

A hand holding a smartphone, with various digital marketing icons floating above it. The icons include a lightbulb, a cloud, a Wi-Fi symbol, a globe, a dollar sign, a 50% discount tag, a document, a mail icon, a speech bubble, a book, a pie chart, a computer monitor, and an @ symbol. The background is dark blue with a subtle pattern of these icons.

Digital Marketing and Social Media Strategy

**Evolution and integration of
traditional and digital marketing**

Bill Manos; 2021 - 2022

Session 1

- Introduction to Marketing
- Technology Adoption Lifecycle
- Evolution of Marketing
- Choosing and Pitching a product





An attendance sheet with a grid. The rows are labeled with student names: 'ter', 'Charlotte', 'nma', 'ailey', and 'Hunter'. The columns are labeled with dates: 'January 0', 'January 1', 'January 2', and 'January 3'. Blue checkmarks are marked in the grid cells, indicating attendance. The letter 'A' is written in the bottom right cell.

	January 0	January 1	January 2	January 3
ter	✓	✓	✓	✓
Charlotte	✓	✓	✓	✓
nma	✓	✓	✓	✓
ailey	✓	✓	✓	✓
Hunter	✓	✓	✓	A

Attendance

Welcome Exchange Students

Why This Class?

Winning in business is a team effort

- Acquire an appreciation for the roles and goals of marketing and sales teams that you might work with in your career and how they can contribute to your success
- Develop new ways of thinking from the theory presented, the sharing of our business experience and input from students' active participation
- Be better prepared to develop synergies with future marketing and sales colleagues , investors, business partners and industry influencers, thus making yourself and your role in your company more valuable

Why This Class?

Winning in business is a team effort

- Many people, particularly Europeans, think that having a good product means that you have a business. This is not true.
- What you might actually have is an expensive hobby. (especially startups)
- You need a story – what will you change in someone's life?
- Why do they need you?
- Will they pay for it?
- Super Marketing + Closing and Closers + Customer Service = A Business

EPITA Master Student: *" if you don't know how to sell it, it's a useless piece of code"*

G1 Course Communication

< All teams



Group 1 Digital Marketi... ⋮

Class Notebook

Assignments

Grades

Insights

Channels

General



General

Posts

Files



Welcome to Group 1 Digital Marketing Fall 2021 cohort

Choose where you want to start



G1: What does the word « Marketing » mean to you?



- Enter your response here:
- <https://docs.google.com/spreadsheets/d/1Y1v8Atz6FCGgLnNU0A1MiR3WysnvmoddIMexZxz4s/edit#gid=0>
- Bookmark this link – we will use it again

Digital Marketing and Social Media Strategy Course Outline

Module 1

- Introductions
- Course project, expectations, evaluation criteria
- Technology Adoption Life Cycle
- What is Marketing and how it has evolved
- Traditional Marketing
 - 4 P's and 7 P's of the Marketing Mix
 - Positioning
- Traditional and Digital Marketing
- Elevator Pitch

Module 2

- Pitching
- SWOT
- Blue Ocean Strategy
- Connected customers
- Identifying and understanding ideal customers - Avatars
- Marketing in the digital economy
 - Traditional and connected; interchanging roles
 - Digital customer path
 - Digital consumer and B to B adoption models
 - Defining a digital marketing campaign
 - Human-centric marketing

Digital Marketing and Social Media Strategy Course Outline

Module 3

- Developing a Social Media Action Plan
 - Listening, influencing, networking and selling
 - Channels
 - Platforms
 - Social Media Management tools
 - Metrics and analytics
- Content Marketing
 - Case Studies
 - Building, executing and evaluating campaigns

Module 4

- Search engine marketing
- Paid traffic
- Meta descriptions
- Creating offers
- Email marketing

Digital Marketing and Social Media Strategy Course Outline

Module 5

- Engagement Marketing
 - Mobile Apps, Social CRM, Gamification
- Meme Marketing
- Blogging , Podcasts, Websites
- Integrating Digital and Traditional Marketing
 - Company goal alignment
 - Omnichannel Marketing
 - Showrooming, webrooming, crossmedia, transmedia
 - Case Studies
- Discussion, Q&A, Wrapup

Exam

- To be scheduled

Assessment – Class Participation, Marketing Plan

- 40% **active** listening and speaking, class participation and exercises during class, quizzes, homework
- 30% groupwork during the term
 - Teams will be formed and will choose a company and corresponding product or service
 - 360° peer evaluations will be used to help determine student grades.
 - The evaluations will be confidential and not shared with team members or anyone else
 - Students may receive a different project grade than their team members based on their contribution.
- 30% final exam – the weight and format are under management discussion and could be impacted by the student engagement level during the course.

360-degree evaluation

Goal is to encourage everyone to participate

Provide a **whole number value only** in each box, **including for yourself**, representing your evaluation of the attribute in the left column.

Your responses should consider the contribution throughout the entire project period.

