

Project Dissertation Report on
Media Buying in Digital Marketing

Submitted By

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Under the Guidance of

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CERTIFICATE

This is to certify that Himesh Kataria, Roll No. : 2K19/EMBA/522 student of Master of Business Administration (Executive 2019-2021) at Delhi Technological University, Delhi has accomplished the project titled “ **Media Buying in Digital Marketing**” under my guidance and to the best of my knowledge completed the project successfully, for the partial fulfillment of the course in 2nd semester of the course Executive MBA.

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DECLARATION

I, Himesh Kataria, student of EMBA 2019-21 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042, hereby declare that the project report “**Media Buying in Digital Marketing**” submitted in partial fulfillment of Degree of Master of Business Administration is the Original work conducted by me.

The information and data given in report is authentic to best of my knowledge.

This report is not being submitted to any other university, for award of any other degree, Diploma or Fellowship.

Himesh Kataria

ACKNOWLEDGEMENT

I, Himesh Kataria, wish to show my deep sense of gratitude to my project guide Dr. Deep Shree (Asst. Professor), for her support and guidance. First especially for her support and secondly for providing necessary information during the project work and letting me complete my minor project with ease.

Himesh Kataria

(2K19/EMBA/522)

EXECUTIVE SUMMARY

Digital Media Buying is one of the fastest and rapid growing sector worldwide. It has seen a huge growth in the recent years with advancements in new methods & platforms. All new brands opting media buying for their growth have excellent results and deep pockets to spend on Ads. Google & Facebook has been able to deliver amazing and specific platform to people & brands to leverage their platform and are major key players for this topic.

In this project, Media Buying, Digital strategies, analysis and methods are discussed to reach consumers effectively, is discussed. Also Real Time Industry Data is also shown for the potential of this topic.

Data taken is from various clients that shows consumers have similar characteristics in some factors of platform specific market.

In the research an eye opening observation is observed that there still a huge amount of un-tapped market is there, along with media buying is changing its shape rapidly to deliver better results with maximum ease.

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CHAPTER 1

INTRODUCTION: MEDIA BUYING IN DIGITAL

1.1 Introduction

Media Buying digitally is the way of buying space for ads on social media, web platforms, mobile apps and other digital platforms.

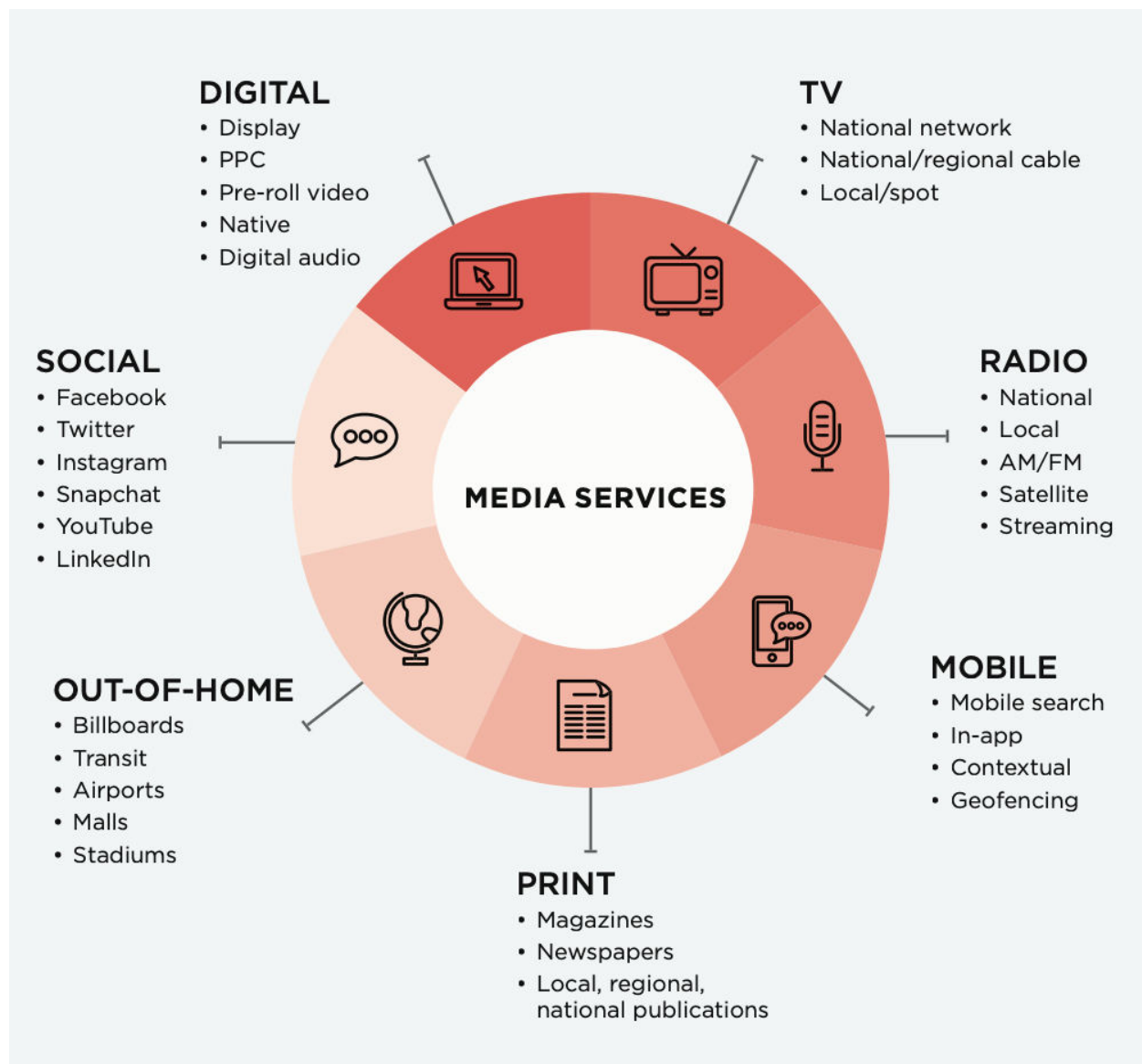


Fig 1. Media Buying

Digital Media Buyers use different techniques like bidding, placements, cost control to buy space for their ads on any digital platform like google, Facebook and you tube etc. Whenever a visitor visits or loads a webpage, media buyers place their ads on their website using above mentioned techniques. This can be done within the same amount of time in which a website loads.

Market Size

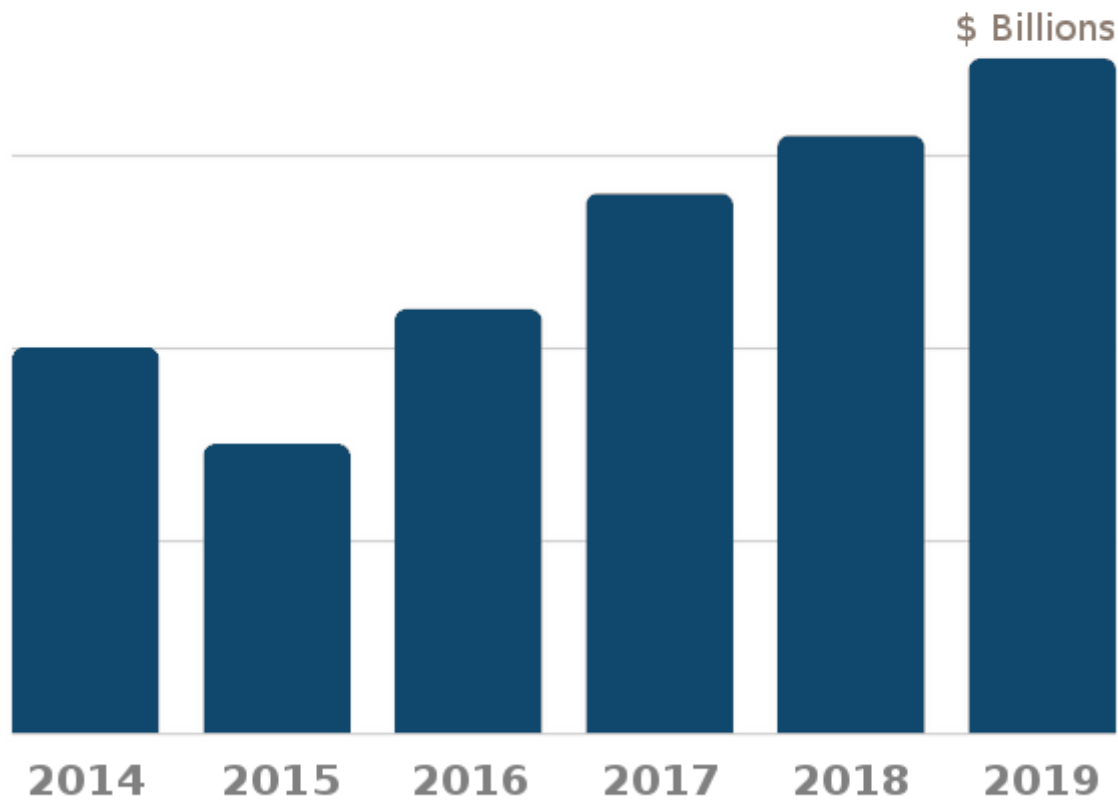


Fig 2. Media Buying Analytics

The whole process of media buying includes five things: the media buyer, audience who visits that webpage (demand), the ad copy or creative, the platform on which ad is displayed and the person/company who does publishing.

Audience (Demand)

This segment consist of identifying the audience that can be done using various audience research tool and allow media buyers to target specific audience with their ads. This section works with different platform who offer ad exchange on their platform to show ads to their audience in automated way. Some platform offers inbuilt analysis tool and prevent fake traffic generated by robots or bots online so to save the media buyers ad budget and enhance the overall experience.

For an Example, if we want to target audience with 25-35 years of age, male, who are PHD scholars in DTU area, we can advertise to those easily using the tools available online on various platforms and social media and drive most results out of our allocated marketing budget.

