a customer about your products and your brand. You don't want to overwhelm them with a wall of text about your business philosophy but being too quiet can make the customer feel ignored. When a customer buys one of your products, you can send them an email with a short tutorial on how to use it and the details of the customer service team, so they know who to contact if they have any issues.

Be Active in Your Community

Customers are becoming increasingly socially conscious, and that means you should too. Customers pay attention to whether your organization gives to charity, whether the employees take part in community improvement schemes, and who you engage and partner with. You don't necessarily need to have an elaborate Corporate Social Responsibility (CSR) plan or donate to charity, there are also simpler ways to show you care about the community. For example, if you're a tech company you could offer to go into a local school to give advice to the next generation of techies. Even simpler, you could write blogs on how to get into the industry or record a short podcast on the subject. The key is to be creative with your brand. Customers don't want to feel like they're dealing with a cold corporate entity, they want the companies they buy from to feel well-rounded, sincere, and like a real person.

Provide Excellent Customer Service

This may seem a little obvious at first glance, but you need to consider what a company considers excellent customer service doesn't always match up with what the customer thinks is excellent customer service. There's often a huge gap in perception. In fact, around 75% of organizations believe they are customer-centric, but only 30% of customers believe the same. A 2017 study found that 8 out of 10 customers are so frustrated by this that they're actually willing to pay more to have a better experience.

Use Gamification

Gamification is a fun way to reward loyal customers for benefitting your company, and it's a very successful strategy. You can offer customers a discount for referring a friend, you can award them redeemable points for each purchase, or you can give them a visual appreciation boost in the form of a badge.

Keep Customers Informed

Make customers feel a part of your wider team by keeping them up to date on new developments such as new product lines, new partnerships, or exciting milestones for the company. You can do this through a monthly newsletter over email.

Customer Surveys

Send your customers a quick online survey to complete to gain a better insight into what's working, and what isn't. You'll never please every customer on every issue, but surveys can help you identify patterns that you've missed. A good survey should have a mixture of multiple-choice questions and free text answer fields to allow the customer to express their opinions more thoroughly where needed.

Surprise Gifts and Discounts

Customers are people and people love to feel appreciated. One way you can show your customers that you appreciate them is through surprise gifts and discounts. You can offer them a discount on products they frequently purchase, along with a short and sweet message from the customer service team telling them why they are receiving the surprise. The exact wording of the message will depend on your company brand and style, but the message should make it clear that they are getting this discount for being a loyal customer.

Frequent Shopper Programme

A frequent buyer program is a version of a customer incentive program. It rewards shoppers for purchases that they have made during multiple visits to a store or a website. With each visit and purchase, customers build up their points, which will eventually give them access to rewards, such as free products or services or reduced prices.

Benefits of a Frequency Shopper Program

Frequent buyer programs offer some distinct benefits. Some of the most notable benefits include:

- **Builds brand awareness**. Frequent shopper programs can also build brand awareness. Not only do shoppers who become part of a these programs become more familiar with a brand, but they are more likely to promote that brand via word of mouth. For example, they might share the great deals that they receive with their friends, and their friends may decide to check out the business, sign up for the frequent buyer program themselves, and make multiple purchases.

- **Encourages future purchases**. Customers are more inclined to continue shopping with and making purchases from a company that offers a frequent shopper program, as the rewards are enticing and encourage future purchases. This, in turn, can lead to more financial success for a business.

- **Builds customer loyalty**. Customer loyalty is a major factor in the success of a business. Through a frequent buyer program, businesses can establish customer loyalty, as they are more likely to buy from the business that offers the program instead of a competitor.

Special Customer Services

Excellent customer service means going beyond meeting your customer's basic needs.

Communicate

Communication is key to any relationship. But, it's especially crucial between your business and your customers.

When customers reach out to you with a problem, endear them with excellent customer service. Your staff isn't just expected to solve problems. They should also be able to articulate a whole host of information to keep the customer in the loop. That includes explaining the cause of the problem and the process involved to solve it.

Be Positively Helpful

Typically, people who reach out to support teams are irate customers. Additionally, many times, they're people who don't know what they need or want.

One of the best attributes of excellent customer service is to be positively helpful in any way. That could involve walking a customer to a specific shelf location in your store. Or, it could also involve enthusiastically providing information about a product or service.

