
Digital Marketing in the 21st Century and its Implementation in a Business Environment



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Fall-2K20-EMBA – EMP ID

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A Business Project submitted in partial fulfillment of the requirements
for the degree of Executive Masters in Business Administration

In

NUST Business School

**National University of Sciences and Technology (NUST),
Islamabad, Pakistan.**

2023

BUSINESS PROJECT ACCEPTANCE CERTIFICATE

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Abstract

The term Digital Marketing was coined in 1990s, and the world was introduced to a new platform that could satisfy the needs of sellers to market their products, to a large audience at the same time, something that could not be achieved before. As the world saw greater developments in the technology, marketers had greater, more advanced digital tools at their disposal to communicate with their audience. Tools, the marketers will use to eventually gain a competitive advantage over other companies. In the more modern times, social media has become a central arena for all the sellers and marketers to ‘meet’, see what each company offers or what consumers of a certain category demand and then bring together the relevant sellers to the buyers. The literal marketplace that has existed all through human history, has now moved to a more virtual setting and using the advanced technologies, has become a more efficient way for both parties to fulfil their objectives.

This report aims at identifying the digital marketing tools available for businesses today. Sections 1 will detail the difference between Traditional marketing and Digital marketing. The effectiveness of the Digital marketing tools and how businesses can adopt these to better understand the customer perception. The impact of marketing analytics will also be discussed to get a glance at how these tools are implemented. Lastly, a look at what challenges businesses may face in implementing digital marketing and how they may gauge how satisfied the customers are and how they perceive the product.

Section 2 of this report will cover the implementation of these marketing tools in a business environment. Focusing on a marketing campaign conducted by S&P Global in the launch of a new subscription-based platform, RatingsDirect® on S&P Capital IQ Pro, which brings together two of their existing products, RatingsDirect® and S&P Capital IQ Pro. Data on this campaign was collected through their official website and sources where the ad campaign was run. Being part of the Sales Support team, I was able to get a greater understanding of the tools implemented through communications with the Marketing and Sales team along with my own experience and understanding of the platforms being discussed.

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Introduction

Digital marketing came into existence in the 1990s with the world entering the Digital Era. With the development of the Web platform, consumers were now able to find items that interested them through a new platform. The initial years of the digital era can be compared to window shopping or browsing through a brochure for products and then still having to go to the actual store to make a certain purchase. The first ever click banner was initiated by Hotwire.com in 1994 and brought with it the start of a whole new way marketers could spark the interests of their audience (LaFrance, 2017). The ad was for AT&T and read 'You Will', despite not stating much, it was able to generate many clicks and redirected the user to the parent website. Almost overnight the rest of the world caught on and the era of Digital marketing was born (Mehta, 2020).

Digital marketing gave the sellers a new platform to promote and market their products to a greater audience than ever before. Utilizing the tools, the marketers can not only monitor the traffic in a certain website but also ascertain the potential customers passing through the website. Digital marketing will deliver the message across through multiple platforms such as, apps on mobile phones, websites, and other digital media channels (Business Adobe, 2023). The reach with this strategy is limitless as business tend to market B2B (Business to Business) and B2C (Business to Consumer), depending on the goals of a certain marketer (Intuit Mailchimp, 2023). Digital marketing, just like traditional marketing aims at reaching out to the right potential customers. Rather than companies having to spend on a wide audience, digital marketing helps identify the market segments and then deliver specialized approach to those segments. In turn, generating better Return on Investments and improved targeting, along with allowing businesses to stay on top of the latest emerging trends and technologies.

Section 1: Digital Marketing in the 21st Century

1.1: Traditional Marketing vs Digital Marketing

Marketing is one of the most important aspects to consider while establishing a product. Without the right approach to marketing, no product would be able to succeed in the market. Businesses spend a good amount of their resources on marketing campaigns and research activities to understand the consumer demand and then shape their product accordingly to satisfy these demands. Marketing research is not purely focused on selling the product, but before the product is manufactured, extensive research is required to understand what kind of promotions and packaging of the product the consumers would respond to as well (Barone, 2023).

Traditionally, businesses were limited to focusing on ad campaigns that would be based on limited amounts of research conducted and utilizing mediums such as TV, radio or print media. Even though traditional marketing is still in play, most sellers are now rapidly shifting to digital marketing. Digital marketing uses the internet and social media as platforms for businesses to increase their reach. Putting the two side by side, we see how unique the two strategies are in their domains (Simplilearn, 2023).

Specifics	Traditional Marketing	Digital Marketing
Engagement	Low	Relatively High
Conversion	Slow	Fast
Reach	Limited to certain areas	Worldwide
Tweaking	Not possible once ad is printed	Can be updated anytime
Communication	Mostly one-way	Two-way
Nature	Static	Dynamic
Results	Slow	Fast
ROI	Not easy to measure	Simpler to quantify
Targeting	Standardized	Customized
Tracking	Not possible	Possible

Figure 1: A comparison of Traditional and Digital Marketing

Digital marketing makes process more agile as they can be continuously tweaked and updated according to the demand of the consumer (Great Learning, 2023). The results obtained through digital marketing can be quantifiable as the data is available for the number of clicks or visit on a certain web page. Largely said, the reach that digital marketing allows its' users is at much grander and faster pace. Allowing marketers to generate personalized ad campaigns for each segment of the market they wish to target, along with live two-way communication, digital marketing makes the selling processes a continuous, learning and improvement process for both the sellers and the buyers (Monnappa, 2023).

1.2: Types of Digital Marketing

Digital marketing is evolving at a fast pace due to the technological advancements in the industry every day. While some of these strategies are still new compared to traditional marketing, they all have a significant impact on the way marketing activities are being conducted by businesses. The eight types of Digital marketing are listed below (Gustavsen, 2023)

- Search Engine optimization (SEO)

SEO has become one of the most common types of digital marketing tools being employed. The company's aim through SEO is to rank themselves higher in search engines. By using key words and phrases, that are most used by consumers, businesses are working towards attracting a greater number of consumers to their web pages. The more relevant phrases would be used on the web page, the higher the company's website would appear when a consumer uses the search engine and thereby more clicks would be received (Gustavsen, 2023). Commonly, users focus on the topmost results that are presented by the search engine, staying on the first page mostly and therefore companies aim to break into that list. According to the Moz's Beginners Guide to SEO, SEO encompasses elements, from the words on your webpage to the way other websites are linked to that webpage, to how the website is structured (Moz, 2022).

To make your website stands out of the crowd and SEO to work, it is integral for search engines to be able to read the website clearly. Format the webpage so search engines can find the content on there and employ keywords that you want the website to be found for.

- Pay-Per-Click (PPC)

PPC are paid advertisements and where SEO stays with a website till removed, PPC ads are only available for a short period of time (Penfold, 2022). Once you stop paying for the ad, it will be removed. Just like SEO, PPC is also a means of increasing the traffic for your webpage. PPC ads are those that we see at the top of our searches. Marketers pay a fee to be placed on the top and is a good way to catch the reader's attention. These ads can be seen while a YouTube video plays, or while using an app on the mobile. Another difference between PPC and SEO is that with PPC, the marketer only would pay when someone clicks their ad and is redirected to their webpage. Companies may spend unlimited resources on such PPC ads and may frequently update the ads they want to display. Another feature of PPC includes that the marketer can choose who sees their ad, that is they can limit it according to different regions so only the user of a relevant location sees their ads (Penfold, 2022).

