



# Digital Marketing

## Unit 1: Introduction to Digital Marketing

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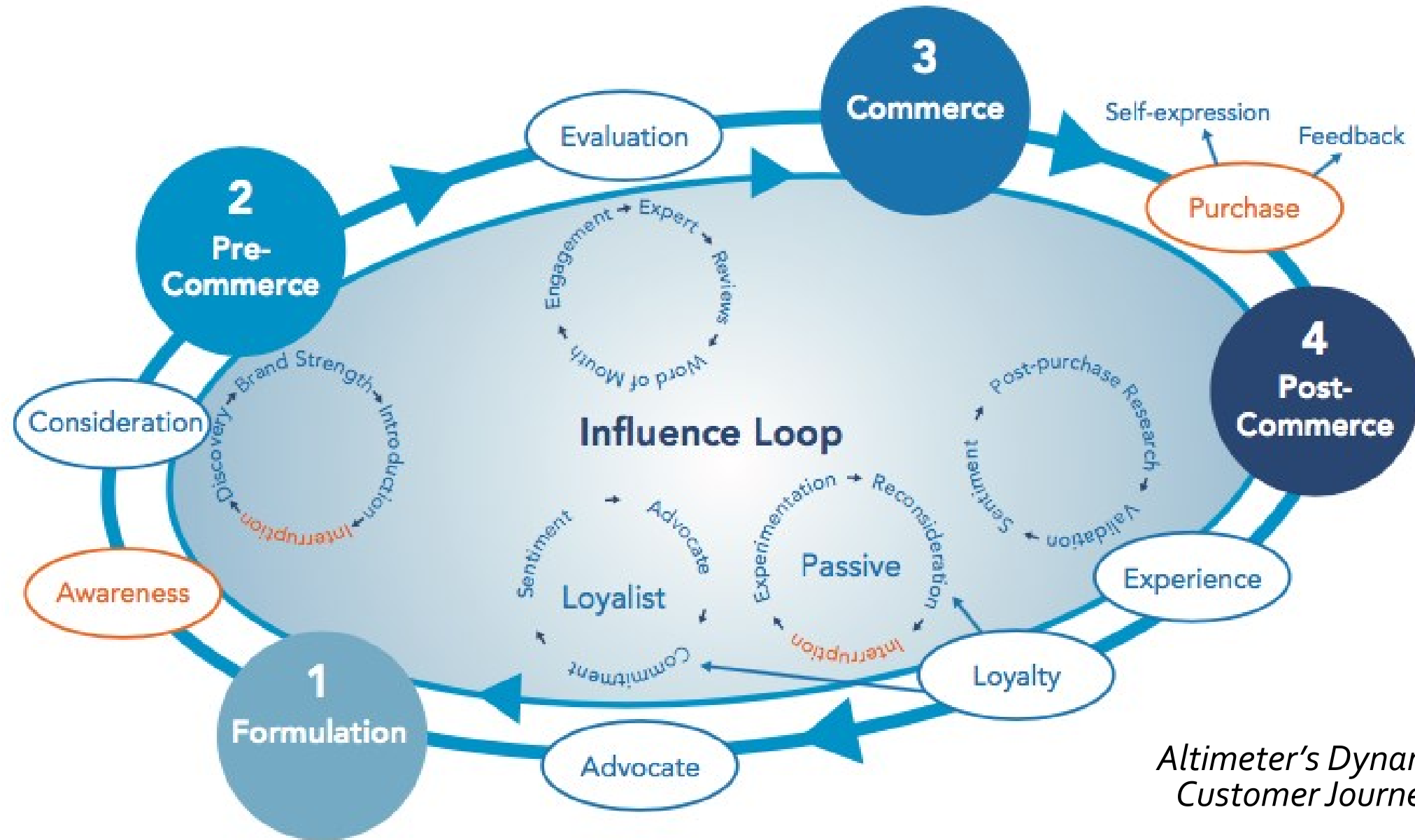
- Definition of Digital Marketing
- Differences between traditional and Digital Marketing
- Digital Marketing as a tool of success for companies
- Importance of Digital Marketing
- Differences among Blog, Portal and Websites

