

# MBA Affiliate Marketing

1. What are the inputs that you will take from Google Analytics to tweak your business promotion.

2. How will you decide your business strategy using Google Analytics and Research

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Affiliate Marketing



## **B) Block 2 : AdSense**

1. Google AdSense : Google as affiliate partner and business catalyst. Understanding Google AdSense Business model. Identifying specific demography of users. Choosing the right mix of ads. Advertising in search engine. SEO (Search Engine optimisation), priority advertisement, right mix of search-words. Tweaking of business promotion by understanding google analytics and data research.

### Reference Link

Info taken from internet for education purpose and not for commercial purpose.

<https://www.thebalancesmb.com/making-money-from-your-website-with-google-adsense-1794557>

<https://www.bighappyprofits.com/business-models/adsense/v>

<https://solomotechnology.com/tips-in-looking-for-the-right-advertising-platform-for-your-marketing-business/>

<https://www.lydiadifrancesco.com/how-to-choose-the-right-advertising-mix-for-your-business>

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**AdSense (Google AdSense)** is an advertising placement service by **Google**. The program is designed for website publishers who want to display targeted text, video or image advertisements on website pages and earn money when site visitors view or click the ads.

### **What is AdSense and how does it work?**

**AdSense works** by matching ads to your site based on your content and visitors. The ads are created and paid for by advertisers who want to promote their products. Since these advertisers pay different prices for different ads, the amount you earn will vary.

### **What is Google AdSense used for?**

**Google AdSense** is an advertising program that allows you to run ads on your website, blog, or YouTube videos and get paid when visitors click on them. The ads are generated from businesses that **use Google's AdWords** program that you feed using a special **AdSense** code onto your blog or website.

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## PUBLISHERS



Publishers make space for ads via display (banners, text, video)

## GOOGLE AD SERVER Real-time-bidding



Google ad server manages inventory of ad spaces, giving publishers

## ADVERTISERS



Google ad partners bid for those spaces via

## Pros and Cons of Making Money With Google AdSense

The Google AdSense program has several great advantages including:

- It's free to join.
- Eligibility requirements are easy, which means you can monetize your website or blog even when it's new.
- There is a variety of ad options and several that you can customize to fit the look and feel of your site.
- Google pays monthly by direct deposit if you meet the \$100 threshold.
- You can run ads on several websites from one AdSense account.
- There are options to run ads on mobile devices and RSS feeds.
- You can easily add it to your Blogger and YouTube accounts,

### Drawbacks

Google can terminate your account in an instant, and it's not very forgiving if you break the rules.

- Like all forms of online income, you need traffic in order to make money.
- When people click on an AdSense ad, you make some money, but your visitor also leaves your site, which means you lose the opportunity to make money with higher-paying [affiliate products](#) or your own products and services.
- It doesn't necessarily pay more than other similar [ad programs](#).

AdSense is a great monetization option, but it's not a get-rich-quick or make-money-doing-nothing program. Further, Google has rules that some bloggers seem to miss when reading the terms of service. As a result, many website owners have found out the hard way that they'd violated a Google policy and have lost their account forever.

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## Types of AdSense Ads

Google offers a variety of ad types to run on your website, including:

- **Text:** Text ads use words, either as an Ad Unit (one offer) or a Link Unit (list of offers), and come in a variety of sizes. You can customize the color of the box, text, and link.
- **Images:** Image ads are graphic ads. They come in a variety of sizes. You can choose an ad feed option that mixes both text and image ads.
- **Rich Media:** These are interactive ad types that can include HTML, video, and flash.
- **Video**
- **Animated Image**
- **AdSense for Search:** This allows you to have a Google search box on your website or blog. When a user enters a term and conducts a search, a search results page opens with AdSense ads. You can customize the color scheme of the search results page to harmonize with your website.

## Google AdSense Payments

Google pays through direct deposit or check each month your earnings reach or exceed \$100. If you don't earn \$100 in one month, your earnings roll over and are added to the next month. Each time you reach the \$100 threshold, Google will issue a payment on the next payment period. Through your AdSense account, you can see your current earnings, what ads are generating the most clicks, and other helpful data.

### Making Money With AdSense

- **Read and adhere to Google's rules:** Webmasters must comply with [Google's webmaster policies](#), as well as the [AdSense program policy](#).
- **Don't click on your own ads or ask others to click on them:** Have great content your target market wants to read:
- **Use honest, organic traffic-building website marketing techniques:** [Search engine optimization](#) and [article marketing](#) are effective in getting free traffic to your site.
- **Make sure your website/blog is optimized for mobile (responsive):**
- **Test ad types and placement to find the options that lead to the most income:** Start with standard sizes (300×250, 728×90, and 160×600), and then switch them out to see if one size leads to more clicks than another.
- **Max out your ad placement:** You're allowed three standard ad placements per page. Use them all for maximum benefit.
- **Have ads above the fold:** This is the section of your page that is viewable without scrolling.
- **Have a leader board ad below your header/logo:**
- **Include in-content ads for visibility:** This means having ads within your articles, which can increase clicks because they'll be seen during the course of reading the post.
- **Monitor your results:** Google can overwhelm you with tools and feedback but do your best to analyze your data to see what it says about your results so you can make the most of your effort.