- Social Media Marketing

Social media apps have seen a boom in the last decade and the traffic these websites and apps see cannot be compared to any other medium the marketers can use. Social media platforms bring together a wide variety of people on the same webpage, giving marketers an open playing field to choose their segment and target them accordingly (Hayes, 2023). Businesses have the option to advertise through post on their social media pages, put up videos or put-up stories relevant to the product and a way to connect with the audience. The feedback through such advertisements is almost immediate as a business can verify the success or failure of an add through the number of like and comments or reshares of their posts. Also, comments are a great insight into the sentiments of the consumers, identifying what they expect from the product and how it delivers. Social media marketing blends together the creativity of the marketer along with the data available to strategize and come up with the most visible and identifiable posts (Word Stream, 2023).

- Content Marketing

The social media world has been flooded by content by the content creators ever since the platform became the go to medium for consumers and sellers to interact on. The term content includes blogs, podcasts, videos, reels, posts, and everything else that is posted by the content makers on the websites (Patel, 2023). Content marketing is using an approach of storytelling to bring attention to

their posts and products. Building up on popularity of ‘influencers’ on social media, marketers have found a new medium to advertise their products. The consumers, who follow their favorite influencers on such sites, are interested in the content they post therefore, when these influencers advertise any product, the consumer is directly receiving the ads on their social media pages. This type of marketing is not just about making a sale but to establish and build a relationship of trust with the audience to ensure long term sales can be obtained. Content marketing gives people a chance to show their creative side and present a fun interactive way to advertise the products while fulfilling the needs of the businesses as well (Gonzalez, 2023).

- Email Marketing

Email marketing has since the dawn of the digital era, been the most effective medium of advertising for sellers (Gustavsen, 2023). Providing content to the users and over time enticing such users to become consumers and attract them towards the product. To ace a marketing campaign through email marketing, it is integral to understand audience outreach and analyze consumer interactions and data. Making a strategic decision based on this data will set marketers apart. Marketers are working towards continuous improvements on open rate- the number of users who opened the email and click through rate, number of users who opened the email and clicked on the link provided within (Sirohi, 2023).

To achieve the required results through an email campaign, marketers need to make a compelling statement. An email that sets up an urgency or time constraint deals that ‘need to be utilized right now or they will lose the discount’, create a sense of urgency and would attract more users to open and click through (Marigold, 2023). Also, sending out personalized messages tend to extend a more real experience. Rather than sending out a default computer generated message, an email that address the user by name would raise their level of interest. Lastly, the email campaign should include an option to set the frequency with which they can be sent more campaigns. A user who voluntarily subscribes to more content through the email is extremely interested in any future deals and is a viable candidate for conversion.

- Mobile Marketing

A very common sort of marketing these days, comes at a cost but allows marketers to send out their message and ad to a wide audience at the same time. Sending users, a text message which is

tailored to their location can raise their level of interest in the ad. If the text states that a product is available at the store nearby, they may be more interested than hearing about a sale or discount at a store in a different city. Mobile marketing helps marketers to personalize their messages and create a more real connection with the consumers (Gustavsen, 2023). Also, marketers realize how frequently the consumer uses their phone these days. With social media apps occupying a large part of a consumer's day, they will be on their phones and would at least glance the message received. Like email marketing, the message here needs to be compelling enough to motivate the user to open the message and then click through the link provided for more details (Kenton, 2023).

- Marketing Analytics

In the past, it was quite difficult for marketers to track the daily progress of their marketing campaigns. Coupons or brochure that were distributed by them would entice consumers to head over to the store to make a purchase, but the success of this technique was hard to quantify. The initiation of the digital era brought with it a new set of tools that businesses could use to measure and more accurately quantify the success of an ad campaign. Through these tools, businesses can track user activity at a very detailed level. Detail ranging from how much time a user spent on a specific page, how many clicks a specific post received, amongst others (Gustavsen, 2023). Such stats help businesses gauge the performance of the webpage and their ad and help them find areas of improvement and enhancement. One most common tool being used by marketers these days is Google Analytics as it helps understand the actual performance of the website (Samuel, 2023). Furthermore, marketers can identify key words that bring a user to their page, and once on the website how a user interacts with the page. Marketing analytics has introduced an agile approach to the way businesses carry out their marketing campaigns, continuously improving on the feedback received, removing failed campaigns fast and understanding what consumers are aiming for thereby sending out new and improved ad campaigns.

- Affiliate Marketing

More commonly known as Influencer Marketing in today's digital era. By employing the already established viewer base of popular influencers and bloggers, businesses can connect on a deeper level with the consumers (Frankenfield, 2022). Businesses send samples of their products to the influencers, who try out the products and show their practicality and usability to their followers. This method of advertisement shows potential consumers how a product can fit perfectly into their

lives and therefore converting them from potential to actual consumers. With Facebook, Instagram, TikTok taking the form of mainstream media and the increasing number of users using these social media platforms, affiliate marketing is on the way to becoming a multi-million-dollar industry (Gohil, 2023).

1.3: Marketing Analytics at a Glance

Understanding how this new and growing field works is integral for any business to take advantage of the tools in its favor. Businesses these days are drowning in data, with a hyper competitive business environment, serving customer needs accurately and quickly has become the most important distinction between a successful brand and one that lacks behind. With loads of data available, businesses need to understand how they can use the available data in their favor. Businesses need to take into account the Marketing Engineering approach, i.e. the approach to harness data and knowledge to entice marketing decisions and implement changes through technological and model based interactive decisions process (Hubbard, 2022). Marketing Engineering is a mix of Business Skills, Technology Skills, and Analytics Skills to mold together to get a resolution for marketing decision making process (Bruyn, 2017). Marketers are continuously facing issues with pricing, promotion, packaging, and marketing engineering can help resolve such issues. Utilizing analytical models, marketers can analyze different outcomes of a certain event and probabilities of such events occurring making use of historical sales data, trends, purchase patterns and a measure of successful marketing mix campaigns (Cosper, 2017). Through this approach, any decision made is backed by knowledge and proven data, instead of mere general opinions and emotional bias.

At the heart of Marketing Engineering are the models used to analyze and interpret data. A model will indicate what factors have a direct impact on an outcome and therefore must be analyzed and which factors can be ignored (Hubbard, 2022). Focusing on relevant factors helps marketers save time and get to a proven decision outcome. The different types of models a marketer may employ would include (Bruyn, 2017).

- Graphical models
 - Mathematical models
-

- Box and Arrow
- Verbal models

Application of marketing engineering would bring us to the discipline of marketing analytics, turning information into insights and insights into initiatives (Grubelnig, 2023).

