**PROJECT REPORT ON THE MARKETING
STRATEGIES OF BLUEFLOWER MEDIA**

PROJECT REPORT ON THE CURRENT SITUATION OF IT ENTREPRENEURS IN BANGLADESH

Submitted to

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Letter of Transmittal

12th April, 2019

To,
Mr. Asif Iqbal
Lecturer
Department of Innovation and Entrepreneurship
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of the project report on 'The Marketing Strategies of BlueFlower Media'.

Dear sir,
It's a matter of great respect that I'm to inform you that I've completed this project report on **'The Marketing Strategies of BlueFlower Media'**.

Writing this report has enabled me to look at the broad spectrum at which BlueFlower Media operates, calculate the real return-on-investments and get proper insights into how I could develop the business even further. I've also acknowledged some of the key facts, figures, opportunities and problems throughout the digital marketing landscape as a whole.

In these regards, I have tried my level best to complete the report with utmost quality, meeting with your high expectations. It would be of great pleasure if you find this report useful and informative, and I hope it surely will do!

Sincerely Yours,

Shakhawat Ullah Badhon
183-45-178
Batch 12th
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Certificate of Approval

This is to certify that the project report entitled **"The Marketing Strategies of BlueFlower Media"** has been prepared by Mr. Shakhawat Ullah Badhon as a partial fulfillment of the requirement of Bachelor of Entrepreneurship, from the Daffodil International University under my guidance and supervision.

I wish him every success in life.

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Asif Iqbal

Lecturer

Dept. of Innovation & Entrepreneurship

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Acknowledgement

First and foremost, I wish to express my gratitude to the Almighty Allah for giving me the essential strength and mentality to perform all my responsibilities in this project report with utmost effort and dedication. Secondly, I would like to offer my special thanks to my colleagues at BlueFlower Media who have given me crucial insights on the marketing strategies. Without them, it would've been very difficult for me!

I would like to convey my utmost gratitude to Mr. Asif Iqbal sir for giving me such an opportunity. He has always helped me to pursue practical knowledge instead of the mainstream education, and this has helped me greatly. Writing this project report have enabled me to look into the broad spectrum of digital marketing solutions for small and medium businesses offered by topclass digital marketing companies like BlueFlower Media and how the businesses are helped by such marketing campaigns.

Executive Summary

The digital landscape is constantly evolving; there are a lot that it offers to businesses as a whole. Businesses can leverage the power of digital marketing to scale at unprecedented rates, something that hasn't been possible ever before. This has also enabled small and medium businesses to become more efficient, cutting down major operational costs.

Companies like BlueFlower Media now offers companies with excellent digital marketing solutions that are specifically catered to their needs. Such digital marketing solutions are of very low costs and yield high return-on-investment if done right. Leveraging the expertise and high volume work, BlueFlower is able to provide low cost and high quality work to small and medium businesses.

BlueFlower Media offers four major digital marketing solutions – PPC Marketing, Outbound Marketing, Search Engine Optimization (SEO) and Social Media Marketing (SMM).

Each marketing campaign has different metrics to measure the effectivity and performance of each campaigns. The metrics range from the number of clicks the ad copy gets, how many people the ad reaches, how many people actually showed interest (by engagement) and a lot more!

There are also some limitations to each marketing strategy which acts as a backslash to the marketing strategies. However, these are not that significant to make a great impact.

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1.0: Introduction

1.1: About Blueflower Media

Blueflower Media is a Toronto based digital agency specializing in creating, improving and managing digital footprints. Targeting the lower end of the spectrum, Blueflower Media delivers quality service to small and medium enterprises in Canada within very affordable rates. They've been in operation since 2016, but the company has come into full scale operations in the early 2019.

The company operates from two locations - its main head office is located in Toronto, Canada while the offshore office is located in Dhaka, Bangladesh. The company delegates the officials working in the head office for customer acquisition while the offshore office works overnight to deliver the digital solutions meeting the requirements of the clients.

The company currently has 15 employees, from which 10 people are full time employees and the other 5 people are freelancers. There is a dedicated sales team, a marketing team, a development team and a designing team.

1.2: Marketing for Blueflower Media

Blueflower Media aims to deliver outstanding digital services within cheap rates. This means that the company profits mainly from bulk work, instead of charging higher for individual clients. They also have established an offshore company to cut down labor costs. These enable the company to gain profitability while charging very less for each service.

To do this, however, the company requires a lot of marketing so that it gets recognized by small to medium businesses. This is why Blueflower Media is actively working on generating leads and acquiring potential clients.

The marketing framework for Blueflower Media is mainly comprised of four key components, each being PPC campaigns on Google Ads and Kijiji (online classified advertising service for local businesses), outbound marketing, SEO (organic traffic) and SMM (social media marketing).

1.3: Objectives of the report

The main objective of this report is to bring about the different marketing strategies for digital marketing companies like Blueflower Media. The report outlines the details for each marketing strategy, including the monthly expenses on each type of marketing, leads acquired and the estimated return-on-investment (ROI). I've also included the estimated value that each type of marketing brings and the time it takes for successful marketing campaigns.

I hope that this report helps the potential entrepreneurs to realize the different marketing strategies they can use to grow their businesses. Along with that, the estimated return-on-investment, estimated value of each marketing and the effectivity of the specific strategies will be crucial for small to medium businesses aiming to scale their businesses to the next level.