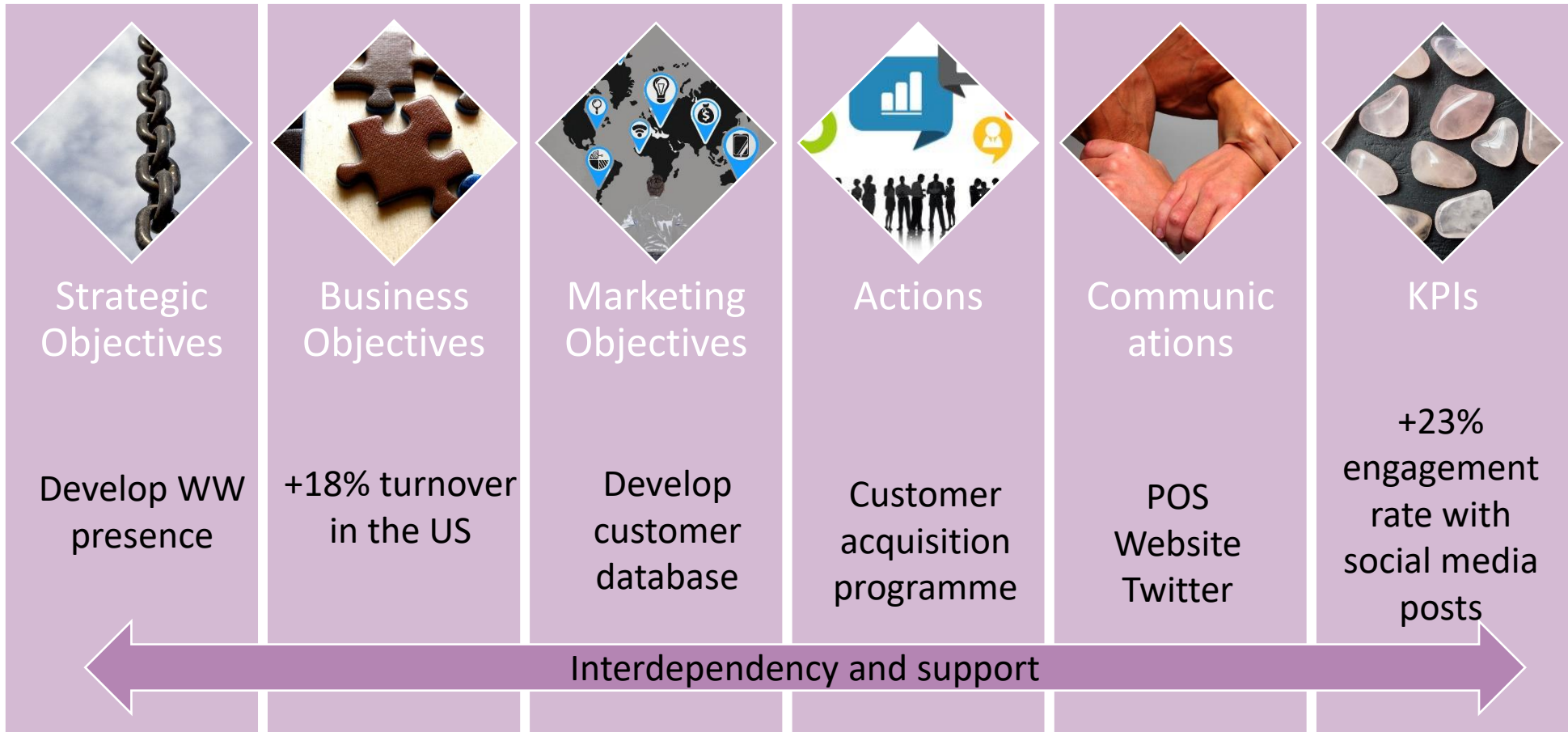
6=Excellent 5=Very good 4=Good 3=Average 2=Poor 1= Very poor 0 = quasi-zero contribution

TEAM NAME	Member name	Member name	Member name	Member name	Member name
Participated in group workshops and discussions					
Helped keep the group focused on the task					
Contributed useful ideas					
How much work was done					
Quality of completed work					

Absences and make up work

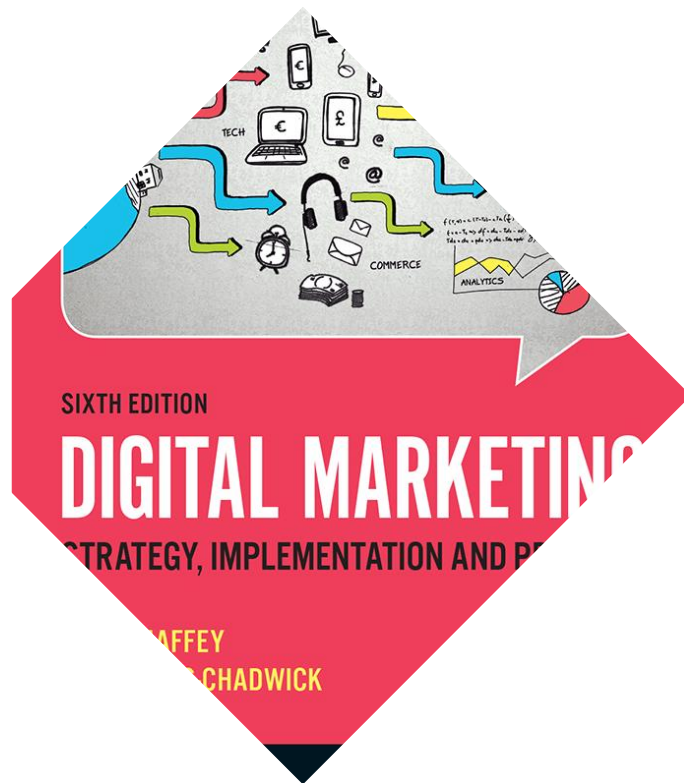
- If you are absent, you are responsible for reading and understanding all the materials from class, which will be emailed to you. Please send me questions that you might have after reading and studying the materials.
- Often there will a quiz in the following class, covering material that you missed so you would need to be prepared.
- If you have an excused absence, you will be eligible to earn credit for doing the assignments and exercises from the class you missed. Some of these might not be possible, such as Menti quizzes, as they are live contests.
- If you have an unexcused absence, you will get a zero for participation, work and assignments that were completed during the class that you missed. If you would like to do any of this work to receive feedback from me, you are invited to do so.
- You need to contact me via email for additional make up work assignments, particularly to compensate for assignments and quizzes that can only be done during class.

Business Vs Marketing Objectives



The Increased Complexity of Marketing

Shift to Digital Marketing: **“Achieving marketing objectives through applying digital technologies and media.”**



Chaffey & Chadwick, 2019

**Marketing in 2022 means
Coupling traditional and digital marketing techniques
ensuring full engagement to the brand
through an enhanced customer journey**

**Web Marketing + Mobile Marketing
+ Social Media
+ Interactive Marketing
+ Engagement**

Ready to declutter your wardrobe?

[Sell now](#)[Learn how it works](#)

- Lines blur for marketing between digital and traditional
- Vinted is e-commerce and runs traditional campaigns