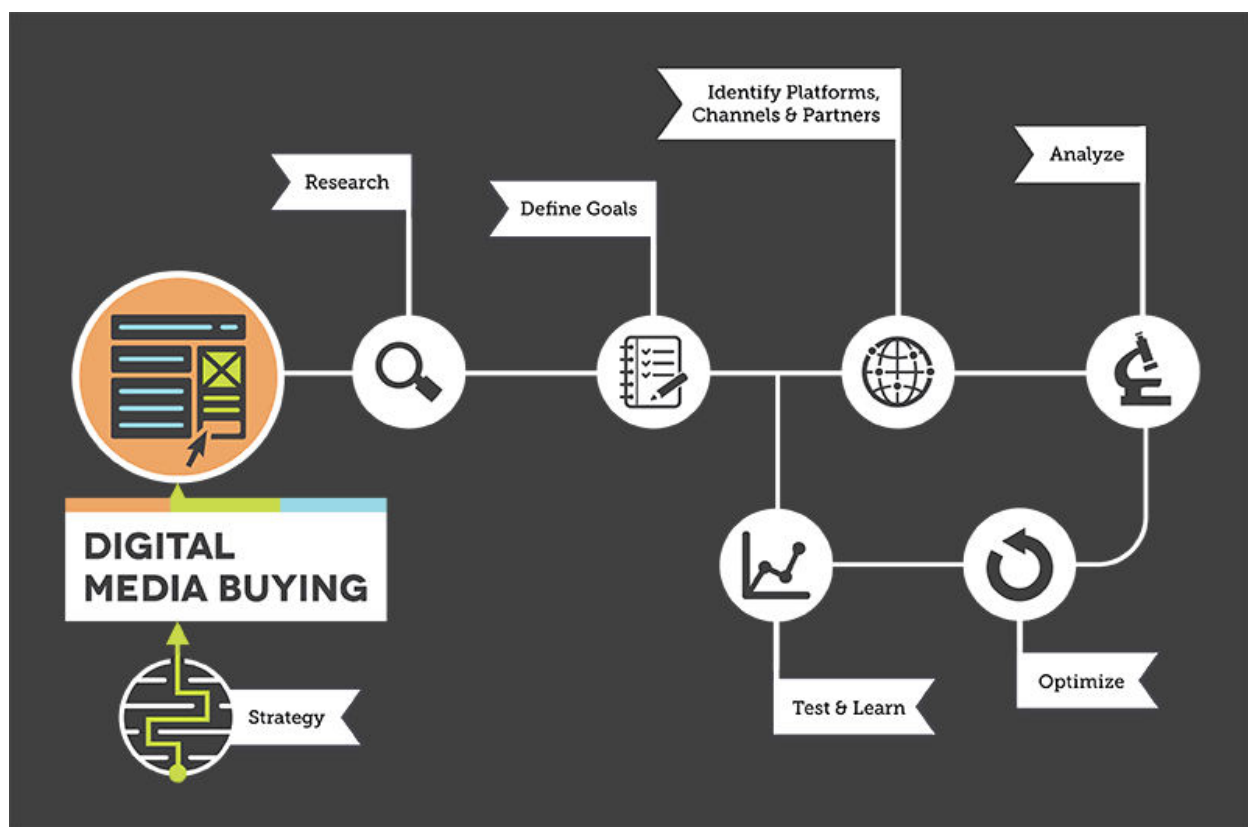


Fig 3. Digital Media Buying Planning

Ad Copies & Creative

Ad copies are those asset of an advertisement that consist of text, image, gif or video that resonate with your brand message and that is used to drive traffic or customers to your landing page. Usually the platforms like Facebook or google sell their space to show the media buyer's ads to their audience and usually this happens in Real time where media buyer bid for particular space or keywords to show their ads to.

The Ad Platform:

There are various ad platform in which major includes Facebook, google, you tube, Taboola, Pinterest, Twitter, LinkedIn on which media buyer place their ads, remember different audience prefer different platforms, like if you want to do clothing ads, Instagram and Facebook can be good choice respectively. SO these platform allows media buyer to place their ads based on their bidding for a particular space.

Outcome

Digital media buying is Far-far more superior than traditional media buying and when things happen digitally, it makes the process more efficient, time saving and cost saving as well for both parties. Because advertiser are able to sell most of their product/services using this, that is why it is becoming more and more popular in industry. Since the target audience is also very specific and real time, that's why any brand can get real audience who may interest in their product/service. So we can say future of digital media buying is increasing rapidly and so it will surpass the traditional media buying process, adding one of the reason is, that more and more people are shifting now to digital space.

1.2 Ad Placement Platforms

Platform consist of Twitter, LinkedIn, Pinterest, Snapchat, Tik tok, Google and Facebook etc... that consist of their own segmented audience.

People are more likely to buy from a brand they follow on Facebook than 7 other popular social media platforms *combined*.

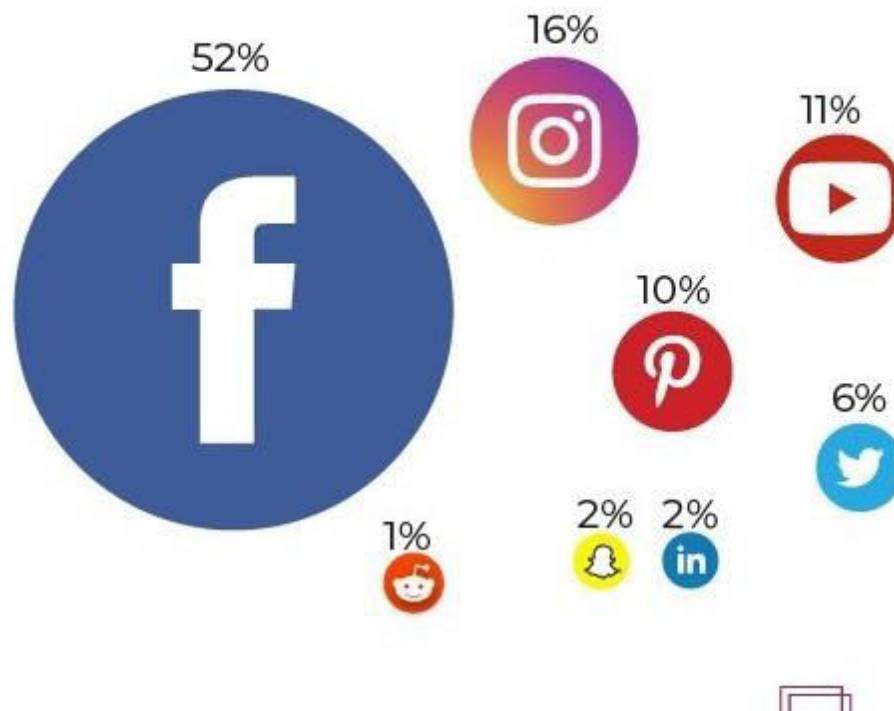


Fig 4. Media Buying Platforms

These platforms can be broadly categorized into 7 types:

1. Influencer Marketing Platform: Instagram
2. Social Media : Facebook, Twitter
3. Email Marketing: Aweber, Mail Chimp
4. PPC Marketing Platform: Google
5. Content Media Marketing
6. Affiliate Marketing: Almost all big websites use this
7. SEO (Search Engine Optimization)

1.3 Keywords

PPC: (Pay Per Click)/ CPC (Cost Per Click)

- Advertiser/Marketer pays a platform(google/amazon/facebook), only when the ad is clicked.
- Useful when you have huge segmented user base on publisher platform, and you want to drive quality traffic.
- Conversion rate for PPC campaigns below 5% is good, between 5-10 % is excellent.

Reach v/s Impressions v/s engagement

- Reach is number of people, who see your content, means while you scroll on Facebook, and you saw an ad. That means you are in that reach.
- Impressions means number of times your ads are shown to your target audience.
- Engagement means people kind of engaged with your ad, in terms of likes, comment, share, view video or click.

Backlinks & Bounce Rate

- How many sites are linking to your website, via post, content, image that contains link of your website.
- Bounce rate is out of 100 people coming on your website, how many of them are staying. 99% bounce rate means, out of 100 people 99 are coming and leaving your site, within seconds, and they are not engaging with your content.

Conversion Rate & ROAS

- Conversion rate simply means out of total number of customer visiting your website, how many of them are converting according to your objective. Objective may be subscriptions, purchase, view content, signups etc.

- ROAS is return on Ad spent, means you spend \$100, and you get \$200 in revenue, that means you have 2X ROAS, this applies in cases of purchase campaigns.

LA & LEADS

- LA is one of the most important part of Facebook ads and even media buying, and is known as lookalike audience, that means you can actually tell Facebook to make a customer base that is look alike with your current customer base (based on behaviour & interest), and you can target that lookalike to reach more.
- LEADS, are the potential customers you can get online via lead generation campaigns, these campaign run to collect your customer email, phone and name, so you can reach them directly, apart from just ads.

SSL & Session

- SSL is called secure socket layer, it is the green lock which you see on top right of google.com. It is very important, because it directly connects with people trust.
- Session means a timeline of customer, when he start interacting with your ads/content/website, till they last on the website for. Longer the session, means longer the customers are staying on your website.
- Campaign: Top Hierarchy process when creating ads, we can make many Ad Sets that consist of different targeting, per Campaign, and each Ad Set may consist of 1 or more ads.
- Ad Set: Ad Set consist of detailed targeting where you put targeting based on demographics, behaviour and interest and then target your preferred audience. All platform have different types of targeting and different segment of audience.
- AD: Select Images, choose ad copy, and set URL.

Custom Audience: Custom audiences are the building blocks of targeting on Facebook, custom audiences can be used by themselves, or as 'seed' audiences that Lookalike audiences are created from(lookalikes are discussed below - don't worry), and are the basis for most forms of retargeting.

1.4 Understanding Industry

Media Buying Industry is rapidly growing and is needed by almost every brands who wants to establish their online presence and want to drive sales for their product or services.

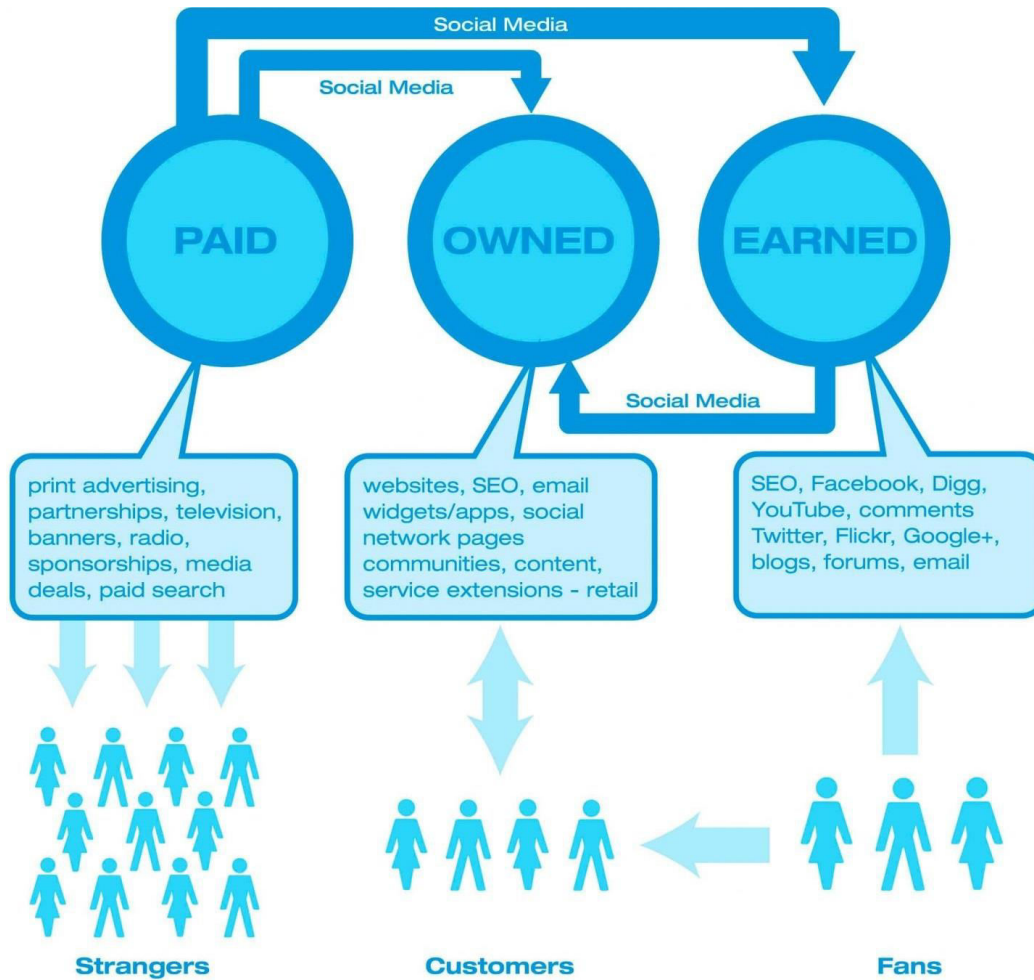


Fig 5. Media Buying Industry

E-commerce was the first industry who use media buying at its full and those brands even got huge success in terms of making a good revenue worldwide.

CHAPTER 2

RESEARCH METHODOLOGY

Research Methodology

Research Methodology is a process to find out the results of a given problem on a specific matter that is also referred a research problem. In methodology researchers uses different criteria for solving research problem. Different sources use different types of methods for solving the problem.