# Lifecycle of a Company



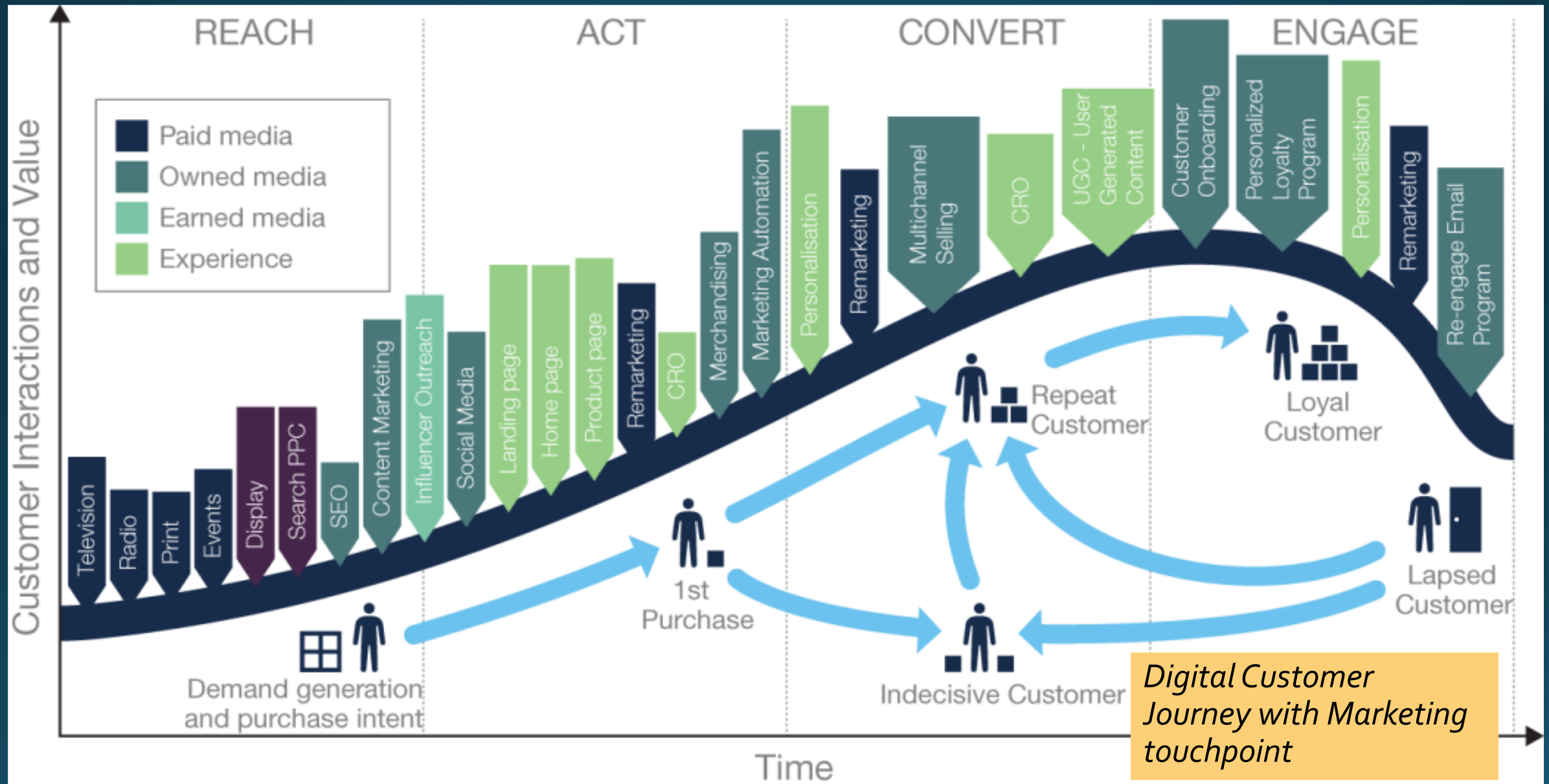
1. *Where do you place ChatGPT at current state?*
2. *Which company is yet on Monetization, but yet to reach Maturity?*
3. *Where does Tesla fit?*
4. *Which phase demands a Marketing focus? Or its equally important or prioritized on each phase?*

# Generic Customer Journey



*Altimeter's Dynamic  
Customer Journey*

# Generic Digital Customer Journey



# Updated Digital Customer Journey



*After evolution of  
social business  
models, customer  
journey is updated to  
Ladder of  
Engagement*

# Introduction to Digital Marketing

- Digital marketing can be defined as:
  - Achieving marketing objective through applying digital media, data and technology.
- **Formal Definitions:**
  - Kotler (2020): Digital marketing is the use of digital technologies to promote or market products and services.
  - Chaffey and Ellis-Chadwick (2019): It encompasses all marketing efforts that utilize electronic devices or the internet.
  - Ryan (2016): Digital marketing is about reaching and engaging audiences via digital platforms.