Be Informative

Sometimes, excellent customer service is simply being informative.

Customers need to know what it is that your business provides, and how it can benefit them. They also need to know pricing or return policies. Overall, they need to understand why they should choose your business over another. Your support staff should have the ability to address all these questions.

Recognizing customer concerns, answering questions clearly, and demonstrating good product knowledge. These are all qualities that customers tend to trust.

Make a Good Impression

In customer service, the first impression is often the only impression that matters. It's essential to make it a good one, or you could risk losing customers before they even make a purchase. But, it goes without saying that it's essential to make a good impression on every encounter.

Follow Up

Follow-ups are a huge part of providing excellent customer service. They show that you care enough to ease your customers' concerns, even after the first encounter.

Personalization

Personalized customer service boils down to remembering who your customers are and treating them as individuals. It tailors experiences to a person's past interactions and leverages user data to take into account a person's specific profile attributes to customize the experience. It can be as simple as greeting a person by their name, pulling up their order automatically by an email or phone number, or more complex by implementing proactive customer care.

Greet customers by name

The easiest way to personalize your customer service is by greeting a customer by name in emails, live chats and phone calls. While this seems obvious, many companies are failing to do even this. In our Customer Service Benchmark reports, we've analyzed the personalization of customer service for various industries.

Be proactive

Solve issues before your customers realize there's ever an issue in the first place or has to interrupt their day to reach out to you. This predictive hyper care makes your customers feel like you're really looking out for them and have their best interest at heart.

Keep customer data trails and look up information on the back-end

When you use a Customer Relationship Management (CRM) platform, you're able to holistically look at a customer's information. You are able to see their entire relationship and history with a company. You're able to access preferences, past orders and interactions with customer service so you don't have to ask a person to repeat themselves.

Ensure fluidity across channels

There's an increasing number of support channels. In an environment where channel preferences change based on the type of issue, frustration breeds when a customer's context is not carried forward as they move between channels. A single customer profile should exist across channels. If a person has to reach out on multiple channels for the same issue, they should never have to restart the conversation or repeat themselves.

Deploy intelligent self-service

Self-service is becoming more and more common in customer service via robust online knowledge bases and AI chatbots. Intelligent self service leverages machine learning to deliver the content that's most relevant to the individual customer. This integration is based on their purchase history, browsing history, where they are in the customer journey, and more. Using data-driving insights, you can help people become better and more efficient at solving their own issues.

Ask for feedback

One way to show customers that they are appreciated and valued is by asking for their opinion in Customer Satisfaction Surveys. It's not enough to ask for feedback with binary and scale questions Companies should also invite customers to provide open-ended responses on their experience and what could have been improved.

Empower agents to personalize the experience

Whether signing off using their own name or simply asking about a customer's day as they are pulling up information, empower your agents to humanize their interactions. Don't force them to stick too closely to a script, but encourage them to have human-like interactions.

Community

A customer community is defined as places or platforms for customers, experts, partners, and others to discuss a product, marketplace, post reviews, brainstorm new product ideas and engage with one another about a company's products/services/brands.

Methods to Build Customer Community

Surveys: Surveys have always been the most powerful tool to collect feedback from customers. Create and conduct surveys, polls, and questionnaire to collect opinions and also use it as a platform where you can create a dedicated dashboard, to view the overall analytics of the responses received from the customers.

Blogging: Corporate blogs serve as an important platform for customers to post their opinions, and for other customers to post their opinion on the products or services discussed related to a business or a brand.

Email: Send emails to a selected group of customers and ask them for their opinion. High end, loyal customers are usually the ones who render the most honest responses. Use these responses to make the necessary changes in your products or services.

Social Media Platform: In the last decade or so social media platforms have become an extremely effective platform for customer voice and opinion. This platform has democratized the entire outlook of customers voicing their concerns. In the online community, members can do the same sort of things, such as posting an update, uploading and sharing files, links and pictures, commenting etc.

Discussion Groups: Discussion groups or focus groups are one of the most candid ways of understanding what the customers feel. Customers can ask questions and discuss issues directly either with the company employees or company representative as well as other customers in the forum organized by categories and topics.

Advertising Tracking

Ad tracking, also known as post-testing or ad effectiveness tracking, is in-market research that monitors a brand's performance including brand and advertising awareness, product trial and usage, and attitudes about the brand versus their competition.