For conducting the research I used secondary data from various sources of internet, and try to capture the trend and the evolution of internet, since the Bubble Burst 2000.

Described methodology contains media buying in social media, and its types and methods and the way of interaction an online business with their customers. Elaboration of various media buying strategies, which provides insights of niche/market to the target customers effectively and provide them with best ROAS of their industry by studying and gained insights from actual clients.

The important aspect in media buying is to find a good method to work on, and when chosen you have to start building audience for the niche, and then go on with various strategy and targeting methods, as in ultimately it strengthen the business and your brand purpose. The main aspect is to find these things described below:

- Who will be your customer?
- What solution can you provide to their problems?
- Why should they buy from you, or why should they need your product?
- What are their online and offline time, in common terms, what are their daily routine?
- What are their habits on internet surfing?
- What are their problem?

2.1 Objectives

1. To identify new strategies and trends digital media buying.
2. To perform a thorough analysis media buying methods in internet world and trying to understand the crisp while covering all industry.
3. To analyze artificial intelligence in media buying and its scope.
4. To measure opportunities as programmatic ads and challenges ahead in media industry.

2.2 Scope

This research identifies the current trends in media buying industry and perform an analysis of how this media buying works and behave. Also focuses on brand's perception towards the market and strategies, along with analysis of positive and negative aspects for this industry. All Data mentioned in project is gained from clients account data.

CHAPTER 3

SOCIAL MEDIA

3.1 Facebook & Instagram

Ads Manager is a Tool of Facebook for media buyers to buy ad space on Facebook, using which we can create our ad campaigns with the help of a audience analysis tool name Audience Insights. Right Now after google, Facebook is second most popular media buying platform worldwide.



Fig 6. Facebook Ads Manager

Using Fb Ads Manager we can:

Make Campaigns for our Ads: Using this section we can design our campaign, choose our objective, budget and bidding type. Choosing correct bidding type and objective is key thing in this section which will help us to get better and faster results.

Using Ad sets we can select what to target who to target and when to target, for it we should know our target audience so display our ad campaigns to. This section also helps

in selecting platform for showing our ads, for example in Facebook, it will help us to select between platforms like Instagram, Facebook and Facebook website networks.

We can also check how our campaigns are performing and generate reports to capture KPI within the campaign to optimize it. These reports can be of day-week to month basis. There are other metrics like age and gender through which we can filter our campaigns for what campaign is performing good for what gender.

Elements of Facebook Ad Copy

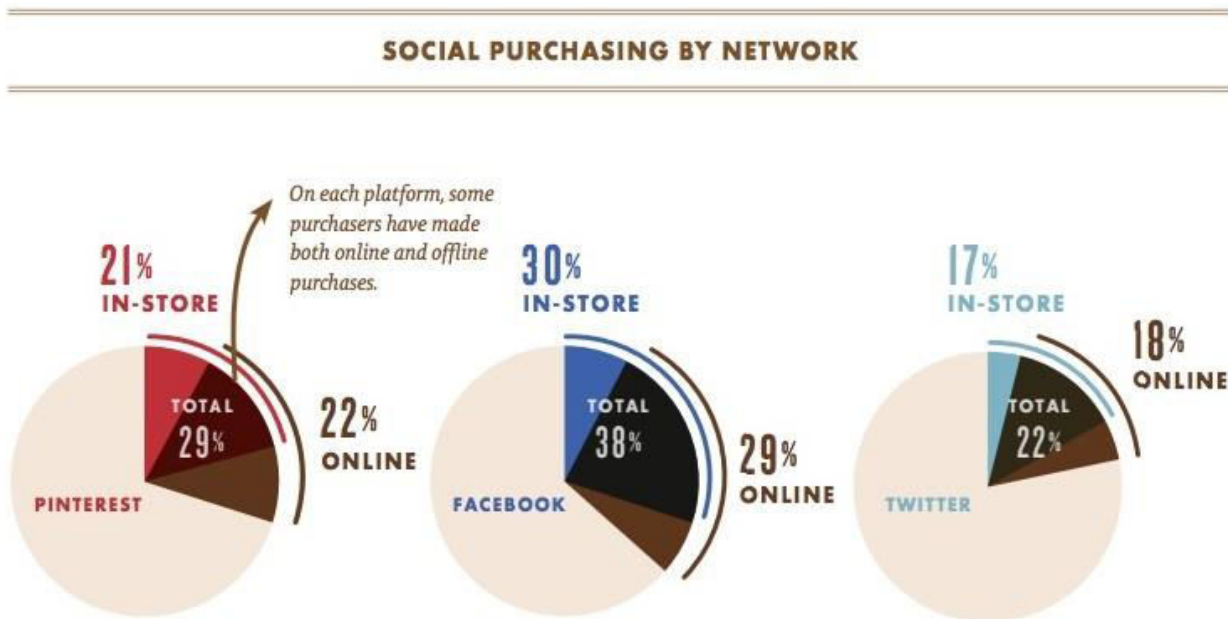


Fig 7. Social Media Share

- Curiosity Hook (A question, story or strategy to get them to pause even for a second to continue reading), some hooks are, “WATCH TILL END”, “YOU WILL NOT BELIEVE IT”, “END WAS A DISASTER”, “WHAT IS STOPPING YOU TO GET SUCCESS” etc... etc... etc...
- Emotional Future pacing (How much better they will feel with your amazing product or service): How will you buy your dream house in today economy?

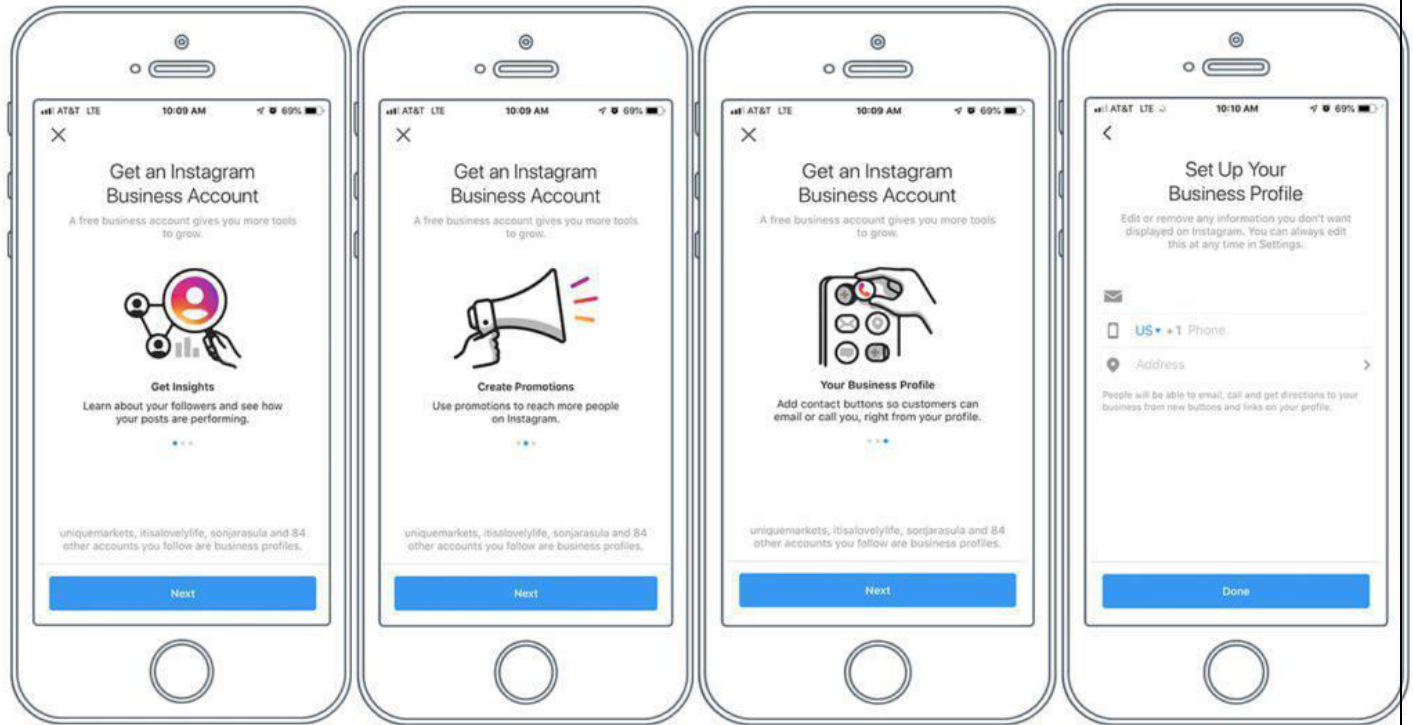


Fig 8. Instagram Ads

- Time Sensitive Call to Action (Today only, 24 hour countdown, price raises tomorrow etc.). Create urgency, people tend to buy limited items, that's why there are flash sale, season sale. And Visually (Beautiful, colorful, bright blues or greens work amazingly) Eye-Catching colors, including smiling people, spreading a positive aura/feeling.

3.2 LinkedIn & Twitter

LinkedIn Campaign Manager is an advertising platform for LinkedIn users. It allows us to create LinkedIn Ads accounts and campaigns.

It is a very cost-effective marketing tool other than any advertising platforms. With the help of this tool, we can reach to the highly specific group of users on LinkedIn. As well as, we will be able to define our target audience through our marketing campaign very quickly.

Various types of ads for marketing campaign:

- Text ads.
- Video ads.
- Form ads.
- Sponsored content.
- Sponsored In Mail.

The buyer's process has changed




Corporate Executive Board 2013 – Winning The Consensus Purchase
 Corporate Executive Board 2012 – New Decision Timeline
 Harvard Business Review 2012 – Tweet Me, Friend Me, Make Me Buy, Decision makers are C-level

Fig 9. LinkedIn Ads

Track conversion through LinkedIn Campaign Manager: LinkedIn Campaign manager a useful tool which can help to track and measure how many people click on our ads and take the next steps on our business. So, we can easily get a clear picture of our conversion as well as we can create our best marketing strategy.

Budget and schedule option for marketing campaign: Set a daily budget is the best option for our company's marketing spending. Before investing in a campaign, we should need to test and measure the success of each campaign and ad variation. Here we can get a great option to set our own daily budget as well as we can choose a date for our campaign to start. If we want to end our campaign early, we can also do this manually.

Measure result on dashboard: Once our campaign is live, we will be able to access our useful analytics tools by visiting our marketing tool and choosing the campaign's we want to evaluate. Besides that, we can check overall performance, how our campaigns are running in respect of our goals, actions and budget. Also using the data, we can make changes in our ads, optimize our targeting audience, and adjust our spending's. Moreover, we can also change our ads based on their sole performance.

Same goes with Ads manager of twitter which is used to plan and place ads on twitter. Using Twitter ads manager we can create campaigns and ads for twitter and analyze results and capture KPI within same platform. However twitter ads are quite expensive than Facebook ads.

3.3 Google & You Tube



Google ads manager is an ad tool by google to run ads on all google networks like YouTube, google etc. Google uses bidding system for media buyers to display their ad text, images or videos on its platform. Right now google is on top of media buying in which it shoes results (ads) on its webpages (search website) and also non-search platforms, which consists of apps and blogs.

Usually google ads displayed on search results on top of search page on google.com. Also media buyer can opt to show their ads on display network of google if they fell that they will drive more sales over there.