Marketing analytics helps gauge the success of a marketing campaign by using the data available. It allows marketers to get a deeper insight into consumer opinions and reactions and then help them improve the marketing objectives to earn an improved return on investment. These tools not only benefit the seller, but the consumer as well. When sellers will realize and understand consumer preferences, they will work on improving the product and pricing to suit it more with the consumer requirements. With personalized ads, attending to each individual consumers needs help develop a greater connection with the brand and in turn add onto repeat purchases.

Data will be analyzed through a variety of models that depend on preassigned KPIs. For instance, realizing brand awareness within a group of consumers will heavily rely on the data available and then how to convert these into purchases through analytics.

1.4: Using Marketing Analytics

Marketing data give businesses a 360-degree view of the marketing campaign launched (Burbary, 2013). To catch a buyer's attention businesses, need accurate data to create a personalized ad based on a consumer's individual interests rather than utilizing the same approach used for the broader demographic, allowing marketers serve the right buyer at the right time through the right channel. Data will help business gaining insights into the below and thereon come up with a successful campaign.

- Product Intelligence

Before looking at the external factors or environment a product is set in, the first step starts with understanding your own product and understanding how this product can be placed in the market to fulfil consumer needs. Organizations will typically understand their product by interacting with the consumers (Burbary, 2013). Getting to know how their product is perceived and how it fulfils consumer expectations help understand what differentiates your product and any competitive advantage you can build on. Once, these ideals are identified, the product can be modified to better suit the consumer and increase purchase figures.

- Customer Trends and Preferences

Analytics can help understand what works with the customer. The data can help identify points that attract them and things that put them off (Winston, 2014). Any messages that resonate with them, any specific product they are buying or are looking for online through the different search engines. Specifically, when the click on an ad and how much a click turns into an actual purchase.

- Product Development Trends

With data collected, analytics can help identify what improvements or add-ons for a product the consumer wants. The same can then be incorporated into the product and thereon improve customer experience. Marketing teams would work together with the product teams and help develop a more personalized product.

- Customer Support

Through analytics, a customer's journey can be mapped that brought them to the product. Any number of clicks or webpages they must go through before getting to your webpage can be quantified and then improved on to help customers navigate to the product faster and with lesser maneuvering through different webpages. Also, if the check-out process is extensive and takes a lot of time, customer may be put off and leave without making the purchase. Analytics will help identify areas of improvement and simplify the purchase journey (Winston, 2014).

- Competition

Analytics help us understand where we stand compared to the competition. How well our marketing efforts are performing compared to others, any areas where we are lacking behind and how we can catch up by capturing any missed opportunities (Winston, 2014).

- Future Trends

Understanding the results of a marketing campaign, we can identify areas that worked and what didn't. The knowledge analytics provides us can help improve on and build on in the future to ensure return on investment is maintained and improved (Burbary, 2013).

1.5: Challenges of Data Analytics

Data analytics is a vast field and where it has established a stronger and more personal connection between the marketer and consumer, it comes with a handful of challenges for the parties to get through.

- Quantity of Data

With the induction of the digital age, along came with it, mountains of data for the marketers to analyze and work with. Every consumer click, every view, every impression left, recorded and available for the teams to interpret and proceed with marketing campaigns accordingly. This big data, however, is irrelevant if it cannot be understood and rightly analyzed for optimizing the campaigns. This has now left the marketing teams spend much of their time in figuring out ways to best organize this data and figuring out ways in most effectively evaluating its meaning (Pathstream, 2022).

- Quality of Data

With such big data now available with marketers to work with, another challenge here is to identify the quality data out of all this and ignoring the noise that is considered unreliable. Businesses are greatly impacted with unreliable data as any reports or action taken based on such a data would result in a catastrophic failure of the campaign. Businesses therefore are spending large amounts of resources in establishing teams who will organize and clean such data for the marketing teams to develop their campaigns on (Intellify, 2023).

- Lack of Subject Matter Experts

At times, businesses might be able to identify the quality data but would not have the qualified manpower to make use of such data. Businesses these days need have experienced teams onboard who understand the how marketing analytics work and how the data obtained can be used to improve marketing campaigns for the business (McKinsey, 2013).

1.6: Analyzing Customer Satisfaction

Once the marketers can identify areas of improvement and make the necessary updates to their ad campaigns using the marketing analytics tools, next step comes in analyzing customer satisfaction. This is a continuous process whereby marketing analytics tools will further help understand consumer reaction to a certain product (Appino, 2022). Using metrics, a business can quantify the value a customer generates at every step and while a specific metric may be useful for one business, it might not provide a decisive set of data for another (Garcia, 2023). Analyzing customers with the below metrics is a good start.

- Customer Revenue

Identifying areas of best revenue streams and the black sheep within the product lines is essential to understanding customer perceptions of the product and thereon tracking the sales on a customer-by-customer basis.

- Customer Satisfaction

For a revenue stream to continue and a business to build on, customer satisfaction needs to be monitored and built on. Businesses will not only depend on the data available but also conduct several surveys to get a closer look at customer sentiments about their products and listen into what customers are looking for in a product.

- Customer Profitability

Identifying segments that are low cost but generate high revenue will be crucial for a business to generate profits and thereon dedicate more resources into serving the customers' needs better.

- Customer Lifetime Value

Businesses will at times realize the overall value a customer is able to provide and overlook certain losses to provide out of the way services (Shopify, 2023). Keeping in mind the future projection of profits to be generated by a customer is its Lifetime Value.

- Brand Awareness

Businesses would conduct surveys or exercises to measure how identifiable their brand is and if there are any unique identifiers customers use to distinguish between the brands.

- Customer Loyalty

Customers who not only are repeat purchasers but also are pulling in their family and friends into purchasing the products are essential for a brand's longevity. A higher number of recommendations is a good indicator of future growth of a business.

- Conversion Rate

A good indicator of success for a product is the data of actual number of users who not only visit the website but also click and purchase the products off the page. It helps understand the effect of an ad campaign and the impact of a change in design or pricing etc, has on the number of increased or reduced clicks (Optimizely, 2023)

- Completion Rate

Refer to how well a user can complete the objective for which they logged in to the website. If a webpage is easy to maneuver, easy to search and locate the desired buttons, a webpage would be more user friendly and therefore have a higher customer satisfaction rate (Geckoboard, 2023).

- Churn Rate

Businesses aim to not only make a sale but to also retain customers to ensure repeat purchases. A customer that does not return to your page or make future purchases, it can have an immense impact on the future of the business (Frankenfield, 2022). Marketers spend huge sums and resources to attract new customers, therefore it is essential to retain those customers to ensure high marketing costs are justified and a new set of customers can be worked on in the future.

1.7: Customer Satisfaction and Loyalty:

The link between customer loyalty and satisfaction is a great indicator of customer sentiment and how well this sentiment can be transferred onwards to potential consumers.

- Zone of Defection

Customers who are extremely dissatisfied with the product will not only never return to your brand but will also be very vocal about their experience with the brand (B2B International, 2022). Having the lowest levels of satisfaction, customers lying in this zone will need to be focused on more aggressively to try and bring them out of this experience.