I'll also include some tips during the project report for each marketing strategy. This will surely help the entrepreneurs and marketing geeks to avoid any mistakes in the near future when they work these.

1.4: Background of the report

In the background of this report, I've analyzed all of the different marketing strategies that most digital marketers use. I've also tried to find out the best practices for such marketing campaigns. Other than that, I've gone through and thoroughly researched why most marketing campaigns do not bring about the maximum return-on-investment (ROI) and I tried to give some tips to avoid such mistakes.

I've also given some statistics that persist in the Digital Marketing landscape, and discussed how the entrepreneurs and marketing geeks can use these statistics to enhance their marketing campaigns.

1.5: Methodology

In order to prepare this report, I have collected data from all of the tools used by Blueflower Media. The statistics I have presented are highly confidential, yet these can be used for the betterment of the future for entrepreneurs and marketing officers. My main tools for data collection was Google Ads, Google Analytics, Mailshake, Airtable and a lot more.

Secondary data were collected from a number of websites, annual reports, prospectus/brochures, market analysis, statistics provided by government and other private and/or non-profit organizations.

1.6: Limitations

While going through the report, I've come across a number of problems. These problems can be considered as a limitation to my report.

Lack of information: Although I was able to get many of the tactical data and statistics regarding the marketing campaigns for Blueflower Media, I wasn't able to get my hands on collective data over a wide span of time. This is mainly because the company is itself very young, so all the data are subjective to failures. This means that the ROI may increase once the company develops.
Lack of industrial data: The digital marketing industry is itself very vague; companies do not offer to reveal their ROI for the campaigns. These leads to vague data collected from sources.

Lack of experience: I'm still new to the digital marketing landscape, and I might not know or understand many tactics used by professional marketers. This might result in vague explanations and lower ROI shown in the data.

2.0: Overview of the Marketing Strategies

2.1: Main Marketing Strategies

Digital Marketing Agencies are primarily focused on their marketing campaigns, and they offer the marketing strategies to their clients as well. Blueflower Media has developed and refined 4 main types of marketing strategies for their inbound and outbound marketing - PPC Marketing (Google Ads and Kijiji Ads), outbound marketing through cold emailing, SEO (organic traffic) and SMM (social media marketing).

Other than all of these, Blueflower Media occasionally takes care of affiliate marketing, landing page marketing and influencer marketings for the clients. These are rather low in demand, and I'll not go through these in the report.

2.2: Prerequisites to digital marketing

Measuring the success of digital marketing can be quite hard - there are a lot of metrics to consider. We'll have to go through all of the success factors[1] before we dive right into types of digital marketing. The success factors are used to measure a campaign's results. Such result-driven statistical information gives digital marketing agencies like Blueflower Media to understand what works best and what does not.

The success factors is mainly calculated by return-on-investment, which includes:
- Increase in relevant website traffic
- Increase in conversion rates
- Enhancement of qualified leads
- Lower Customer Acquisition Costs (CAC)
- Better Customer Retention (RT)
- Higher Customer Lifetime Value (CLV)

2.2.1: Increase in relevant website traffic

The relevant website traffic is the organic traffic acquired from the marketing campaigns. It is defined as 'the increase in the number of real customers'. The more the campaign reaches and appeals to the people who needs the product and/or service, the higher the success rate of the marketing campaign. This is mainly because the primary focus of marketing campaigns is to let people know of the product and/or service and to sell them.

Such marketing campaigns can be of two types:
- People searching for similar products/services sees the offering
- Prospective people are made aware of the presence of the product/service

2.2.2: Increase in conversion rates

The reach and impressum of the marketing campaign can be a lot, but what's the use if the campaign doesn't reach the right audience? Even if the campaign reaches, say for example, ten thousand people, only 200 people would be properly interested in your product. From the original 200 people, you'll only get 20 or so paying client.

It implies that your campaign has a conversion rate of around 0.2%. This value, however, varies vastly for different businesses. Some have this number around 2%, whereas some businesses have lower than this value.

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[1] "What Factors Drive Digital Marketing Success? Implement this Plan.." 30 Sep. 2017, https://www.delosinc.com/digital-marketing-success-drivers/.

This means that if you've spent $500 on the marketing campaign and you sell each product for $100 each, you'll generate a revenue of $2000. It means that the marketing campaign has a return-on-investment of 400%.

This amount, however, should not be mistaken because the initial profit will be undercut by the spend on the marketing campaigns.

2.2.3: Enhancement of qualified leads

The marketing campaigns are ensured to qualify prospects to leads[2]. This means that people knows your product but have never bothered to try it out. The campaigns ensure that the prospects are aware of the products/service, and appeals to them until they turn into leads who wants to try your product/service out.

Successful marketing campaigns are those which achieve high proportions of qualified leads with the lowest reach.

2.2.4: Lower Customer Acquisition Costs (CAC)

Customer acquisition costs are the costs incurred by a business to get one paying customer. For marketing campaigns, it is defined as the money spent to acquire one customer to the platform.

To explain this, let's take the previous example. We've spent $500 to get 20 clients. This means that our customer acquisition costs are (500/20) $25 per client. To simplify, we've spent $25 to acquire one client who pays $100 for the product/service.

Successful marketing campaigns have lower customer acquisition costs, which means that very little is spent to get one customer to the platform.