## Paintsplashes.Com

The image shows a screenshot of the Paintsplashes.Com website. At the top, there is a yellow banner with the text "PAINT SPLASH" and a background image of a house. Below the banner is a navigation menu with items like "Faux Painting", "Painting Tips", "Choosing Color", "Decorative Wall Art", "Wall Murals", "Painting Supplies", "Exterior Paint Color", and "Interior Painting". On the left side, there is a sidebar with "Ads by Google" and a list of categories: "Room Paint Ideas", "Paint Colors", "Wood Paint", "Faux Painting", "Painting Tips", "Choosing Color", "Decorative Wall Art", "Wall Murals", "Painting Supplies", "Exterior Paint Color", and "Interior Painting". The main content area features several advertisements and articles. A red box with the text "Those are all AdSense Ads - if you click on one - the website owner makes money" is overlaid on the page, with red arrows pointing to various ad elements. One ad is for "NOW ON HSOQ" with a "SIGN UP FOR FREE" button. Another ad is for "Paint Plant installations" with the text "installations or relocations over 25 years of experience" and a blue arrow button. A third ad is for "Paint Plant installations" with the text "installations or relocations over 25 years of experience" and a dark grey arrow button. At the bottom, there is an article titled "Get Painting" with the text "Choosing paint color can sometimes seem like a daunting task. Which color will liven up your room, create a bit of drama, or provide that warm and cozy environment that will transform your room into a retreat? Also, which type of paint is best for the interior of your home: latex, oil, matte, satin or gloss? How can you know which to

<https://www.bighappyprofits.com/business-models/adsense/>



## Choosing the Right Mix of Advertisement and Resources

### 1. Know your target audience, product and marketing resources.

Before choosing an advertising platform, you first need to identify to whom your products or services are intended for. Market segmentation and targeting is a crucial ingredient for any marketing campaign to be a success.

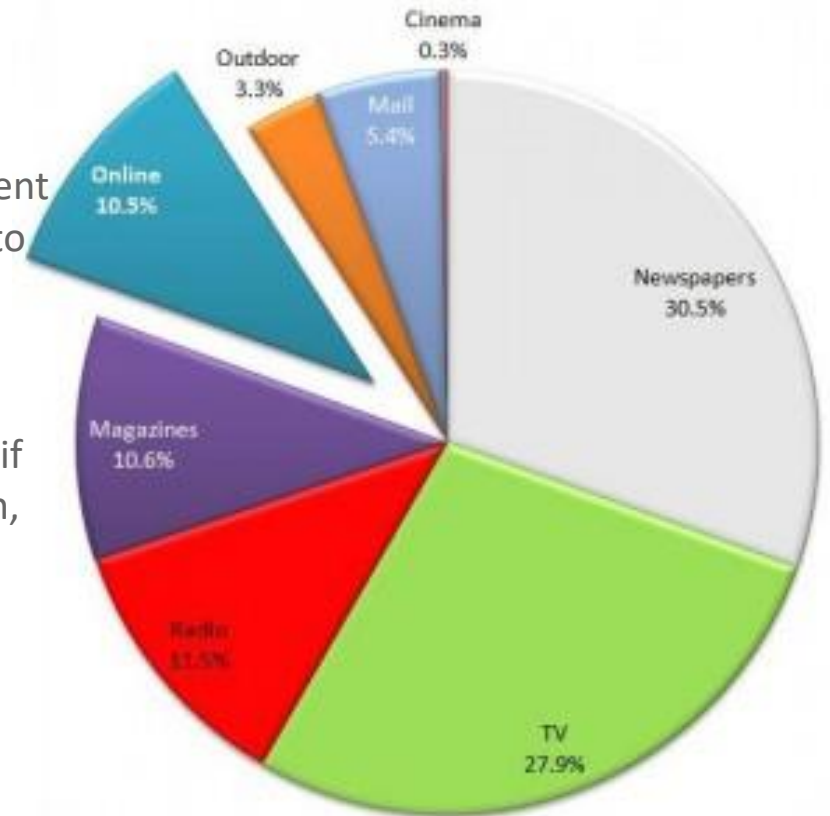
Once you have identified your target audience, you should determine your available marketing resources. This does not only mean your budget but also the manpower and talent that you have. Consider looking into your team and see how you can utilize each member to achieve your marketing objectives.