- Zone of Indifference

Customers here are neutral about their experience; they are satisfied with the product and will be indifferent about repurchasing or spreading awareness about the brand (Enquir, 2023)

- Zone of Affection

Customers in this zone have the highest levels of satisfaction from a product. They will not only make repeat purchases but will act as apostles in spreading a positive word about the brand wherever and whenever they can (Lovelock, 2011). Businesses should still focus on these customers to try and retain their loyalty and status.

With the increased reliance on social media apps and marketers using these platforms for running their ad campaigns, an internet minute has become more interactive than ever (Heitman, 2022).

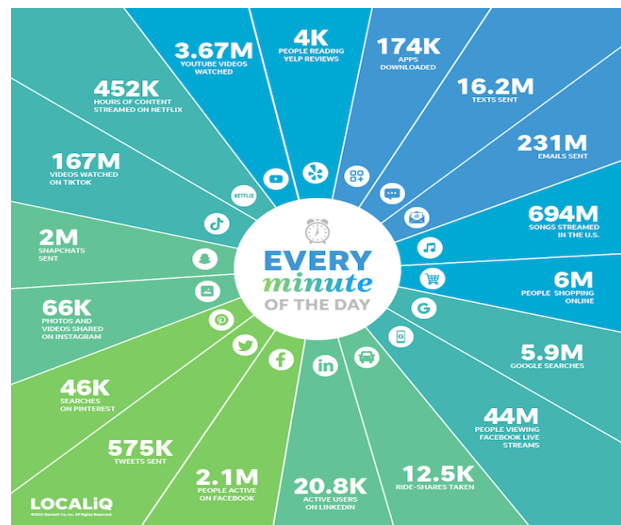


Figure 2: What happens in an Internet Minute

Section 2: Implementation of Digital Marketing at S&P Global

2.1: About S&P Global

S&P Global is a financial services and data provider. With over 70 offices in 35 countries, gathering intelligence from around the globe and delivering it in the form of assessments, credit ratings and analysis. The operations of S&P Global are divided into 5 divisions: Commodity Insights, Dow Jones Indices, Ratings, Mobility and Market Intelligence. Covering a wide array of segments and tailoring their solutions around each consumer's needs. With such a large and successful business operation set globally, S&P Global has predominantly set its mark through the data and information domain, achieving many awards and accomplishments through the years. Regardless of the impact S&P Global has on data across the world, they strive to providing better solutions and coming up with ideas to cater to each consumer's needs.

S&P Global strives to provide data driven solutions on numerous segments globally. The Ratings division provides analyst driven data about entity ratings and financing options, supported with critical insights that help businesses transform complex analysis into discovering opportunities that can help gain an edge over their competitors (Ratings, 2023). The Commodity Insights division provides users with data about global energy and commodities markets along with detailed data on global supply chains to help them build towards a more sustainable future (Insights, 2023). The Mobility division provides valuable insights into the automotive industry. Data that helps business become well-equipped in anticipating changes and trends in the market and help in linking the right businesses with their target consumers and ensure the segments see a bright future (Mobility, 2023). S&P Dow Jones Indices provide unparalleled expertise on index solutions across a spectrum of asset classes. Empowering investors globally, they bring transparency to global capital markets, allowing investors to make decisions with conviction (Indices, 2023). Lastly, the Market Intelligence division is built up of experts delivering leading data and technology solutions. Working closely together with the consumers, the platforms are highly customizable, fitting each customer's needs and helps provide them with incomparable insights into expansion opportunities and making decisions with conviction (Intelligence, 2023).

The Market Intelligence division is further divided into six segments, namely Capital Formation, Credit, Risk & Regulatory Solutions, Data & Distribution, Sustainability, Private Markets, and Supply Chain. Each segment provides users with detailed analysis and data about the markets and

steps in how each product and platform can help the user better understand and prepare for the future. Our focus in this report is on an integration of two platforms within the Market Intelligence division. S&P Capital IQ Pro platform from the Private Markets segment and RatingsDirect® platform from the Credit & Risk Solutions segment of the division.

2.2: S&P Capital IQ Pro

A well-rounded, web-based financial data platform that provides consumer with a depth of data, news and research on public and private companies, investment firms etc. allowing consumers to locate detailed news, analysis, and data on highly regulated industries such as energy, consumer goods, media, healthcare etc. The platform provides consumers with a sophisticated data base in a single spot, allowing them to personalize and create how they would like to view the data. Additionally, its Excel-plug in modeling tool helps consumers create personalized reports for data they wish to view and allows them to integrate data from Excel to Word or PowerPoint with minimum probabilities of error and ease of interpreting the dataset (Pro, 2022) .

The platform provides users access to expert opinions and forecasts with in-depth analysis across a multitude of segments. The key focus is on the importance of providing accurate and insightful data that can be integrated into reports for users to analyze and interpret. The consumers can then utilize this data to either stay well versed on news and updates on global markets, gain insights about their competitors or forecast and compare their performance with industry peers. S&P Capital IQ Pro provides them with a trusted source of material to succeed in business and investments (S&P Capital IQ Pro Platform Brochure, 2023).

S&P Capital IQ Pro platform combines essential data for several segments, including data on (S&P Capital IQ Pro Data Coverage, 2021)

- More than 62,000 Public Company financials
 - Over 52M Private company profiles, allowing users to view sources of funding, their revenue growth and employee headcount to identify trends and emerging players with private firms. Also, allowing users to conduct due diligence on such firms by assigning a credit score to private firms and allowing banks identify underwriting opportunities.
 - Over 39,000 Mining Properties, 55,000 Energy Assets and over 100,000 Real Estate properties
-

- Over 18.2 million Corporate Profiles, 44,000 Private Equity firms
- Along with over 4 million documents sourced per year and over 3.8 million translated documents available

2.3: RatingsDirect®

S&P Global Ratings is the lead source of quality credit ratings, deep analytical expertise and insightful opinions provided by leading credit risk analyst (S&P Global Ratings, 2021). With coverage of over 9,000 issuers and 79,000 securities across the globe, the RatingsDirect® platform helps users access global/ national/ regional scale of credit ratings on issuers (S&P Global Ratings Credit Ratings, 2021). Reports by credit analyst from credit adjusted financials, backed by their opinions regarding a certain rating and their findings about the future of said rating.

The platform helps users analyze credit performance, trends across industries, companies, and securities. With analytically adjusted financials and analyst adjust financial statements for over 960 global banks, 2,700 corporates 11,300 U.S municipals, the platform has been the go-to source for investors since October 2020 (S&P Global Ratings, 2021). Also included on the platform is the data on Sustainability and their ESG research helps users gain an insight into companies' strategies and management quality. It helps users differentiate between industry players keeping in view the credit ratings and the factors effecting each industry and its companies' ratings (S&P Global Ratings, 2021).

The platform interface is designed in a way to best facilitate the users. With a simple layout, navigating through the platform is assisted through the AI powered search bar which helps users not only search for their desired results faster but also helps suggest relevant readings to their past searches. The platform is available on its mobile app as well and gives users the flexibility to download and use the reports and data through the MS Excel and Word plug-in feature (ProductBrochure RatingsDirect A4, 2022).