Uberization



◆ Uberize

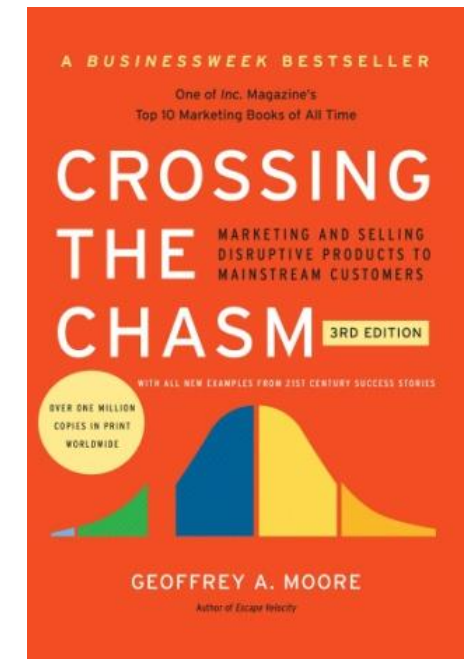
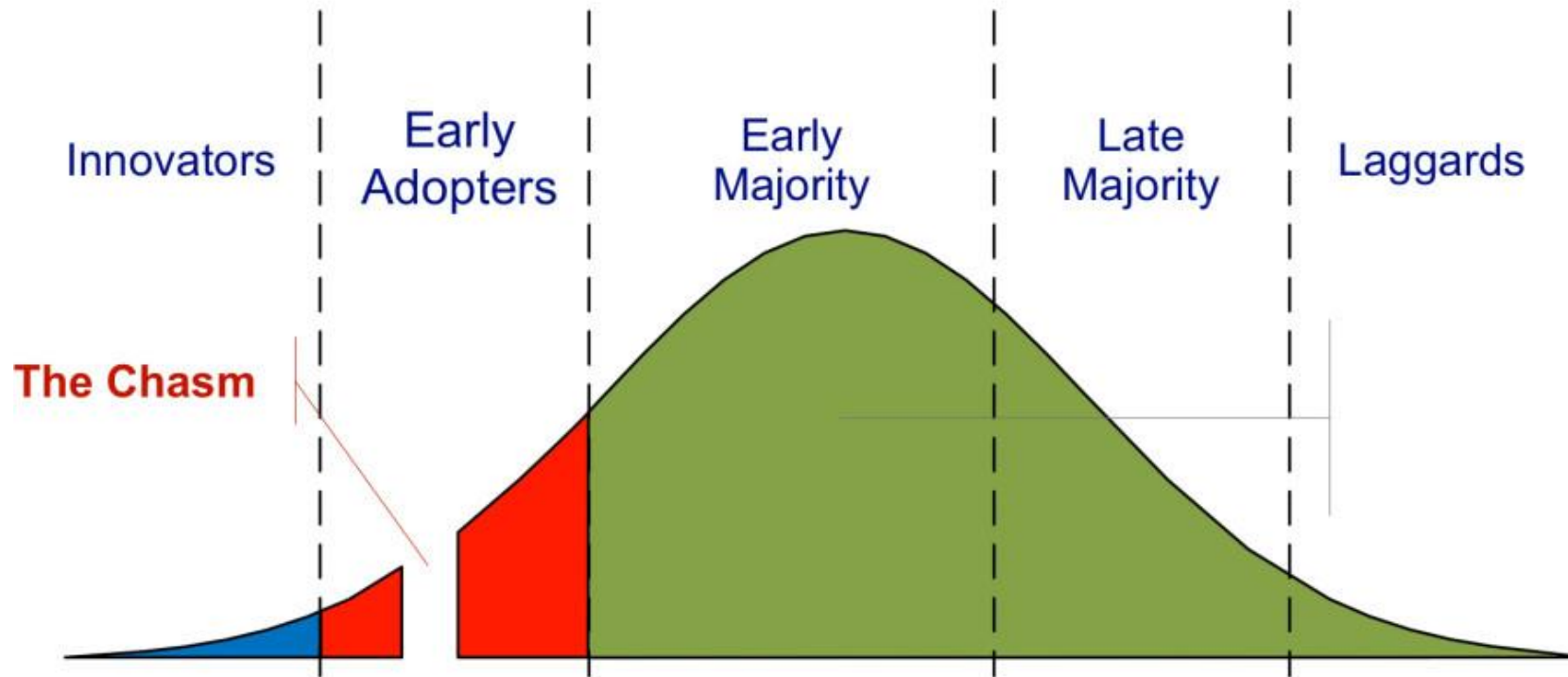
**“ To change the market for a service by introducing a different way of buying or using it, especially using mobile technology”
(Cambridge dictionary, 2017)**

- ◆ Low cost
- ◆ Simplification
- ◆ Immediate accessibility
- ◆ Community

Technology Adoption Life Cycle

<https://www.youtube.com/watch?v=Y-97AXOPzJo>

View 2m25s minutes in class



Technology Adoption Life Cycle

- Early adopters
 - Buy as a change agent to break from old ways to new
 - Prepared to deal with startup bugs and problems
- Early majority
 - Wants a productivity improvement
 - Looking for evolution not revolution

The Chasm

- Early adopters do not make good references for the early majority
- The early majority wants no disruptions and references before buying
- Chasm dwellers: FB Virtual Assistant M, QR codes, Google+, 3D TV (movies?), Microsoft Windows phone, others?
- Chasm crossings: Spotify, Salesforce.com, Google Sheets, others – perhaps from your country?



