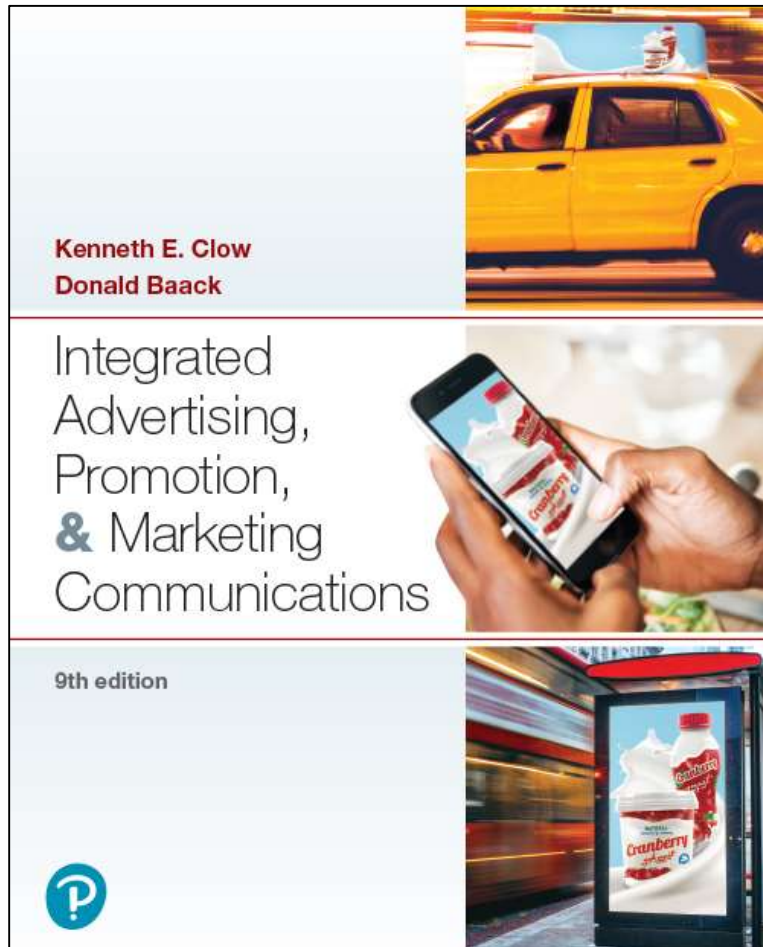


# Integrated Advertising, Promotion, and Marketing Communications

Ninth Edition



## Chapter 8

### Digital and Mobile Marketing

# Chapter Objectives (1 of 2)

**8.1** What is digital marketing?

**8.2** How have newer consumer shopping patterns affected the field of marketing communications?

**8.3** How can e-commerce programs and incentives build a stronger customer base and overcome consumer concerns at the same time?

**8.4** How do companies utilize mobile marketing systems?

# Chapter Objectives (2 of 2)

**8.5** What digital strategies do marketing professionals employ?

**8.6** What types of web advertising can companies use to reach consumers?

**8.7** What is a search engine optimization strategy?

**8.8** How can companies successfully conduct digital marketing programs in international markets?

# Chapter Overview

- Digital marketing
- E-commerce
- Mobile marketing
- Digital strategies
- Web advertising
- Search engine optimization
- International markets

# Artificial Intelligence, Programmatic Advertising, and Chatbots

- Artificial intelligence aids consumer behavior analysis
- Programmatic advertising enables advanced consumer targeting
- Chatbots answer questions, offer product information



# Digital Marketing

- Today's consumers rely on digital technologies
- Digital marketing combines components of:
  - E-commerce
  - Internet marketing
  - Mobile marketing

# Consumer Shopping Patterns

- Shopping locations
- Delivery methods
- Consumer-to-consumer marketing (C-to-C)
- Services



# E-Commerce

- Marketing goods and services over the internet
- B-to-C and B-to-B online commerce
- Online sales 10 percent of retail activity





# Figure 8.1: Characteristics of Successful E-Commerce Sites

- Search-optimized design
- Customer-centric design
- Mobile-optimized design
- Consistent customer experience
- Channel integration
- Brand engagement
- Shopping cart abandonment strategies
- E-commerce incentives
- Offline marketing integration