2.2.5: Better Customer Retention (RT)

According to Huify, customer retention is very important mainly if the business is recurring[3]. This means that businesses need to embrace effective marketing campaigns to ensure that the customers come back to them over a long period of time. This ensures that the lifetime value (discussed in the next point) is maximized.

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[2] "Prospects Vs. Leads: What's the Difference? - OneIMS." 10 Dec. 2018, https://insights.oneims.com/prospect-vs.-lead-whats-the-difference.
[3] "Acquisition vs Retention: The Importance of Customer Lifetime Value." 17 Feb. 2018, https://www.huify.com/blog/acquisition-vs-retention-customer-lifetime-value.

2.2.6: Higher Customer Lifetime Value (CLV)

Simply put, customer lifetime value (CLV) is the amount that the customer spends on your business[4]. For example, if a client enters to your platform and stays here for around a year where the customer purchases 10 products each worth $10, the customer's lifetime value is $100.

This means that the customer lifetime value for your product/service is $100. Marketing campaigns aim to increase the amount of CLV through effective marketing and recurring campaigns.

2.3: The marketing funnel

The marketing funnel is essentially the hierarchy in which a businesses takes a potential customer through a definitive journey, starting from discovering the business all the way to purchasing the products on a regular basis.[5] ***See picture 1 in appendix***

The typical marketing funnel consists of 6 different bases, each having distinctive characteristics. The marketing funnel bases are:
- Awareness
- Interest
- Consideration
- Intent
- Evaluation
- Sale

Videos and social marketing are catered to raise awareness, interest and consideration among the prospective customers. Businesses use videos and social media marketing to connect directly with their audience and let them know of their business and what they're up to.

Email marketing and remarketing, on the other hand, specifically targets to raise intent, evaluation and to close deals. These types of marketing are especially targeted to the people interested in receiving such services.

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[4] "How to Calculate Customer Lifetime Value - HubSpot Blog." 21 Jan. 2019, https://blog.hubspot.com/service/how-to-calculate-customer-lifetime-value.
[5] "What Is A Marketing Funnel And Why Should You Care? - Medium." 15 July. 2018, https://medium.com/swlh/what-is-a-marketing-funnel-and-why-should-you-care-c3a6243088ff.

PPC marketing, Web design and content marketing are designed to drive inner consideration for the product, while raising intent, evaluation and closing deals. Such marketing campaigns are usually the most effective because these are targeted to prospective leads, so the chance of closed deals are higher than the other marketing campaigns.

Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are designed to bring organic traffic to the business. This means that these marketing campaigns can be held to raise all of the components in the marketing funnel - awareness, interest, consideration, intent, evaluation and even sale.

2.4: Understanding the customer

You can't expect a marketing campaign to be highly effective unless you're targeting the right customers fitting to your business. This is very important because every business works in a niche, and you can't just target a huge demographic of people to use your product/service.

As an example, you might be selling pens and you might think that pens are highly versatile and everyone uses it. However, you might find out that your pens are quite expensive which is why students and middle income people are unable to purchase the products. In this case, you will have to target the higher income individuals.

Understanding the customer is highly important. But before that, one must have a complete idea of the product or service he/she is providing. This helps to identify the proper customer to target and what kind of persona the customer will have. This highly enhances the effectivity of marketing campaigns.

3.0: PPC Marketing

Pay-per-click (PPC)[6] marketing is a model of digital marketing where advertisers pay a certain fee each time the ad is clicked by an user. This is a way of buying visitors to the site rather than attempting to earn the visitors organically. It is considered to be one of the most popular digital marketing; it brings in high value and guaranteed results if the marketing campaign is done right!

The typical PPC marketing campaigns are mostly done in search engine marketing; where the ads are featured at the top. In such cases, the keywords targeted by the marketeer is judged on the basis of complexity and competition. The keywords being searched most often are the ones with high competition - these are the ones that bid the biggest price.

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[6] "The Ultimate Guide to PPC - HubSpot Blog." 11 Feb. 2016, https://blog.hubspot.com/marketing/ppc.

3.1: Benefits of PPC Marketing

PPC marketing costs a lot; marketers are bidding constantly to get the best keywords. However, the cost shouldn't diminish the benefits of PPC marketing. This is mainly because ranking organically for keywords have become increasingly competitive. This makes it more difficult for businesses to get the domain authority to get them into the top of the search engine results page (SERPs).

In such cases, PPC marketing can help businesses to rank in the top pages for the keywords they target. Also, search engines have a complex algorithm so that they cater your advertisements to the ones who are really searching for similar products. This means that your money is not going into waste.

3.2: Key Performance Indicators

Now, there are a set of different metrics that are used to measure the performance of marketing campaigns. The metrics, or key performance indicators (KPIs), shows us the data to understand how the campaigns are performing.

3.2.1: Number of Clicks

As the name suggests, pay-per-click advertisement is all about how many clicks your campaign is getting. This can be a crucial KPI which measures how many people actually clicked on your ad. Campaign managers often look at the number of clicks from time to time. Whenever the number of clicks succumb for a period of time, they pause the campaign. On the other hand, positively performing campaigns receive an increase in bids.

Clicks are an excellent KPI for that mid-month account performance checkup; however, the success of a campaign shouldn't be determined solely by clicks.

3.2.2: Click Through Rates

Similar to measuring how many clicks your campaign generated, click through rates (CTR) is a key metric for campaign performance. CTR is measured by dividing the total number of clicks by the total impressions created in the given month.