Financial Overview

Product Life Cycles

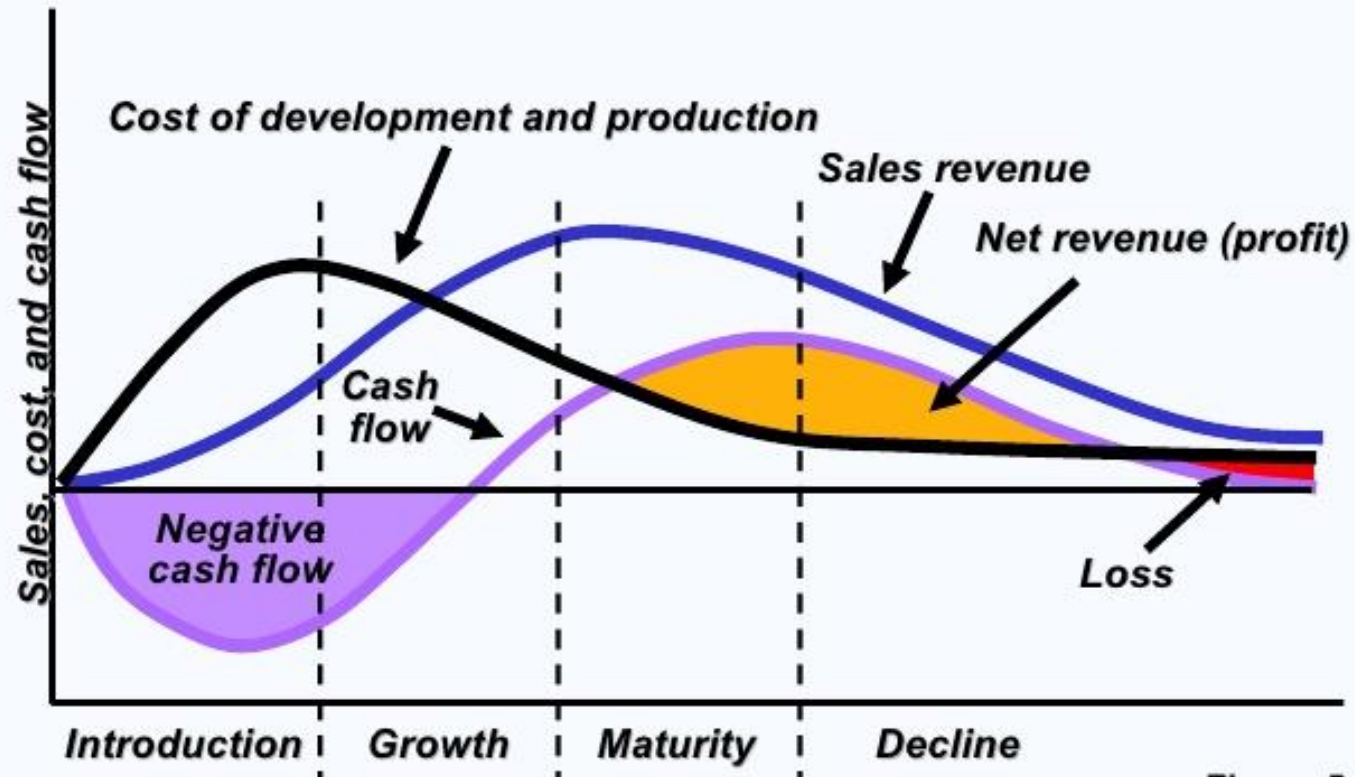
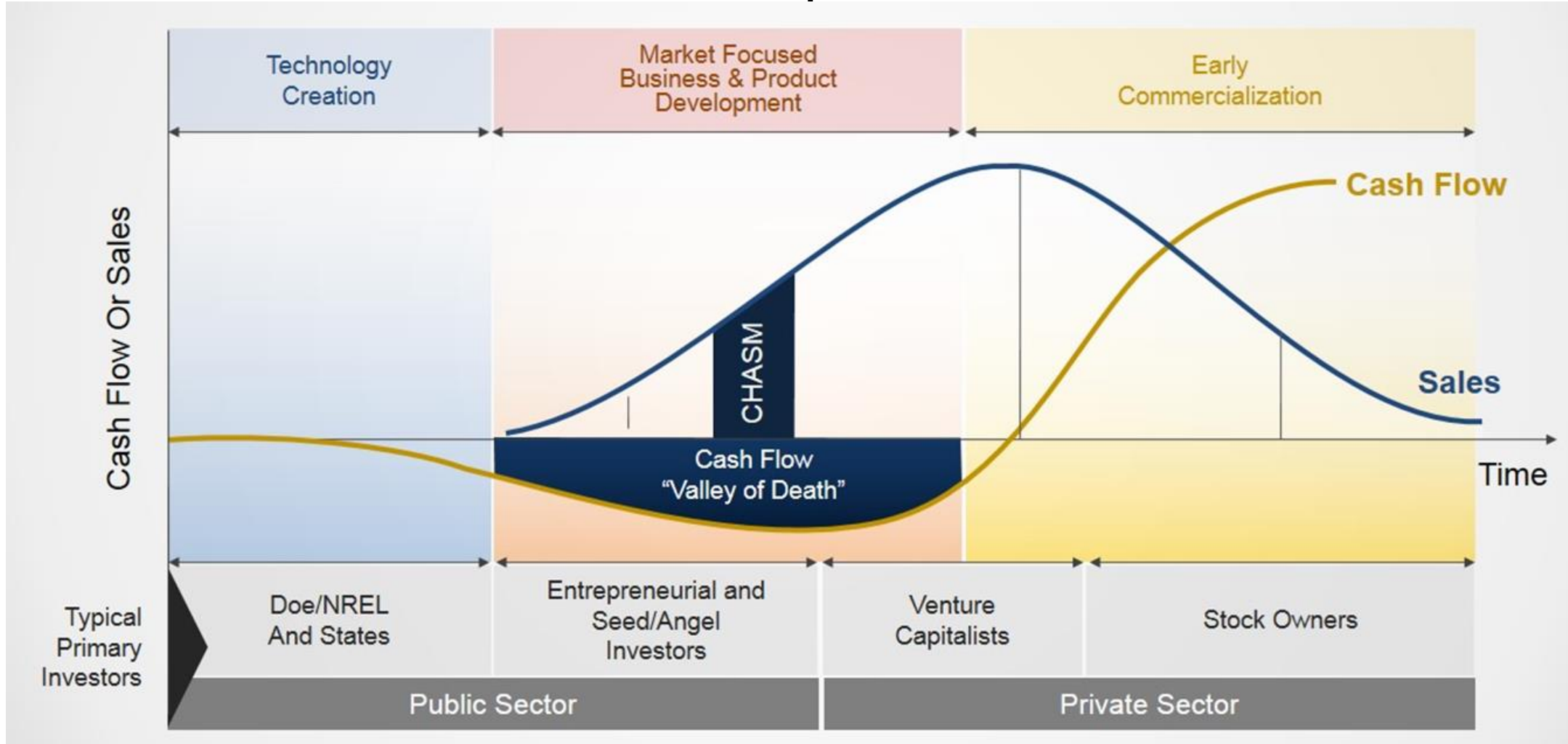
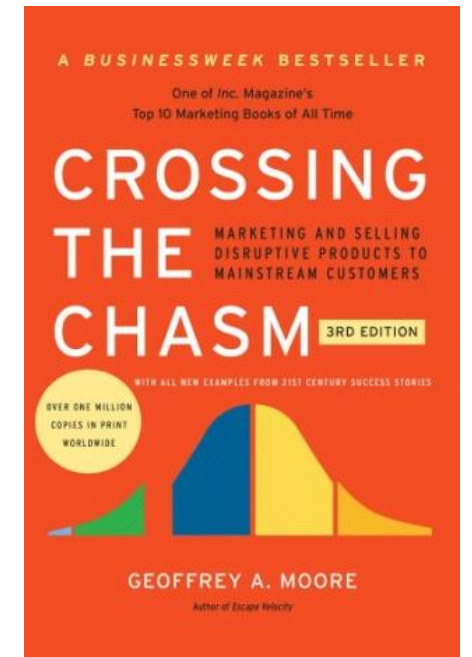
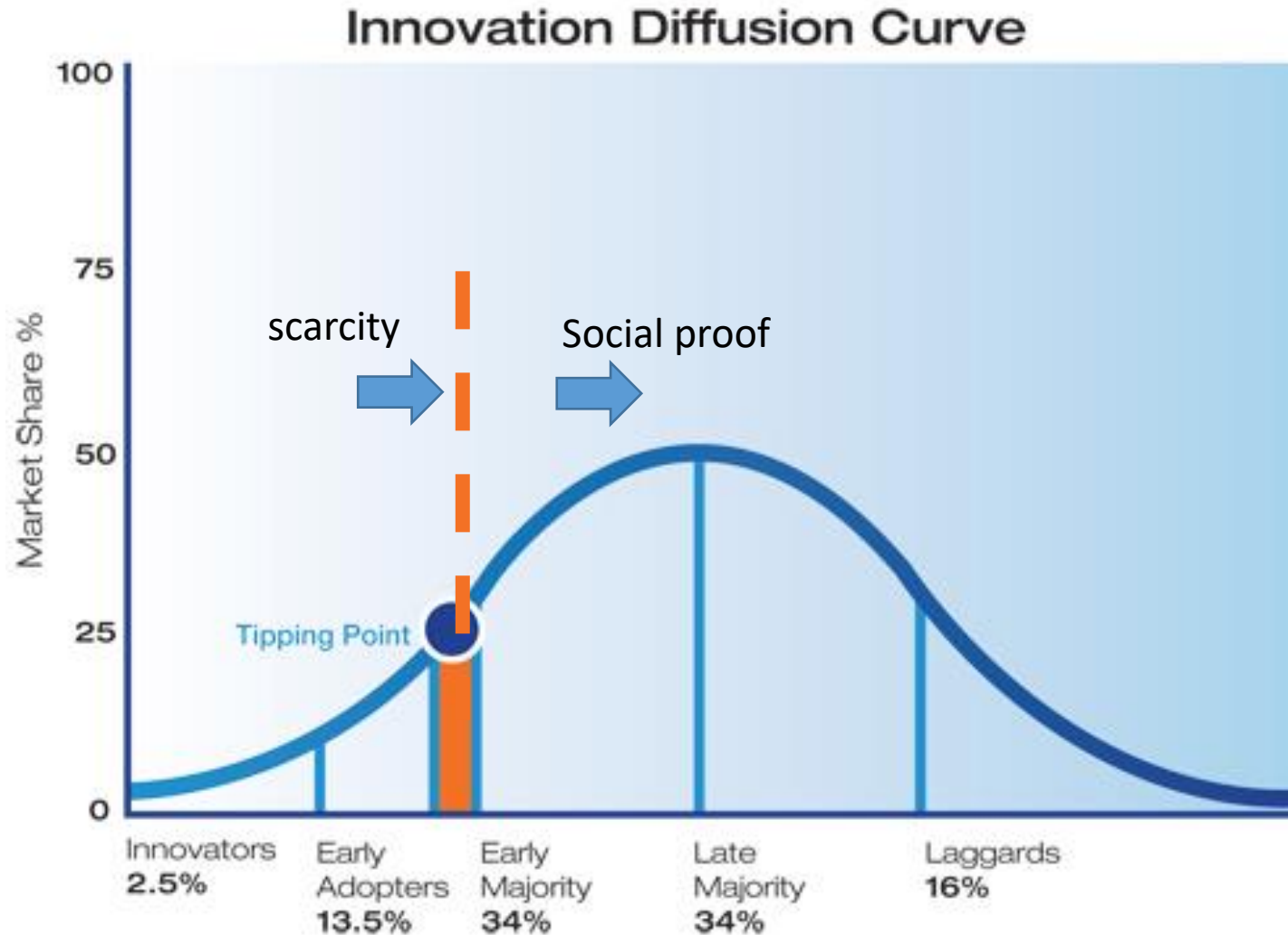