# Traditional vs Digital Marketing

**Offline**, bustling crowds pass by your place of business. Some of the passerby traffic notices you and walks in.

**"Location, Location, Location"**



**Online**, people search for information. Millions of people. Each searches alone.

**"Information, information, information"**



## Traditional Marketing

- Uses offline channels like TV, Radio, and print.
- One-way communication.
- High cost and limited measurability.

## Digital Marketing

- Leverages online platforms like social media, websites, and emails.
- Two-way interaction with audiences.
- Cost effective and highly measurable.



# Importances of Digital Marketing

- Digital Marketing offers unparalleled reach, engagement, and measurable outcomes.
- Understanding of Digital Marketing components and applications is key to leveraging its potential.
- Dynamic dialogue is at the heart of good marketing. Digital marketing builds on the database (of customers and prospects) and creates a constant flow of communications between customers and suppliers and between customers themselves as it enables a two-way flow of communications as an ongoing discussion between customer and supplier.
- It offers:
  - **Accessibility**: Available to businesses of all sizes.
  - **Measurable Results**: Provides detailed insights into campaign performance.
  - **Adaptability**: Flexible strategies based on real-time data.
  - **Consumer Behavior Insight**: Understand preferences and trends.

# Situationship

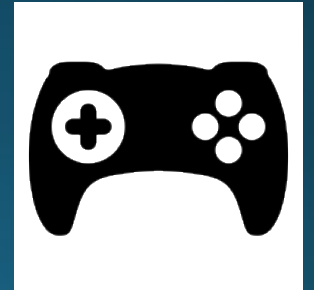
MARKETPLACE



Electronic marketplace

## Digital marketing platforms

- Desktops, laptops and notebooks
- Mobile phones and tablets
- Other hardware



*Let's consider the current situation of digital marketing – where the marketplace migrates into **the electronic marketplace**. How significant is this change?*

# Options for Online communication between an organization and its customers

		From: Supplier of content/service	
		Consumer	Business (organization)
To: Consumer of content/service Business (organization)	Consumer	<b>Consumer-to-Consumer (C2C)</b> <ul style="list-style-type: none"><li>• eBay</li><li>• Peer-to-peer (Skype)</li><li>• Social networks and blogs</li><li>• Product recommendations</li></ul>	<b>Business-to-Consumer (B2C)</b> <ul style="list-style-type: none"><li>• Transactional: Amazon</li><li>• Relationship-building: BP</li><li>• Brand-building: Unilever</li><li>• Media owner: News Corp</li><li>• Comparison intermediary: Kelkoo, Pricerunner</li></ul>
	Business (organization)	<b>Consumer-to-Business (C2B)</b> <ul style="list-style-type: none"><li>• Group and Priceline</li><li>• Consumer-feedback, communities or campaigns</li></ul>	<b>Business-to-Business (B2B)</b> <ul style="list-style-type: none"><li>• Transactional: Eurooffice</li><li>• Relationship-building: BP</li><li>• Media-owned: Emap business publications</li><li>• B2B marketplaces: EC21</li></ul>

## Types of online presence

*Chaffey & Ellis (2015)*

1. Transactional e-commerce site
2. Services-oriented relationship building or lead-generation web site
3. Brand-building site
4. Portal of media site
5. Social network or community site

# Blog vs Portal vs Websites

- Blog:
  - Regularly updated content, typically focused on specific topics.
  - Author-driven and conversational.
- Portal:
  - Gateway to multiple services and information (e.g., news, email).
  - User-focused with varied functionalities.
- Website:
  - Static or dynamic collection of related web pages.
  - Broader purpose, including corporate, personal, or informational use.