Depending on the speed of the purchase cycle in the category, tracking can be done continuously (a few interviews every week) or it can be "pulsed," with interviews conducted in widely spaced waves (ex. every three or six months). Interviews can either be conducted with separate, matched samples of consumers, or with a single (longitudinal) panel that is interviewed over time.

Since the researcher has information on when the ads launched, the length of each advertising flight, the money spent, and when the interviews were conducted, the results of ad tracking can provide information on the effects of advertising.

Purpose

The purpose of ad tracking is generally to provide a measure of the combined effect of the media weight or spending level, the effectiveness of the media buy or targeting, and the quality of the advertising executions or creative.

Advertisers use the results of ad tracking to estimate the return on investment (ROI) of advertising, and to refine advertising plans. Sometimes, tracking data are used to provide inputs to Marketing Mix Models which marketing science statisticians build to estimate the role of advertising, as compared to pricing, distribution and other marketplace variables on sales of the brand.

Methodology

Today, most ad tracking studies are conducted via the Internet. Some ad tracking studies are conducted continuously and others are conducted at specific points in time (typically before the advertising appears in market, and then again after the advertising has been running for some period of time). The two approaches use different types of analyses, although both start by measuring advertising awareness. Typically, the respondent is either shown a brief portion of a commercial or a few memorable still images from the TV ad. Other media typically are cued using either branded or de-branded visual of the ad. Then, respondents answer three significant questions.

- Do you recognize this ad? (recognition measure)

- Please type in the sponsor of this ad. (unaided awareness measure)

- Please choose from the following list, the sponsor of this ad. (aided awareness measure)

The continuous tracking design analyzes advertising awareness over time, in relation to ad spending; separately, this design tracks brand awareness, and then develops indices of effectiveness based on the strength of the correlations between ad spending and brand awareness.

The most popular alternate approach to the continuous tracking design is the Communicants System longitudinal design, in which the same people are interviewed at two points in time. Changes in brand measures (for example, brand purchasing and future purchase intentions) exhibited among those who have seen the advertising are compared to the changes in brand measures that occurred among those unaware of advertising. By means of this method, the researchers can isolate those marketplace changes that were produced by advertising versus those that would have occurred without advertising.

Internet tracking

There are several different tools to track online ads: banner ads, ppc ads, pop-up ads, and other types. Several online advertising companies such as Google offer their own ad tracking service (Google Analytics) in order to effectively use their service to generate a positive ROI. Third-party ad tracking services are commonly used by affiliate marketers. Affiliate marketers are frequently unable to have access to the order page and therefore are unable to use a 3rd-party tool. Many different companies have created tools to effectively track their commissions in order to optimize their profit potential. The information provided will show the marketer which advertising methods are generating income and which are not and allows him to effectively allocate his budget.

Why use conversion tracking

- See which keywords, ads, ad groups, and campaigns are best at driving valuable customer activity.

- Understand your return on investment (ROI) and make better informed decisions about your ad spend.

- Use Smart Bidding strategies (such as Maximize Conversions, target CPA, and target ROAS) that automatically optimize your campaigns according to your business goals.

- See how many customers may be interacting with your ads on one device or browser and converting on another. You can view cross-device, cross-browser, and other conversion data in your "All conversions" reporting column.

Website actions: Purchases, sign-ups, and other actions that customers complete on your website.

Phone calls: Calls directly from your ads, calls to a phone number on your website, and clicks on a phone number on your mobile website.

App installs and in-app actions: Installs of your Android or iOS mobile apps, and purchases or other activity within those apps.

Import: Customer activity that begins online but finishes offline, such as when a customer clicks an ad and submits a contact form online, and later signs a contract in your office.

Local actions: Actions that are counted whenever people interact with an ad that's specific to a physical location or store.

The conversion tracking process works a little differently for each conversion source, but for each type besides offline conversions, it tends to fall into one of these categories:

- You add a conversion tracking tag, or code snippet, to your website or mobile app code. When a customer clicks on your ad from Google Search or selected Google Display Network sites, or when they view your video ad, a temporary cookie is placed on their computer or mobile device. When they complete the action you defined, our system recognizes the cookie (through the code snippet you added), and we record a conversion.