Figure 5.1

When Investors Participate





Innovation diffusion : E. Rogers, Geoffrey Moore and Maloney

Crossing the Chasm

- Competition (the Axis) has an existing relationship with the customer (Western Europe) and will resist you
- Customers are suspicious of you as you are an invader
- Goal is to take control of a mainstream market (Western Europe) dominated by a competitor (the Axis)
- Invasion force needed with other products and companies (the Allies)



Crossing the Chasm

- Goal is to transition from an early market base (England) to a strategic mainstream segment (France)
- Separating us from the goal is The Chasm (English Channel)



Crossing the Chasm Strategy

- Cross The Chasm fast with an invasion force focused directly and exclusively on a precise point of attack (D-Day)
- Force the competition out of our defined niche (secure the beachhead)
- Take over adjacent markets (France)
- Move towards total market domination (liberation of Western Europe)





Crossing the Chasm – Salesforce.com

Software as a Service (SaaS)

- Software was previously a packaged enterprise solution delivered to the data center
 - Integrated into storage and networking systems
 - Costs included expert staff, capital equipment, systems integration
 - Upgrades often not made due to cost and time required
- SFDC launches SaaS in 1999
 - One and only one copy of the s/w running at the vendor's data center
 - Multiple customers run simultaneously over the internet
 - Disruptive to the entire old model of enterprise application software

Crossing the Chasm – Salesforce.com

Software as a Service (SaaS)

- IT Backlash – “not secure to put data in the cloud, dependent on the network and therefore not reliable, . . .”
- Result - SFDC is the fastest growing software company in history \$21 billion in annual sales (fiscal year 2021)
 - Mark Benioff, co-founder, chairman and CEO has a net worth over \$10.4 billion (as of end October 2021)



Crossing the Chasm – Salesforce.com

Software as a Service (SaaS)

- Desired customers were salespeople and managers; not customer service or marketing
- Initial target was mid-market USA technology-savvy companies
 - Big enough to need systems to compete
 - Small enough to be unable to afford the IT investment required
 - USA chosen to be close to the customer and the USA is an early adopter for enterprise s/w
 - High-tech, telco, pharmaceuticals and financial services sectors

Crossing the Chasm – Salesforce.com

Software as a Service (SaaS)



- Chosen customer target was looking for short-term sales results, not budgeting and forecasting
 - Salespeople loved it and growth was from word-of-mouth
 - Individual sales teams could sign up by themselves, without CIO knowledge or even sometimes without her/his approval
- Merrill Lynch bought 10,000 seats and SFDC expanded quickly from the beachhead

Crossing the Chasm – Spotify

172 million paying customers; over 380 million active monthly users (as of Q2 2021)



- **Spotify crossed thanks to:**
 - **Early mover advantage**
 - **Lots of funding**
 - **The luxury of being able to focus on one core product rather than the vast range at a company like Apple**

When Spotify launched in 2008, Ken Parks, chief content officer (until 2015) heard one main question “*Why wouldn't Apple just kill this thing while it's still in the cradle?*” His answer: *Because Apple probably didn't think it needed to.*

At the time, Apple's iTunes store had a dominant position in the music industry -- but for downloads, not streaming. Spotify was competing less against Apple than streaming services like Pandora, MOG, Grooveshark and Rdio, all of which except Pandora have since shut down. Also, Apple didn't appear too worried about streaming or this latest upstart doing it.

<http://money.cnn.com/2018/03/05/technology/spotify-vs-apple-ipo/index.html>

Individual Exercise – Crossing The Chasm

Identify a company in your specialization field that you feel has Crossed the Chasm or a company that you feel has a good chance to do so.

Name characteristics of the **very specific** customer group that you think was or will be the best one to address first (analogous to a “Proof of Concept”). This is the equivalent of your “beaches of Normandy” for Crossing the Chasm. Be as **detailed and specific** regarding the characteristics of this group as you can in 10 minutes. Short descriptions or bullet point answers are best as you can provide more **detail** in 10 minutes than when writing sentences.