CTR can be a major KPI; it indicates how your customers are viewing the advertisement. The CTR, however, can't be the primary KPI because it varies heavily depending upon the industry the business operates in, the bidding amount and keyword competition.

3.2.3: Quality Score

The quality score of the ad copy is a critical measuring metric for Google. We must understand that Google aims to give a better experience to all its users, which explains why they encourage premium content and ease of use.

Google uses the expected CTR, landing page experience, ad relevance, ad format and the content within the ad to determine a campaigns score[7]. The higher the score out of ten, the less money the advertiser has to pay to Google for each ad campaign.

3.2.4: Cost Per Click (CPC)

The cost per click (CPC) is an important metric that helps to determine the cost of the marketing campaign. It is simply the cost of each click by one unique user. The more competitive a keyword is, the more cost per click it has. Marketers target keywords with low competitive scores that are highly relevant to reduce marketing costs.

3.2.5: Cost Per Acquisition (CPA)

Not all clicks will bring paying customers. Some people might just want information. This is why CPC is not always the perfect metric. CPA calculates the total cost divided by the total number of conversions. The CPA cost is similar to the Customer Acquisition Costs (CAC).

3.2.6: Conversion Rates

Conversion rates are the number of people who have converted into paying customers after seeing the ad. For example, if 100 people clicks in the ad copy while 10 people actually purchase the product/service, the ad has a conversion rate of 10%. This value is usually presented in Google AdWords.

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[7] "Search Advertising With Google: Quality Score Explanation ... - YouTube." 4 Mar. 2010, https://www.youtube.com/watch?v=qwuUe5kq_O8.

3.2.7: Impression Share (CPM)

An impression is created when an user sees the ad; it doesn't matter if the user clicks on the ad or not. Google usually gives higher impression share to the ones bidding the highest. The impression share is defined as, 'eligible impressions are estimated using many factors, including targeting settings, approval statuses, and quality. Impression share data is available for campaigns, ad groups, product groups (for shopping campaigns), and keywords.'[8]

3.2.8: Average Position

The average position indicates the position of the ad copy in the search engine results pages (SERPs). Google won't always give the highest bidder the top rank; it highly depends on the quality score and ad rank of the ad copy. The ad rank is calculated by multiplying quality score by an advertiser's max cost per impression (CPM). Knowing the average position gives key insight into how Google sees the ad, and indicates how we can enhance the ad copy.

3.2.9: Budget Attainment

Simply put, this is the budget allocated for the marketing campaign. It can be an important KPI because it helps to understand whether or not a campaign is performing well. Also, the budget can influence the bid on each keywords.

3.2.10: Customer Lifetime Value (CLV)

The CLV is, hands down, the most important KPI for any digital marketing campaign. Simply put, it is the amount of transaction that has taken place for the period of time when the customer purchased the product/service from the business. The CLV timeline can be one month, one day or even years! What really matters is how much the customer has spent over the period of time. The higher the spend, the higher CLV the campaign has.

3.3: PPC Marketing For BlueFlower Media

BlueFlower Media does very little PPC marketing of their own. This is mainly because we primarily focus on outbound marketing and referrals at the moment. Yet, thousands of dollars have been spent on pay per click advertisements.

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[8] "About impression share - Previous - Google Ads Help - Google Support."
https://support.google.com/google-ads/answer/2497703?co=ADWORDS.IsAWNCustomer%3Dfalse&hl=en.

Currently, there are 3 ads running each targeting 3 different niches. In this report, I'm going to discuss the highest performing ad copy which has the most impressions and highest money spent during March and April period.

3.4: Targets

3.4.1: Keywords Targeted

All campaigns starts with keywords. For this PPC campaign, we've targeted a wide array of keywords that are shown in **Picture 2 in page.** Some keywords are: 'web design', 'web design Toronto', 'Toronto web design', 'web development agency', 'professional web design company' and many others.

3.4.2: Audience Targeted

The ad copy was targeted to people aged between 22 to 65. The in-market audience comprised of people working in 'advertising & marketing services', 'enterprise software', 'business technology', 'SEO & SEM services', 'web design & development' and many other professions.

3.4.3: Locations Targeted

BlueFlower Media is a Toronto-based digital marketing agency. This is why the targeted audience were located close to Toronto. The main targeted locations were:
- Brampton, Ontario, Canada
- Mississauga, Ontario, Canada
- North York, Ontario, Canada
- Oakville, Ontario, Canada
- Richmond Hill, Ontario, Canada
- Toronto, Ontario, Canada

3.5: Performance of The Ad Copy

This ad copy was one of the most successful ad copies in our short history. This was mainly because of highly targeted keywords and efficient bidding process which brought the maximum CTR and lowest CAC.

3.5.1: Average CPC

The keywords targeted had a high competition that resulted in a very high average CPC of around $12.31 (note: every $ is referred to as Canadian dollar; not US dollar). The keyword that costed the highest CPC ($14.92) was 'website developers'. The second most costly keyword was 'website design services' which had a CPC of $13.99. Overall, most keywords had a CPC that was higher than $12. However, there were some very low competitive keywords which costed anywhere between $5.94 upto $9.83 per click.

3.5.2: Budget

The daily budget for the ad copy was put to CA $175 per day (note: budget is the max amount to be spent; the actual amount spent depended on the keywords and CTR). The campaign ran for approximately 2 months from March and April. The total cost of the marketing campaign was CA $2310. The most costly keyword was 'web design' which got 39 clicks for a CPC of $11.88, meaning that $463.33 was spent on this keyword alone.