# Digital Communication – Right Touching

**Right touching** = every customer interaction to a communication should be followed up by a series of relevant communications delivered via the right combination of channels to elicit a response or further dialogue

## Checklist for right touching



Search marketing



Delivering relevant recommendations for retention and growth



Behavioural targeting or online advertising



Following up on customer product or promotion interest



Multi-touches across different digital media channels for acquisition



Getting the frequency right



Customer lifecycle model and welcome strategy



Getting the channel right



Increasing online attrition



Getting the offer right

# Digital Marketing as a tool of Success



## Marketing Principles

- Get close to customers, listen to them
- Involve them
- Serve them
- Add value
- Find the best ones
- Nurture them into lifelong customers and advocates
- Test, test, measure and improve



## Digital marketing?

*Identify,  
Anticipate,  
Satisfy* customers needs  
*efficiently*

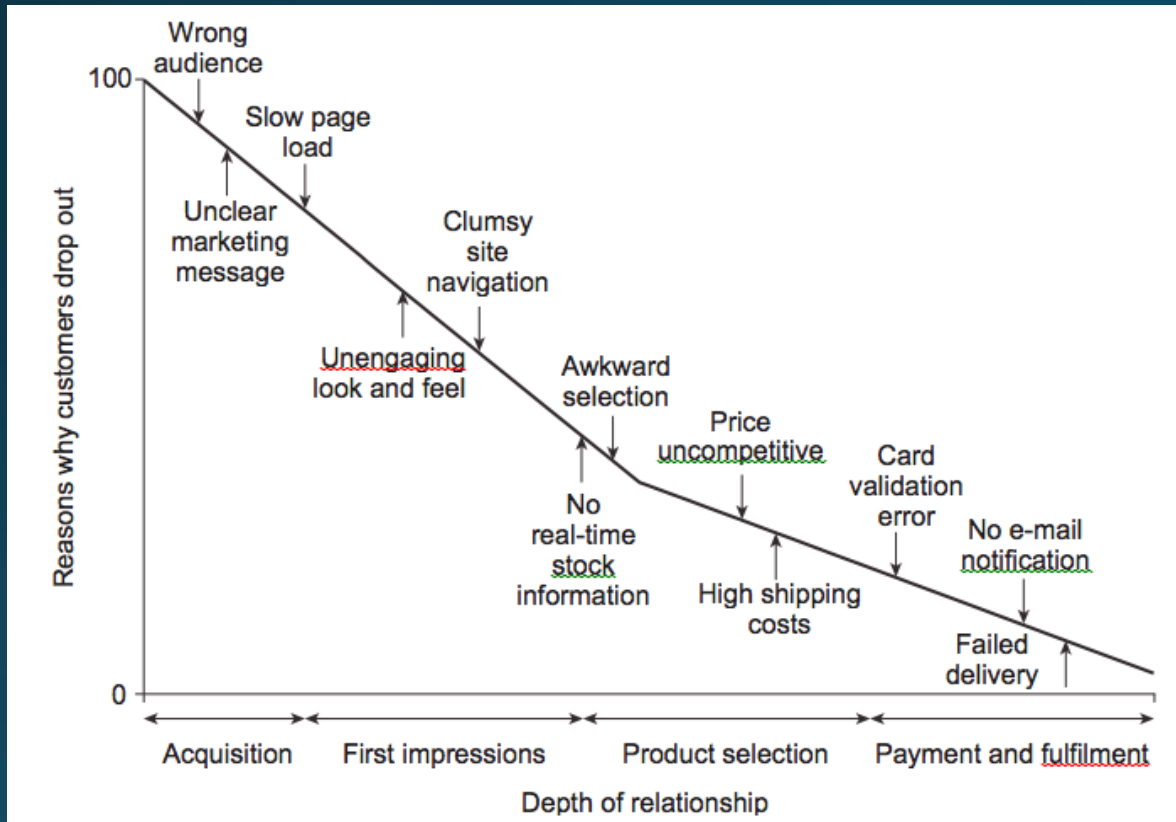
*Digital marketing is best considered as how digital marketing tools such as web sites, CRM systems and databases can be used to get closer to customers – to be able to identify, anticipate and satisfy their needs efficiently and effectively.*

# Digital Marketing as a tool of Success

- When used rightly, Digital Marketing offers:
  - **Enhanced Brand Awareness** with reach to a global audience efficiently.
  - **Driven Customer Engagement** with interactive campaigns and personalized messaging.
  - **Increased ROI** with cost effective precise targeting and analytics.
  - **Grown Customer Loyalty** with continuous interaction and relationship management.