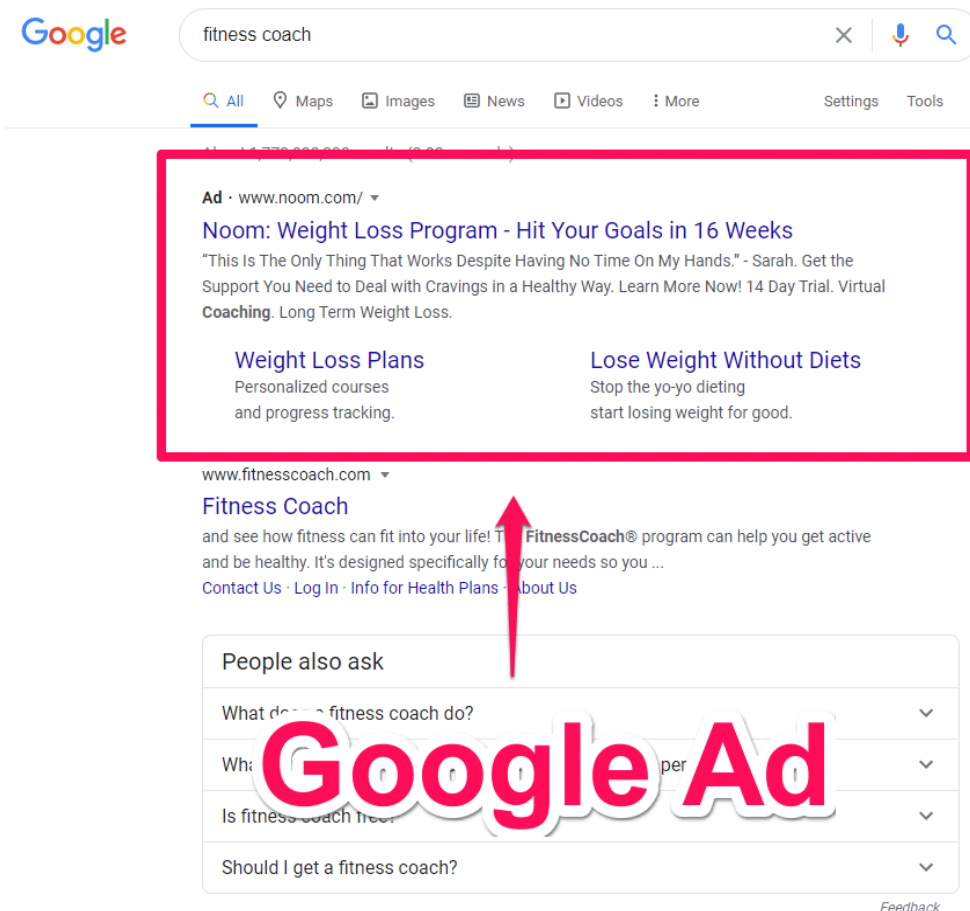


Fig 10. Google Ads

The ads which you saw on first page-top of google are sponsored ads, which is denoted by term “AD” and rest search result queries are organic results done by SEO. Media buyers always competes to show their ad on top of first page of google.

There is another section known as Display ads which is used on Google Display platforms, that consist of third party website who have tie up with google and agree to partner with google to show ads on their platforms. Display network ads consist of images, text and videos in different format. This section also consist of remarketing ads.

The Ads process of google is all about keywords that can be broad, match, phrase match and exact match. Media buyer tend to research these keywords according to their industry and choose the best related keywords to include in their ad campaigns. Usually this can be done by seeing the number of traffic, a particular keyword is getting along with the competitive PPC rates. Then media buyers bid on these keywords according to their

budget, and choose the best keywords that makes balance between their budget and bidding. Then the whole process will end up giving you quality score for your campaign that denotes how well your campaign is going to perform. Usually the cost of bidding, a media buyers pay depends on a formula given below:

$(\text{Competition Rank/Quality Score of your campaign}) + 0.1 = \text{Actual Cost per Click (CPC)}$

Google Ads Cost Per Click (CPC) Formula

It is also known as Pay per click (PPC) because the media buyer is paying amount on per click basis.

The process of Ads display works on Auction type system, which is done in real time whenever a person search that keyword on google.

Media buyers need to win that auction to show their ads on google, also more you optimize your campaigns according to keywords and bidding, more you will be able to win the auction. More optimization means high quality score of the campaigns. There are some factors however, that affect the quality score of campaigns:

- Relevance of your Google ad to the search query
- Relevancy of customer Google keyword to your google ad group
- Relevancy of your designed ads with the landing page you are choosing to get the traffic.
- Historical data of CTR click-through rate of the campaign and its ad set.
- Overall past performance data of google campaign.

Now let's discuss about the benefits of getting good quality score on campaigns:

- Low cost of Clicks: If your quality score is low, google will award you low cost clicks which will results in clicks maximization and better chances of conversions and increase return on investment. (ROI).
- Better Chances of getting more reach: Getting a good quality score will help your ads to appear more in search results which helps in driving more conversions, and on the top of that you don't have to raise your bids to be on first place of google search results.

Cost of Google Ads

Now the costing of your campaigns and ads depends on variety of factor which include industry competition or keyword competition. Usually ads cost will also affected by location you are targeting and the overall quality of your campaign which we discussed earlier.

Let's say in India CPC can cost you Rs.5 in India but the same industry if you run same ads in US, that same keywords can cost you Rs.70-80 per click, so it varies based on country to country.

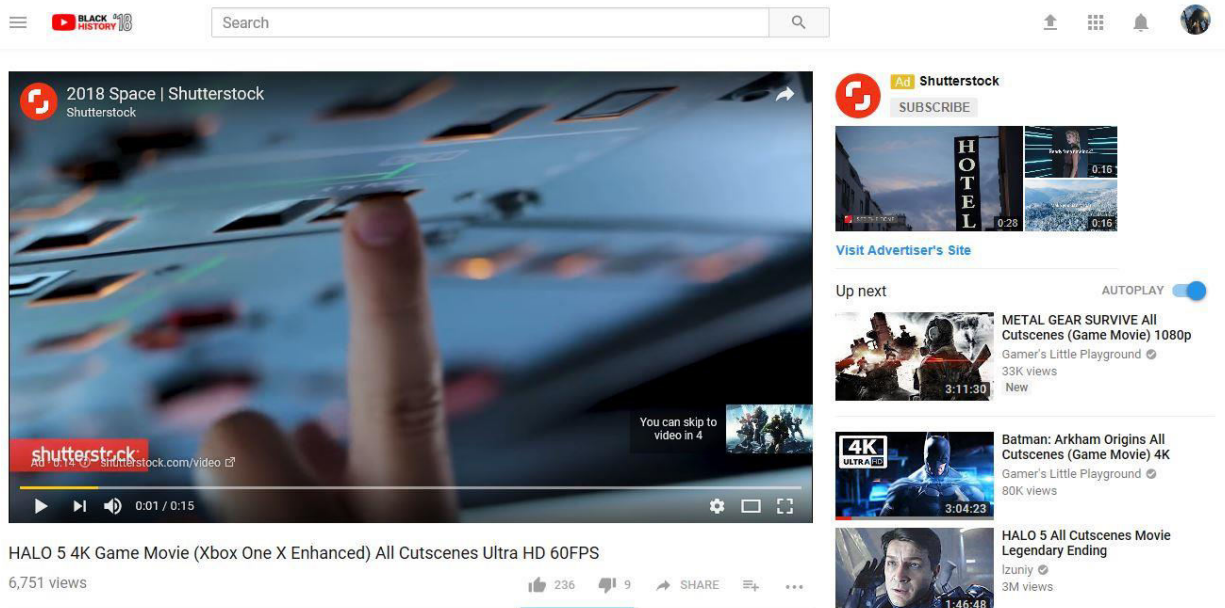
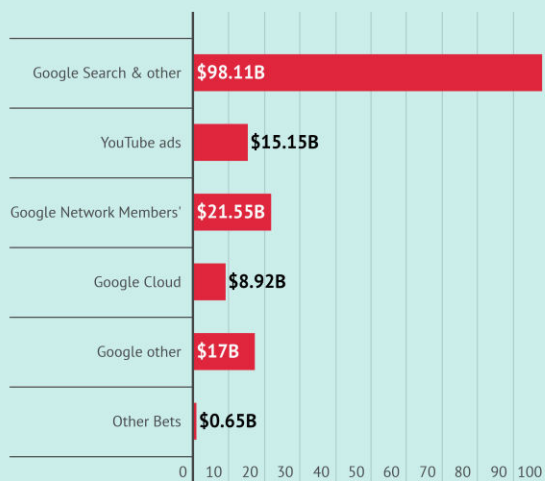


Fig 11. You Tube Ads

Now in case of you tube advertising, this platform is best for those media buyer who want to promote their ads in the way of placing videos among audience. Now a days you tube is the second most largest search engine after google, it is one of the best ways to place your ads onto. You usually saw ads on you tube, that is how you tube display ad network works, so your target audience will end up viewing or skipping your ads based on their preferences, but yet it is profitable for many media buyers now a days.

Youtube Business Model In A Nutshell

YouTube was acquired for almost \$1.7 billion in 2006 by Google. It makes money through advertising and subscription revenues. YouTube advertising network is part of Google Ads, and it generated more than \$15B in revenues in 2019. YouTube also makes money with its paid memberships and premium content.



Founded in 2005 by former PayPal co-workers (Chad Hurley, Eric Skaggs, Jawed Karim, Martin Pauer, and Steve Chen) YouTube was acquired for almost \$1.7 billion in 2006 by Google. YouTube's primary revenue streams are advertising and paid memberships.

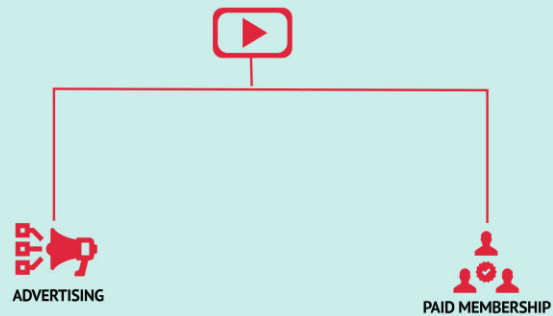


Fig 1. Media Buying

YouTube Ads Categories:

YouTube ads can be divided into 6 types::

- Instream ads Non- Skip
- Bumper instream advertisement
- True-View Advertisement
- Overlay ads
- Card Advertisement
- Display advertisements

CHAPTER 4

POWER OF STRATEGIES

4.1 The Funnel Process

All professional media buying techniques requires a sales funnel that categorize and target audience with different segment which are: Cold customers, Warm Customers & Hot Customers. The basic idea behind the funneling process is to capture large amount of targeted audience and convert them into active customers and then may be upsell them with further products. Also helps customers to make buying decisions with the help of re-targeting ads.

Ideally, the funnel should look like a cylinder but that's not the case because whenever potential customer came, it not likely that they all convert, so the shape looks like a funnel in which potential customers narrow down to smaller number, and so on, they are considered as active buyers of the product/service. However the part of every media buyer is to convert all the potential leads into customer via different strategies and they should always thrive to make this funnel look like a cylinder.