3.5.3: Impressions

The campaign gained 9870 impressions, meaning that 9870 people saw the ad in the SERP. The keyword 'web design' got the most impression (1730 to be exact).

3.5.4: Clicks

The total ad campaign got 188 clicks from the organic reach. From that 188 people, 39 people came from the keyword 'web design'. This is a key metric to measure the click through rate (CTR) of the campaign.

3.5.5: Click Through Rate (CTR)

To be honest, the campaign did pretty well if we were to consider the CTR. The campaign scored 2.25%, whereas the average CTR for an average company is just around 1.91%[9]. This data means that out of 1000 people who actually saw the ad, 225 people clicked the ad to check the content.

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[9] "What's a Good Clickthrough Rate? New Benchmark Data for Google ...." 21 Apr. 2016, https://blog.hubspot.com/agency/google-adwords-benchmark-data.

3.5.6: Conversion Rates (CR)

The ad campaign was not designed professionally; this resulted in fewer conversion rates than expected. The conversion rates (CR) for the ad copy was about 16.7% meaning that of 1000 people who clicked on the ad, only 167 people were converted to real paying customers.

3.5.7: Estimated Value (ROI)

Now, we spent about CA$ 2310 for 188 clicks, out of which we got (188/16.7) 11.26 customers for the 188 clicks. This means that we spent around (2310/11.26) CA$ 215 for each customer. Considering that each customer brought about an average of $700 deal, we earned about $ 7882 from the campaign. This indicates a return-on-investment of about $5572, or 70.7%!

3.6: The Drawback

PPC marketing is one of the few marketing strategies which bring guaranteed results. However, the customer acquisition costs (CAC) and customer retention costs (CR) are very high, which might result in reduced profits and overall revenue.

4.0: Outbound Marketing

We've developed a cutting edge technology of integrating cold emailing with prospecting to create an outbound marketing strategy. Simply put, outbound marketing is reaching out to potential prospects through the use of cold emailing and trying to convert them to leads. In this case, sales funnels are used to enhance the lead generation process and conversion rates.

4.1: The Process of Outbound Marketing

The strategy for outbound marketing was developed in-house by our team. We used trial and error method to breakdown the best practices to yield highest ROI and conversion rates. After a long period of testing, we've come up with the following four step methodology for outbound marketing:
- Identifying our needs
- Prospecting
- Cold emailing
- Lead nurturing

… a few other steps which we are going to discuss now.

4.1.1: Identifying our needs

Before we start out outbounding campaigns, we have a meeting where we go through all our marketing objectives. Here, we discuss what type of industry we want to target, what's the seniority level, how big of a company we'll be targeting, the location of the companies and many other metrics to exactly understand what type of prospects we're looking for. This helps us to give out highly personalized emails to them. Also, knowing our needs help us to be focused on our end goal - converting as many prospects into leads.

4.1.2: Prospecting

After properly identifying our needs, we start looking out for potential prospects. During this time, we use tools like Apollo.io, Prospect.io, Leadfeeder and LinkedIn Sales Navigator to target the audience with high accuracy. With tools like Apollo and LinkedIn Sales Navigator, we can target metrics like:
- Title & Seniority
- Company
- Number of employees
- Industry
- Keywords
- Location
- Technologies

… and many more!

What's best about Apollo.io and LinkedIn Sales Navigator is that both contains databases of hundreds of millions of people; we get a very targeted list of prospects! We love using Apollo because it generates an automated CSV file after searching, so it only takes minutes to generate a list of prospects and get their information, including email, website and a lot more!

As for LinkedIn Sales Navigator, we have to hire an additional employee to manually extract data from the tools. This can be a huge pain and slows down the outbound marketing process. However, doing so can bring us with an even targeted list of prospects.

4.1.3: Cold Emailing

After we've done creating a list of potential prospects, we start emailing them. For this, we use automated emailing services like Mailshake and Mailchimp. Such tools give us the ability to upload the CSV file (list of prospects). Next, we select the information we want to import from the file (first name, last name, contact number, company name, company website, etc). Afterwards, we can start writing the email. Here, we can make it highly personalized by using

functions like {{name:first name}}; which automatically puts up the first name of the prospect from the list for each prospect. This makes emailing a lot easier.

After writing out the email, we set up a follow up mail that goes to the client if he/she doesn't open the mail previously. We usually set one follow up mail after 5 days of the initial send. Then, we confirm the mail by looking at the viewing wheel and send the automated emails.

4.1.4: Lead Nurturing

After mailing, you'll get around 15-20% replies if you do your emails right. Most of them, however, will not be interested. Out of the initial, let's say 1000, prospects you'll only get 5-10% who're interested if the targeting is done right. We then send client proposals to all of the clients who're interested and talk with them. From the initial, let's say 7%, prospects we get around 2% people who actually converts into our clients. This means that in every 1000 prospects we get around 20 clients. This, however, depends heavily upon the quality of the prospects and the quality of emails.

4.2: What can go wrong with Outbound Marketing

We're still perfecting our outbound marketing strategy, and there has definitely been some mistakes which cost us a good deal. Here, we're essentially bulk emailing people; this might lead to spam suspicion from email service providers. Once we got our mailing account banned. On another occasion, all our emails in all of the organizational email were sent to the spam folder. This happened because we were sending too many emails at once, which grabbed the eye of Gmail. Other than that, creating an automated system of outbound marketing took us more than 2 months, and we're still perfecting the process.