Email the exercise to me with the title including Crossing The Chasm, your product name and your name and Group Number.

Break



PHILIP KOTLER

The Father of Modern Marketing

VIEW PHILIP'S WORK

Philip Kotler (born May 27, 1931) is an American marketing author, consultant, and professor; currently the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University. He gave the definition of marketing mix (the 4 P's). He is the author of over 60 marketing books,

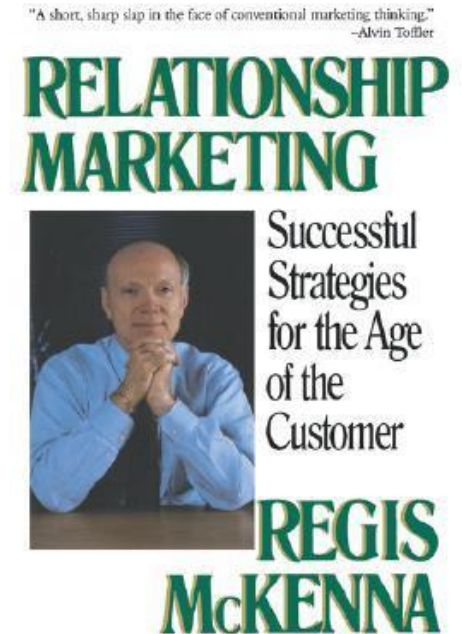
What is Marketing?

- **Dr. Philip Kotler** defines **marketing** as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target **market** at a profit. **Marketing** identifies unfulfilled needs and desires. It **defines**, measures and quantifies the size of the identified **market** and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

https://en.wikipedia.org/wiki/Philip_Kotler

Regis McKenna – “Marketing is Everything”

- In the 1990s, McKenna described a revolution in the computer-age marketplace against corporations who used massive advertising campaigns to dictate what customers would buy.
- He put focus on direct consumer contact and personal relations with the business "infrastructure"--media, suppliers, analysts, etc.--whose feedback would influence product development and marketing strategy.
- McKenna is recognized for putting put Silicon Valley on the map and was instrumental in the launch of the first microprocessor (Intel) and Apple's first PC.



Regus McKenna – “Marketing is Everything”

- “The 1990s will belong to the customer.”
- “Marketing’s transformation is driven by the enormous power and spread of technology. The defining characteristic of this new technological push is programmability.
- Marketing shifts from “any colour as long as it’s black” to “tell us what colour you want” creating rather than controlling a market
- Marketing today is not a function; it is a way of doing business. Marketing is not a new ad campaign or this month’s promotion. Marketing has to be all-pervasive, part of everyone’s job.

Hire A Milkshake

<https://youtu.be/sfGtw2C95Ms>

Clayton Christensen, Harvard Business School

▶ ⏸ 🔊 0:13 / 4:55

CC ⚙️ 📺 📱 81

G1 Video Review



- <https://docs.google.com/spreadsheets/d/1Y1v8Atz6FCGgLgnNU0A1MiR3WysnvmoddIMexZxz4s/edit#gid=0>

Knowing who your customers are is great, but knowing how they behave is even better.” *Jon Miller*

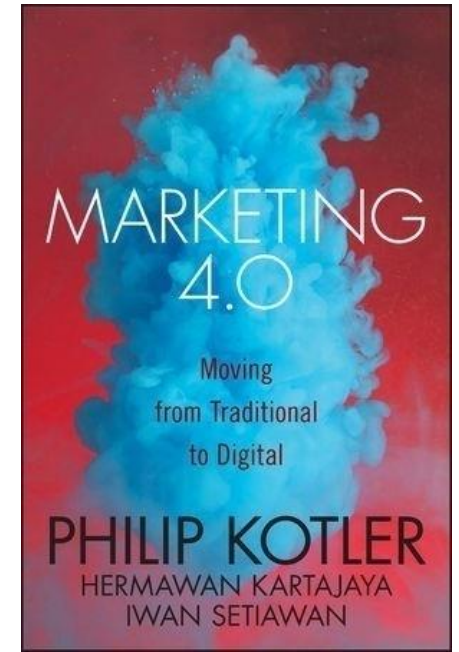


What is Marketing?

- **Marketing** is marshaling all available resources to deliver constantly on the fundamental principle that **it's not what you want to sell, but what customers are looking to buy.** **Jim Siegel** – Director of Marketing and Communications, HealthCare Chaplaincy
- **Marketing** is helping your customers understand how much they need something **they never knew they needed.** **Doreen Moran** – Digital Strategist
- **Marketing** is influencing behavior to get more people to **buy more stuff, more often, for more money.** **Mark W. Schaefer** – Executive Director of Schaefer Marketing Solutions. Author of *The Tao of Twitter*

Evolution of Marketing

- Marketing 1.0 ; Product-Centric
 - Henry Ford: “People may have a car but only the black color one” referring to the Ford T-model, first 4-wheel engine-based car
- Marketing 2.0 ; Customer-Centric
 - “Consumer is King”
- Marketing 3.0 ; Human-Centric
 - Embracing and reflecting human values
- Marketing 4.0 ; customer journey from awareness to advocacy
 - Social circles become the main source of influence, overtaking external marketing communications and personal preference
 - Exclusive to Inclusive; Vertical to Horizontal; Individual to Social

