An Improved Digital Marketing Life Cycle To Increase Business Credentials

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APPROVAL

This Thesis titled **"An improved Digital Marketing Life Cycle to increase business credentials"**, submitted by Atikur Rahman Khan to the Department of Software Engineering, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Software Engineering (SWE) and approved as to its style and contents.

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Atikur Rahman Tonmoy

DECLARATION

I hereby declare that, this thesis has been done by me under the supervision of **AssistantProfessor Dr. Imran Mahmud,** Assistant Professor & Associate Director (Research), Department of Software Engineering (SWE), Daffodil International University. I also declare that neither this study nor any part of this thesis has been submitted elsewhere for award of any degree or diploma.

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Abstract

We create and portray a life cycle for implementing it in digital marketing process that features key points in the pre-advertising procedure and in addition in the post-promoting procedure with data analysis and conversion tracking. We mainly try to identify the core stages of a digital marketing tactics life cycle so that better ROI can be expected. Marketing is a never-ending moving target. Digital marketing is cost savvy and having an extraordinary business affect on the business. Based on this research, it can additionally be contended that knowing which platforms and strategies a company's target market utilizes is another key factor in ensuring that digital marketing will be fruitful. The viability of Internet marketing with respect to different business can be broke down and analyzed.The methodology can additionally be stretched out to compare the internet marketing procedures and explicit to different organizations. We layout the developing issues in and around the key points and related inquiries for future look into. At long last, we create e methodology of digital marketing life cycle and fix a research agenda to compare and analyze with the traditional digital marketing process.

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Chapter 1 : Introduction

Introduction

Bangladesh is a small low-mid-level country. Information and Communication Technologies are recognized as a powerful tool for financial improvement. The recently rising idea of "Digital Marketing" is a 21st-century approach that has taken the world beyond the traditional concept of marketing philosophy. With the information and communication technology upgrades and availability of internet access spreading, more dynamic and fast loading websites are developed. Due to these changes, organizations unavoidably entered to digital marketing environment. With the improvement of ICT, traditional advertising strategies leave sits place to digital marketing step by step. Digital marketing refers to a unique and innovative notion about the marketing ideologies through the digital channels to promote products or brands or services via one or more forms of electronic media. The differences between the Digital Marketing and the traditional one are that the Digital Marketing involves the use of channels and methods that enable an organization to analyze their marketing campaigns and understand what is working or not - typically in real time and moreover target the audiences perfectly. The greatest advantage of digital marketing is targeting the intended interest group of people and reaching them in right route with utilizing different social media platforms and search engines. Though Digital Marketing is practicing more effectively throughout the world, maximum number of organizations based in Bangladesh does not maintain the standard framework, methodologies and strategies. Our objectives for this paper are three-overlap. In the first place, we create and develop a methodology for digital marketing life cycle that features the key phases in the digital marketing procedure. Next, we do survey and analysis about our proposed methodology. We try to cover situation of the current digital marketing practices and make a comparison between a traditional digital marketing processes with ours. Finally, we coordinate some of the inquiries and set an agenda to motivate for doing future research in advanced digital marketing.

Chapter 2: Literature Review

Despite the fact that the idea of Digital Marketing is new one in Bangladesh, by and by it is catching individuals' eye for business growth. Along these lines, Bangladesh in regard of digital marketing is a newcomer as the term digital became exposed in 2014. In spite of the fact that the development rate of web has been extraordinary for the most recent few years in Bangladesh, the genuine taste of digitalization was relished with the methodology of 3G innovation and now we are trusting that the 4G has better involvement. Digital marketing is without a doubt one of the key popular expressions in the present business world. Not at all like traditional types of marketing, it includes procedures intended to draw in shoppers and drive mark discussion through different digital channels, running from email to mobile applications. This point is very much inquired about subject yet we found theoretical and experimental research.Here we incorporate some fundamental speculations of digital marketing.

2.1 Marketing

According to AMA (American Marketing Association 2013) it is defined as such: Marketing is the action, set of foundations, and procedures for making, conveying, and trading contributions that have a motivation for customers, clients, associates, and society free to move around at will. The root of marketing is to keep up the consumer association with the organization yet in those earlier days marketing was restricted in telling and moving the item yet this thought is obsolete on the grounds that now marketers need to comprehend the client's need, request, and fulfillment. It is a simple model for companies in five steps: first, understanding the customer; second, developing a marketing strategy that appeals to potential customers; third, developing customer value; fourth, building strong bonding with customer; and in the last step, creating value for valuable customers. But in return, the company gets value from the consumers in the form of sales, profits, and longer lasting customer equity. (Armstrong 2012: 9; Kotler 2013: 5).

2.2 Digital marketing

Innovation has taken wherever all through the world, so the present market transformed into an example over this century. Directly the importance of this point is fairly astounding in such a

case, to the point that you get some data about "what is digital marketing" they will give 10 unmistakable answers. Despite how much the definition has multifaceted nature anyway this theme is by and by the most vogue subject in nowadays since it is the most comprehensively speeded process wherever all through the world and passes on much basic to our life. In the created world, organizations have understood the significance of digital marketing. With the goal for organizations to be effective they should blend online with customary strategies for addressing the requirements of clients all the more absolutely (Parsons, Zeisser, Waitman 1996). Presentation of new innovations has making new business open doors for advertisers to deal with their sites and accomplish their business targets (Kiani,1998). As a self evident actuality what amount digitized promoting assume control in our nation, we can bring up some important issue. Advertisers who don't adjust digitize showcasing; it will be extreme for them to accomplish their ideal dimension of promoting of their item. In the cutting edge world advertiser pick distinctive kinds of web medium to advance, valuing and keeping up association with clients, for example, Facebook, Youtube, Google and diverse sites. Online life with an additional customary precedent Facebook has opened the entryway for organizations to speak with a huge number of individuals about items and benefits and has opened new showcasing openings in the market. This is conceivable just if the chiefs are completely mindful of utilizing the correspondence procedures to draw in the clients and improving their experience (Mangold, 2009).

Digital marketing life cycle: A progression of stages through which Digital Marketing is run is characterized as Digital Marketing Life Cycle. The whole method of the digital marketing process for a customer or claim business should have been planned before beginning. You are simply attempting to be in the perfect place at the lucky time with the right game plan. This section of promoting never hints at change. The execution, of course, is in relentless state of change, and acknowledging when to bob on another idea can have a noteworthy impact among advancement and frustration.

2.3 Digital Marketing Platforms:

We have some popular marketing set-up tool for digital marketing. In our country people use social media frequently. Generally digital marketer uses those social media platforms as their

digital marketing tool to promote the product or services of their brand, such as:

2.3.1 Google

Google Marketing Platform unites DoubleClick Digital Marketing and the Google Analytics 360 Suite to enable you to design, purchase, and measure and streamlines advanced media and client encounters in a single place. Google Marketing Platform causes you convey more significant and compelling advertising, while at the same time guaranteeing that you regard your clients' security and give them command over their information. Google marketing platform is a combination of Display and Video 360, Search Ads 360, Analytics 360, Data Studio, Optimize 360 and Surveys 360.

2.3.2 Facebook

Facebook is a virtual communication place where people view, like, share and post photos and other things. Facebook is the most popular and used social media in world. Mobile users can be targeted easily. About 27,000,000 people use Facebook in all over Bangladesh (Facebook Ads Manager). About 17,000,000 people use Facebook in Dhaka division (Facebook Ads Manager). Audience can be targeted through different categories like – Age limit, Location, Gender, Demographics, Interests, Behaviors.