# Successful E-Commerce Search-Optimized Design

- Majority of Americans do online research
- Location on search engine results page (SERP)
  - Design important
  - Web search crawlers
  - Page title
  - Title tags

# Successful E-Commerce Customer-Centric Design

- Quickly locate merchandise
- Indexed using customer terms
- Drill-down search function
- Unique product descriptions
- Avoid thin and duplicate copy
- Pictures better than words
- 4-6 products per page optimal

# Successful E-Commerce Mobile-Optimized Design

- Adaptive design
- Higher interactions and conversions
- Advantages
  - 50% of online purchases made on mobile devices
  - Without adaptive design, ranked lower in search



# Successful E-Commerce Consistent Customer Experience

- Customers expect consistent, positive experiences
- Zero tolerance for poor web performance
- Dissatisfaction = lost sales
- Load time a key factor

# Successful E-Commerce Channel Integration



- Essential for selling beyond the web
- Online and offline catalogs integrated
- Access from any digital platform

# Successful E-Commerce Brand Engagement

- Opportunities for engagement
- Blogs, reviews, feedback
- Personalization and customization

# Successful E-Commerce Shopping Cart Abandonment

- Show any additional costs
- Make checkout simple
- Make it easy to enter discount codes
- Provide safe checkout procedures



# Successful E-Commerce Incentives

- Cyberbait = lure or attraction to website
- Incentives may be
  - Financial
  - Convenience
  - Value-added



# Figure 8.2: Common Forms of Cyberbait



# Figure 8.3: Value-Added Incentives

- Customized shopping
- Unique product information
- Mobile apps
- Social media engagement
- Exclusive shopping
- Tutorials, usage tips, and repair instructions

# Successful E-Commerce Offline Marketing Integration

- Integrate offline marketing with e-commerce site
- Information must match on all platforms
- Include web URL in all materials

# Mobile Marketing (1 of 2)



- Smartphones, tablets, related devices
- Websites, email, text messages, social media, mobile apps
- Most consumers access internet via smartphones

# Figure 8.4: Ways Mobile Differs from Other Media

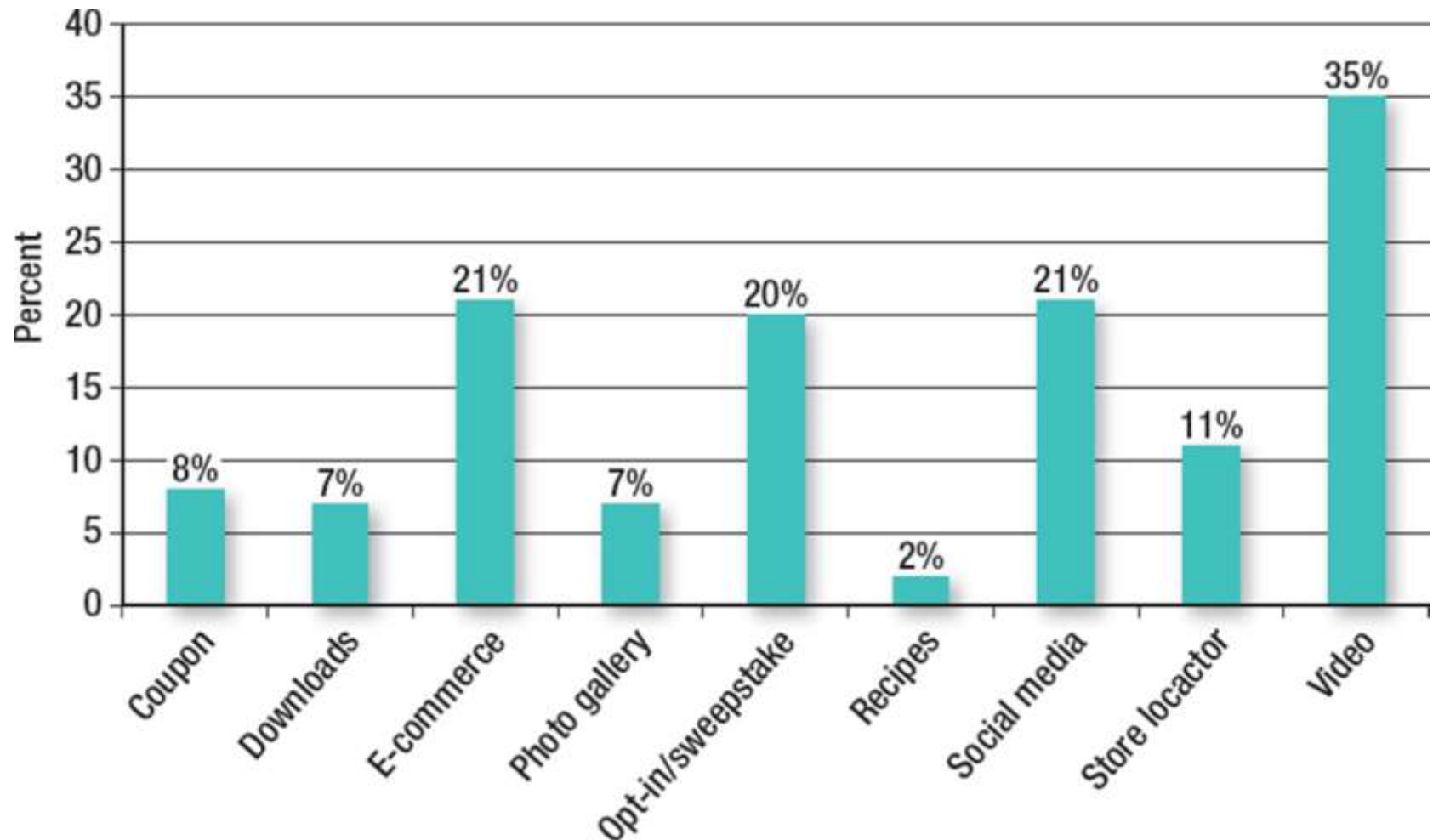
- Personal
- Geo-location
- Two-way communication
- Camera/video technology
- Voice recognition
- Phone sensors