### 2. Determine the goal of your advertising campaign.

Your advertising goal should be a major factor when selecting an ad channel. For example, if your goal is to increase brand awareness and customer engagement, widen audience reach, or build your brand, online advertising platforms such as social media marketing, search engine marketing and optimization (SEM/SEO), and paid impressions can be very useful.

### 3. Choose an advertising platform that allows you to calibrate your campaign.

It is essential for you to use the right combination of digital advertising platforms. Some dismiss the need to reinvent and update their current marketing strategies, thinking that they can stay competitive. But the truth is that market behaviors are fast changing. While your current marketing tactics might still work, they may become obsolete in the near future making your marketing company less competitive.



<https://www.lyfemarketing.com/blog/seo-advertising/>

### **What is SEO Advertising?**

There are two vital sides to SEO advertising. It includes optimizing your website so that it is more visible in organic searches. But it recognizes that unless you have millions to spend, it takes time to rise in the ranks. Because of this, it's supplemented by pay-per-click advertising. Together, these are the dynamic duo of marketing. They're peas in a pod. A power couple. Whatever you want to call it. It works.

### **SEO Your Website**

SEO is what you do to your actual website. Search engines like Google are constantly judging your website. They want to know if you provide a great customer experience. They try to determine if you're a trustworthy website. The better you can demonstrate that your site does this, the better your visibility will become. There are many strategies used to do this.

Google realized a long time ago it was easier to allow millions of online publishers to create content for the Google Advertising network than to create all that content themselves.

same advertisers are always looking to target new customers interested in their products or services.

Google matches their AdWords customers with websites dedicated to the same niche or market.

For example, you have a website or blog dedicated to outdoor living, with several thousand visitors each month. A small camping equipment business using Google AdWords as part of its marketing plan is looking to attract new customers.

The AdWords adverts created by this small business are then displayed on your website because their products are relevant to your visitors. These ads can be text, images or videos – the best type of ads to display on your site requires testing.

## **Create Compelling Website Content**

To SEO your website, you need to create compelling content. Take the research you've done on your competitors and keywords. Consider your target audience. Start building content around topics that your customers will love.

Let's look at 3 quick tips for compelling content.

### **1) Create Content for People**

You'll hear all kinds of clever SEO tricks to get you higher in organic searches. But remember that customer experience is vital. You can balance customer experience with organic tactics.

Never just create content for the search engines.

### **2) Quality Over Quantity**

Having a lot of content will help you earn those organic top spots faster. But each piece should be high quality. It should add value to your customer's life.

### **3) Distribute**

Great content needs a distribution channel. Initially, you need to drive traffic to it. This allows it to pick up steam. As your organic rankings improve, it becomes a link-magnet, pulling traffic into itself. As more people share it and link to it, the content's authority will rise. So will its visibility in searches.

Here's where the amazing marriage between PPC and SEO in SEO advertising is so useful. Also share on social media. In the next section, we'll look at how to choose the [best social media platform](#) to distribute your content.

### **Platform Research**

SEO advertising is primarily done in search engines. But you know the importance of repetition in marketing.

Reach potential customers where you can with SEO advertising. But be strategic about it. Otherwise, you end up spending a bunch of money in places that don't work.

<https://www.lyfemarketing.com/blog/seo-advertising/?unapproved=34536&moderation-hash=601f606859c38d2e19085201b501ee08#comment-34536>

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: Affiliate Marketing

1. What are the inputs that you will take from Google Analytics to tweak your business promotion.
2. How will you decide your business strategy using Google Analytics and Research
3. maximize marketing return on investment (MROI) using analytics
4. Discuss the significance of Google AdWords in Google AdSense and the difference between them.
5. Discuss in brief the flow from advertising to publishing in Google AdSense
6. Discuss the drawbacks in making money through AdSense. What are the importance points to keep in mind while content update in the website so that Google does not block the AdSense.
7. What are the advantage of joining Google AdSense
8. Discuss in brief AdSense Payout model
9. How do you choose the right mix for Advertisement and promotion
10. What is SEO Advertising, what are its drawbacks
11. What the important points to check before uploading content in your website with respect to plagiarism. What are the consequences of plagiarism in website content and how to avoid duplication of content.
12. Content should developed keeping in mind the People.
13. How can Google AdSense help in getting business from other websites similar to your
14. How can you control Organic Search so that your website comes in high rank?



## **To understand how to maximize marketing return on investment (MROI) using advanced analytics,**

weigh the following five questions:

1. What are the specific challenges to your brand caused by changes to the way consumers are making decisions?
2. Do current budgets reflect where the greatest MROI value is?
3. Where do you need deep analytical insights to guide marketing-mix decisions? That is, what are the real trade-offs you need to make?
4. What's the most perfect integrated analytical engine you could imagine, combining data from every source you could desire?
5. What's a good first step you can implement immediately?

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