# DM as a tool of Success – Sloppy DM

- If not used rightly, there are many examples of poor digital marketing.
- This may result from unclear objectives, lack of strategy or simply lousy execution. Marketers should assess and minimize such risks before embarking on digital marketing.



## Minimizing the impact of customer complaints

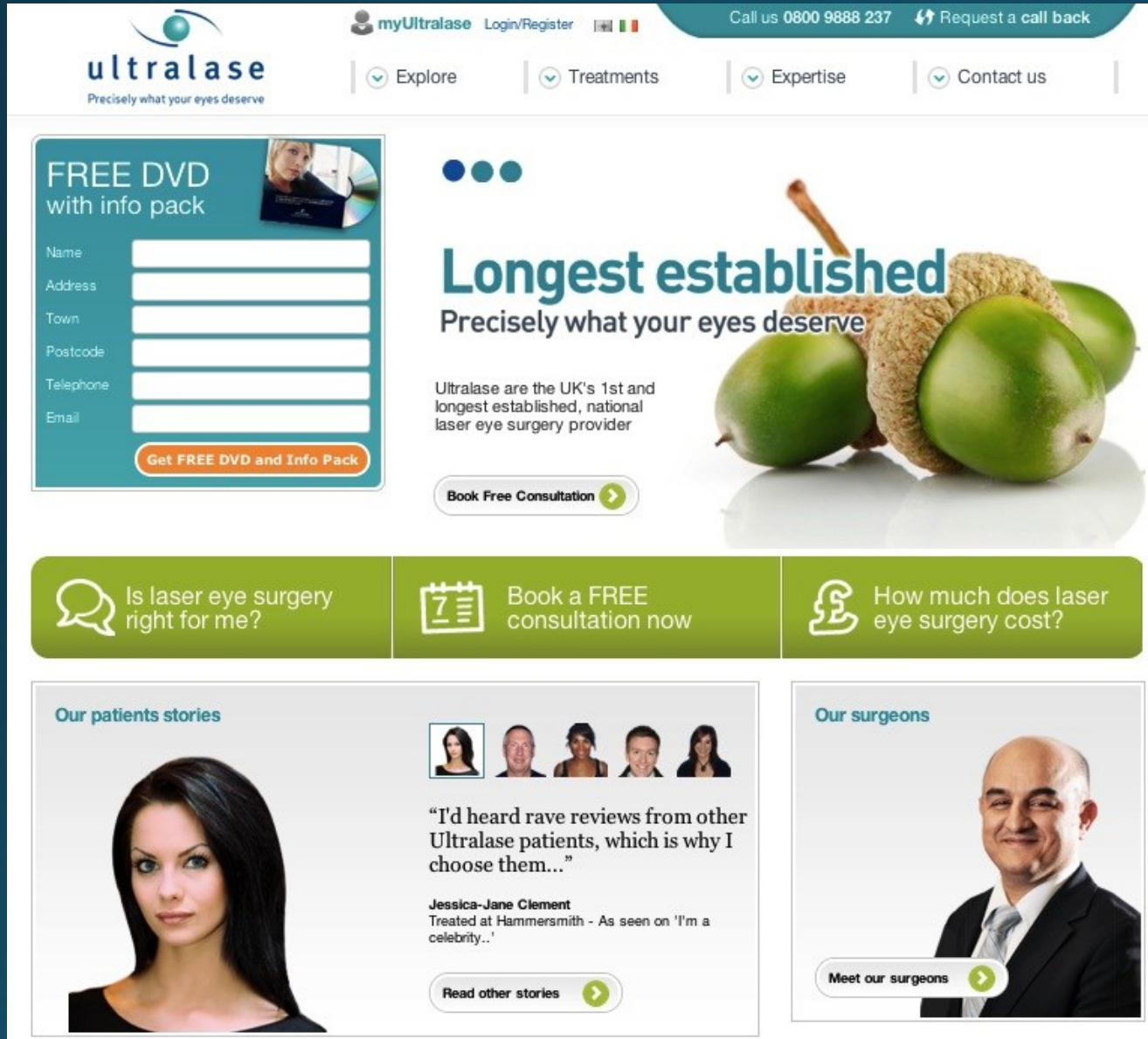
- The customer service operation is equipped to monitor and engage with a targeted spectrum of media.
- Companies fully understand where, why and how their customers are using social media before making any social media marketing changes.
- A balance is struck across different types of media – telephone, email, web, social, network and mobile.
- The power of online communities is recognized, and customers are encouraged to help each other.
- Relationships are nurtured with advocates who wield particular influence on the internet.
- Specialist tools are used to measure the impact of customers' online activity.