- Some kinds of conversion tracking don't require a tag. For example, to track phone calls from call extensions or call-only ads, you use a Google forwarding number to track when the call came from one of your ads, and to track details like call duration, call start and end time, and caller area code. Also, app downloads and in-app purchases from Google Play, and local actions will automatically be recorded as conversions, and no tracking code is needed.

Once you've set up conversion tracking, you can see data on conversions for your campaigns, ad groups, ads, and keywords. Viewing this data in your reports can help you understand how your advertising helps you achieve important goals for your business.

Security and privacy for website tracking

Google's security standards are strict. Google Ads only collects data on pages where you have deployed the associated tags.

Please ensure you're providing users with clear and comprehensive information about the data you collect on your websites, and getting consent for that collection where legally required.

Basic structure of an HTML document, basic text formatting, links, images, tables, frames, form and introduction to CSS

The basic structure of an HTML document has already been explained in the previous answer. Here, we will go through some basic HTML elements and how to use them.

Basic Text Formatting

HTML provides a set of tags to format text. Some of the commonly used tags for formatting text are:

- ****: Bold text
- **<i>**: Italic text
- **<u>**: Underline text
- ****: Emphasized text
- ****: Strong text

<p>This is bold, <i>italic</i>, <u>underline</u>, emphasized, and strong text.</p>

Links

Links are used to connect one web page to another. The <a> tag is used to create links. The href attribute is used to specify the destination of the link. Here is an example:

This is a link to example.com

Images

Images can be displayed on web pages using the **<img>** tag. The **src** attribute is used to specify the location of the image file. Here is an example:

<img src="image.jpg" alt="An image">

The **alt** attribute provides alternative text for screen readers and search engines.

Tables

Tables can be used to display data in rows and columns. The **<table>** tag is used to create a table. The **<tr>** tag is used to create a row, and the **<td>** tag is used to create a cell in the row. Here is an example:

<table>

    <tr>

        <td>Row 1, Column 1</td>

        <td>Row 1, Column 2</td>

    </tr>

    <tr>

        <td>Row 2, Column 1</td>

        <td>Row 2, Column 2</td>

    </tr>

</table>

Frames

Frames are used to divide a web page into multiple sections, each with its own content. The **<frame>** tag is used to create a frame. Here is an example:

<frameset cols="25%, 75%">

    <frame src="menu.html">

    <frame src="content.html">

</frameset>

The **cols** attribute specifies the size of each frame.

Forms

Forms are used to collect input from users. The **<form>** tag is used to create a form. Input fields such as text boxes, radio buttons, and checkboxes are defined using various input tags. Here is an example:

```
<form action="submit.php" method="post">

    <label for="name">Name:</label>

    <input type="text" id="name" name="name">

    <br>

    <label for="email">Email:</label>

    <input type="email" id="email" name="email">

    <br>

    <label for="message">Message:</label>

    <textarea id="message" name="message"></textarea>

    <br>

    <input type="submit" value="Submit">

</form>
```

The **action** attribute specifies the URL to which the form data will be sent. The **method** attribute specifies the HTTP method to use (usually **post** or **get**). The **label** tag provides a label for each input field.

Introduction to CSS

CSS (Cascading Style Sheets) is used to style and layout HTML elements. CSS provides a way to define the visual presentation of HTML elements, such as font size, color,

Customer Service

Customer satisfaction (CSAT) is a metric used to quantify the degree to which a customer is happy with a product, service, or experience. This metric is usually calculated by deploying a customer satisfaction survey that asks on a five or seven-point scale how a customer feels about a support interaction, purchase, or overall customer experience, with answers between "highly unsatisfied" and "highly satisfied" to choose from.

Customer service is the direct one-on-one interaction between a consumer making a purchase and a representative of the company that is selling it. Most retailers see this direct interaction as a critical factor in ensuring buyer satisfaction and encouraging repeat business.

Even today, when much of customer care is handled by automated self-service systems, the option to speak to a human being is seen as necessary to most businesses. It is a key aspect of servant-leadership.

Basics of Good Customer Service

Successful small business owners understand the need for good customer service instinctively. Larger businesses study the subject in-depth, and they have some basic conclusions about the key components:

- Timely attention to issues raised by customers is critical. Requiring a customer to wait in line or sit on hold sours an interaction before it begins.

- Customer service should be a single-step process for the consumer. If a customer calls a helpline, the representative should whenever possible follow the problem through to its resolution.