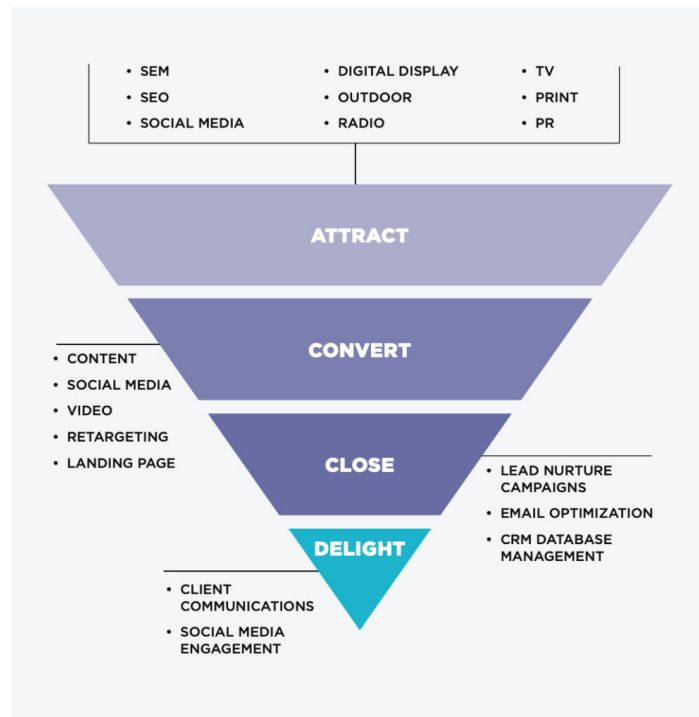


Fig 12. Sales Funnel

Also there is no such defined shape of a funnel, it can be different for different business, some may have different steps, some may have different stages, actions can be different and even names can be different because in every industry there is a different meaning for conversion. But in basic term the whole process is common. Above Diagram represents the most basic type of funnel used across industries.

Attract: Attract stage is where media buyers use different techniques to attract potential customers via social media, SMS, E-Mail, Website or Ads. This part is top part of sales funnel, where we try to capture as much as potential audience for our product. This part consist of all the possible strategies for an industry, which include target audience research, maximize reach and awareness. This process will collect leads which will further goes to conversion state. At this stage we have 3 types of customer: Cold, Warm & Hot customer.

Convert: When we capture all possible leads, the next step is to communicate with the leads and convert them into customers, for it we use offers, and communication channel via email or make a landing page to convert those customers, you may have seen the amazon product page, that can be considered as a landing page, because at that page, most conversion happens. This stage consist of two customer's Warm customer and Hot customer.

Close: In this stage we close the customer, and they end up paying for the product or service. This is the final stage of most common types of funnel worldwide. Here we drive new sales and try to learn more about our audience, because they are the actual audience who buy our product, this stage is also considered as optimizing stage as we can further enhance our campaigns by targeting more of these similar type of audience. In this stage we have only one customer type and that is: Hot customer.

Delight: This stage is more about customer retention which can be done via proper communication channel. In industry where revenue is recurring from same customer, this this stage is very useful. It will help you retain your active customer so that you can focus on building new strategies and acquire new customers.

Remarketing: Remarketing is not a stage it is a part of the funnel process, it is used for warm audience, that means they are considering our product to buy but not bought yet, so we re-target them with different offers so that they can buy quickly, this can be done by offering warm customers an offer, discount or limited time deal.

Upsell: Upsell is a different process but considered in new funnels now a days, here we try to sell a new product to our previous customer. For an example we sell Dog Food, so now we can upsell them with our new product i.e. Dog Clothes. The whole idea of upsell is to increase customer lifetime value. It is so common that it is used widely all over the world even in stores like Mac'D, Reliance etc.

4.2 Analyzing KPI

Analyzing Key performance indicators are the most vital part of any digital marketing effort. They can be different based on industry, like for an e-commerce KPI can be number of Purchases, for Influencer KPI can be number of followers and so on. So KPI must be measured in all the ads or any marketing efforts.

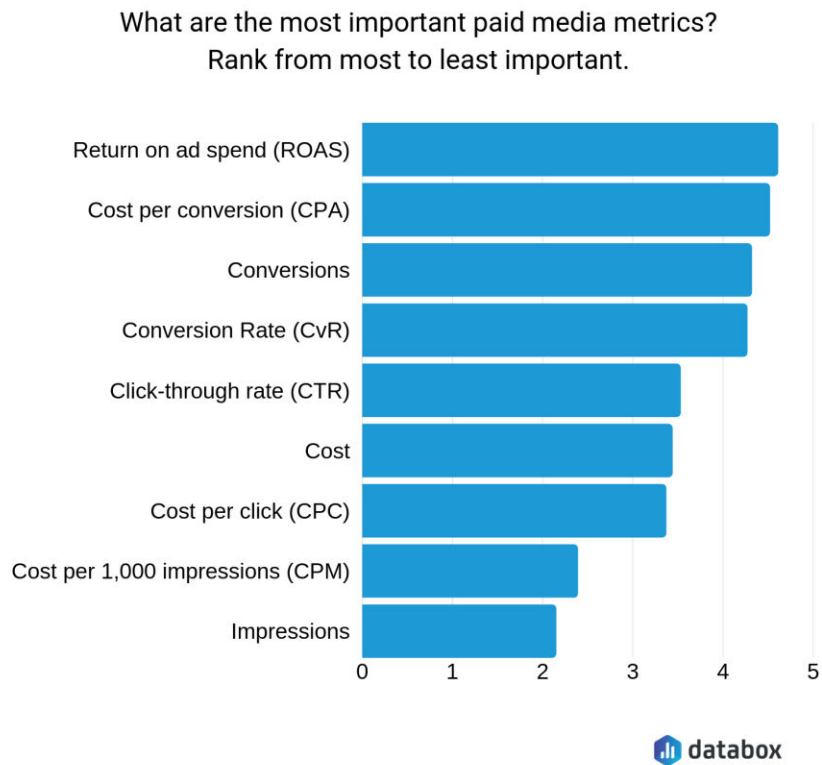


Fig 13. KPI Metrics

If we able to analyze the right API, we can drastically increase our ROI and can make of effective use of our budget.

Some of the basic KPI can include CTR, Bounce Back Rate, CPC, ROI, Cost per conversion, Followers, Like etc. They can be analyzed by Google Analytics or Facebook Pixel (Events Manager). Let's discuss these what they are.

Also one of the common mistakes media buyers do is that they track too many metrics which may not be so much important and cannot enhance your campaigns.

One important thing to note is that these metric do not concerned directly with business revenue, but can help only campaign to drive more revenue, so we can say that these metrics are only surface level.

In case you want to optimize your campaigns to get max results and good Return on Investment you can consider some points which will help you analyze the overall process.

- Your Marketing Budget
- Is social media is for you, for long term?
- Number of leads from mobile devices
- Relevant landing pages and are getting leads?
- Is data columns on dashboard set properly to analyze for.

Number of Followers

In case of an influencer, the most common way to determine the success of campaigns is to see only one metric, and that is “Follower Count”. It denotes the engagement and number of fans for that influencer. Also as followers are important, their engagement are equally important so that you can do sponsored brands or pitch your audience a product to sell.

Impression Count

This is a metric that is complicated to analyze and measure. They denotes the number of post displayed to the audience, added that one user can do multiple impression on same post. Impression basically denotes the number of people connects with your brand.

Traffic on Webpage

Traffic is very important for any digital marketing campaign. Traffic is the first phase of driving customers into your business. So better reach and campaigns with better impressions will drive more traffic into a webpage.

Customer Voice

Increase in awareness and recognition of brand means more customers and more conversions. This metric is also known as share of voice which determine the impact of your brand on your targeted audience, in other words Buzz.

So we need to figure out whether your campaigns are engaging people or your campaigns are just wasting your ad budget. If the campaigns don't have any conversions then you

can analyze your competitor campaigns as well to gain some knowledge and their strategy plans.

Engagement in Social Media

Engagements are one of the best way to measure your campaign potential and its performance. However engagement does not do anything alone, we need to utilize it capture trends so that we can target more effectively.

Engagement on social media can consist of Comment, Like and share of content which give you insight about the likeably of your content, also it most resonates with the word Social.

Number of Clicks

Number of clicks are the most effective and simple way to analyze your campaigns. It is assumed that whoever clicks on your campaign will be more likely to convert or you may get faster leads or website traffic. When analyzing clicks, do not forget bounce rate, it can happen that clicks are high but campaign has low likes or comment, it means that people are not liking the content you posted. It can also happen in case of a landing page, it can happen that your campaign gets most clicks but landing page is not optimized, so what will happen is that most people will bounce back from the website. Also suppose if share are low, this indicates that the content has not much social appeal.

Number of Likes on campaign

Likes simple denotes that people are liking your content and the campaign can give more conversions to you. It also enhances the brand attention between audiences on social media. Usually most popular thing attracts people the most, so any campaign with millions of likes will attract more people. It will also increase the engagement rate of campaign and overall impressions.

Campaign Shares

While likes are extraordinary, it is anything but an enormous marker of brand dependability. We can without much of a stretch hit a like catch after scarcely perusing a post and afterward never communicate with a similar organization again. While likes are

one of the numerous web-based media key execution pointers you should gauge, on the off chance that you need to take a gander at genuine commitment, ensure you track shares and retweets.

Offers are an indication that your clients will prescribe your image to their companions. What's more, in this time of social evidence, that is a quite serious deal.

Remarks

The general purpose of being dynamic on friendly is to take part in discussions with your clients. On the off chance that your substance is significant, fascinating and enlightening, it will start a discussion with your supporters. All the more thus, it could help produce faithfulness among your adherents.

Regardless of whether individuals are basic with reactions to your messages, at any rate you'll have the option to learn something. On the off chance that you get remarks on your posts, this is a decent sign you're having the correct effect. That is the reason remarks are extraordinary KPIs for online media administrators.

Notices

Roughly 96% of individuals who examine organizations on friendly don't follow that brand's profile. As such, individuals talk about your organization when you're not in the room. Despite the fact that you probably won't have an immediate association with those people, the things they say about your organization are significant. That is the reason it merits looking notices when you're estimating web-based media KPIs. In the case of nothing else, makes reference to show that you have great "top of psyche" mindfulness.

Online Media KPIs for Changes

For some organizations, transformation measurements are a definitive method to quantify the accomplishment of a web-based media crusade. When your records begin producing consideration, you'll need to look past the preferences and offers and consider what your endeavors are meaning for your main concern.

Ask yourself the number of fans on your social pages need to buy something from you. All things considered, you could have an enormous after on Instagram, however in the event that none of your fans navigate to your site and purchase your item, at that point what does everything mean?

Deals Income

At the point when you were arranging out your objectives toward the start of your online media crusade, you most likely picked "increment deals income" as one of the forces to be reckoned with. All organizations need to make a benefit and it's critical to know how your endeavors via web-based media are having an effect on your primary concern. Decide the number of transformations go to your site straightforwardly from web-based media, and attempt to find out about the worth of every client.

Lead Transformation Rate

Lead transformation rate shows the number of your leads wind up purchasing something from you. Online media endeavors can improve this metric since they produce social evidence for your image, making it simpler for you to acquire trust and drive more changes. Looking at your Google Examination profile is the least demanding approach to get a knowledge into your lead change rate.

Non-Income Transformations

Keep in mind, not all changes are silver and gold. Now and then a change can be something as basic as clients pursuing your bulletin so you have a bigger email promoting list. Be that as it may, changes for a mission may incorporate downloading a digital book or rounding out a structure. It's dependent upon you to figure out what achievement resembles for you. From that point, you can start to assess how your social techniques are inciting activity from your clients.

Web-based Media KPIs for Client Faithfulness

As we progress into the time of the engaged client, it's essential to incorporate one more arrangement of online media KPIs to this rundown. Today, the best way to really separate your organization from the endless quantities of different brands in the commercial center, is to give your clients something worth returning to.

Online media can be a definitive wellspring of brand reliability, yet just in the event that you realize how to utilize it effectively. In the event that you see precisely what sort of effect your missions have on your client base, you can limit cost per lead, improve promotion for your organization and transform one-off buys into faithful clients.

Cost Per Lead

Since your business depends intensely on qualified leads, it's imperative to realize how much every one is setting you back. The most effortless approach to decide cost-per-lead is to just gander at the measure of money you spend on your social missions.

