

Digital Marketing



There's no law on the internet.
There's no voice of reason. It's every
man for himself!

— *Ariel Schulman* —

AZ QUOTES

Marek Ariel "Rel" Schulman

- October 02, 1981

- an American actor, film director, and producer
- best known for starring in, producing and directing the 2010 documentary Catfish, and for directing the horror films Paranormal Activity 3 and 4

"Wikipedia"

Image source: <https://www.azquotes.com/quote/1583798>

In London Olympics 2012, Nike became the show stealer though not being an official sponsor at the games...

...through innovative use of social media and public relation campaigns.

■ **And the winner is:** Nike marketed itself better than official sponsor Adidas



	CAMPAIGN	ONLINE MENTIONS	TWEETS	FACEBOOK FOLLOWERS GROWTH	VIEWS ON YOUTUBE	% OF AMERICANS IDENTIFYING THE BRANDS AS A SPONSOR
	Find your greatness	59,000	16,000	11%	5m	37%
VS						
	Take the stage	26,000	9,000	4%	3.2m	27%

Image Source:

- <https://www.businesstoday.in/magazine/lbs-case-study/branding-strategies-at-london-olympics-2012/story/198423.html>

Digital Marketing

Traditional Marketing

Significantly less expensive.

Elevated costs.

Advanced segmentation, which allows you to have more impact on specific and targeted audiences.

Basic segmentation. Often, the complex nature of these methods prevents any advanced segmentation from taking place.

Reach doesn't depend on your budget. The digital world gives you the chance to make your content go viral, broadening reach at no extra expense.

The reach of your campaigns **depends strictly on how much you invest** and the size of the audience on the chosen media.

Bilateral communication is possible, given its interactive nature. Communication with users also happens in real time, so they play an active role in the interaction.

Communication is unilateral. Spectators take a passive role and don't have the opportunity to really address the brand.

Digital marketing is flexible, so your strategy can be modified, adjusted and optimized fairly quickly.

Traditional marketing doesn't allow for flexibility. For example, when your ad is published in a magazine, there's no turning back. Most traditional methods don't let you calculate your ROI or show how the ad profited your business.

Digital marketing has much more precise measuring tools that use essential metrics and indicators, so you know how effective your campaigns are.

This way, calculating your ROI is relatively easy. What's more, you get these results in real time.

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For example: how can you find out how many of the users that watched your commercial on TV actually bought your product?

Digital marketing **generates value** for your customers, as well as content that satisfies **their needs and solves their problems.**

This attracts customers before brands need to turn to them.

Advertising and promotion that uses traditional methods tend to **be invasive.**

Flyers, posters, commercials, ads (and lots of them!) don't generate any real value for customers, they just overwhelm people.

Permanent and omnipresent.

The information that you post online—blog and social media posts, e-books, guides, infographics, website copy, emails, texts, external links that redirect visitors to your site, etc., will remain on the Internet and will be available for new prospects until you take them down.

And on digital marketing's paid platforms (Google AdWords, Facebook Ads, etc.), you determine the duration of your campaigns.

Usually, the **duration of campaigns is limited** and budget dependent.

For example, if you pay for a 30-second TV spot for three months, when this period is over, no one can watch your ad again (that is, unless you pay for it to go on air again).

Modern Marketing Techniques

❖ Search Marketing

using search technology towards marketing

❖ Online Advertising

placing ads across digital platforms

❖ E-mail Marketing

sharing commercial messages with people

Modern Marketing Techniques cntd...

❖ Social Media Marketing

using social media platforms/networks for marketing

❖ E-commerce

trading goods and services on any online platforms

❖ Digital on traditional mediums

integrating digital technologies with traditional marketing mediums

Marketing Strategies for Digital World

- ❖ Digital media is not replacing mainstream broadcast media -
it is supporting and complementing it, providing a greater all round experience
- ❖ A brand needs to be where its target customers already are
- ❖ The key to maximise the effectiveness of each digital medium is to replicate and respect the way people are using it.
for example Facebook is used when people are relaxing
So do not use it as a serious selling space.

Marketing Strategies for Digital World

- ❖ any brand must have ruthless clarity about the defined roles for each medium (and how they help support each other)

For 2012 Olympic game, Nike ran a campaign called #Findthegreatness. Nike generated over 16,000 mentions on twitter and added 166,000 new Facebook fans (double the level achieved by Adidas).

❖ Liquid Marketing

'Liquid content' as a term refers to web content that is highly shared - where the desire for sharing is driven by contagious or 'viral ideas' within the content.

Coca Cola was the first to embrace liquid content that is all about discovering viral activity

A framework for digital success

1. Create Stories for your brand
2. Feed and curate digital channels
i.e. perpetuate the stories in several channels and have a mix of longer term strategic planned campaigns alongside tactical/topical feeds.
3. Determine your ROI
4. Test, measure, learn and refine.

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