Title page

Digital marketing

1. Two most important factors for SEO include optimized content and social signals.

 Using effective search terms uses optimized content for generating more traffic. Words and phrases are used making information interesting and capturing audience’s attention. This strategy is focused on using the best keywords that will improve the visibility of the website. The kind of word association used that will target online users. Social signals are used for improving ranking of the page. This strategy is focused on getting more social stares and targeting relevant audience. I would use these both strategies for enhancing the visibility of the website and improve Google search results. These are important tactics for retaining potential customers and increasing traffic.

1. Three factors that improve the email campaign include delivery rate, open rate and lifetime value per email. Delivery date is used for scheduling email output that allow sending them at predictable times. This is helpful for saving time and effort as the marketer don’t have to schedule new timeline. By increasing open rate the company will manage to earn more revenue based on the promotion. Lifetime value per email is also an important factor for improving email campaigning because it offer potential value to the customers. This value allows prediction of the lifetime value that reveals the practical implications of email marketing. This is also an important factor that help in increasing opportunities of acquiring solid customers that can be retained for longer. This strategy also allow marketers to differentiate between one-time customer and loyal ones. This help them in knowing that they need to do more for retaining customers.
2. If I have to develop email campaigning I will spend $500 in total. I would deploy email by purchasing services of a reliable online company such as research marketing. Emails will be sent every week to the subscribers and monthly to new customers.
3. Template

|  |
| --- |
| Name:  |
| Subject: |

|  |  |
| --- | --- |
|

|  |
| --- |
| John Leman  |

Hi,We are delighted to have you as our valued customer. I would like…  |

|  |  |
| --- | --- |
| Send  | Cancel |

1. Subject line

The subject line that I chose is “Would you like new products?”

The reason for choosing this subject line is that it is catchy. A short and attractive subject line will add an element of surprise for the customers. By using this subject line the customers will be interested in reading the email. It is important to add some curiosity that persuade customers.

1. Name of John Leman is used from the address because he is a valued customer and regular purchaser. This is an effective strategy for testing the impact of new email marketing on old customers.
2. Different tools will be used for measuring effectiveness of email marketing because it is not appropriate to rely on a single measure. Choosing multiple measures is a practical way for minimizing the risks of wrong estimations. The first tool used is calculation of the delivery rates. This will monitor the strength of the email and helps in understanding how well company is reaching audience. Open rates will be used for estimating how many recipients of the email have actually read it. This is an effective method of knowing the potential customers. Click through rates is used for estimating how many customers are brought to the website. Number of subscribers clicking the mail is part of this strategy. It is crucial to use different metrics for measuring the traffic generated by company’s website.