2.4: RatingsDirect® on S&P Capital IQ Pro

S&P Global continuously works upon improving its consumers' experience through improved user-friendly platforms and building towards becoming a one-solution provider for their data and analytics needs. Realizing the need for the clients to access credit ratings data, combined with financials data in a more extensive and more convenient way, S&P Global has initiated the integration of RatingsDirect® and S&P Capital IQ Pro platforms into a single platform, the **RatingsDirect® on S&P Capital IQ Pro** platform. Through a combined effort of both the teams, consumers would now be able to access a greater set of data with their existing subscription, all on the same platform.

We have already reviewed what each platform provides users independently, now this platform provides users with the opportunity to use the RatingsDirect® data of ratings, research and credit stats of analyst adjusted numbers to ascertain the credit worthiness of the company, along with all the financial entity level data provided by the S&P Capital IQ Pro platform (RatingsDirect® on S&P Capital IQ Pro Brochure, 2023) . Bringing these two platforms together, the users can not only know about the financial performance of a certain entity but also how well this company would be expected to perform by industry experts, all in the same place.

2.5: About the Platform

The new and integrated platform allows users to access essential intelligence on credit ratings and financial standings of a vast number of global companies and securities. The research reports compiled by the credit ratings analyst include detailed information on not only the credit ratings of a company but also why that company has been allotted a certain rating and what they perceive it to be the future rating of that entity. The platform offers information about global credit markets and allows users to look through different definitions and FAQs that will better help them understand the credit research done behind each report.

The interface is developed to ensure users have ease of access and can navigate through it in the quickest amount of time. A few features of the new interface are detailed below.

The RatingsDirect® home page has many starting points for users to take up from. The S&P Global Ratings Featured Research section, incorporated by the editorial teams shows the latest research and case studies from around the world on the topic of credit ratings and markets. It is updated regularly to ensure up to date research is provided to the users.

The Hot Topics section provides users with the currently most discussed and updated research papers on many global events

The Webcasts and Events sections will provide detail about an upcoming event, which the user may join and the most up to date details

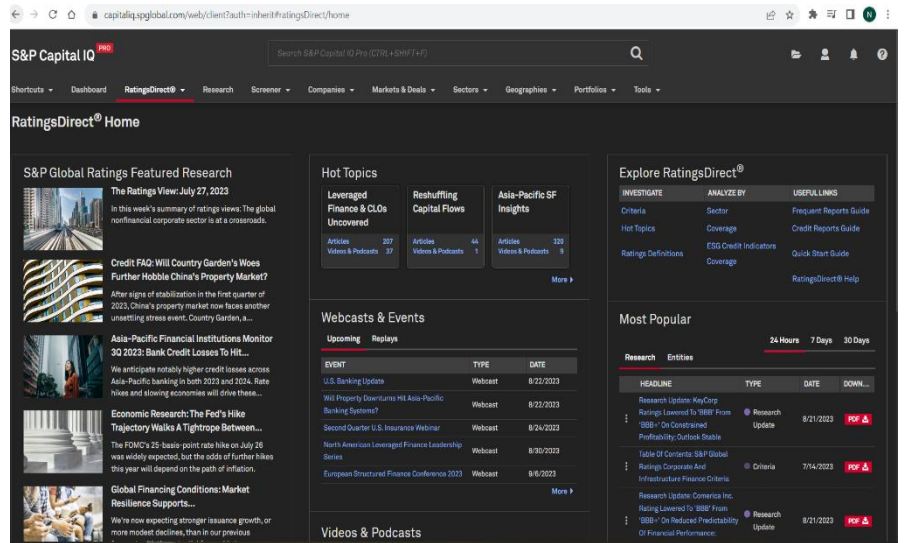


Figure 3: RatingsDirect® on S&P Capital IQ Pro platform home page

The platform covers a vast detail on multiple sectors around the global. Updated news and data on each can be found through the platform as well.

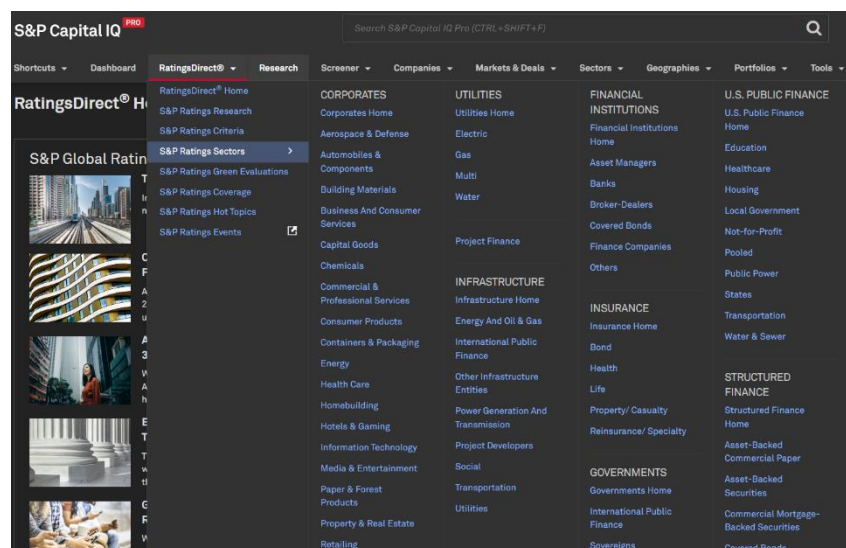


Figure 4: A list of Sectors available on the platform

Ratings distribution of over 4800 rated entities, for some going back to 1930s is also available on the platform.

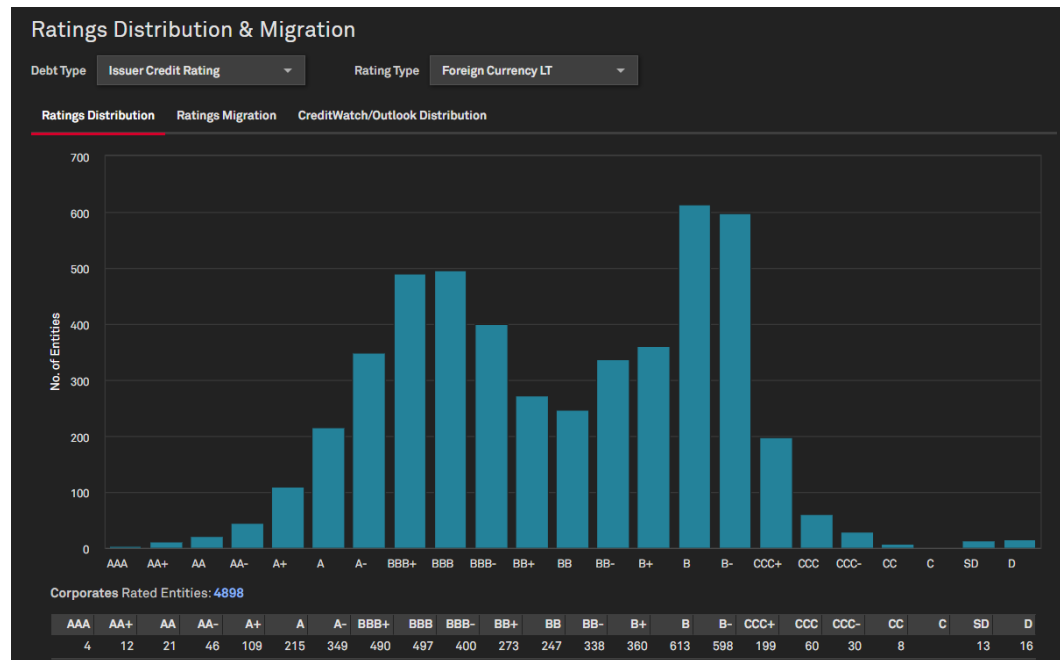


Figure 5: Ratings distribution on the RatingsDirect® on S&P Capital IQ Pro platform