# Mobile Marketing (2 of 2)

- Mobile Apps
  - Engage consumers with brand
  - Streamline business use
- Action codes
  - QR codes, watermarks, and 2D barcodes
  - Goal is engagement



# Figure 8.5: Marketers' Uses for Action Codes





# Questions to Consider (1 of 2)

- As a consumer, which types of mobile apps or action codes have you seen recently on your smartphone?
- Did you find them to be useful? If so, how?
- Did any of these apps or action codes encourage you to buy something? If so, how did it help?
- Do you have any suggestions for improvements?

# Figure 8.6: Digital Marketing Strategies

- Interactive marketing
- Content and native marketing
- Location-based advertising
- Remarketing
- Behavioral targeting
- Blogs and newsletters
- Email marketing

# Interactive Marketing

- Two-way communication and involvement
- Targets individuals
- Engages consumers
- Tracks browser activities
- Personalizes messages
- Real time marketing



# Figure 8.7: Content Marketing and Native Advertising

	<b>Content Marketing Branded Content</b>	<b>Content Marketing Sponsored Content</b>	<b>Native Advertising</b>
Location	Brand's website or microsite	Third-party site	Third-party site
Goals	Provide information Increase brand awareness Improve search results	Provide information Increase brand awareness Increase social engagement	Generate sales Increase brand awareness Increase social engagement
Tone	Educational Solve a problem	Educational Authentic, expert tone	Solve problem through brand purchase
Audience	Brand's customers and prospects	Sponsor's audience	Third-party's audience

## Figure 8.8: Location-Based Advertising

- Targeting by DMAs (designated marketing areas), 30%
- Geo-fencing, 27%
- Audience-data targeting, 24%
- Geo-aware advertising, 14%
- City or zip code, 5%

# Remarketing

- Engages past visitor to revisit
- Shown interest in brand/product
- Higher conversions
- Ad to computer or mobile device
- Abandoned shopping cart



# Behavioral Targeting



- Uses web data
- Pages visited on the internet
- Keyword searches or content read
- Past visitors to a site

# Blogs, Podcasts, and Newsletters

- Blogs are online musings
- Power of online buzz
- Company-sponsored blogs
  - Objective of blog
  - Reaction strategy for negative comments
- Small businesses
- Newsletters
- Offer solutions and information
- Update regularly