2.3.3 Instagram

Instagram is very popular for posting images and feelings. It has more than 1,30,000 users in Bangladesh (Instagram insights). Facebook ads can be placed on Instagram. #Hash_Tag promo are used for brand exposure. Instagram is the best place to store and show visual contents. Digital marketers can use Instagram to keep an eye on the competitors for tracking the activities.

2.3.4 LinkedIn

LinkedIn establishes your public image on a global scale as a reputable and trustworthy organization. It is the most popular professional networking platform. About 802000 people are using LinkedIn in Bangladesh (LinkedIn Ads). Ads can be created for the targeted audience. It

has more credibility by recommendations. It helps Improving your ranking in search engines. You may check on what your competitor is doing.

2.3.5 Blogs

Blogs are independent web-based journals where blog writers (bloggers) publish content such as news, pictures, product reviews, opinion and experiences. Updated blogging has evolved from online diaries in the middle of 90s to the new decade as it is now.

2.3.6 YouTube

YouTube is an online platform of uploading video content and viewing video. Digital marketer gives ads as a pop-out on the video content. Bangladesh now has a large number of YouTube surfers. Not only has that all over the world YouTube had almost 1 billion visitors.

2.3.7 E-mail newsletter

When we open our e-mail account, we can see some advertising news letter in primary or promotion section. It is the first platform of sharing information about business products or websites. Display advertising: It's like banner ad on the different websites or e-mail feeds. It is a visible way for digital marketers to make the audience aware of the brand. Targeted item proposals dependent on client's clicks are likewise quickly developing methods for promoting which may expand item mindfulness and trigger buy activity.

Chapter 3. Research methodology

At a certain point digital marketing was only another and distinctive approach to advertise. It opened up another type of media on which to sell products and enterprises. In any case, inside only the previous couple of years, the significance of digital marketing has progressed toward becoming something different. It's turned into a necessary piece of what a business is to its clients. It's not any more enough to have a site or run some un-centered AdWords battle or just creating a Facebook page and doing Facebook marketing. The versatile procedure empowered by the digital marketing makes an incentive in new courses in new digital situations. Establishments empowered by digital marketing assemble fundamental abilities to make such esteem mutually for their clients and for themselves. Processes empowered by advanced innovations make an incentive through new client encounters and through collaborations among clients. Digital marketing itself is empowered by a progression of versatile digital contact focuses enveloping the promoting movement, foundations, procedures and clients. So a life cycle for the entire procedures of the digital marketing is needed to be introduced (Figure-1). It's an experimental research where we ran a one month digital marketing campaign with our developed life cycle to compare between the previous month's result and the implemented one. Thus this research is made to improve the business credentials using the digital marketing life cycle methodology. We try to center again around how digital marketing are forming these activities, data obtaining and investigation, and promoting methodology.
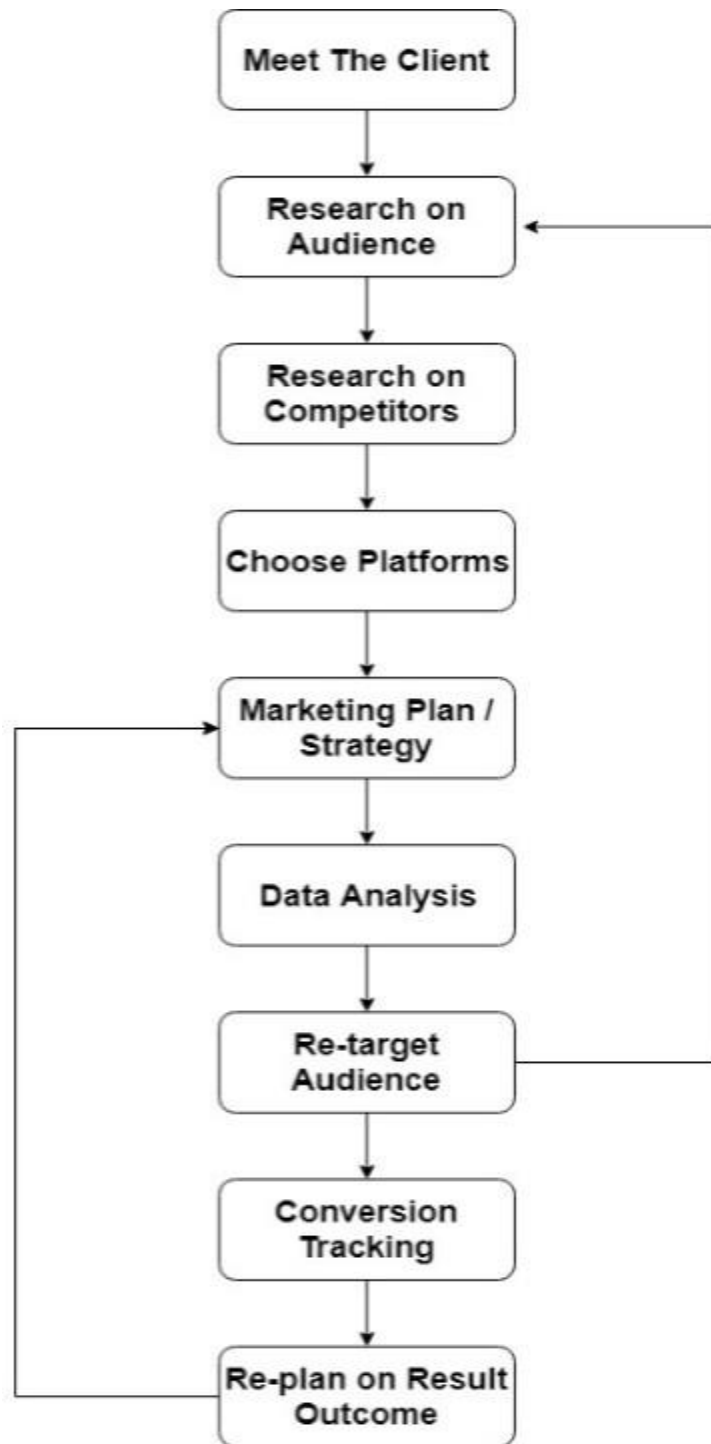
Figure 3. 1: Digital Marketing Life Cycle

3.1.Meet the client

Meeting with customer is critical as you need to keep it in your mind that you are there to compose and embrace conceivably a standout amongst the most fundamental assignments in getting the customer's trust and picking up an effective business relationship. You need to discover every single prerequisite for your advanced promoting effort. Keep in mind a thing, this gathering will lead you to take every one of the choices identified with the items and groups of onlookers.

Figure 3. 2: Meet the Client

3.1.1. In-house clients

An in-house operation is an activity performed inside a similar business, utilizing the organization's benefits and representatives to play out the vital works. To know about the details of in-house projects, a digital marketer needs to meet the head of operation of that project and collect the details to do further research.