4.3: Costs

Outbound marketing can be of two types: we purchase the prospect list from automated tools like Apollo or Zoominfo or manually input the prospect lists from LinkedIn Sales Navigator. Each processes cost differently.

4.3.1: Automated Prospects Lists from Apollo or Zoominfo

Apollo.io and Zoominfo creates an automated list of prospects after we search for the prospects. This means that creating lists take minutes instead of days. Apollo.io offers 50,000 leads for a total of US $12,000 payment annually. Zoominfo on the other hand, offers 5000 leads for US

$800. The leads list contains information like the first name, last name, company details and many others.

We prefer Zoominfo because of the vast database they have and cheap rates. So, each lead costs us about US$ 0.16.

4.3.2: Manually Adding From LinkedIn Sales Navigator

LinkedIn Sales Navigator costs US $79.99 per month for unlimited lists. For this, we need to hire an additional employee who'll take care of the lead generation process. We pay the employee BDT 15,000 taka or roughly $180. We also use Prospect.io to automate the lead generation process in order to get prospects faster. For 5000 leads in Prospect.io, we have to pay them US $189 per month. Total, we pay roughly around US $449 for the lead generation process. The value goes down if we increase the number of prospects found. To sum up, each prospect gained from manual addition costs us around $ 0.09. This, however, doesn't take the time taken into account.

4.3.3: Email Sending Costs

After getting our prospects list, we must send emails to them. For this, we have to purchase mailing service providers. We use Mailshake for the convenience, and we use 3 accounts to send the emails. We use to pro version, which costs us $49 per user. This means that have to pay $150 for the 3 accounts. Take note that we're not purchasing email addresses, we're just paying to use their application. We have to pay an additional of $6 per user to Gmail. This means that our total cost of sending email is $168.

4.3.4: CRM Costs

The CRM, or customer relationship management, is also a cost that we have to bear. We use hubspot for CRM, so we don't actually have to pay anything to use it. However, the time required for using the CRM can be a cost that we should account for. On average, dealing with 10% of 5000 prospects mean that we have to deal with 500 people from which around 100 people are actually our clients. This means that we have to hire a CRM manager, costing us another $350 per month.

4.3.5: Cost Summary

So, we've seen that BlueFlower Media incurs three main costs: prospect lists, emailing and CRM management. If we use automated prospect lists, we have to pay around (800+168+350) $1318 per 5000 leads, which means an average of $ 0.26 per lead.

If we manually add the prospects lists, we have to pay around (449+168+350) $976 per 5000 leads. This indicates a cost of $ 0.19 per lead.

The difference between the two can be huge; but we're saving time and effort in the first method. We can get leads anytime we want, and we do not have to worry about an extra employee on the board. This is why we switch from time to time between the two methods.

4.4: Performance

As we've previously said, outbound marketing brings about 15-20% replies of which only 5-10% are interested. Out of that, only 2% are actually converted into actual buyers. This means that we get 20 paying customers from every 1000 prospect list. If we were to send 5000 emails per month, we can get 100 customers every marketing campaign.

However, we can't just mail 5000 people. This might bring suspicion from Gmail and they might ban our account. Also, we don't have the resources to provide our services to 100 new clients. This is why we target only 1000 prospects to be sent per month (we actually save the rest 4000 for later purposes).

4.4.1: Customer Acquisition Costs (CACs)

Now, if we were to use automated prospect list, we would have to pay (1318/5) $263.6 per 1000 prospects, from where we get 20 clients. This means that we pay (263.6/20) $13.18 for each client (compare it with PPC marketing $215 per client).

If we manually add the prospects lists, we have to pay (976/5) $195.2 per 1000 prospects, from which we get 20 clients. This means that we pay (195.2/20) $9.76 per client.

The customer acquisition costs are truly very minimal when we compare it with any other marketing campaigns.

4.4.2: Reply Rates

The quality of email can highly influence the reply rate. If you're able to write an email that creates an impact on the clients, you can get higher ROI from the marketing campaign. We typically get a reply rate of about 15-20%, which is pretty good if you ask me.

4.4.3: Return-on-investment

I've previously stated that we get around 20 clients from 1000 prospects lists. We've previously done an in-house analysis on our clients to find the average cost of services purchased by our clients. We have found out that an average clients spend around US $725 (excluding taxes) on our services. Using this data, we can calculate the ROI.

From the 20 clients, we get a transaction of (725*20) $ 14,500. After subtracting the costs, we get an overall revenue of (14500-263) $ 14237 for automated prospect lists from Zoominfo or (14500-195) $14305 from the manual process! On average, we're getting a ROI of 6,255.56%! That's HUGE!

4.5: The Drawback

Outbound marketing can be very effective, especially for companies who have products/service which are needed every so often. However, managing the high volume of emails and perfecting the outbounding process can be quite tough. Also, such huge volume of sales will mean that the company needs to scale very fast. This indicates that the company should never stop the outbound marketing process, as failure to do so will mean that the company has no job to do and will then incur losses. Also, scaling so fast will pose different problems altogether.

