



# **SNS COLLEGE OF TECHNOLOGY**

**Coimbatore-37.**

**An Autonomous Institution**



**COURSE NAME : 19CSE309 & DIGITAL MARKETING AND ITS TOOLS**

**III YEAR/ VI SEMESTER**

**UNIT – 1 INTRODUCTION TO DIGITAL MARKETING**

**Topic: Lessons from Mistakes in Digital Marketing**

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# Lessons from Mistakes in Digital Marketing

- For example, you may find that your website has a high bounce rate, your email campaign has a low open rate, or your social media posts have a poor engagement rate.
- These are signs that something is not working well and needs to be fixed



## Understand the impact

- The next step to learning from digital marketing mistakes is to understand the impact of your mistake on your goals, budget, and reputation.
- You need to quantify the cost and consequences of your mistake and how it affects your return on investment (ROI), customer satisfaction, and brand image.
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## Understand the impact

- For example, you may calculate how much revenue you lost due to a poorly designed landing page, how many customers you alienated due to a misleading ad, or how much damage you caused to your credibility due to a negative review.
- These are metrics that can help you measure the severity of your mistake and prioritize your actions.



## Find the root cause

- The third step to learning from digital marketing mistakes is to find the root cause of your mistake and how to prevent it from happening again.
- You need to dig deeper and identify the underlying factors and assumptions that led to your mistake and how they can be corrected or challenged.
- For example, you may discover that your mistake was caused by a lack of research, a faulty hypothesis, a miscommunication, or a human error.
- These are sources that can be addressed and improved by applying more data, logic, feedback, or automation.



# Implement the solution

- The fourth step to learning from digital marketing mistakes is to implement the solution that can solve your mistake and improve your results.
- You need to test and validate your solution before launching it to ensure that it works as expected and does not create new problems.
- You also need to monitor and measure your solution after launching it to evaluate its effectiveness and impact.
- For example, you may implement a new design, a new message, a new channel, or a new tool that can enhance your website, email campaign, social media posts, or analytics.