The incredible thing about web-based media is not normal for PPC and AdWords, it centers around building associations with your crowd and producing expert for your image. That implies that after some time, your expense per lead should diminish.

Issues Settled

Web-based media is something beyond an approach to associate with your clients, it's a chance to demonstrate your worth to them in endless various manners.

For example, 78% of individuals who grumble to a brand through Twitter anticipate a reaction inside 60 minutes. On the off chance that you can show your clients that you regard them by settling their issues rapidly and successfully, at that point you could separate your image as one that knows the worth of incredible client care.

With Fledgling Social, it's easy to label messages to either your business, showcasing or client assistance group. Guarantee your issues don't pass by the wayside and even monitor your own group's presentation measurements.

Client Lifetime Worth

At long last, perhaps the most troublesome errands for any organization to achieve includes improving the lifetime worth of their clients. The more steadfast your fans become, the likelier they'll purchase from you.

Online media missions can improve client lifetime esteem by guaranteeing that you continually associate with the ideal individuals, as opposed to establishing brief connections. Measure CLV as regularly as you can to decide how incredible your social systems truly are. The extraordinary thing about following this key execution pointer is that it presumably lines up with a portion of your overall business KPIs too.

4.3 Setting Up Milestones & Goals

Promoting is about objectives. Without them, we have no chance to get of knowing whether our work is beneficial. Consider it like arranging an excursion. To realize when

you've shown up, you need to choose an objective first. Else, you would travel capriciously.

There's another word for that: getting lost. We need to have an unmistakable arrangement, one that is considered responsible to hard numbers. Defining objectives doesn't need to be troublesome.

Instances of Regular Business Objectives

- Drive more deals
- Grow brand mindfulness
- Expand piece of the pie
- Develop more grounded associations with partners
- Enter new business sectors or regions
- Reach new crowds or socioeconomics
- Raise more income
- Secure financing



- Increase benefits

Fig 14. Media Buying Goals

Instances of Regular Showcasing Objectives

- Increase site traffic
- Gain more web-based media devotees
- Grow an email list
- Improve transformation rates
- Get more site or web-based media commitment
- Drive more snap throughs on paid promotions

Make Your Marketing Goals SMART

SMART stands for specific, measurable, aspirational, realistic, and time-bound:

- **Specific:** Your objective should zero in on one plainly characterized metric.
- **Measurable:** You should have an approach to quantify the substance you distribute against that measurement.
- **Aspirational:** Your objective should push you past the outcomes your substance will normally or naturally produce toward that measurement.
- **Realistic:** at the same time, hold your goal within proper limits with what you can sensibly finish with the assets that are (or will be) accessible to you.
- **Time-bound:** Your objective should have an end date whereupon you will accomplish that measurement.

Comprehend the Objectives of Business

As an advertiser, you are not made a decision about dependent on exercises or efficiency. Your worth is associated with your outcomes. All together for your showcasing to be

significant, it needs to move the needle on key business destinations. Recollect the regular business objectives recorded before? That is the thing that this implies. To do this, ensure your promoting objectives are integrated with a business objective.

Advantages:

- Increased brand mindfulness
- Establish your business as a position
- Reach new clients

These are altogether goals that assistance have a significant effect on your business. Along these lines, when defining objectives, select ones that will drive business results, and not simply produce amazing sounding numbers that aren't really pertinent.

Your business may have expansive objectives that are not set by your promoting group. Ensure you comprehend what these are. In the event that these are not satisfactory to you, this may mean conversing with your CMO, Chief, or different leaders who know the organization's objectives.

Most associations make objectives clear to their representatives, however on the off chance that this isn't the situation in your association, you may have some extra legwork to do. The fact is to be sure you comprehend what your organization is attempting to accomplish, so you realize you're putting your showcasing assets in the correct spots.

Suppose your organization needs to get more clients. To accomplish this, you need to create ten leads each week. The outreach group needs assistance from promoting to drive these leads. The business objective is to build income by expanding clients. A decent advertising objective could be any that assistance produce more leads.

4.4 Right Medium & Creative Content

1: Comprehend the Objectives of Your Mission

Prior to bouncing straight into the inventive stage, it's critical to consider the objectives of your online media crusade. Acquiring a strong comprehension of why you're running a mission, just as who your intended interest group is, will keep the innovative interaction

engaged and pertinent. By speculation more and planning less at this stage, you'll save yourself significant time and exertion sometime later.

When you've completely settled your mission objectives and goals, they ought to be the foundation of each plan choice you make, from the general idea to the shading range.

2: Get Innovative with an Idea

The most vital web-based media crusade plans ordinarily have a solid innovative account, an idea or topic that ties the entirety of the plan components together in a visual story. "Each innovative bearing beginnings with the idea," Setting an idea from the get-go in the plan cycle can go about as a significant system for imaginative conceptualizing, which is particularly useful if there are various fashioners chipping away at a similar undertaking.

You can discover motivation from anyplace, yet on-brand design marks, sports groups, films, banner adverts, and music specialists are frequently acceptable spots to begin.

3: Make a Visual Mind-set board for Motivation

Whenever you have your idea made sure about, it's an ideal opportunity to rejuvenate it. By making a visual mind-set board, you can bring the entirety of your inventive motivations together in one spot and gain a comprehensive perspective on what topics and styles function admirably together. Try to utilize your disposition board as a

Launchpad for imagination, as opposed to rehashing plans that as of now exist.

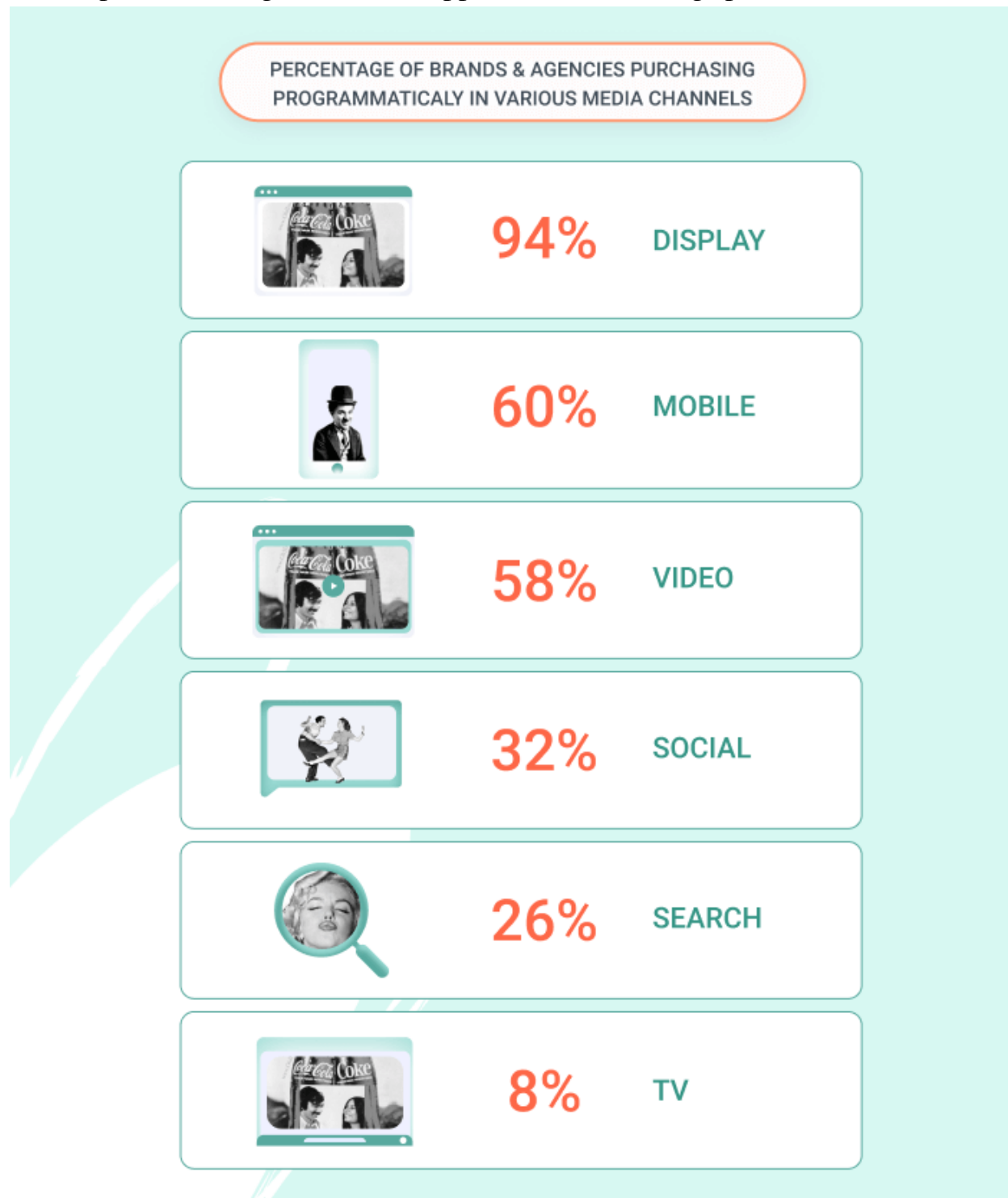


Fig 15. Selecting Medium

“Don’t be afraid to do lots of little experiments to find out what works and what doesn’t.”

There are a huge load of various projects and applications that you can use to make disposition sheets for your next crusade, from Pinterest to InVision.

4: Pick Your Shading Range Cautiously

Shading is a gigantic piece of any plan interaction. The tones you pick can establish the vibe for your mission initially and are frequently stacked with subconscious implications.

For instance, pastel shades can be seen as quieting and delicate, while splendid neons are frequently connected with energetic energy, risk, or disobedience.

It's likewise critical to consider how your mission colorways will function close by your general marking. A new shading range can re-stimulate your social presence, yet it's normally a smart thought to adhere to similar gradient. Even proficient originators can go through hours pondering tones, their affiliation, and how they can be matched together to make an exceptional impression. You can draw shading motivation from anyplace. Travel depictions, Instagram takes care of that reverberate with your image, bits of workmanship, and collection covers would all be able to be rich wellsprings of shading motivation, so don't be hesitant to project your net all over.

4.5 Selecting Platform

At the point when you're caught up with maintaining your business, it's difficult to figure out how to be dynamic on each web-based media outlet out there. Narrowing down your decision to simply a limited handful stages will permit you to center your endeavors and get the best profit from your time speculation. So how would you pick the best web-based media stage for your business?

Stage 1: Distinguish your crowd

The initial step is to recognize who your crowd is. You need to be just about as explicit as could really be expected, since it will settle on your choice simpler. Record the responses to the accompanying inquiries:

- Who is your regular client?
- How old right?

- Are they male or female?
- What is their pay and schooling level?
- What would they say they are keen on outside of your item and administration?