5: Search Engine Optimization (SEO)

This is a process where we optimize our website and all its content within to enhance the organic traffic we receive from search engines. Effective SEO means that the website ranks higher in the SERPs for keywords they are optimized for, without having to spend huge sums of money when compared to PPC marketing. SEO are very cost effective; and brings in the results even after years of optimization. However, one must constantly perform SEO for the website on a regular basis to ensure that the website ranks high in SERPs. Failure to do so might mean that the website is outranked by the competitors.

5.1: How We Do Our SEO

BlueFlower Media offers SEO services to anyone who's interested in enhancing the organic traffic in a cost effect manner. Currently, we're providing SEO content marketing to four clients, each of different industries. We offer them with blog contents that are SEO optimized with the proper keywords and backlinks. We also offer to manage the Analytics, Google Search Console and structured data that are shown in the SERPs.

Let's dive deeper into what we offer our clients as a part of the SEO marketing strategy.

5.1.1: Keyword Research

All SEO strategy starts with keywords. At first, we identify which niche the business works upon. Next, we start identifying the keywords that the business will want to rank for. This means that whenever users search for that relevant term, there are high chances of the business page appearing in the top of the SERPs.

Once we get a handful of keywords regarding the business, we go to our SEO tool, we use SEMRush, to find other related keywords which have high search volume and little competition. We mainly select keywords based on three main criteria:
- High search volume
- Minimal competition
- High relevance

5.1.2: Content Planning/Marketing

After coming up with a list of keywords, start planning our content. During this time, we try to select keywords and then analyze what users would want to know. We come up with a wide range of ideas, and we select the best ones to write content on. We also give a detailed content plan which includes the keywords targeted, meta description, probable title and date of publication. The content plan gives the clients an insight on the work that we're doing backend.

5.1.3: Link Building

The robot crawlers in search engines crawl through every links pointing to a given website. As for links, this is very crucial and let's the crawlers know what the content is about and how good the information sources are. For expert SEO marketers, link building is one of the foundational

SEO tactic and bases of digital marketing. We try to filter out the best backlinks using domain authority tools to find the ones that Google trust.

5.1.4: Other Technical SEO

SEO also includes optimization of the website for crawlers. This means that the website should have canocilizations, high page speeds, XML sitemaps and updated robots.txt files which are updated to best fit SEO standards. We also help the clients develop their very own structure data and rich snippets to better enhance the SERPs usability.

5.2: Costs

SEO management requires one full-time employee handling the keywords research, backlinks support, content management and little bit of technical SEO. He also takes care of the analytics and handles the data. In this way, he can identify the ways we can enhance the SEO capabilities and manage the SEO campaigns more effectively. We have to pay US $415 per month for the employee. Other than that, we use SEMRush, which costs us a $100 per month subscription fee. Total cost incurred for SEO is $515.

5.3: Revenue

We charge only US $200 per client for their SEO management. This package includes total keyword research, 4 blog posts per month and detailed content plan. Currently, we have 5 clients, including our own SEO needs. We generate US $800 from the clients (excluding ours). This means that we're making a profit of around US $385 from the SEO campaign. This is a 45% ROI!

5.4: The Drawback

SEO can be quite complex to master and is very time consuming. The return-on-investment can be very confusing and complex to measure. Additionally, SEO is a constant process and one must always keep on enhancing their SEO efforts. Although very slow and gradual process, it ensures great ROI in future if the SEO is done right. However, in the short run it offers little or no benefit whatsoever.

6.0 Social Media Marketing (SMM)

Social Media Marketing is another component of digital marketing, and can be an excellent way in creating a close and personal relationship[10] between the brand and its customers. It has come into the limelight mainly because people are now more active online through social media platforms; these are excellent opportunities for marketers to excavate!

In 2011, it was reported that Social Media Marketers were making a ROI of around 1000% on SMM[11], this grabbed the attention of many marketers. Also, SMM has become an integral part of any small and medium business and even large corporation. Businesses can now start their marketing campaigns with as little as $5, and can accurately target their audience to get the maximum return-on-investment from the marketing campaigns.

6.1: How We Do SMM

There are different ways in which Social Media Marketing can be done. This mainly depends upon the platform used. Today, marketers are more inclined towards Facebook, Twitter and Instagram as these are the most popular. Also, the motive of marketing can influence the platform used. For example, businesses trying to showcase their product can choose Instagram because they can show high quality photos. Businesses trying to create awareness can use Facebook and Twitter.

At BlueFlower Media, we have a few step-by-step methodology or system for our social media marketing process. These are discussed below.

6.1.1: Identifying The Needs

At first, we initiate a conference with our clients. During the conference, we go through all of the client's requirements and any queries that our clients have. We also explain them the full process, while getting more insight into their business. We also ask for their credentials, or permissions, for social media platforms so that our social media manager can work upon it.

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[10] "The Top 10 Benefits Of Social Media Marketing - Forbes." 11 Aug. 2014, https://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/.
[11] "Study: Marketers Reporting Social Media ROI of 100, 200, Even 1,000 ...." 17 May. 2011, https://www.forbes.com/sites/lisaarthur/2011/05/17/study-marketers-reporting-social-media-roi-of-100-200-even-1000-percent/.

6.1.2: Ideation

After knowing exactly what our clients require, we can start crafting our social media posts. One thing to note, every posts within the account tell a story; we must give huge attention to this! The posts from the account follow a basic guideline, and the theme must be similar, if not same, for all the social posts.