3.1.2. Outer clients

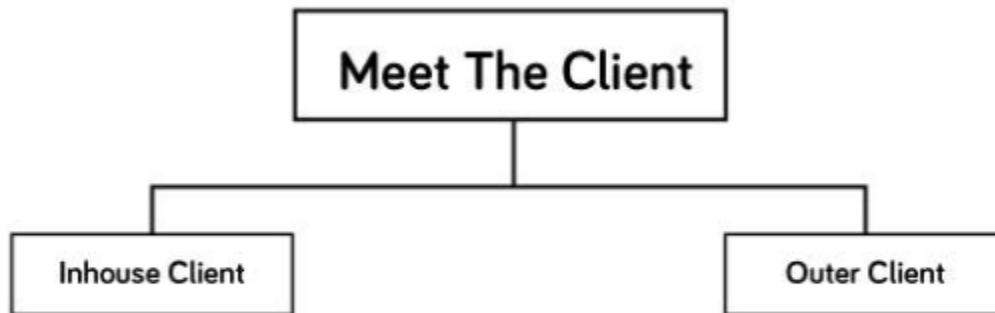Outer clients are who acquire you cash. Agencies provide services to the outer clients and make a standard charge on their services. Clients may not know the Digital Marketing when looking for an expert agency. It is the agency's business to search out these individuals and help them comprehend that the answer for their concern lies in digital marketing. It is very important to acquire all the requirements from the outer clients and understand their approach and mindset.

3.2. Research on Audience

After a fruitful customer meeting, you have to begin your own work. Comprehend what they are giving to the gatherings of people and after that utilization your cerebrum to recognize the most focused on crowd for your customer's item. Digital Marketing is the best way to focus on the explicit gathering of people. Research yourself to realize the gathering of people type as indicated by their gender, age, works, areas, interests and so on. Utilize a few instruments to show signs of improvement results.
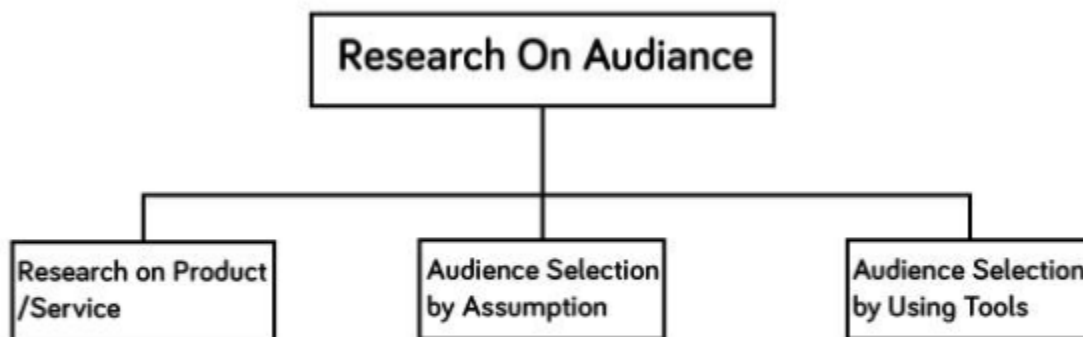

Figure 3. 3: Research on audience

3.2.1. Research on Product/ Service

Product/service research is a standout amongst the most vital marketing tools for anybody in the digital marketing business. It enables organizations to recognize how changes in a specific market influence the purchasers' conduct. Product/service research includes gathering, estimating, recording, translating, characterizing and breaking down information that is identified with your item's market. It enables companies to prepare their research strategy on targeting audiences.

3.2.2. Audience selection by assumption

Based on your product/service research outcome, you can determine your audiences manually by your assumption. If your product is made for adults then you can easily determine the age range of your audience using your assumption. Do not need to use tools for the very basic targeting of audiences.

3.2.3. Audience selection by using tools:

Audience research can include a wide assortment of people, listeners, viewers, readers, visitors, subscribers, or users. Though, directing this kind of important research was once cost restrictive, particularly for little to medium-sized organizations. With the extensive reach of a wide range of online tools, we can utilize apparatuses to contact individuals outside of our own client records. Previously, one would need to enlist an outside resource to conduct these overviews, analyze and assess the outcomes and those interpretive reports could take weeks or even a very long time to surface.

3.3. Research on competitors

You can not be relaxed by just investigating or focusing on explicit groups of onlookers rather you should need to inquire about your competitors too. Right off the bat you have to do statistical surveying dependent on your items/administrations. At that point do look into your competitors

utilizing tools or manual suspicion. Watch out your competitors and thoroughly consider the preferred systems over there. Utilize a few apparatuses and Google investigation to know the states of your rivals.

3.3.1. Market research:

The procedure of market research itself is intended to lessen the risk and to make the digital marketing methodology savvy for your business. Taking everything into account, Market Research gives us critical data to enable us to distinguish and break down the market needs and our competitors.

3.3.2. Observing competitors manually:

When market research is done, you must have e list of your competitors. Just need to look after their presence and activities in the era of digital marketing. A sound knowledge about them will be gathered by searching them in all the platforms.
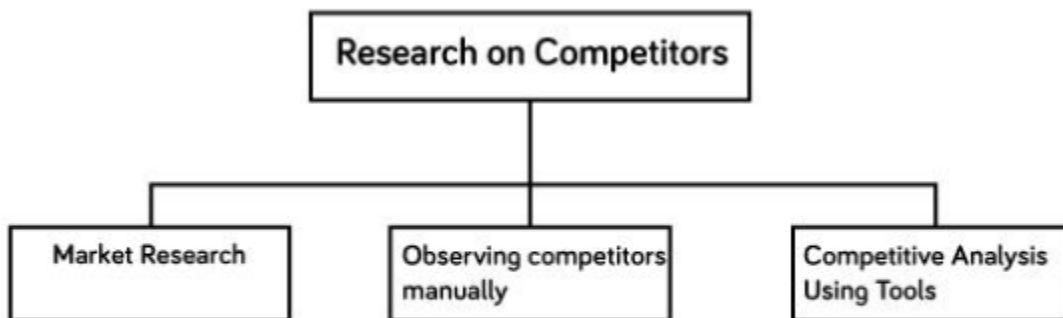
Figure 3. 4: Research on competitors

3.3.3. Competitive analysis using tools:

Competition for traffic, advertisement arrangement, adherents and deals, the rundown continues forever.Actually the rundown continues endlessly. And keeping in mind that directing competitive analysis isn't especially "fun," it's totally vital. With the correct apparatuses on deck, you can spend less effort trying to burrow soil on your competitors and spend more time on marketing. As opposed to investing too much time attempting to keep an eye on your competitors, why not let some savvy tools do the legwork for you?

3.4. Choose platform

When you have done research on your targeted customers and competitors, you need to choose the most effective online platforms. You need to find it out that your targeted customer prefer which online platforms mostly? And you should just apply and implement your marketing strategy on that selected platform to get the maximum numbers of conversions.

Figure 3. 5: Choose Platforms

3.4.1. Google Ads:

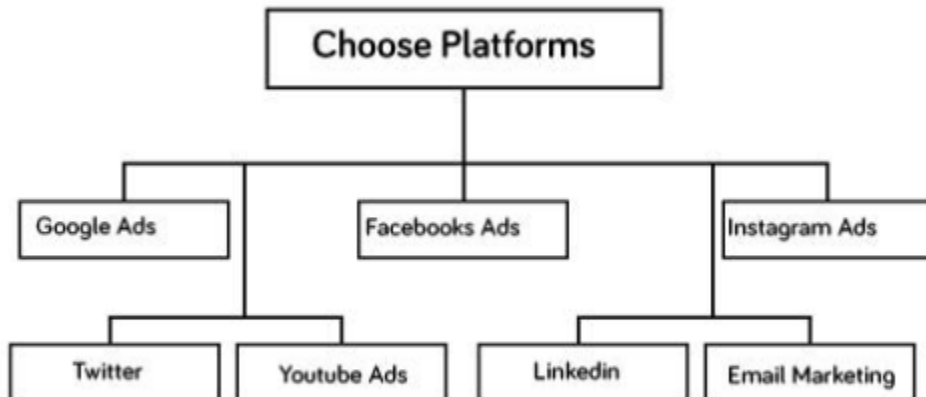You can run promotions through Google Ads to produce more leads and income. You can sell more items on the web. You can convey more activity to your site. However, tragically, it isn't so straight forward. There are different things to deal with. While the possibility of contributing cash on Adwords may appear to be an overwhelming undertaking, the outcomes that come in are relatively momentary and straightforward which is the reason it merits each penny that you spend on it.