# 5S – Digital Marketing Objectives

<u>Benefit of digital marketing</u>	<u>How it is delivered</u>	<u>Examples</u>
<b>Sell</b> – Grow sales	Through wider distribution, promotion, sales	
<b>Serve</b> – Add value	Through giving customers extra benefits online or inform product development through online dialogue and feedback.	Increase conversion rate by 5%
<b>Speak</b> – Get closer to customers	By tracking them, asking them questions, creating a dialogue, learning about them.	Grow email coverage to 50% of current customer database
<b>Save</b> – Save costs	Through online email communications, sales and service transactions to reduce staff, print and postage costs.	Generate 10% more sales for same communications budget
<b>Sizzle</b> – Extend the brand online	Through providing a new proposition and new experience online while at the same time appearing familiar.	

# 5S – Digital Marketing Objectives



The screenshot shows the Ultralase website homepage. At the top, there's a navigation bar with the Ultralase logo, a 'myUltralase' login/register section, a phone number (0800 9888 237), and a 'Request a call back' button. Below this is a secondary navigation bar with links to 'Explore', 'Treatments', 'Expertise', and 'Contact us'. The main content area features a 'FREE DVD with info pack' form on the left, a central banner with the text 'Longest established Precisely what your eyes deserve' and an image of green pears, and a 'Book Free Consultation' button. Below the banner are three green buttons: 'Is laser eye surgery right for me?', 'Book a FREE consultation now', and 'How much does laser eye surgery cost?'. At the bottom, there are two sections: 'Our patients stories' featuring a testimonial from Jessica-Jane Clement and a 'Read other stories' button, and 'Our surgeons' featuring a photo of a surgeon and a 'Meet our surgeons' button.

ultralase  
Precisely what your eyes deserve

myUltralase Login/Register

Call us 0800 9888 237 Request a call back

Explore Treatments Expertise Contact us

FREE DVD with info pack

Name  
Address  
Town  
Postcode  
Telephone  
Email

Get FREE DVD and Info Pack

Longest established  
Precisely what your eyes deserve

Ultralase are the UK's 1st and longest established, national laser eye surgery provider

Book Free Consultation

Is laser eye surgery right for me?

Book a FREE consultation now

How much does laser eye surgery cost?

Our patients stories

“I'd heard rave reviews from other Ultralase patients, which is why I choose them...”

Jessica-Jane Clement  
Treated at Hammersmith - As seen on 'I'm a celebrity..'

Read other stories

Our surgeons

Meet our surgeons

How much value proposition this side offers in terms of 5S?