The platform has an AI Powered search function that helps identify rated entity along with the financials data for that specific entity. Users can use the search bar to search for any specific research report and from the same page, search for the exact same report of another entity. The platform recognizes the reports the users are viewing and will suggest the same for other entities as the topmost result, saving valuable time for users from going back and forth. Users may directly research reports. i.e search for Apple credit analysis, and it brings us to the latest analysis report which will be available in html and pdf versions.

Users can search for any sector and industry specific trend reports it will land them on the company’s profile page. Where users will be able to view ratings and research data for the entity. Bringing together ratings data from RatingsDirect® and financials data from S&P Capital IQ Pro platforms.

In depth research on entity, its peers, its parent company, and its subsidiaries at any sector level is also available. Users can also view the data in graphical form and can download the same in MS Office formats.

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Users can also create their own desired lists, add entities/ securities that they want to follow and set alerts to get notified about certain updates about the entity. The dashboard is highly customizable, and users can choose which data they want to view at the forefront.

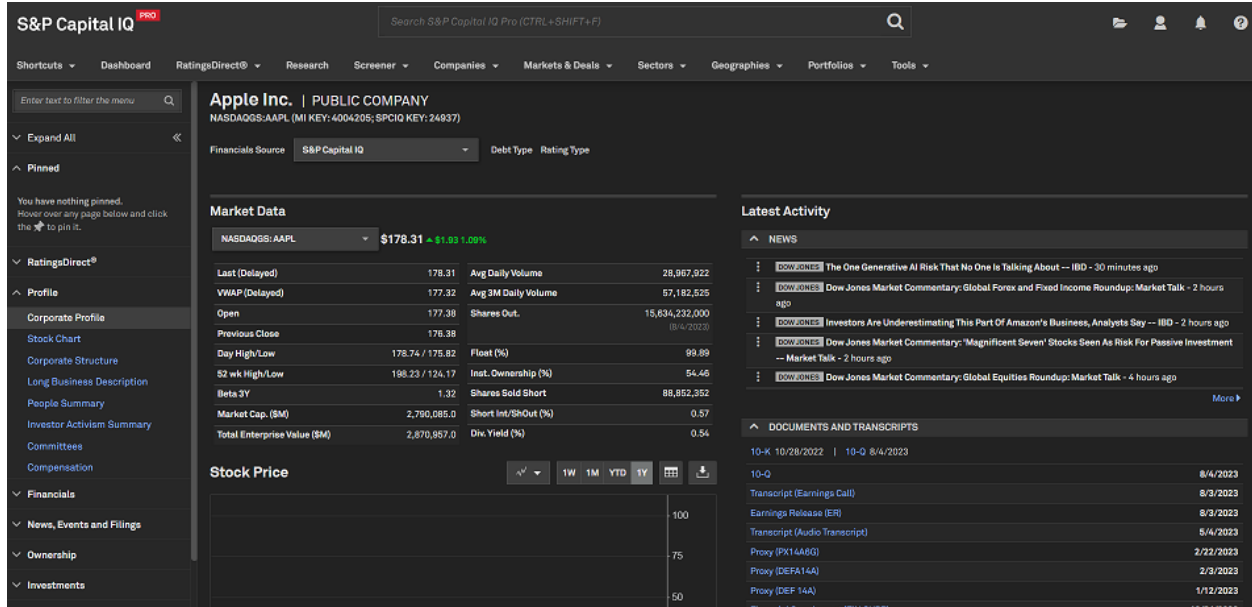


Figure 6: A view of a company's profile without RatingsDirect® data integrated on the platform

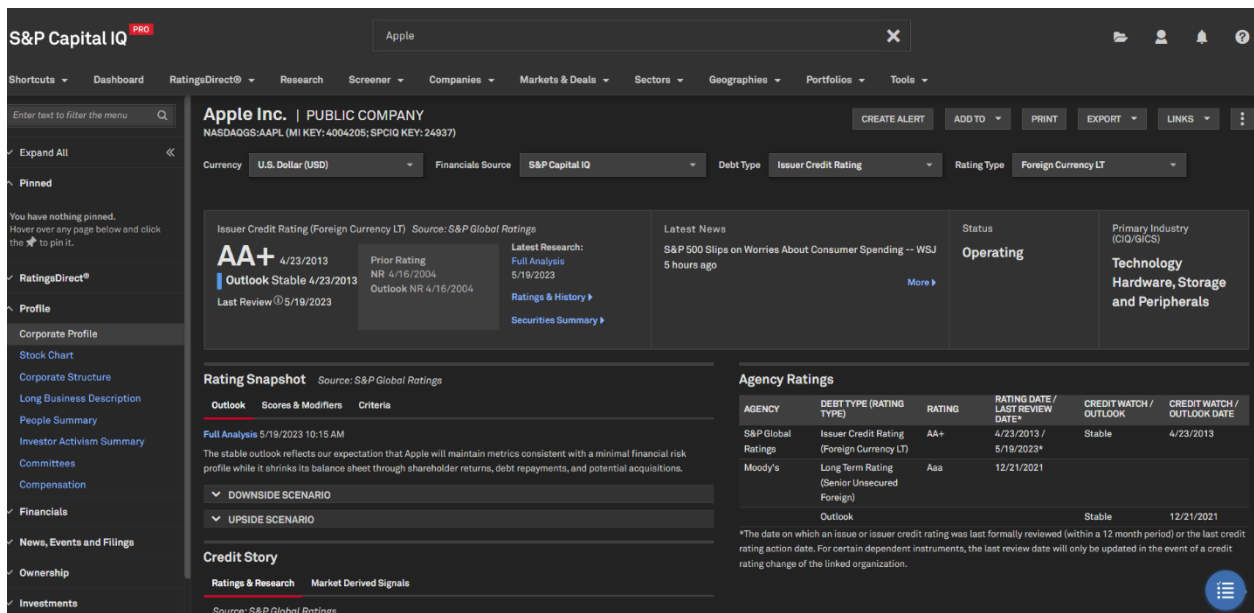


Figure 7: A view of a company's profile with RatingsDirect® data integrated with S&P the Capital IQ Pro platform. A greater set of data and detail available for the user

2.6: Marketing Campaign

Dive Deeper- Empowering your Credit Research with S&P Cap IQ Pro data (PR Newswire, 2023)



Figure 8: RatingsDirect® on S&P Capital IQ Pro Platform Campaign Banner

Up till now in this report, we have seen the different digital marketing strategies and platforms available to the businesses to market their products successfully to target audience. We will now see how these concepts have been applied at a marketing campaign we launched for our RatingsDirect® on S&P Capital IQ Pro platform in Q2 at S&P Global. The Dive Deeper campaign was launched to market the reimaged RatingsDirect® and S&P Capital IQ Pro platforms. The campaign was launched in two phases.