- If a customer must be transferred to another department, the original representative should follow up with the customer to ensure that the problem was solved.

Customer Services Job Requirements

Much is expected of customer service representatives. Yet the pay for the job is low. The average salary in 2018 was about $33,750, according to the Bureau of Labor Statistics.

Some of the job expectations:

- Customer service representatives must be accessible, knowledgeable, and courteous. They require excellent listening skills and a willingness to talk through a resolution. Training in conflict resolution can be beneficial.

- Strong speaking skills are important. For phone staff, this means speaking clearly and slowly while maintaining a calm demeanor even if the customer doesn't.

Employer Responsibilities

Poor management can doom any customer service operation. A couple of important tips for managers:

- Make sure your customer service representatives are fully informed and have the latest information and the company's products and policies.

- Periodically assess the customer service experience you are providing to ensure that it's an asset to the company.

- Consider conducting regular surveys to give customers the chance to provide feedback about the service they receive and suggest areas for improvement.

Using Mobile Services Effectively

In recent years, studies of customer service have centered on creating the perfect online experience.

The first and most difficult factor is the multiplicity of channels. Today's customers expect to get service through whatever app or device they happen to be using at the moment. That may be a mobile device or a laptop, a social media site, text app, or live chat.

Once again, the focus has been on packaging how-to content and related resources that are designed for self-service. Increasingly sophisticated data analytics also are being used to identify dissatisfied or low-engagement customers.

But, as always, the most effective customer service apps need to incorporate human contact, if only as a last resort.

- Customer service is the interaction between the buyer of a product and the company that sells it.

- Good customer service is critical to business success, ensuring brand loyalty one customer at a time.

- Recent innovations have focused on automating customer service systems but the human element is, in some cases, indispensable.

Important CRM Software

Customer Relationship Management (CRM) software plays a crucial role in managing customer data, interactions, and business processes.

- **Salesforce:**

Salesforce is one of the leading and most popular CRM solutions globally. It offers a wide range of features covering sales management, customer service, marketing automation, and business analytics. Its cloud-based platform allows for extensive customization and scalability, making it suitable for businesses of all sizes.

- **Microsoft Dynamics 365:**

Microsoft Dynamics 365 integrates CRM and ERP capabilities into a comprehensive suite that covers sales, customer service, field service, and more. It is particularly well-suited for businesses looking for seamless integration with other Microsoft products like Office 365 and SharePoint.

- **HubSpot CRM:**

HubSpot CRM is known for its user-friendly interface and is particularly popular among small to medium-sized businesses. It offers free CRM functionality with additional paid marketing, sales, and service hubs that provide a full suite of tools to attract, engage, and delight customers.

- **Zoho CRM:**

Zoho CRM provides a broad set of features, including sales and marketing automation, customer support tools, and analytics in a cost-effective package. It is well-suited for small and medium-sized enterprises looking for an affordable yet powerful CRM solution.

- **Oracle NetSuite CRM:**

Oracle NetSuite CRM is part of Oracle's comprehensive cloud suite. It provides capabilities for CRM, ERP, and e-commerce. Its CRM component offers robust features for managing customer lifecycles, from lead generation to final sale, and ongoing customer service.

- **SAP CRM:**

Part of SAP Business Suite, SAP CRM provides extensive CRM capabilities designed for larger enterprises. It offers solutions for marketing, sales, and services, integrating with other SAP modules for a comprehensive approach to managing customer relations.

- **Pipedrive:**

Pipedrive is a sales-focused CRM designed to make pipeline management easy and intuitive. With its strong visual interface and powerful sales management tools, it is ideal for small teams focusing primarily on sales activities.

- **Freshsales:**

Freshsales by Freshworks is a dynamic CRM solution designed for high-velocity sales teams, offering features like lead scoring, built-in phone and email, and user behavior tracking. It's particularly suitable for small to medium-sized businesses.

- **Insightly:**

Insightly is a CRM and project management software that is highly favored by small and medium-sized businesses. It helps manage contacts, sales, projects, and tasks efficiently from a single platform.

- **SugarCRM:**

SugarCRM offers a customizable and flexible platform that caters to enterprises looking for a tailored CRM solution. It focuses on automation, social CRM, and mobile features, and is well-suited for businesses looking for a platform that can adapt to complex sales processes.