3.4.2. Facebook Ads:

Social media is the best way to increase exposure and traffic for your business, create make faithful clients, and produce leads and deals. Facebook remains King Social Network. It is the web-based social networking stage of decision for the dominant part of advertisers and in light of current circumstances. It's never been less expensive to fabricate your image and make new interest for your items and administrations.

3.4.3. Instagram Ads:

Individuals prefer to see, hear and take in more, however their time is constrained. The issue is great web-based social networking stages are time-consuming. You have to convey your message quick and compact to have the capacity to pull in fans or clients. Also, not all the social media platforms advance this sort of correspondence. Is there a stage that is visual and mainstream, simple to access and ready to convey texts? Indeed, there is, and we're alluding to Instagram.

3.4.4. Twitter Ads:

Social networks are utilized to assemble a network, however can it truly be utilized to build deals as well? As indicated by an investigation by Datalogix that was sponsored by Twitter, followers who are exposed to promoted tweets will purchase a whopping 29% more in store. By in store, I mean this information doesn't just allude to the online buys however the physical buys made by

really going into an establishment too. This information is noteworthy and ought to be considered by web based business organizations and physical stores alike.

3.4.5. LinkedIn Ads:

When we say digital marketing, the greater part of you considers Facebook or Google promotions first. We concur, in the field of digital marketing they represent content promoting in present day advertising techniques. In the event that despite everything you wish to set up a little festival for your organization and to discover the cash for an impact like Google Ads, and you are moving something quite certain which you don't know that Google ventures would effectively appear, possibly it's an ideal opportunity to begin considering unheard of options. What's more, fresh, LinkedIn Advertising is sitting tight for you.

3.4.6. Youtube Ads:

Video has turned into an integral part of Internet users' online experience, and no platform has a greater number of recordings than YouTube. The site flaunts in excess of 3 billion video sees for every day, making it a magnificent place for advertisers to discover shoppers. YouTube will have extraordinary incentive for advertisers hoping to develop their gathering of people and grow a pipeline of intrigued imminent clients.

3.4.7. Email Marketing:

Email marketing is a lively and incredible approach to associate with individuals. Bringing it home, consider your own encounters. Do you by any chance know any individual who doesn't have an email address? You presumably get various HTML messages every week. The audiences read them, get impelled by them and even foresee the accompanying one. Email is a noteworthy bit of our lives.Email promoting is additionally an extremely close to home method for achieving your objective clients. Messages from your loved ones are sitting beside email refreshes from your organization. That is the reason email showcasing works taking care of business when it is customized.

3.5. Marketing plan/ strategy

A better marketing plan will assist you most to draw the attraction on the existing market. Need to brainstorm to create the creative campaigns related to the targeted customer. Developing content, ad copy is one of the most important keys and touchpoints of Digital Marketing. Focus on more organic strategy than paid.

3.5.1. Organic marketing plan:

Putting time and vitality in building up a organic marketing strategy is a standout amongst the most essential steps you can take to guarantee the long run achievement of your business' digital nearness. It's a standout amongst the best approaches to assemble a valid group of audience and fan base for your product and service. It requires greater investment, consistency and persistence to pull off, however it merits the additional effort. Actually, organic marketing alludes to apparatuses and approaches that don't depend on paid promoting techniques.

Figure 3. 6: Marketing Plan/Strategies

3.5.1 Search engine optimization:

Search engine optimization or SEO in short, is a technical procedure that can be trailed by site owners to optimize their sites for improving their search engine positions for specific keywords. There is positively no reason for not following best practice SEO when building sites and delivering content. By and large 42% of all site traffic is created by means of pursuit. A well optimized website, with spotlight on an unmistakable relevant search audience, will produce organic traffics for free. This is extraordinary compared to other approaches to cement your site on search engine results pages - an incredible method for adding asset value.

3.5.1.1 Social media engagement:

Your creative content and campaign will be instrumental to your social achievement. Share your creative content and dependably connect back to your site. Social is less about numbers and praise, more about engagement, reactions, shares and interaction. Everything is interlinked and you will require your social channels to help promoting your content advertising and drive seek rankings.

3.5.2. Paid marketing plan:

In the digital world, promoting has put on another robe, and all has been patched up. In case you're still not exactly there in the digital marketing ambit, you're missing out on excessively! Digital Marketing resembles the oil in the machine of moving. It backs out the erosion of coming to the potential purchasers and customers. Internet paid promoting efforts are tied in with being effectively open to somebody who may be keen on your item or administration. The buyer has changed his methods for hunting down the correct item or administration. The print promoting strategies are just about out of date now. Shoppers presently run the Internet for data, forthcoming merchants, and at last to buy too.

3.5.2.1. Sell product/service:

What is the main target of paid marketing? If the target or objective of your paid marketing is just to get sell conversions on your products/services then you need to plan your paid marketing plan to set the focus of selling things. Use social media platforms to promote and sell your products, services, and brand. PPC, Facebook Ads, Twitter Ads, Instagram Ads, LinkedIn Ads and others can be used as paid marketing platform.

3.5.2.2 Brand awareness:

A frictionless and steady experience is the thing that we as a whole mean to accomplish through our traditional and digital marketing channels. In the event that a prospect sees your last Twitter post, they hope to see a similar brand resources streak up at them as they navigate to your site - it's a quite straightforward situation, yet at times ignored. With a brand in your grasp, this is an

ideal opportunity to get your ducks consecutively and guarantee that regardless of where your next customers originate from on the web, they get a steady message that fabricates trust in what you do and mindfulness in your identity. By doing this, you are eventually creating more leads and more clients.

3.6. Data analysis

The business world has been developing throughout the years. What's more, marketing isn't what it used to be. Today, it's much further developed and focused on. Which implies marketing, particularly digital marketing, has progressed toward becoming profoundly result oriented. What's more, there is a lot of data to work with in understanding the significance of digital marketing investigation. The drive to comprehend clients is expanding as is the requirement for precise ongoing examination. While internet based life and online utilization is on the ascent, so is digital marketing analytics. Internet based life and other digital marketing instruments can be the way to understanding what the client needs, wants, and how they feel about a specific item. When the data is gathered from a variety of social network sites and digital marketing campaigns, it can give a proper analysis report.
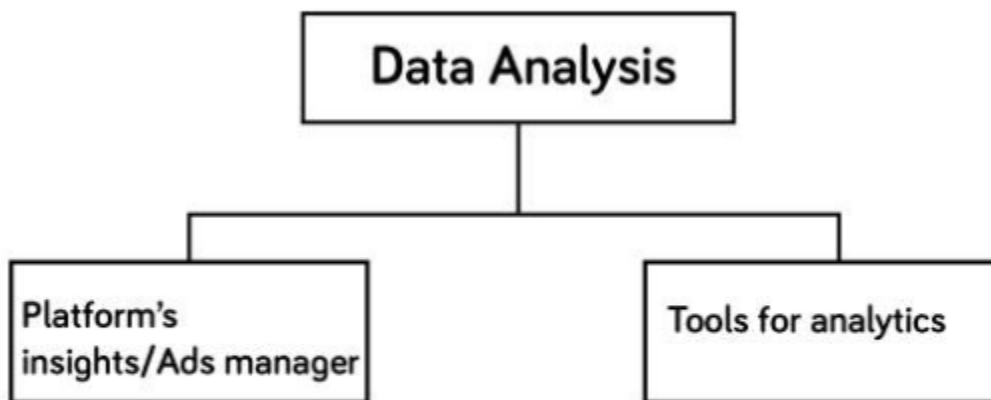
Figure 3. 7: Data analysis

3.6.1. Platform's insights/ Ads manager:

Every digital platform has own insights to check and review their activities including organic posts and paid campaigns. The Ads managers also provide real time data of their ads including audience demographics, location and many other entities. Once an organic post or an ad is run, the platform's insights or ads manager is needed to be checked for knowing the performance and measuring the cost.