The launch of the integrated, subscription-based platform would be done in two phases. The first phase involved making the client aware of the new platform, introducing them to the interface and helping them to get familiarized with the dataset. Phase 2 would then focus on shortlisting and identifying clients who gave positive feedback and showed interest in using and buying the integrated platform.

Phase 1 commenced in the 3rd quarter of 2023 with a Press release, ‘*S&P Global Market Intelligence Enhances RatingsDirect® over S&P Capital IQ Pro platform with addition of Global Issuers, U.S Public Finance and Structured Finance Data*’ (PR Newswire, 2023) Introducing the wide audience to the successful integration of the two platforms into one and detailing the add-ons they will be able to use on the new platform. The target for this campaign were Banks, insurers, investment managers, Credit Risk and Sustainability professionals at the global level, with focus on existing as well as rounding up new customers.

S&P Global utilized several digital marketing techniques to get their campaign up and running. Detailed below are the specific activities undertaken to create a buzz amongst the customers and how each technique was utilized to obtain the desired results.

- SEO

By incorporating key words, users can easily find the webpage they are looking for. Once the initial introduction has been completed, users who saw the press release and would now like to know more about the new platform would use a search engine to learn more about what S&P Global platform enhances their requirements for credit ratings.

Searching for phrases such as ‘S&P Global RD’, ‘S&P Global enhanced Ratings Direct’ or ‘S&P Global integrated Ratings Direct’, all key words used in the press release to pique the interest of the readers and then utilizing the SEO techniques to bring users directly to the desired webpage. The key aspect here is that the users should have ease in navigating to their desired webpage. With prospective clients we have a small window to get their interests and for them to learn more about the integrated platform. Once on the website, they can navigate and read up about the integration or add in their contact info and company profile for our customer services team to reach out to them for further deals and what they can expect with the use of this platform.

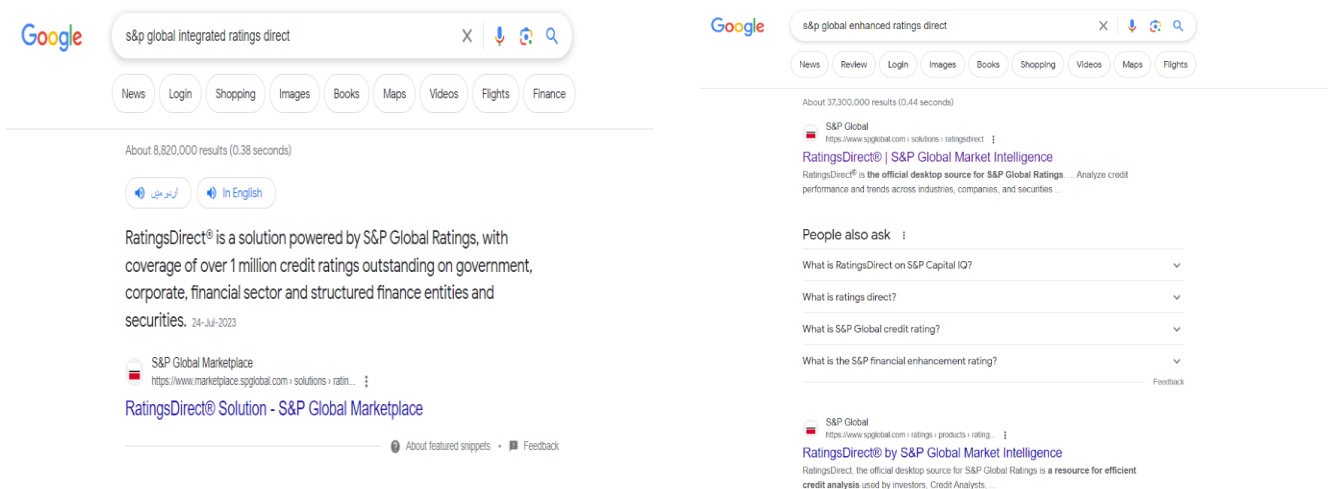


Figure 9: Search results for key words 'Enhanced' or 'Integrated' RatingsDirect®

- PPC

Next step is to utilize a Pay Per Click strategy whereby the topmost search result is a direct link to the webpage whereby the users would not need to navigate or locate a tab to learn more about the platform but will be landed directly on the request a demo page. Users will add in their contact info into the fields provided and a request will be sent to our Customer Success team who will share the lead with the respective sales rep and the two teams will then arrange on setting up a demo for the user.

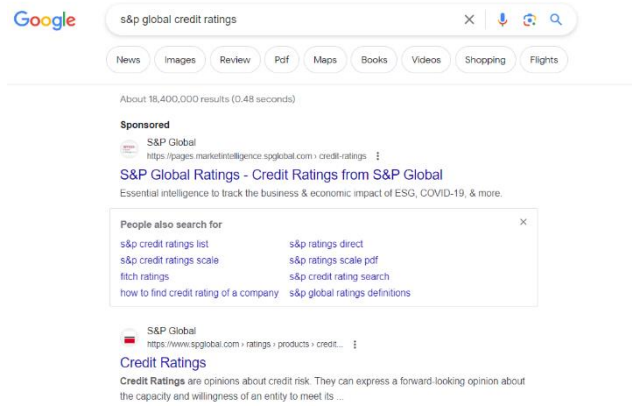


Figure 10: Paid ad on search engine

This strategy helps in getting our potential customers connected to the right webpage and then to the respective teams in the shortest amount of time. These ads will run from mid-August to mid-November for the team to develop a list of potential new customers who will then be specifically targeted once we start phase 2 to monetize the platform and discuss with each the use case they wish to adopt.

The platform being highly customizable, users will be able to opt for the specific features and datasets they would want to pay for once they go through the demo.

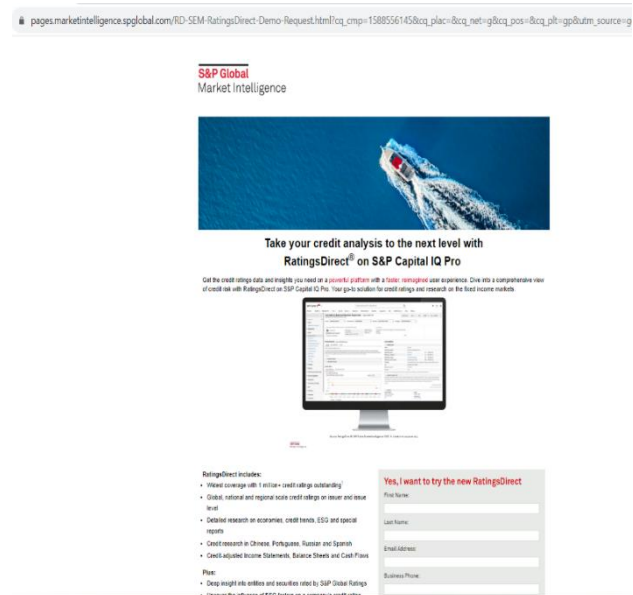


Figure 11: Snippet of rerouting to demo request page

- Social Media

S&P Global has also advertised to potential customers through LinkedIn. A professional networking website and app that is one of the fastest ways to introduce this platform to the target audience. Users commonly connect with professionals across different sectors and markets through LinkedIn. It is a great platform to keep up to date with industry news and details about how a certain organization conducts its events and promotions.