- **Act! CRM:**

Act! offers a blend of contact management, sales automation, and marketing tools, making it ideal for small businesses looking to organize their customer data and enhance engagement without the complexity of larger CRM systems.

- **Nimble:**

Nimble is a simple yet effective CRM for Office 365 and G Suite users, focusing on building better customer relationships through its smart and easy-to-use features. It integrates seamlessly with social media and offers powerful networking and relationship management tools.

- **Keap (formerly Infusionsoft):**

Keap is designed for small businesses needing powerful marketing and sales automation combined with CRM functionality. It helps streamline customer interactions, automate marketing campaigns, and manage leads efficiently.

- **Bpm'online CRM (now Creatio):**

Creatio provides a full suite of software that spans low-code solutions for process management, CRM, and ERP tasks. Its CRM segment is robust, offering sales, marketing, and service management that helps organizations accelerate.

- **Capsule CRM:**

Capsule focuses on simplicity and ease of use, making it a favorite among small business users. It offers essential CRM features like contact management, task management, and sales pipeline visualization at an affordable cost.

- **Agile CRM:**

Agile CRM is a comprehensive, all-in-one CRM that provides sales tracking, contact management, marketing automation, web analytics, and helpdesk services with a focus on small to medium-sized businesses.

- **Zendesk Sell:**

Formerly Base CRM, Zendesk Sell is a sales force automation tool designed to enhance productivity, processes, and pipeline visibility for sales teams. It integrates seamlessly with the Zendesk customer service platform, making it a good choice for companies focusing on customer experience.

- **Copper (formerly ProsperWorks):**

Copper CRM is built for integration with Google Apps, making it a popular choice for organizations deeply embedded in the Google ecosystem. It automates data entry and provides insights across the sales pipeline.

- **Apptivo:**

Apptivo offers a range of business apps including CRM features, making it a versatile platform for businesses that need customizable CRM capabilities combined with project management, invoicing, and supply chain tracking.

- **Streak CRM for Gmail:**

Streak integrates directly into Gmail, providing CRM capabilities right within your inbox. It's particularly useful for freelancers, startups, and small businesses looking to manage their sales and customer relationships without leaving their email workflow.

Different Levels of e-CRM

e–CRM, or electronic-Customer Relationship Management, is typically structured at various levels to cater to different aspects of customer interactions and business processes in a digital environment. These levels of e-CRM help organizations optimize their customer relationship management strategies according to their specific operational needs and customer engagement goals.

- Foundational Services:

This level includes the basic services necessary for managing customer relationships through electronic systems. It involves the integration of web-based technologies to support direct interactions with customers via the internet. Services such as website management, email communications, and basic customer data analytics fall under this category.

- Customer-Centric Services:

At this level, the focus shifts from foundational web services to more personalized and customer-focused interactions. This includes services that enhance the customer experience, such as personalization engines, tailored marketing communications, and enhanced online support. The goal here is to understand and address the individual needs and preferences of each customer.

- Value-Added Services:

This advanced level involves creating additional value for both the customer and the company through sophisticated e-CRM tools. These services might include advanced analytics, real-time customer support (like chatbots), mobile CRM capabilities, and integration with other advanced technologies such as AI and IoT. The emphasis is on offering unique and premium services that differentiate the company's offerings and enhance customer satisfaction and loyalty.

- Collaboration Services:

Collaboration services involve facilitating interaction not only between the company and its customers but also between customers themselves and between employees. This can include features such as forums, customer reviews, collaborative filtering, and social media integration. The idea is to create a community around the brand, encouraging engagement and feedback.

- Integration Services:

At the highest level of e-CRM, services are fully integrated across all departments and touchpoints. This includes seamless integration of back-end and front-end systems, cross-channel customer service, and unified views of customer data across all platforms. Integration services ensure that all parts of the organization are aligned in understanding and serving customers, leading to a consistent and holistic customer experience.

Web page design using HTML and CSS: Overview of HTML

HTML, or **Hypertext Markup Language**, is the standard markup language used to create web pages. HTML provides a set of elements and tags that define the structure and content of a web page. When a web page is loaded in a browser, the browser interprets the HTML code and displays the content according to the structure defined in the code.

HTML is comprised of a series of tags, which are enclosed in angled brackets (< >). Tags are used to define elements such as headings, paragraphs, links, images, and forms. Each tag has a specific purpose and attributes that can be used to provide additional information about the element.