3.6.2 Tools for analytics:

The analytical tools provide real time data and massive information of any individual traffic who visits to your site and has interest to buy your product or service. Google analytics, Hotjar, Crazy egg and many more analytical tools are available. Google Analytics is one of the best, most integral assets out there for checking and breaking down activity on your website. It gives you a

huge measure of data about who is visiting your webpage, what they are searching for, and how they are getting to your website. Any business that needs to extend and develop their business on the web should utilize Google Analytics. On the other hand, Hotjar is an all-in-one analytics and customer feedback tool that assists you comprehend your web and portable website visitors. Find where your guests are clicking, how much time they spend on each page and their looking over examples. So the analytical tools are very important to know your customers and to take actions for further marketing campaigns.

3.7. Re-target audience

Regardless of whether you are a digital marketing specialist or an entrepreneur who needs to build your brand reach, standing out enough to be noticed is a noteworthy piece of your strategy. Be that as it may, time after time the emphasis is on the principal activity alone. Re-targeting is a successful strategy for affecting a second or third response for expanded effect. Re-marketing isn't a fresh out of the box new strategy, yet it's turned into a center advertising capacity with the headway of following tracking technology and third party software that gives a wide broadness of outlets and approaches to portion your site visitors. Re-targeting enables brands to sort visitors into interests and basically "pursue" them while they do different things in online, allowing them to pull visitors back to the site that weren't exactly to the point of conversion.

3.7.1. Source of targeting:

Suppose you want to purchase a product or service, you Google out about the stuff and come across websites which have shared similar contents that you are looking for. Now, you have to choose the most promising site out of all depending on their content, offers and product showcasing. You choose one, place an order. That is actually the power and use of Digital Marketing. But in the meantime, your activities are tracked by the website and they retarget you and show you the same deal for the same product or other similar products, that is another propelled dimension of digital marketing and that following depends on data analysis. You can track visitors through page view and content view. Page view means to a certain number of

pages viewed or clicked on the site by an individual visitor. A content view is the definition of a list of contents displayed in the interface and clicked by the visitors.
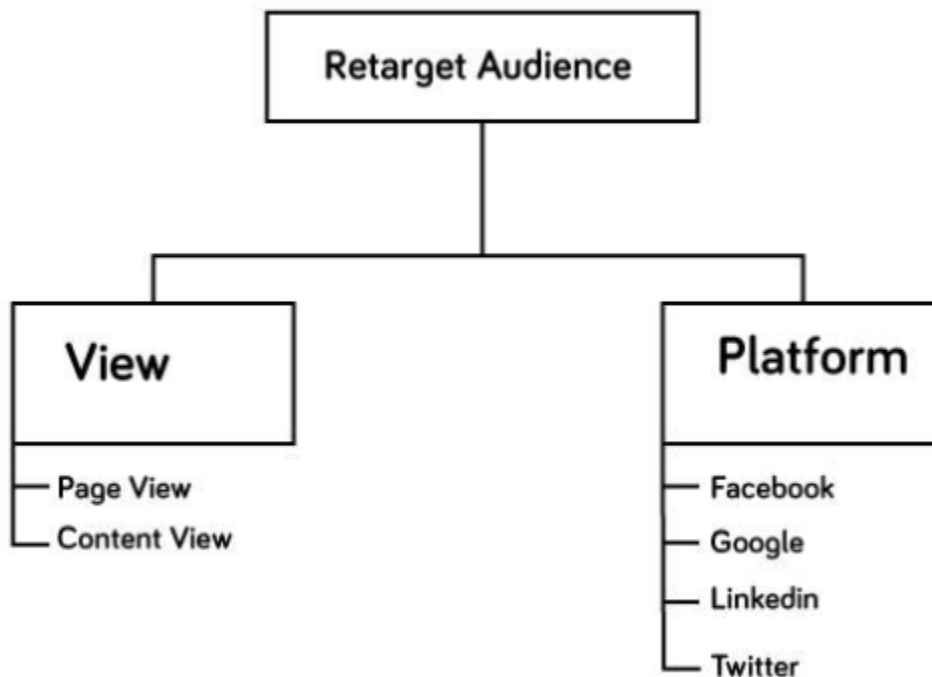
Figure 3. 8: Re-target audience

3.7.2. Where to retarget:

The audiences can be retargeted using pixels and different tracking codes of different platform. If you retarget your audience in Facebook then you have to install Facebook Pixel Code to your site. Google Tag manager is used for retargeting visitors through Google Display Network. Tracking codes of Twitter and LinkedIn are needed to be installed for retargeting traffics in both Twitter and LinkedIn platforms.

3.8. Conversion tracking

On the off chance that you are not tracking your conversions, you are passing up important data that can help inform your digital marketing decisions and make your business even more successful. It is additionally important to track this data so you can know what your cost per conversion is. If you are excessively too much on converting customers, it may be time to change your marketing tactics to something more cost savvy. When you have gotten into conversion tracking, you should be able to see what is working for you and what needs enhancement. At that point you can coordinate your assets toward bettering your conversion rate.

3.8.1. Manually tracking on sales:

The conversions can be found out by checking the total number of sales. But this manual checking of conversions is only applicable for e-commerce businesses/ web based business where they do only digital marketing for their product/service promotions. The conversion rate can easily be calculated if total spent on digital marketing can be divided by the number of sales.