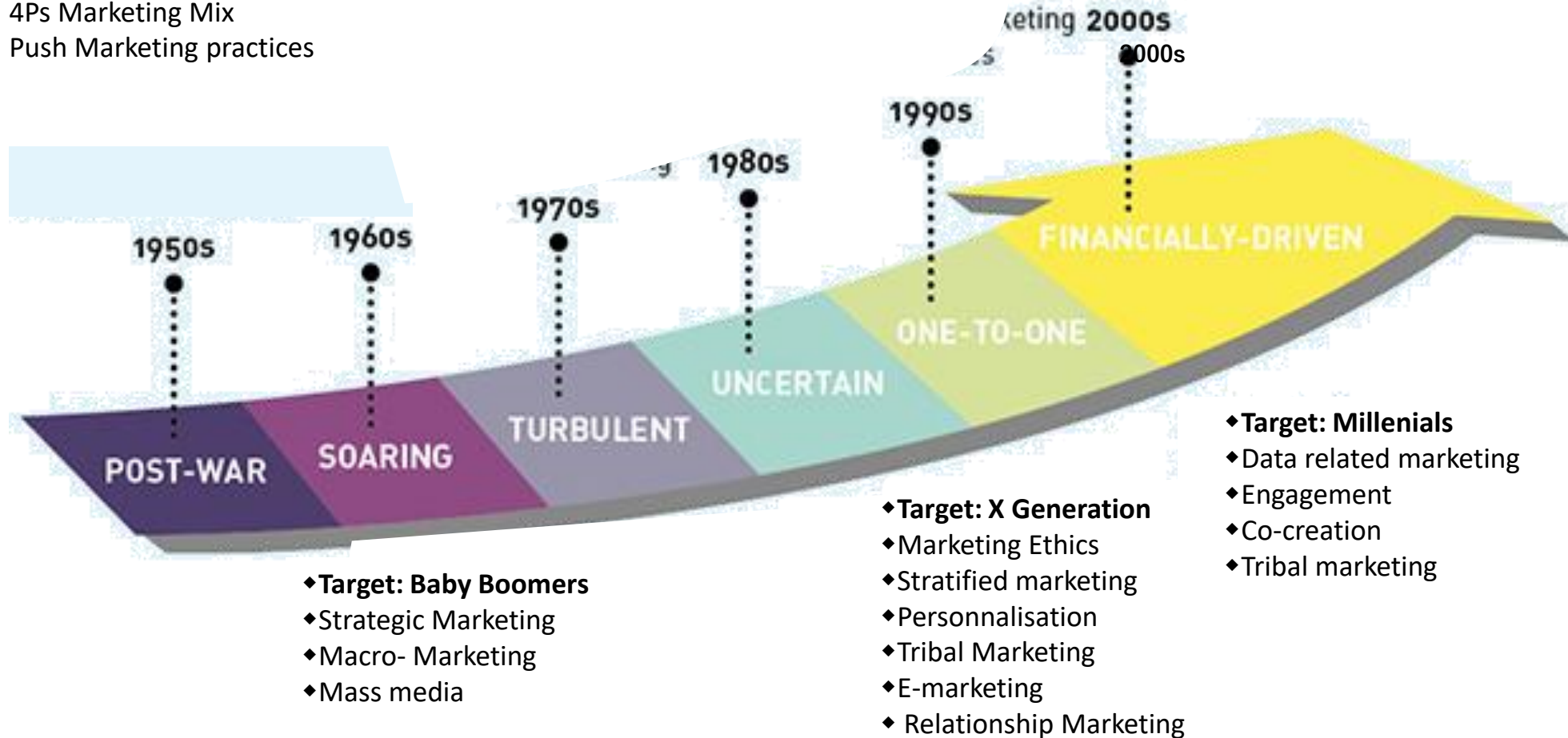


The Evolution of Marketing

- ♦ **Target: Silent Generation**
- ♦ 4Ps Marketing Mix
- ♦ Push Marketing practices

- ♦ **Target: the Y Generation**
- ♦ Value driven
- ♦ Social network
- ♦ Authenticity
- ♦ Customer empowerment
- ♦ Social media

- ♦ **Target: Z generation**
- ♦ Authenticity and ethics
- ♦ Experiential marketing



USP: What's Unique About Your Product?

- The **unique selling proposition (USP)** is a marketing concept first proposed as a theory to explain a pattern in successful advertising campaigns of the 1940s (and through the 60's) that convinced customers to switch brands.
- A USP refers to the unique benefit exhibited by a company, service, product or brand that enables it to stand out from competitors. It must be a feature that highlights product benefits that are meaningful to consumers.



USP vs Value Proposition – Suggested Reading

- While the **USP** situates a business in relation to its competitors, the **value proposition** focuses more on how customers' lives will be improved by working with the business.



Marketing

Site Building

Coming Up with Your Company's USP and Value Proposition

10 min read

<https://www.zoho.com/academy/marketing/brand-positioning/coming-up-with-your-companys-usp-and-value-proposition.html#:~:text=While%20the%20USP%20situates%20a,by%20working%20with%20the%20business.>

USP: 2020s

Integration will post to a Slack channel when updates occur on charges, subscriptions, transfers, and more.

stripe

The new standard in online payments

Stripe is the best software platform for running an internet business. We handle billions of dollars every year for forward-thinking businesses around the world.

[START NOW](#)[CONTACT SALES](#)[BEER](#)[WINE](#)[LIQUOR](#)[EXTRAS](#)[FOR BUSINESS](#)[GIFTS](#)

Let the drinks come to you.

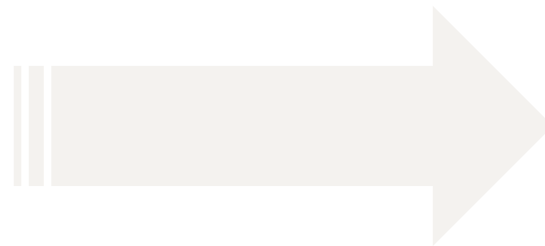
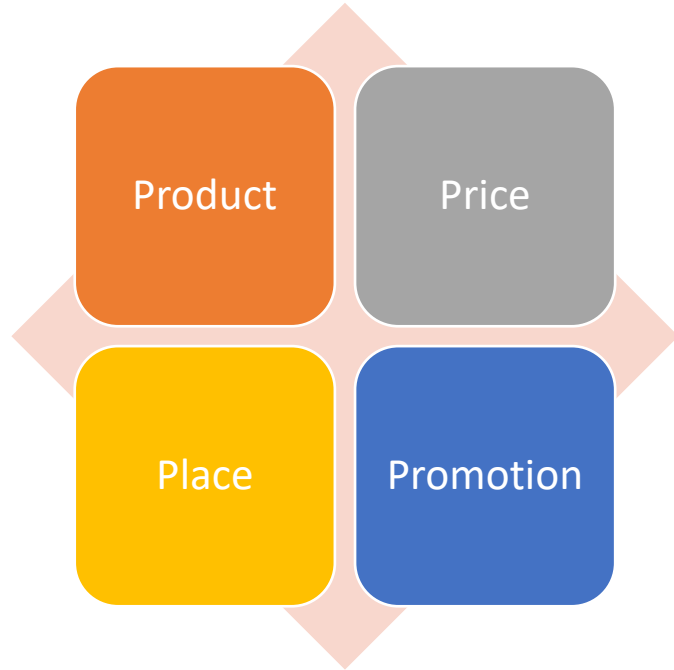
Beer, wine and liquor delivered in under 60 minutes.