Here is an example of a basic HTML document structure:

<!DOCTYPE html>

<html>

<head>

<title>My Web Page</title>

 </head>

<body>

 <h1>Welcome to My Web Page</h1>

 <p>This is a paragraph of text.

</p> <img src="image.jpg" alt="An image">

 This is a link

</body>

</html>

In this example, the **<!DOCTYPE html>** declaration specifies the version of HTML being used. The **html** tag defines the beginning and end of the HTML document. The **head** tag contains meta information about the document, such as the page title, which is defined using the **title** tag. The **body** tag contains the visible content of the page, such as headings, paragraphs, images, and links.

Some common HTML tags and elements include:

- **<h1>** – **<h6>**: Headings, with **<h1>** being the largest and most important.

- **<p>**: Paragraphs of text.

- **<a>**: Links to other web pages or resources.

- **<img>**: Images, with the **src** attribute specifying the image file and the **alt** attribute providing alternative text for screen readers and search engines.

- **<ul>**: Unordered lists, with each list item defined using the **<li>**

- **<ol>**: Ordered lists, with each list item defined using the **<li>**

- **<form>**: Forms for user input, with input fields such as text boxes, radio buttons, and checkboxes defined using various input tags.

HTML provides the foundation for creating web pages, but it is typically combined with CSS (Cascading Style Sheets) for styling and layout. CSS provides a way to define the visual presentation of HTML elements, such as font size, color, and positioning. Together, HTML and CSS form the backbone of modern web page design.

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Forms are used to collect input from users. The **<form>** tag is used to create a form. Input fields such as text boxes, radio buttons, and checkboxes are defined using various input tags. Here is an example:

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        <input type="text" id="name" name="name">