3.8.2. Funnel or conversion tracking tools:

Whether you sell your product or services online or just try to get people to sign up for an offer – you in all likelihood have a few stages in which your guests must take so as to finish your online goal. These means are commonly known as conversion funnels. Tracking conversion data is grasp in justifying your spend on advertising. Optimizing your landing pages and conversion funnels, tracking all of your product links, and using funnel tracking tools, are great ways to improve your conversion tracking data. Moreover, using Retargeters see through conversion information gives you additional data to enable you to comprehend your spend.
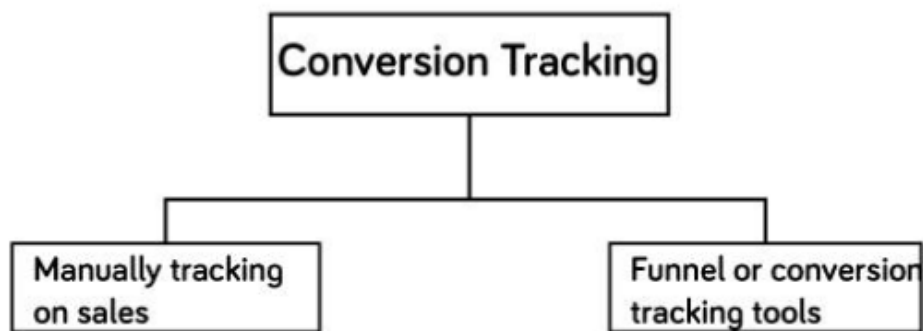
Figure 3. 9: Conversion Tracking

3.9. Re-plan on result outcome

You can not rely on your fixed plans, you need to re-plan again to get more success. And, research the whole things again and again. Research from the top to bottom and try to be up to date yourself with the data analysis and conversion tracking. Any replanning effort is going to require you to revisit the marketing plan for your client. Rework on the marketing plan and confirm it that you'll have the right plan and objective sets available when you need them according to your replanned marketing strategy. But if you get the result fine and outcome is okay for your client, you simply continue with the current marketing plan. On the other hand, replan on your marketing strategies if you want to get better result and outcome.
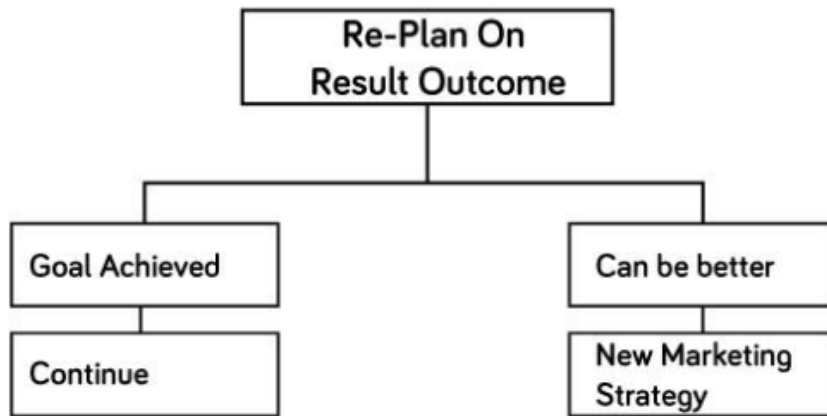
Figure 3. 10: *Re-plan on result outcome*

Chapter 4. Experimental Analysis

Experiments are led to have the capacity to anticipate results. Commonly, an experiment is developed to have the capacity to clarify some sort of causation, improvements or changes. Experimental research is important to prove a new methodology or framework - it assists us to get improved. As we develop a life cycle methodology of digital marketing, we need to do an experimental analysis on a specific business to check the outcome. Then we compare the outcome with the previous month's outcome to get the credibility of our methodology. So, we choose a client and implement the digital marketing life cycle methodology for the month of October, 2018.

Client's name: Hinterland Chiropractic

Address: 7 Price Street Nerang, QLD 4211, Australia

Business objective: The Chiropractors are committed to getting the optimal structural results for their patients. So as to help this healing process, they fuse Orthopedic Devices to rhasten the correction of spinal disorders.

This implies the side effects patients might experience can be diminished quicker in the meantime as improving the structural imbalances.

Their Doctors in the medical center around helping you right postural imbalances. They expect to reestablish common spinal bends and decrease the weight on your sensitive nerves by means of the utilization of uncommonly designed neck orthotics, contoured pillows, exercises and postural advice.

4.1. Analysis on meeting with client:

We met the client and try to know about their requirements and wish about the digital marketing campaigns. This client is an outer client, as we are working at a digital marketing agency and Hinterland Chiropractic is buying Clickmax service from us. They told us about their targeted audience based on location, age, gender and interest. Most importantly, they told us to maintain the standard conversion rate (16% - 20%).

4.2. Researching audience for them:

After meeting with the client, we came to understand about the audience type. But before researching audience, we had to research on their products and services. Research on their products and services gave us a clear view about them and we came to learn about the audiences. Our assumption was to divide the audience group into two different channels. Primary group was for the 40+ aged women living in the targeted location. All gender of 25+ years of age people were the secondary audience. We need to use tools for targeting people based on locations. We selected six different locations near the client's office. The locations are as follows: 4209, Queensland, Australia, 4211, Queensland, Australia, 4213, Queensland, Australia, 4214, Queensland, Australia, Nerang, Queensland, Australia and Southport, Queensland, Australia.

4.3. Researching competitors:

We had done a market research of Chiropractic in Hinterland. We analyzed the market value and found some similar sort of service providers. We got a competitor list from our client and spied them manually by checking their online presence and all the recent activities. We got a clear concept of the digital marketing tactics of their major competitors. Then we used two different paid tools - Semrush and Buzzsumo. Semrush gave us an authentic competitive analysis and Buzzsumo helped us for facebook competitive analysis.

4.4. Choosing platforms:

Once we did the competitive analysis, We got enough data and suggestion to choose the right platforms. We selected Google ads, SEO, Facebook ads and LinkedIn ads for both paid and organic marketing. Whereas we selected all of the platforms including Instagram, Pinterest, Youtube, Twitter, Google plus for organic marketing through static posts and videos. Finally we did email marketing if customer gave us their lead to enquire.

4.5. Developing marketing plan/ strategies:

We developed both organic and paid marketing strategies. For organic marketing we worked on 360 degree platforms. But e gave more priority on Search Engine Optimization. We analyzed the site by Woorank tool and found very low score with some major faults. So, we did proper SEO on it get a better score 79 and it helped us to generate more traffics. Then for paid marketing we went for Google ads, facebook ads and LinkedIn ads. We selected the search network to set the Google ad and lead generated ad set was created for Facebook platform. In linkedIn e went to sponsored content for increasing brand awareness.

4.6. Analyzing data:

We analyzed each and every post and campaign when it went for live. We tried to optimize things regularly. All the data from platform's insights was checked regularly. We set up Google Analytics, Hotjar to analyze the customer's demography and behaviour.

4.7. Re-targeting the audiences:

Once we got our customers visiting to the site, we tracked them through facebook pixel and Google tag manager. We then re-targeted them though facebook catalog ads and Google display ads.

4.8. Tracking the conversions:

We tracked the conversions through Google Analytics goals and funnel. We got data of mobile click tap to call, call conversions, email leads and sells number. As, the client had conducted some traditional marketing too, so for getting accurate number you needed to look after manual tracking also.

4.9. Re-planning on result outcome:

The conversion rate was more than the client expected, so they were happy enough and suggested to continue with same audience, platforms and marketing strategies.

