Digital relationships with consumers

## The following have been mentioned in the lecture as digital channels that brands can use to develop relationships with consumers:

## Search

## Display

## Video

## Social

## Think about how brands can develop relationships with consumers, and evaluate the effectiveness of the four digital channels based on your own experience. Then respond to the following questions:

## According to your experience and opinion, which is most effective at raising awareness for products? Which is most effective at influencing consumers to choose their products? Explain your rationale with one or two examples of companies that are utilizing that channel.

Search (Google) is the most effective awareness-raising channel:

1. Digital ads are displayed with every search. If I search “best keyboard for programmers” it comes up with the “Keychron K2” which is a product I’ve never heard about until now.
2. If there is a technology conference advertising a new product, I could simply search “technology conference dates”. Just recently I caught Apple’s conference.
3. If I want to search for an influencer (brand in itself) I could search “largest influencers” and it will give a list of people, I haven’t heard about before.

Social is by far the best channel to influence consumers to choose their product:

1. User-Generated Content is much more effective than any other type of advertisement, so highly influential consumers could give the product a high rating which then makes it more popular, and people buy it under social pressure.
2. Tesla does not spend any money on advertisement, but rather uses Elon Musk’s, influencer’s, and Tesla’s social media accounts.