6.1.3: Content Plan

After we've crafted a story and gathered all the information we need, we start working on the content plan. This is a calendered event which includes a plan of what we'll be posting, when we'll be posting and in which platforms. This gives us and our clients about what we'll be doing. It also acts as a guide in the future.

6.1.4: Creation of Posts

Once we're done with the content plan, we start creating the social media posts. To do this, we create a few templates including 'did you know', 'interesting facts', 'tip of the day', etc type templates. Next, the post content is added to the themes. We create the all the posts for the month that are to be posted, including cover photos for blogs.

6.1.5: Scheduling Posts

Once we've signed a deal with our client, we start posting within 3 days. For the first week, we keep on making the posts and post them accordingly to the content calendar. Within this time, we create all the posts required for the client. We then schedule all the posts according to the date and time mentioned in the content calendar.

6.1.6: Measuring Metrics

We must always measure the outcomes of marketing campaigns to validate the usage of such campaigns. Once we've started posting, we begin analyzing the performance of the posts to check to see if we're doing things that are truly liked by their customers. Also, we ensure that the posts are optimized to reach the maximum people. To do this, we use trends and hashtags that enhance the organic reach of such posts.

6.2: Costs

To perform SMM, we have to hire a full-time employee. The salary for the employee is US $180. He takes care of the total social media marketing - starting from ideation, designing to the posting. One employee can take care of a maximum of 5 business accounts. One business account can include several social media platforms.

To ensure that the employee maximizes the potential output, we use an automated social media posting tool named Buffer. The tool costs us another $100 for a monthly subscription. The total costs for SMM is $280 per month.

6.3: Revenue

We charge US $150 for SMM from each client on a monthly basis. As our employee can handle a maximum of 5 clients at a time, we're getting (150*5) $750 in revenue. Subtracting the costs from the revenue, we are left with a net profit of $470. This indicates a return-on-investment internally of 167.86%.

6.4: Analysis of SMM for BlueFlower Media

To better explain the SMM process, I'm including an example analysis for BlueFlower Media's own SMM campaign. We're doing it internally and do not intend to extract the maximum ROI; we're still perfecting our strategy. Let's go through the analysis and performance of BlueFlower Media's Instagram page (@blueflowermedia).

6.4.1: Costs

As we've previously stated, we incur a total cost of $280 while we serve 5 clients. This means that we incur a cost of just $56 per month for the total organic SMM. This includes the total process of idea creation, content calendar and posting. Occasionally we would boost our posts to get better reach. We, however, aren't quite into the idea at this moment in time.

6.4.2: Performance

Before we started the marketing campaign in the early March, our Instagram page had only 400 followers. We had an average of 10 thousand reach per month and 500 engagements per month. Starting from early March, we planned a content strategy which included 15 posts every month and 4 blog shares per month. This meant that we're posting almost everyday.

Such campaign had a positive impact on our social media accounts. The follower count rose upto 1000, and that month we got an average reach of 35,000. Some of our posts got 200 loves and this enhanced the engagement count to around 2000; this is a huge boost if you ask me!

6.5: The Drawback

SMM can be a powerful tool to excavate. However, the results can be just too slow and uncertain. Creating an impressive social media portfolio can take months, if not years! Frankly speaking, no one can guarantee the success of such SMMs. Also, the results can be too far fetched. Businesses investing in boosting their posts can experience a boost in sales, if the targeted audience is chosen with accuracy. That is, however, quite tough!

7.0: Conclusion

The digital landscape is constantly evolving; there are a lot that it offers to businesses as a whole. Businesses can leverage the power of digital marketing to scale at unprecedented rates, something that hasn't been possible ever before.

Companies like BlueFlower Media now offers companies with excellent digital marketing solutions that are specifically catered to their needs. Such digital marketing solutions are of very low costs and yield high return-on-investment if done right. Leveraging the expertise and high volume work, BlueFlower is able to provide low cost and high quality work to small and medium businesses.
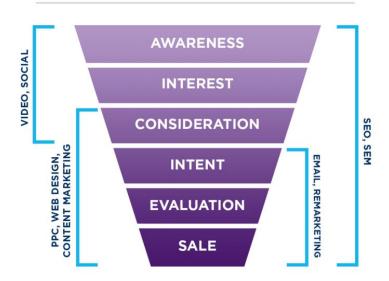
BlueFlower Media offers four major digital marketing solutions – PPC Marketing, Outbound Marketing, Search Engine Optimization (SEO) and Social Media Marketing (SMM).

Each marketing campaign has different metrics to measure the effectivity and performance of each campaigns. The metrics range from the number of clicks the ad copy gets, how many people the ad reaches, how many people actually showed interest (by engagement) and a lot more!
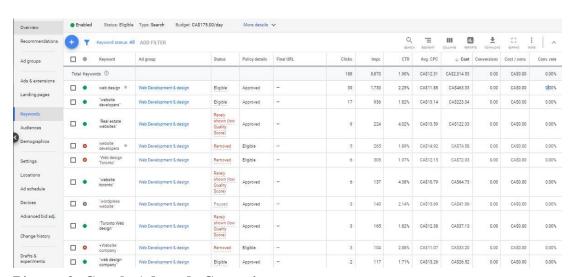
There are also some limitations to each marketing strategy which acts as a backslash to the marketing strategies. However, these are not that significant to make a great impact.

Appendix

Picture 1: Digital Marketing Sales Funnel

Picture 2: Google Adwords Campaign