Result comparison between the month of October and September:

PERIOD	CLICKS	MEDIA	CPC	CTR	CONVERSIONS*	COST/ CONV $	CONV RATE
October	164	$615.10	$3.75	2.79%	39	$15.77	23.78%
September	174	$578.71	$3.33	2.67%	15	$38.58	8.62%

Figure 4. 1: Result Comparison between past month

Click Through Rate (Day based):

Figure 4. 2: Click Through Rate

Device based performance:

CAMPAIGN PERFORMANCE	IMPRESSIONS	CLICKS	CTR	CPC	AV. POSITION	COST
Computer	1,591	33	2.07%	$3.77	2.4	$124.30
Mobile	3,923	124	3.16%	$3.72	2.5	$461.87
Tablet	362	7	1.93%	$4.13	2.4	$28.93

Figure 4. 3. Device based performance

Comparison between other months:

Figure 4. 4. Comparison between other months

Keyword performances:

TOP KEYWORDS PERFORMANCE	IMPRESSIONS	CLICKS	CTR	CPC	AV. POSITION	COST
chiropractor	2191	48	2.19%	4.03	2.4	193.54
gold coast chiropractic care	965	33	3.42%	5.05	2.5	166.77
chiropractic medicine	169	9	5.33%	2.42	2.2	21.81
chiropractic therapy	300	8	2.67%	3.5	2.2	27.99
[chiropractor]	263	7	2.66%	2.63	2.4	18.44
chiropractic treatment	69	6	8.70%	2.85	2.5	17.12
spine specialist gold coast	186	5	2.69%	2.57	1.5	12.85
"chiropractor nerang"	62	5	8.06%	1.7	2.4	8.48
spinal decompression therapy	52	4	7.69%	3.5	2.1	13.99
chiropractor gold coast	220	4	1.82%	5.01	2.4	20.03
chiropractic wellness center	122	4	3.28%	3.02	2.4	12.08
chiropractor near me	71	3	4.23%	3.7	2.7	11.11
"chiropractor"	83	3	3.61%	3.5	2.3	10.51
"back specialist"	23	3	13.04%	1.76	2.1	5.29
chiropractor and massage	36	3	8.33%	3.5	2.2	10.49
chiropractor gold coast	101	3	2.97%	4.43	2.5	13.29
best chiropractor gold coast	45	3	6.67%	4.46	3.5	13.38
chiropractic massage	24	2	8.33%	3.42	2.3	6.83
[chiropractor gold coast]	228	2	0.88%	3.28	4.1	6.55
nerang chiropractor	33	2	6.06%	2.12	1.8	4.23
chiropractor or osteopath	37	2	5.41%	2.93	2.7	5.86
[back pain specialist gold coast]	15	1	6.67%	2.91	2	2.91

Figure 4. 5. Keyword performances

Conversion   Tracking:

CONVERSION BREAKDOWN*	
Local Actions- Other Engagements	0
Thank You	5
Call from ads	0
Click To Show Number	7
Mobile Click Tap To Call	3
Email Leads	10
Click to Call	11
Location Action- Directions	6
Location Actions- Website visits	7

Figure 4. 6. Conversion Tracking

Chapter 5. Survey Analysis and findings

The survey report is required to do the research on developing a Digital Marketing Life Cycle. A series of phases through which Digital Marketing campaign is run during its lifetime is defined as Digital Marketing Life Cycle. Here, the answers of the given questions will help us to analyze and compare with the proposed model.

We seek attention to the attendants of this survey to ensure the following thins:

Please make it sure that you know something bout digital marketing and you have run any sort of digital marketing campaign (Facebook campaign/ Google ads campaign/ Instagram ads campaign/ LinkedIn ads campaign/ Twitter ads campaign) for your own business or your office.

Consent about our survey:

You are fully agreed to complete the survey by accepting the following conditions-

a) You know about Digital Marketing campaigns.

b) We will be able to use all the information you provide for our research.

Q.1. Do you make any research on your Audience before creating a digital marketing campaign? If yes, then do you use any tool? Please share the tool's name.
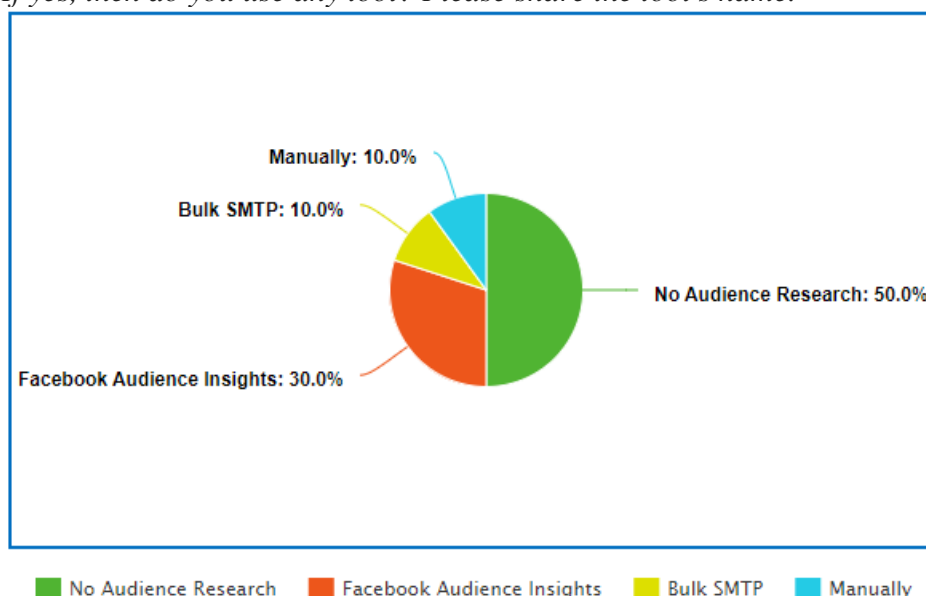
Q.2. Do you make any research on your Competitors before creating a digital marketing campaign? If yes, then do you use any tool? Please share the tool's name.
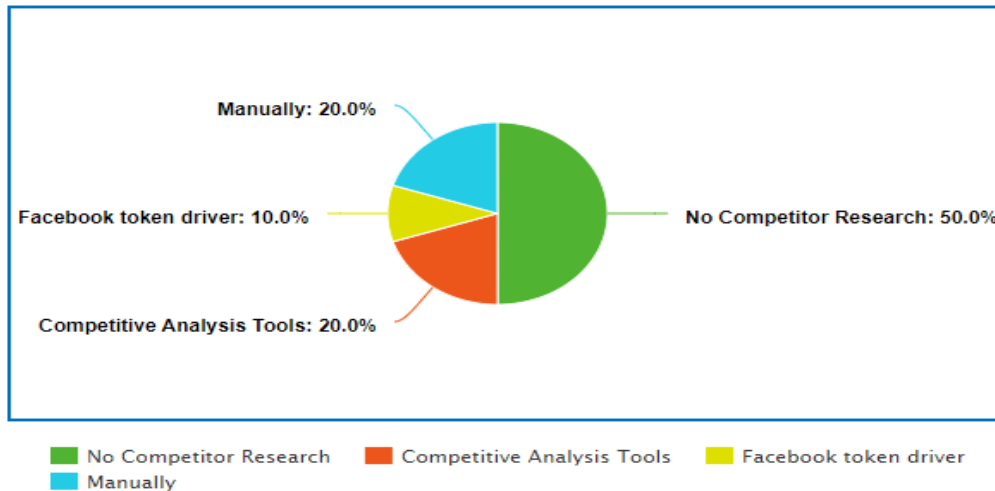