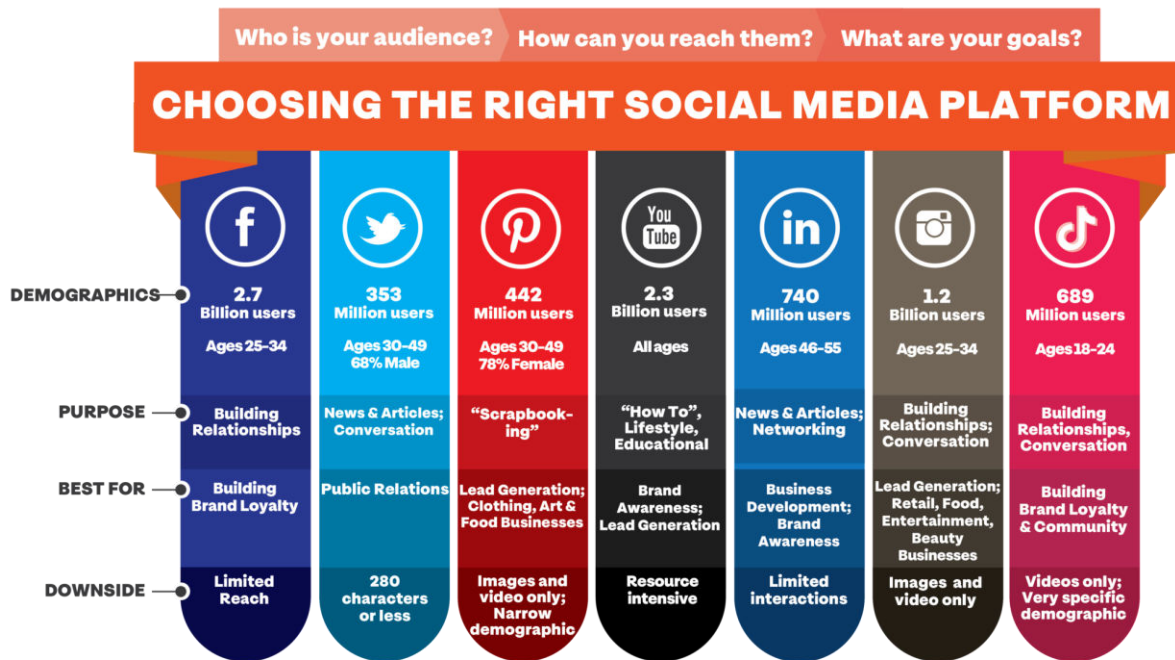


Fig 16. Selecting Platform

Stage 2: Characterize your objectives

When you know your crowd, you need to characterize objectives for that crowd. As an entrepreneur, your essential objective will probably be to drive deals by drawing in clients yet, there are other inventive objectives for online media. While a few brands utilize web-based media to drive brand acknowledgment and to foster agreeable associations with possible purchasers, others utilize online media for client service.

For instance, on-request media organization Netflix utilizes the Twitter handle @Netflixhelps to address client assistance issues. In addition to the fact that it frees up their telephone lines, yet it offers fulfilled clients a chance to advance their image.

With regards to making your online media objectives, conceptualize a rundown of both commonplace and surprising ways web-based media could work for your image.

Stage 3: Discover your crowd

Since you have your crowd profiled and your objectives characterized, it's an ideal opportunity to discover your crowd. To do this, you will figure out which stage your crowd utilizes by taking a gander at the socioeconomics of the clients on every stage. You'll likewise need to consider how dynamic your crowd is on that stage. For instance, while youthful Facebook clients may have profiles, they're more dynamic on Instagram or TikTok. Other than socioeconomics and commitment, you'll likewise need to take a gander at how people utilize the stage.

Facebook

Facebook reports over 2.7 billion clients that is bigger than the number of inhabitants in China! With all that clamor, it's imperative to recall how people use Facebook: to assemble connections and keep contact with old companions. This makes Facebook a decent stage for building the devotion of your current client base. The disadvantage to Facebook is that it could be difficult to contact another crowd; because of its huge populace, your posts have a restricted reach-even inside your own organizations.

As you survey Facebook as a possible stage, cautiously think about your business objectives. In case you're attempting to procure new business, Facebook probably won't be your most ideal choice, however in case you're assembling a committed after of customers and you need an approach to stay in contact with them, this is an incredible alternative for your business.

Twitter

Twitter is a great stage to fabricate mindfulness for your image. Twitter uses the hashtag, which arranges discussions around a word or expression. Via looking hashtags, you can

realize what individuals are discussing so you can make your tweets to participate in famous discussions. For what reason would you do this? Since Twitter can offer understanding into what themes are moving, Twitter is frequently utilized by media sources to discover stories. Since Twitter is frequently used to give constant updates to a crowd of people, numerous brands consolidate Twitter with disconnected commitment, like occasions.

Pinterest

Pinterest is utilized for "scrapbooking" or, all in all, saving substance by "sticking" photographs or recordings to a virtual notice board. Female clients overwhelm the Pinterest segment. The absolute most basic pins are plans, style thoughts, striking photos, and Do-It-Yourself makes. Since Pinterest is a visual-based stage, you'll need solid designs to connect with clients. Effective business utilization of Pinterest has been connected to solid retail deals.

You Tube

In spite of the fact that YouTube flaunts 2.3 billion clients, its span stretches out far past that. You don't need to join to be a client to see content on YouTube. Thus, YouTube has gotten one of the greatest web crawler stages. Large numbers of these ventures are for "How To" recordings. Administration industry organizations that can offer this kind of substance function admirably on this stage, alongside way of life and instructive recordings.

LinkedIn

LinkedIn has the differentiation of being the most used stage for more seasoned crowds. It flaunts the biggest clients among ages 30-49. LinkedIn is likewise exceptional in light of the fact that it has a tight core interest. Individuals use LinkedIn to look for occupations and to organize expertly. Thus, the stage is helpful for B2B lead age, general systems administration, just as enlisting representatives.

Instagram

Instagram is one of the quickest developing stages, particularly among a youthful crowd. Like Pinterest, Instagram depends on photographs or recordings for discussion. Subsequently, this stage functions admirably for visual-based organizations, similar to craftsmanship, food, retail, and excellence. Since it's a developing stage, there's less commotion than Facebook. This implies the stage is helpful for producing leads in light of the fact that your range is more extensive.

TikTok

TikTok is known for its short-structure recordings. Like Pinterest and Instagram, TikTok is best for visual-based organizations like craftsmanship, food, retail, excellence, and some assistance ventures. TikTok has a youthful segment. The stage is valuable for focusing on the 18-24 age gathering and building brand mindfulness.

4.6 Custom Audience

With over a billion clients, Facebook offers practically boundless potential to contact individuals. In any case, not every person needs to hear your message, and you would prefer not to squander spending publicizing to these individuals. Crowd avoidance is a useful asset for guaranteeing that your advertisements don't arrive at clients that you know are probably not going to be productive for you.

For instance, promoting womens' shoes to male crowds is probably not going to make a profit from venture. Of course, you may pack a couple of deals yet this expansive brush approach is probably not going to be beneficial in a serious climate like Facebook publicizing.

A productive Facebook promotion crusade is as much about who you don't focus as it is who you do. Custom crowds are perhaps the main devices you can use to guarantee you are arriving at the correct clients with the correct message at that point. Done right, it

permits us to arrive at possible new and existing clients with custom fitted messages that advance beneficial activities such that couple of other publicizing media can.

CHAPTER 5

SCALABLE & FAST GROWTH FOR ORGANIZATIONS

5.1 Tracking

On the off chance that an organization really needs to enhance its publicizing spending plan effectively, it's essential to track and quantify the reaction to its advertisements. This investigation additionally informs a brand as to whether its promoting is getting flat or over-uncovered among its possibilities.

The objective of any publicizing effort is to bring issues to light and change perspectives about a specific item or administration. Subsequently, extra inquiries that evoke conclusions, perspectives, and buy plan are helpful in the advertisement following interaction, mentioning to us what's working and what isn't. What's more, over the long run, purchaser suppositions and mentalities will in general change and develop. When in doubt, a rising tide lifts all boats, and following the achievement of commercials after some time does precisely that. For example, if your advertisements don't create after some time, they may become flat and purchasers will quit focusing. However, on the off chance that you work on your publicizing achievement so they progress by utilizing an advertisement tracker, your business will win also.

	Audience retargeting	Lookalike audiences	Conversion tracking	Conversion optimization	Dynamic product ads	Custom conversions
Custom Audience pixel	Yes	Yes	No	No	Yes	No
Conversion tracking pixel*	No	Yes	Yes	Yes	No	No
Facebook pixel	Yes	Yes	Yes	Yes	Yes	Yes

Fig 17. Tracking on Facebook

A good advertisement resembles a joke; the great ones may make us giggle or carry a grin to our face, yet will at last get flat and neglected. What's more, if an ad is a joke, promotion following can be viewed as a legit companion, telling us when to resign it and begin dealing with some new material

5.2 Optimizing

Promoting improvement is the point at which you investigate your showcasing effort information and settle on choices around which advertisements and which crusades you should continue to run, and which ones you should stop.

In case you're burning through hundreds, thousands, or even great many dollars a month on showcasing, you should have the option to spend it as proficiently as could really be expected.

Clearly, you need to continue to burn through cash on crusades that are getting you clients and making you cash. You need to quit running efforts that are setting you back more cash than they are making you. You are hoping to get a positive profit from your venture (return for money invested).

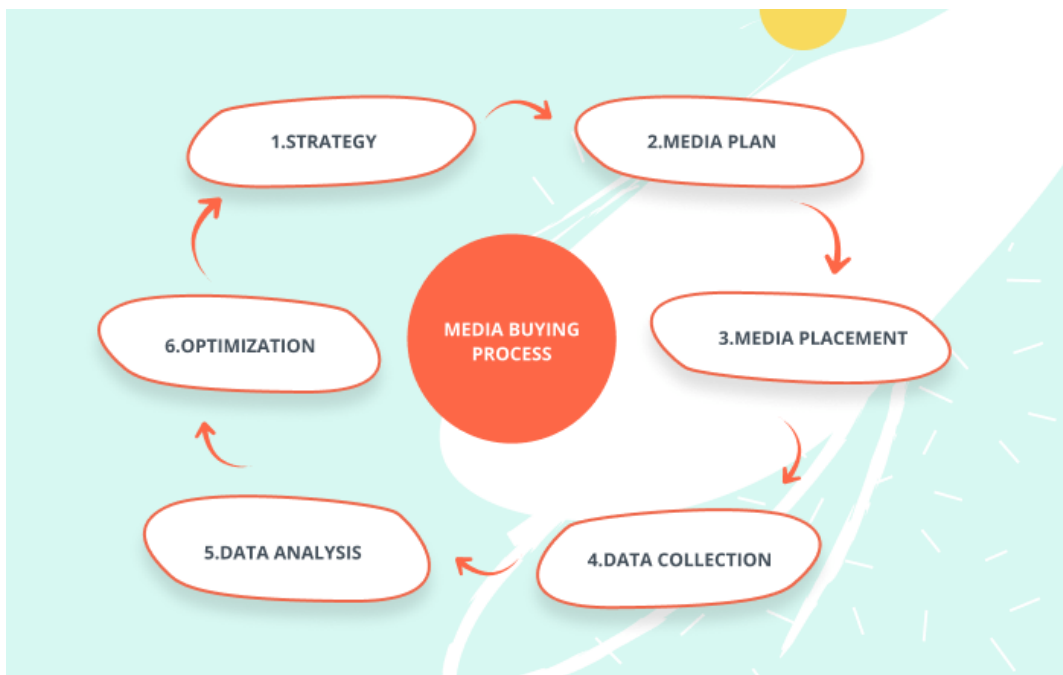


Fig 18. The Whole Process that includes optimization

What's more, that is not where advertising enhancement closes. At the point when you discover something that is working, and getting you clients, you can improve it considerably further by making changes to your mission to check whether you can build your transformation rates.

Showcasing improvement is a continuous practice that you or somebody in your promoting group will keep on doing on an every day, week by week or month to month premise.

Here's how to do it:

- Collect data
- Measure data for insights
- Take action within your marketing campaigns
- Repeat daily, weekly, monthly.