        <br>

        <label for="email">Email:</label>

        <input type="email" id="email" name="email">

        <br>
```

```
        <label for="message">Message:</label>

        <textarea id="message" name="message"></textarea>

        <br>

        <input type="submit" value="Submit">

</form>
```

The **action** attribute specifies the URL to which the form data will be sent. The **method** attribute specifies the HTTP method to use (usually **post** or **get**). The **label** tag provides a label for each input field.

Introduction to CSS

CSS (Cascading Style Sheets) is used to style and layout HTML elements. CSS provides a way to define the visual presentation of HTML elements, such as font size, color.

Types of Security Threads

Cyber attackers are day by day changing their attacking techniques and gaining access of a organizations system. There are different types of security threats to organizations, which can affect business continuity of an organization. So, there is no way to be completely sure that an organization is free from cyber security threats or attacks.

Types of Security Threats

In this post, we will discuss on different types of security threats to organizations, which are as follows:

1. **Computer Viruses**

A virus is a software program that can spread from one computer to another computer or one network to another network without the user's knowledge and performs malicious attacks.

It has capability to corrupt or damage organization's sensitive data, destroy files, and format hard drives.

How Does a Virus Attack?

There are different ways that a virus can be spread or attack, such as:

- Clicking on an executable file

- Installing free software and apps

- Visiting an infected and unsecured website

- Clicking on advertisement

- Using of infected removable storage devices, such USB drives

- Opening spam email or clicking on URL link

- Downloading free games, toolbars, media players and other software.

2. **Trojans Horse**

Trojan horse is a malicious code or program that developed by hackers to disguise as legitimate software to gain access to organization's systems. It has designed to delete, modify, damage, block, or some other harmful action on your data or network.

How Does Trojans Horse Attack?

The victim receives an email with an attachment file which is looking as an original official email. The attachment file can contain malicious code that is executed as soon as when the victim clicks on the attachment file.

In that case, the victim does not suspect or understand that the attachment is actually a Trojan horse.

3. Adware

Adware is a software program that contains commercial and marketing related advertisements such as display advertisements through pop-up windows or bars, banner ads, video on your computer screen.

Its main purpose is to generate revenue for its developer (Adware) by serving different types advertisements to an internet user.

How Does Adware Attack?

- When you click on that type of advertisements then it redirect you to an advertising websites and collect information from to you.

- It can be also used to steal all your sensitive information and login credentials by monitoring your online activities and selling that information to the third party.

4. Spyware

Spyware is unwanted types of security threats to organizations which installed in user's computer and collects sensitive information such as personal or organization's business information, login credentials and credit card details without user knowledge.

This type of threats monitor your internet activity, tracking your login credentials, and spying on your sensitive information.

So, every organization or individual should take an action to prevent from spyware by using anti-virus, firewall and download software from trusted sources.

How Does Spyware Install?

It can be automatically installs itself on your computer or hidden component of software packages or can be install as traditional malware such as deceptive ads, email and instant messages.

5. Worm

Computer worm is a type of malicious software or program that spreads within its connected network and copies itself from one computer to another computer of an organization.

How Does Worm Spreads?

It can spread without any human assistance and exploit the security holes of the software and trying to access in order to stealing sensitive information, corrupting files and installing a back door for remote access to the system.

6. Denial-of-Service (Dos) Attacks

Denial-of-Service is an attack that shut down a machine or network or making it inaccessible to the users. It typically flooding a targeted system with requests until normal traffic is unable to be processed, resulting in denial-of-service to users.

How Does Dos Attack?

- It occurs when an attacker prevents legitimate users from accessing specific computer systems, devices or other resources.

- The attacker sends too much traffic to the target server

- Overloading it with traffic and the server is overwhelmed, which causes to down websites, email servers and other services which connect to the Internet.

7. Phishing

Phishing is a type of social engineering attack that attempt to gain confidential information such as usernames, passwords, credit card information, login credentials, and so more.

How Does Phishing Attack?

- In a phishing email attack, an attacker sends phishing emails to victim's email that looks like it came from your bank and they are asked to provide your personal information.

- The message contains a link, which redirects you to another vulnerable website to steal your information.

- So, it is better to avoid or don't click or don't open such type of email and don't provide your sensitive information.

8. SQL Injection

SQL injection is type of an injection attack and one of the most common web hacking techniques that allows attacker to control the back end database to change or delete data.

How Does SQL Injection Attack?

It is an application security weakness and when an application fails to properly sanitize the SQL statements then attacker can include their own malicious SQL commands to access the organization database. Attacker includes the malicious code in SQL statements, via web page input.

9. Rootkit

Rootkit is a malicious program that installs and executes malicious code on a system without user consent in order gain administrator-level access to a computer or network system.

There are different types of Rootkit virus such as Bootkits, Firmware Rootkits, Kernel-Level Rootkits and application Rootkits.

How Does Rootkit Install?

It can be infected in a computer either by sharing infected disks or drives. It is typically installed through a stolen password or installed through by exploiting system vulnerabilities, social engineering tactics, and phishing techniques without the victim's knowledge.

10. MALWARE

Malware is software that typically consists of program or code and which is developed by cyber attackers. It is types of cyber security threats to organizations which are designed to extensive damage to systems or to gain unauthorized access to a computer.

How Does Malware Attack?

- There are different ways that a malware can infect a device such as it can be delivered in the form of a link or file over email and it requires the user to click on that link or open the file to execute the malware.

- This type of attack includes computer viruses, worms, Trojan horses and spyware.

11. Ransomware

Ransomware is type of security threats that blocks to access computer system and demands for bitcoin in order to access the system. The most dangerous ransomware attacks are WannaCry, Petya, Cerber, Locky and CryptoLocker etc.

How Does Ransomware Install?

All types of threats typically installed in a computer system through the following ways:

- When download and open a malicious email attachment

- Install an infected software or apps

- When user visit a malicious or vulnerable website

- Click on untrusted web link or images

12. Data Breach

A data breach is a security threat that exposes confidential or protected information and the information is accessed from a system without authorization of the system's owner.

The information may involve sensitive, proprietary, or confidential such as credit card numbers, customer data, trade secrets etc.

13. Zero Day Attack

Zero day attack is the application based cyber security threats which is unknown security vulnerability in a computer software or application. When an organization going to launch an application, they don't what types of vulnerability is there?

How Does Zero Day Attack?

When the patch has not been released or the software developers were unaware of or did not have sufficient time to fix the vulnerability of the application.

If the vulnerability is not solved by the developer then it can affect on computer programs, data, or a network.

14. Careless Employees of Organization

Employees are the greatest security risk for any organization, because they know everything of the organizations such as where the sensitive information is stored and how to access it. In addition to malicious attacks, careless employees are other types of cyber security threats to organizations.

B2B Business Model…….