The S&P Global Market Intelligence page on LinkedIn regularly posts industry news and insights and in line with the Dive Deeper campaign, an ad is now placed on the posts for users to get familiarized with the new campaign (LinkedIn, 2023) .

As users will click on the provided link, they will be directed to the article where the article not only discusses the topic but also shares how RatingsDirect® on S&P Capital IQ Pro will help users gain greater insights with the help of the in-depth research reports and data available. Also on the page, users have a link to direct them to the actual website from where they will not only be able to explore the platform in detail and be able to sign up for a demo through the support teams (An Export Credit Agency Leverages Credit Ratings and Industry Data to Minimize Unwanted Exposure, 2023) .

In addition to this, updates are shared through the S&P Global twitter handle, @SPGMarketIntel and @SPGlobalRatings with hashtags, #DiveDeeper, to promote and keep the target users up to date with the features and launch of the platform (S&P Global Ratings, 2023).

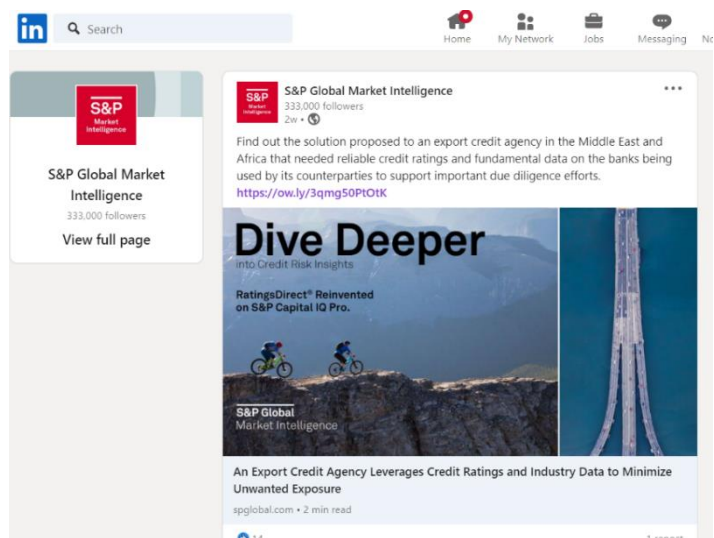


Figure 13: Paid ad run on LinkedIn

[Read the full case study here](#)

Learn more about RatingsDirect® [here](#) and Capital IQ Pro [here](#).

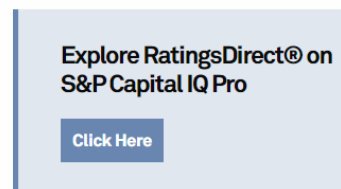


Figure 12: Integration of quick links within articles

- Email Marketing

S&P Global has a vast existing user base who are already subscribers to the S&P Capital IQ Pro platform or other products. These users receive the client newsletters on a recurring basis through their registered emails. To promote the new platform, details of the RatingsDirect® on S&P Capital IQ Pro platform are being incorporated into these newsletters along with links to the teaser videos to showcase what the added-on features are and how the integration of the RatingsDirect® platform with the S&P Capital IQ Pro platform will bring a greater set of data and analytics to the user's disposal.

In addition to this, S&P Global publishes blogs on a weekly basis through the 'Insight Weekly' Blog page. On this page, users can read up about their topics of discussion and global news and highlights. The blogs are structured in a manner whereby, along with the discussion on a certain article takes place, the new platforms, and products that S&P Global offers are also introduced, and readers are given a teaser on how these products can help users understand the data better and use it to fulfil their business needs. Readers can also request for a follow up, whereby the support team would get in contact with the user and set up their account for a demo or direct them to the respective teams for further information.

S&P Global webpages are equipped with an AI bot that users can use to ask any questions they may have, request for a follow up directly to the bot and be directed to an area of interest around the webpage instantaneously (S&P Global Ratings, 2023). This helps users navigate through the webpage and get to their desired destination in the shortest possible time.

Once the data is compiled through each of the above marketing activities and a list of viable candidates is available, these would be targeted in the phase 2 of the campaign through such channels and once feedback has been received. S&P Global plans to conduct in-house training sessions and round tables for existing customers who have a good chance of opting on. A team of sales reps, application associates and customer success members would be assembled to target each potential customer and these members will conduct in person visits to the clients and demonstrate the use and applications of the platform. Sales reps who are well acquainted with the clients would also be equipped with suggesting how the customer can integrate the use of the new platform with the other products from S&P Global that they are subscribed to. To increase client awareness further, all members of the team have been directed to use the *Dive Deeper* banner

within their email signature as well as set it as the background for any online calls. The aim behind this is to make sure maximum amount of exposure is provided to the campaign and seeing the banner clients would be enticed to incur further. The end goal here is to convey to the client how the platform would enhance their user experience and the more exposure they get, the more well versed they will become in the new platform which will help fulfil their credit ratings and financial data requirements.

Conclusion

Digital marketing has completely changed how business market their products. The reach through a digital marketing strategy is unfathomable. Companies are no longer limited by geographical locations and can market their products to a wider audience through social media apps and influencer marketing. Businesses who have opted for digital marketing are able to gauge the success or performance of their ad campaign at a much faster rate now. They can they tweak or modify their ads to the target audiences liking and gain much more exposure and success. The use of techniques such as SEO and PPC help gain a greater insight into the customers minds and businesses then utilize these develop highly customizable ad campaigns and products. Marketing analytics has played a vital role in helping businesses better understand the customer. With a great set of data at their disposal, they are now able to get a better understanding of how their product is perceived by the consumers and what features they would like a product to have. Businesses are also able to see the performance of their competitors and what aspects need to be updated to get a competitive advantage in their specific industry. With all this data available, the greatest challenge businesses face these days is of how well they can use this data. A lack of experienced subject matter experts can result in getting overwhelmed with the data and losing sight of which data is relevant to the specific business and which might just be pure noise. Competitive edge is earned in this era by businesses who can best utilize this data, identify areas of improvement and their best performers, integrate customer feedback in a timely manner and ensure customers are retained for the growth of the business. Customer satisfaction and loyalty has become of the utmost importance as the competition in each industry increases. For any business to succeed and even survive, they must have the capability of taking full advantage of the digital marketing techniques available and ensure the customer feedback and ideals are kept into consideration when developing an ad campaign and the product itself.

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