# Email Marketing



- Vital part of digital strategy
  - Integrate with other channels
  - Resemble information on website
- Uses web analytics
  - Browsing history
  - Individuals who abandon shopping cart
- Targeted emails = higher conversion rates

# Figure 8.9: Developing Successful Email Campaigns

- Be upfront, honest with subscribers
- Build list for quality, not quantity
- Give subscribers what they want
- Be familiar to your audience
- Keep emails neat and clean
- Be eye-catching
- Integrate social media
- Test, test, and test

# Questions to Consider (2 of 2)

- As a consumer, how do you respond to e-mail campaigns?
- What determines whether you read the marketing messages or simply delete them?
- Do you ever use emails as a way to access the company's social media? Examples?

# Web Advertising Programmatic Advertising

- Banner ads account for 22.6% of online advertising
- Can use videos, widget apps, targeted display ads
- Enables precise targeting of consumers



# Widgets

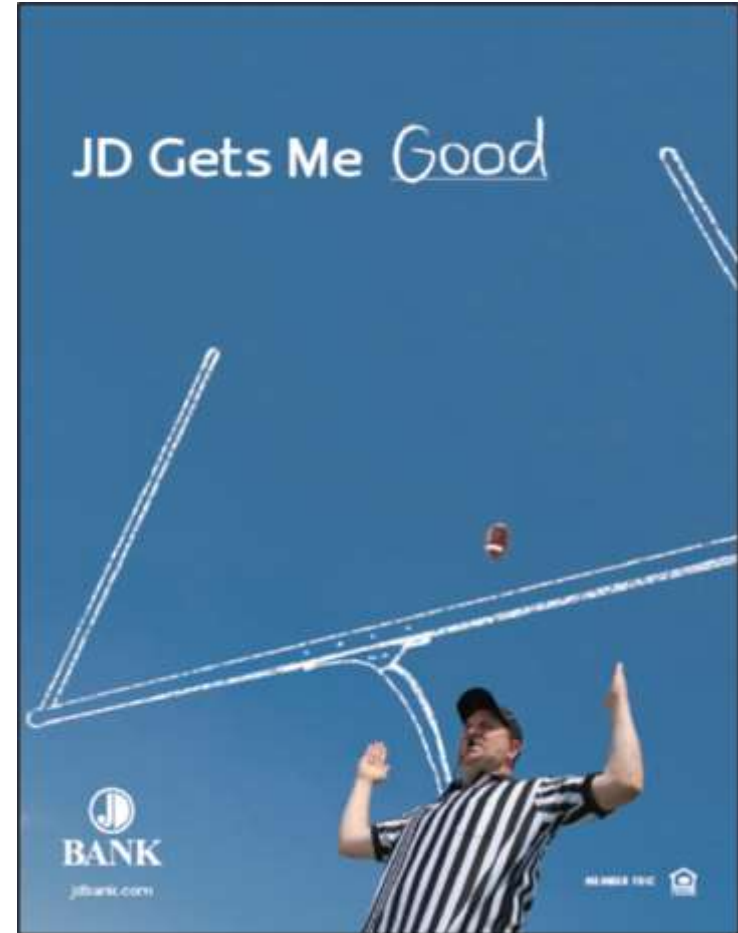
- Mini-applications embedded in banners
- Access external dynamic content
- Provide personalized access to information
- Micro-site landing pages
- Geo-targeted ads

# Impact of Online Advertising

- Banner click-through rate 0.27%
- Improve response through targeting
- Third-party tags
- Ads not seen
  - Below the fold
  - Blocking software
  - Fraud

# Offline Advertising

- Integration of offline with online
- Brand spiraling
- Personalized URLs



# Search Engine Optimization

- Nearly 50% of online ad expenditures
- Majority of web traffic begins with a search
- Three methods of SEO
  - Paid search insertion
  - Natural or organic emergence
  - Paid search ads
- Effective for local businesses





# International Implications

- Worldwide reach a major e-commerce advantage
- Potential issues
  - Shipping
  - Communication
  - Technology
- Utilize coherent IMC strategy with local input

# Your Career: Digital Marketing

- Purchase your online name
- Conduct internet search of your name
- Develop online presence
- Learn more about digital advertising

# Blog Exercises

- Consumer to Consumer (C2C) Marketing
- App Design
- Search Engine Optimization

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