Figure 5. 2. Survey on Competitor research

Q.3. How many platforms did you use for your last digital marketing campaign? Please mention the platform's name (e.g: Facebook, Twitter etc)
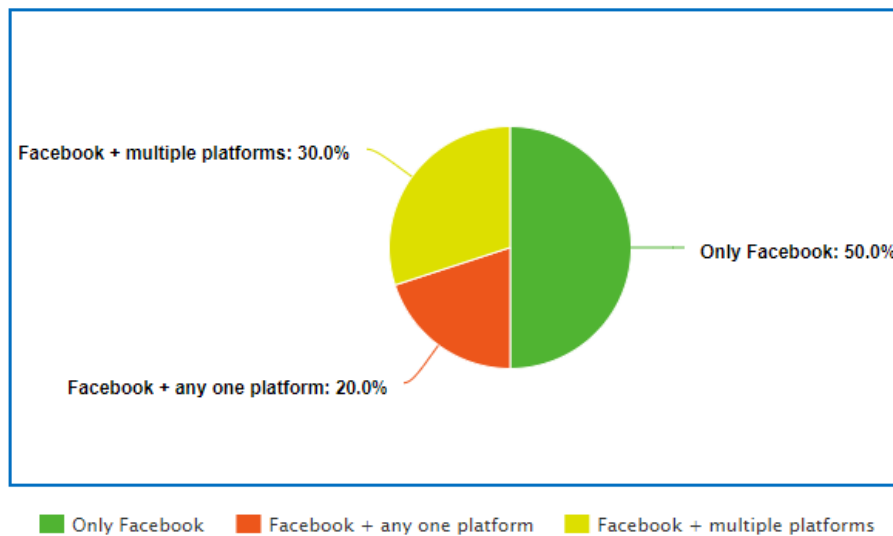

Figure 5. 3. Survey on platform research

Q.4. Do you analyze data after publishing any campaign? If yes, then do you use any tool? Please share the tool's name.
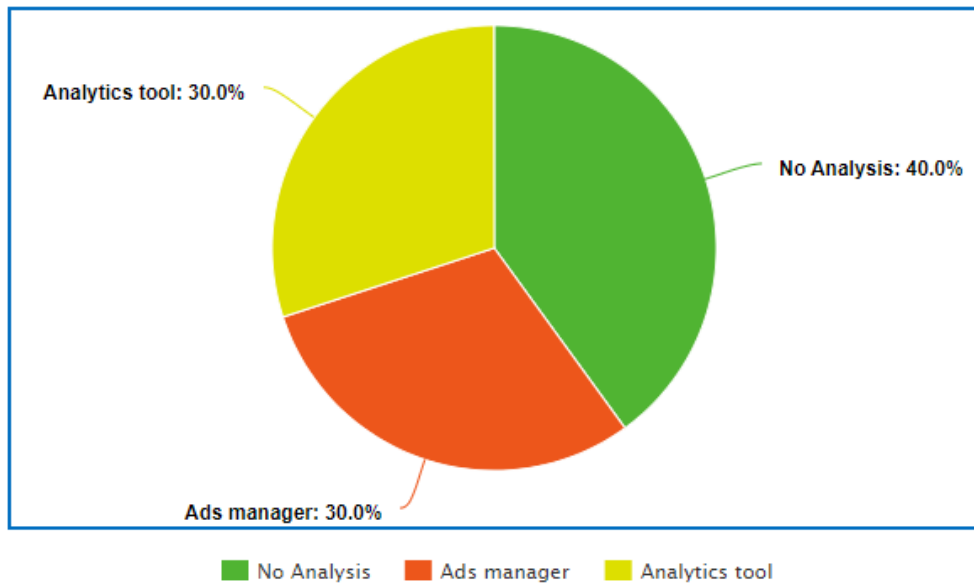

Figure 5. 4. Survey on analytics research

Q.5. *How many times did you run re-targeting campaigns? Please mention the platform name where you re-targeted your audience.*
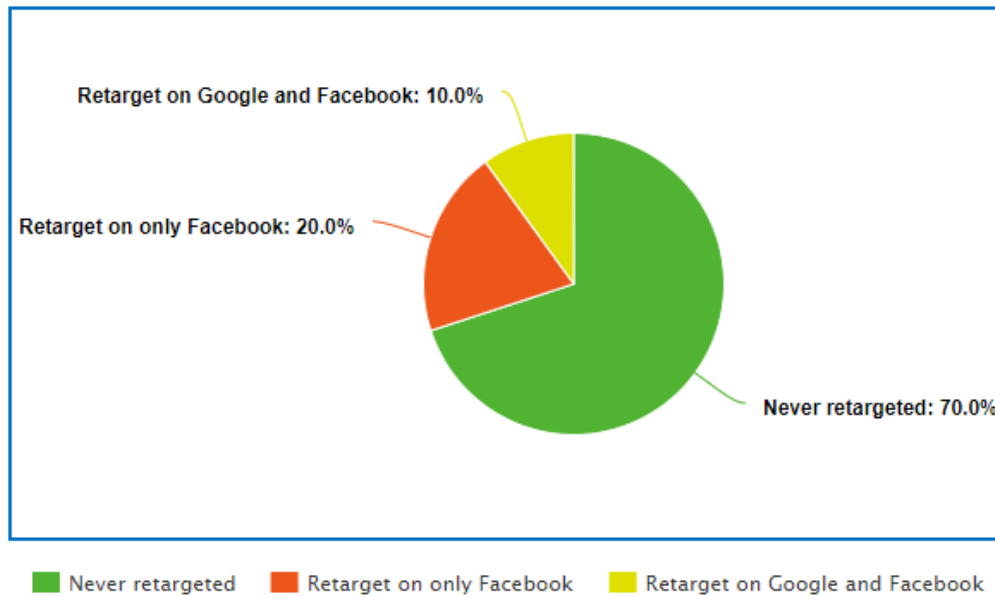

Figure 5. 5. Survey on retarget research

Q.6. *Do you track your conversions from your campaign? If yes, then have you prepared any Funnel to track or assume it manually?*
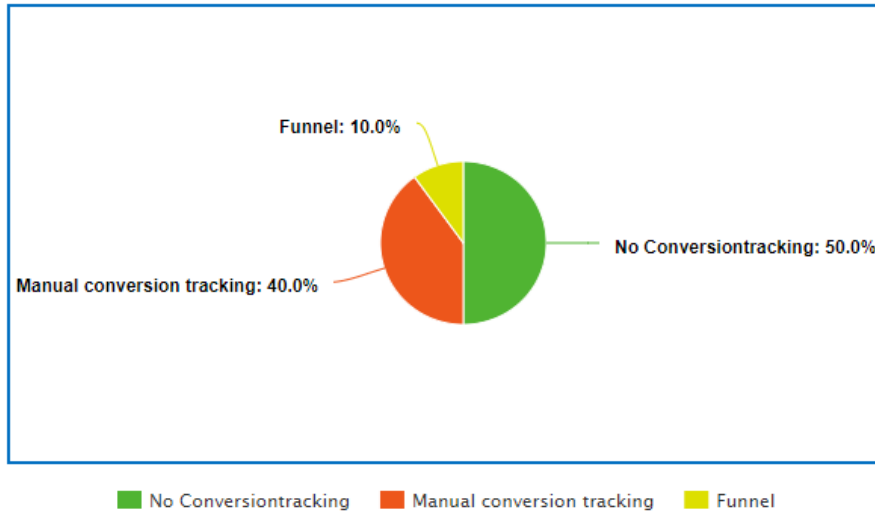
Figure 5. 6. Survey on conversion research

Chapter 6. Conclusions

Our key target in this paper is to build up a life cycle in digital marketing. We have characterized digital marketing in the broadest sense and we have created and proposed a structure that features the touchpoints in the promoting procedure as well as in the marketing methodology process where digital innovations assume a key job. Utilizing this system we have sorted out furthermore, assessed the surviving exploration around these touchpoints. The uncertain inquiries in every region we have distinguished above can profit by future research, so we have coordinated every one of these inquiries into an expansive motivation. The outcome shows better result when we implemented our developed life cycle in the digital marketing procedure. We believe that the life cycle can be approved, so we really appreciate further research scopes on this research outcome.

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