Some of my Own Ad Strategies:

- Run ads in 3 phases of 7-10 days each.
- Each phase consist of different testing levels.
- In phase 1, I test age, gender, demographics.
- In phase 2, I test ad copies, interest, mobile devices etc.
- In Phase 3, I test landing pages, and try to optimize ads, and bring down the CPC.
- If required, I repeat the steps, if I am not generating enough results.
- Always try to find the effectiveness of campaign by testing click effectiveness, goal effectiveness etc. (Will learn this further)

5.3 Re-Targeting

Retargeting efforts are intended to expand brand mindfulness and changes by arriving at buyers who have recently shown an immediate interest in buying your item. Direct interest is the key expression, as it implies that the customer has had an earlier commitment with either your site or with catchphrases identified with your business (through a web search tool or a nearby registry), which implies they are bound to make a buy.

For instance, a yard trimmer shop will have two retargeting crowds. The main crowd has visited their site in the new past, while the subsequent crowd has looked through a catchphrase identified with their business on a web index. The two crowds have shown an immediate interest in yard cutters and grass trimmer fix benefits and are extraordinary

focuses for a retargeting effort. Nonetheless, since the subsequent crowd is the one effectively looking through data identified with your business or administration, they are the ones bound to change over. Consequently, it's essential to carry out a retargeting effort that will carry them to your site for their buy.

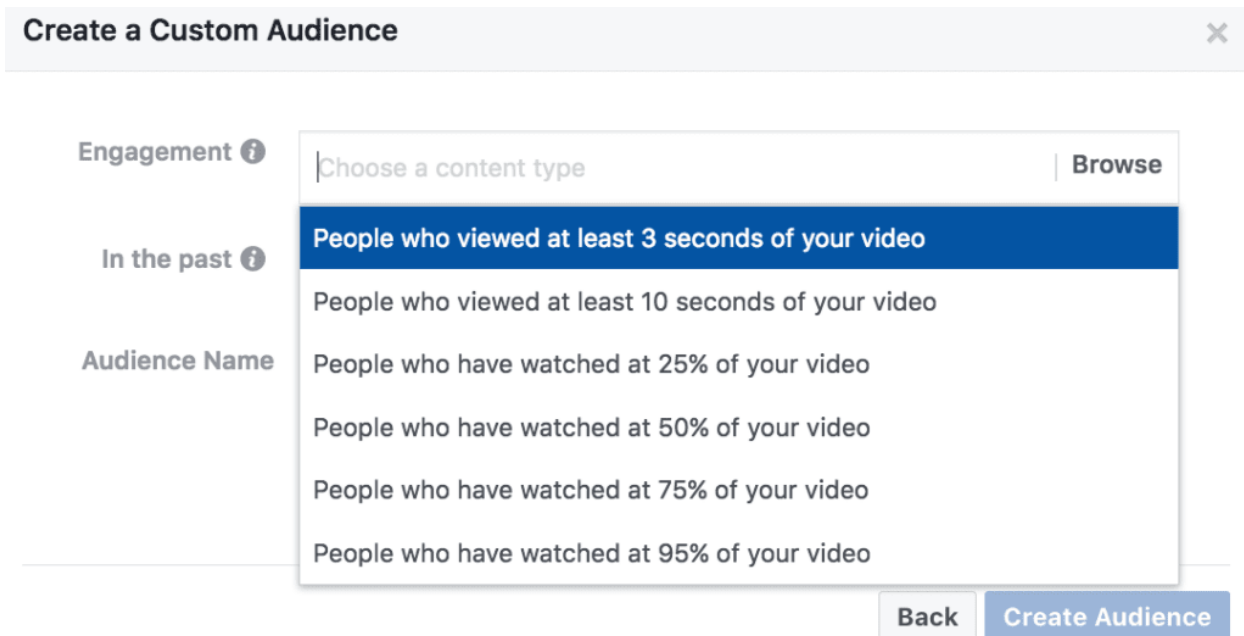


Fig 19. Facebook Custom Audience

However, we shouldn't forget about the main crowd of a retargeting effort by the same token. Like we said previously, first-time guests just proselyte 2% of the time. So as opposed to having these buyers leave your site and neglect to return, a retargeting effort will place a promotion before them that effectively reminds them about your business, yet in addition builds brand mindfulness. With a retargeting effort, the probability that customers will get back to your site and make a buy is expanded by practically 70% (Programming Guidance). This implies that retargeting isn't just a vital advance in getting your image seen on the web, yet in getting deals.

Significance of Retargeting in Business' Advanced Advertising Effort

Picking retargeting as a feature of your business' advanced mission is fundamental in driving those first-time guests back to your site. Truth be told, retargeting brings back 1 of every 4 customers to finish a buy. Retargeting promotions additionally have an active visitor clicking percentage (CTR) of 0.7%, which is 10x higher than a standard presentation advertisement. Retargeting likewise builds brand mindfulness by keeping

your business' name before shoppers. Furthermore, retargeting brings the auxiliary crowd (the individuals who looked through catchphrases identified with your business) to your site. This brings more site guests, however improves the probability of a transformation.

CHAPTER 6

CONCLUSIONS & RESULTS

6.1 Implications

Media Buying as a Programmatic Marketing Tool

Using media buying techniques discussed above you can reach your target audience with a short amount of time and in a less budget as compared to your offline marketing budget. Also it helps you to choose right place and right time to show your ads.

Research of your target potentials customers by studying their behaviour and segmenting them in funnel, who are in buy mood and searching on google/internet to buy a product or service.

60% Budget Goes to Digital Activities these days

Media buying helps you to start ads digitally with a very low budget, and with proper targeting and audience research you can reach heights in terms of conversions. Still it is evolving and there is huge potential, there are many brands who can use media buying as a very effective tool for their marketing efforts.

Do something different

Media buying helps you place your brands ads in front of your competition and helps to gain revenue over them or to capture their market share effectively. It is same like your new brand is sitting between already existed big brands name, it sure will creates a positive effect in customers mind. The most important part in this is regularity, more the ads displayed on these platforms, more your audience will connect with you which will further increase the number of sales/conversion for your product or service.

Limitations

There are certain limitations to media buying, since it is growing now-a-days so there are some challenges as well:

1. Data collected can be done via primary source which is usually a company, who does not want to share their data for privacy reasons.
2. However some companies have no problem in sharing the information but the media buying process is so vast that it changes from company to company.
3. There is no set of defined rules for success or a set of path, but a generic process can be followed that leads to different learning while experimentation.

Conclusion

Great media buying comes with experience and process a media buyer follow according to industry.

It's all about Optimization.

Media buyers have tricks to drive and make best campaigns and get max out of your marketing budget. Many media buyers know the average lead cost or CPC rates of a particular industry or location, which will help brands to make effective strategies. They can also increase the reach and impressions of your campaigns effectively. Their past work usually adds to their experience and further end up giving add-ons to the whole media buying experience.

Platform Research & Implementation of Campaign by their structure

Media buyers usually makes the best out of your marketing budget and what strategies to use for increasing the engagement of campaigns. Also they used to aware about the new updates of industry that will help them target people effectively. Also they can suggest the best platforms to run yours ads into.

Deploy Campaigns with Best tactics

Media buyers knows the strategies per industry wise which can drive conversion and sales. This experience is distributed across various platforms and channels. Latest practices when deployed in previous campaigns will end up being more optimized and generate ROI for their ad spent.

6.2 Future & Challenges

Future of Media Buying

Previously when media buying was in offline case it was pretty simple but now it is not. But now in Digital Media buying process the process is more complex where there are different stages and daily changing practice's which is always going to evolve. Also it is now more about a long term approach for a brand to get mind and wallet share between its target audiences.

Future of Digital Media Buying is Programmatic Ads

There is a new trend which is known as programmatic ads in which media buying is more data oriented, and it is ever growing in the coming years as well.

The business needs to opt for programmatic ads to enhance their media buying process because it reduce the steps in sales process along with improving outcomes that helps you to put ads in front of customer with relevant placements.

Challenges.

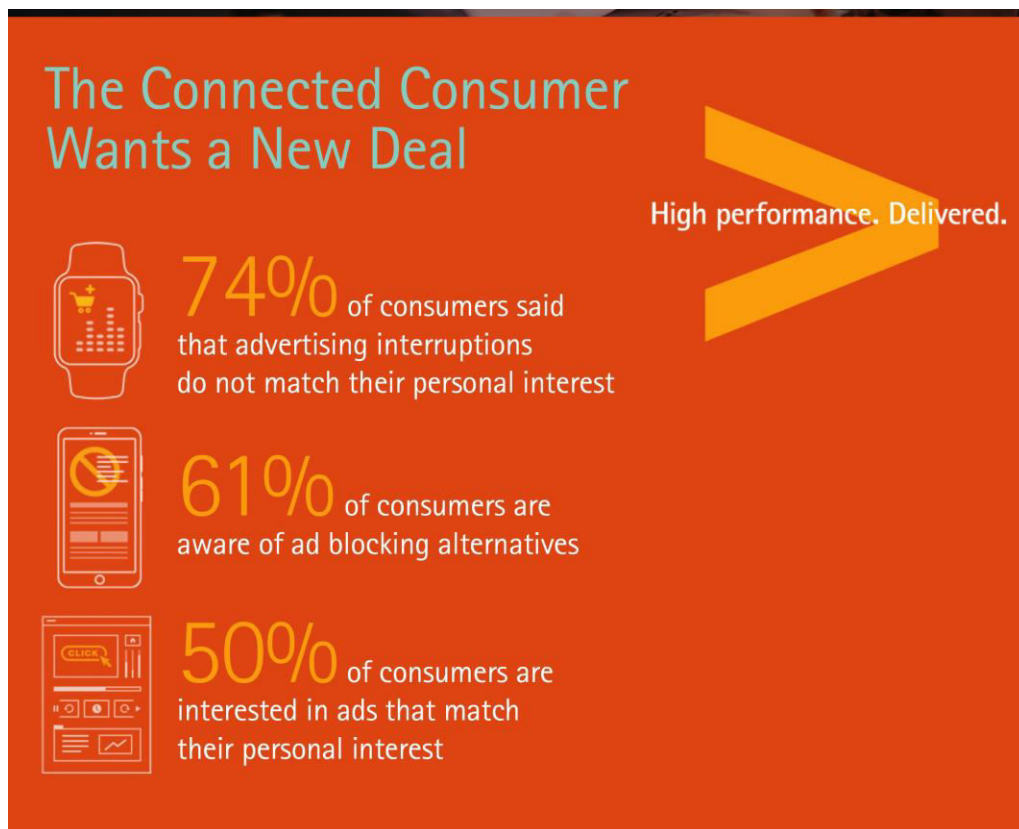


Fig 20. Media Buying Challenges

For brand to establish good marketing efforts they should invest in good and professional media buyers. Media buyers with analytics capability and determine KPI fast and optimize campaign faster. However there are certain challenges when you do media buying:

Budget

When we spent marketing budget without set goals or with any funnel step missing, it should be optimize as soon as possible otherwise all the campaigns will eat up the budget fast. So better allocation of budget is very important. So proper tracking and good conversion metrics should be placed properly.

Optimize Campaigns in Between

Other challenge of media buyer is optimizing campaigns when they are in running state. Sometimes optimization can also happen when there is data in campaigns so that we can rectify them. So for optimizing running campaigns we need to analyze insights of campaign data and make changes accordingly.

Preventing Advertisement Fraud

Advertisement fraud usually occurs in case of a fraud platform where media buyers have to pay more for their clicks or impressions. Usually this happens in case of programmatic buying which is real time and in which certain scripts are responsible for getting max out of media buyer budgets.

Clear Contracts

Negotiations in contracts is another challenge for media buyers. Media buyers should make sure that every term in the contract must be clear with milestones and set of goals to met. Sometimes it happens that things go out of the way which results in wasting of marketing budget which can be avoided by a clear contract.

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