*Sell – Grow Sales*

*Serve – Add Value*

*Speak – Get Closer to Customers*

*Save – Save Cost*

*Sizzle – Extend the brand online*

# Measures of online customer engagement

## Engagement metric

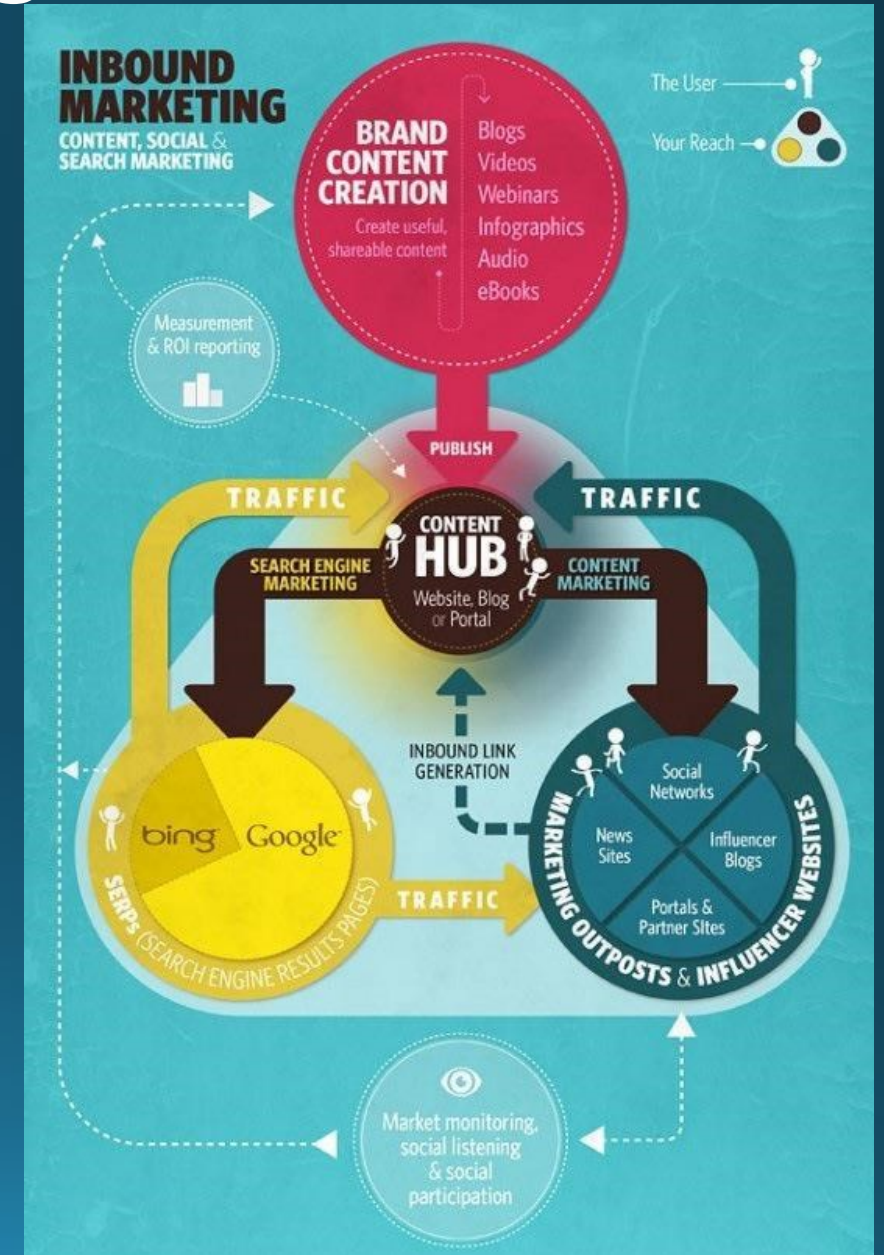
1. % of non-home page entry visits
2. Bounce rate
3. Duration
4. Marketing outcomes
5. Micro or step conversation rates
6. Brand search-term strength
7. Email activity level
8. Define activity levels or hurdle rates (for different activities)
9. Emotional response
10. Outcomes

## Engagement tactic

- Use run-of-site OVP messages
- Use a run-of-site sign up
- Use heatmaps or overlays to assess management
- Get your scent right
- Interactive sales advisers
- Generate awareness
- Refined touch strategy
- Personalize by activity or lifecycle of content in web or email pods
- Multivariate testing
- Use secondary navigation to highlight next steps

# Key Digital Media Channels

1. Search engine marketing (SEM)
2. Online PR
3. Online partnerships
4. Interactive advertising
5. Opt-in email
6. Social media marketing



# Defining Right Digital Marketing Strategy

## Digital marketing strategy



channel strategy where electronic channels and digital media support other communications and distribution channels.

- Clear prioritization to how the channel should be used
- Identify target markets, positioning, OVP, choice of mix of digital media channels to acquire new customers and contact strategies to welcome and develop existing customers



**Creating differential value**



# Defining Right Digital Marketing Strategy

## E-strategy

- Crystal clear objectives ———> What you want to achieve online
- Target markets, positioning and propositions
- Optimum mix of tactical e-tools ———> Web site, banners ads, etc
- Evolutionary stage ———> What stage you want to be at
- Online marketing mix ———> Particularly service levels
- Dynamic dialogue ———> Ongoing with the customer
- Integrated database ———> Recognize and remember each customer whether via web or telephone