Break

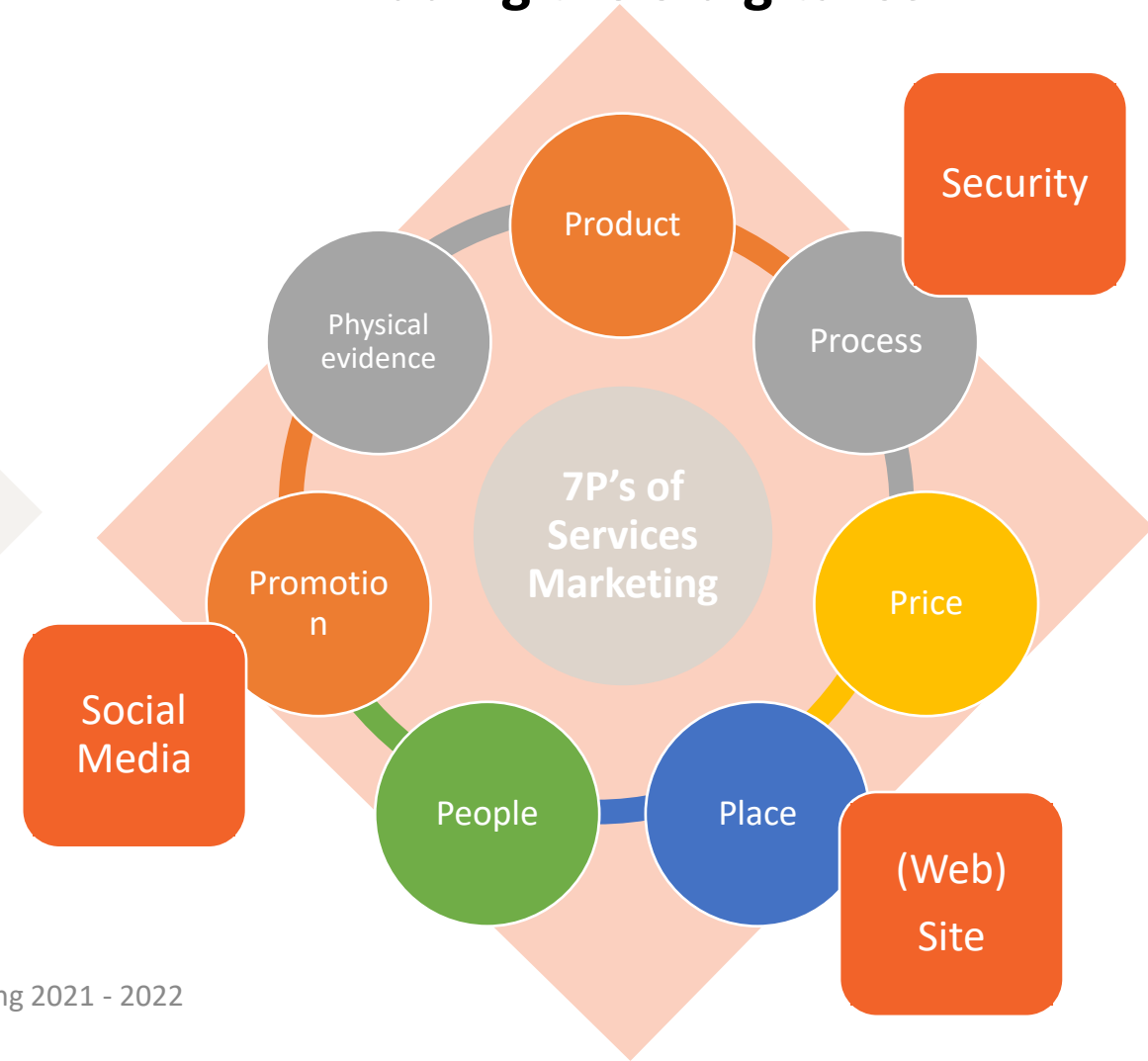


Marketing Mix Evolution- 4Ps to 7Ps + 3Ss

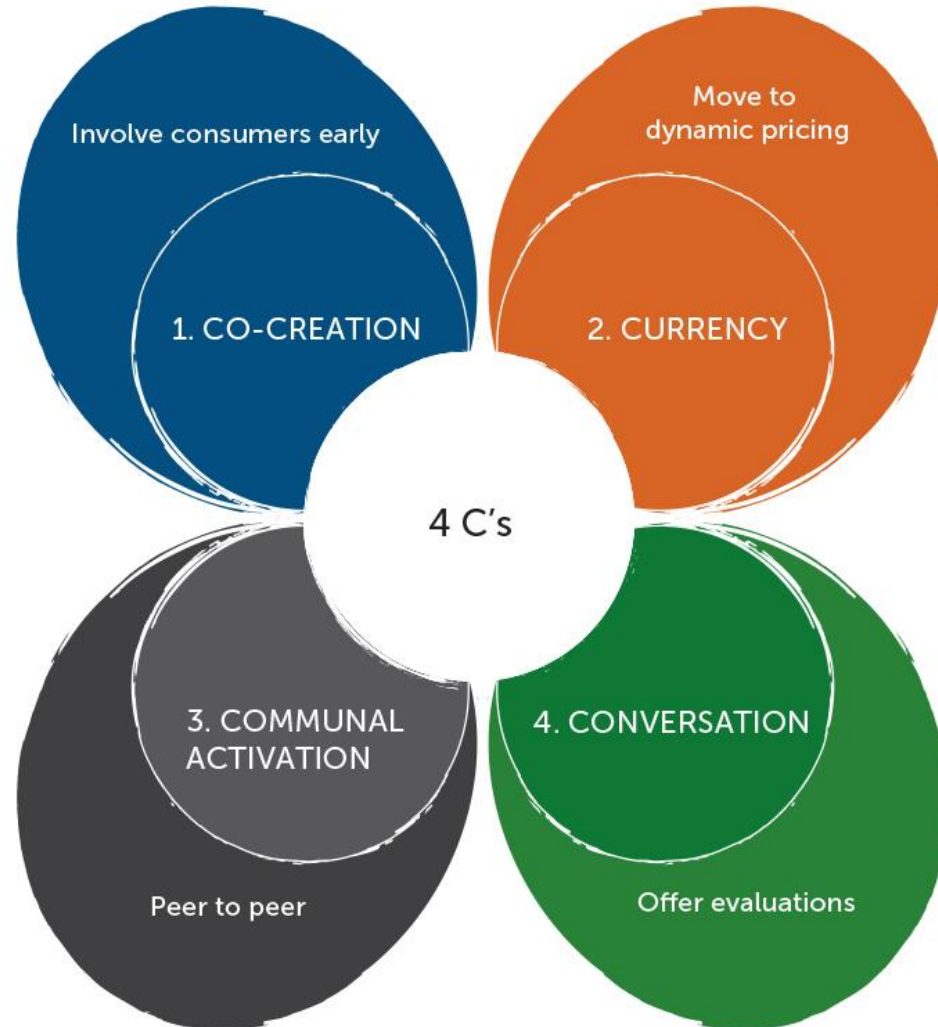
The Classic 4Ps of the Marketing Mix



Adding the 3 digital Ss



Marketing Mix.... Evolution To the Online 4 Cs



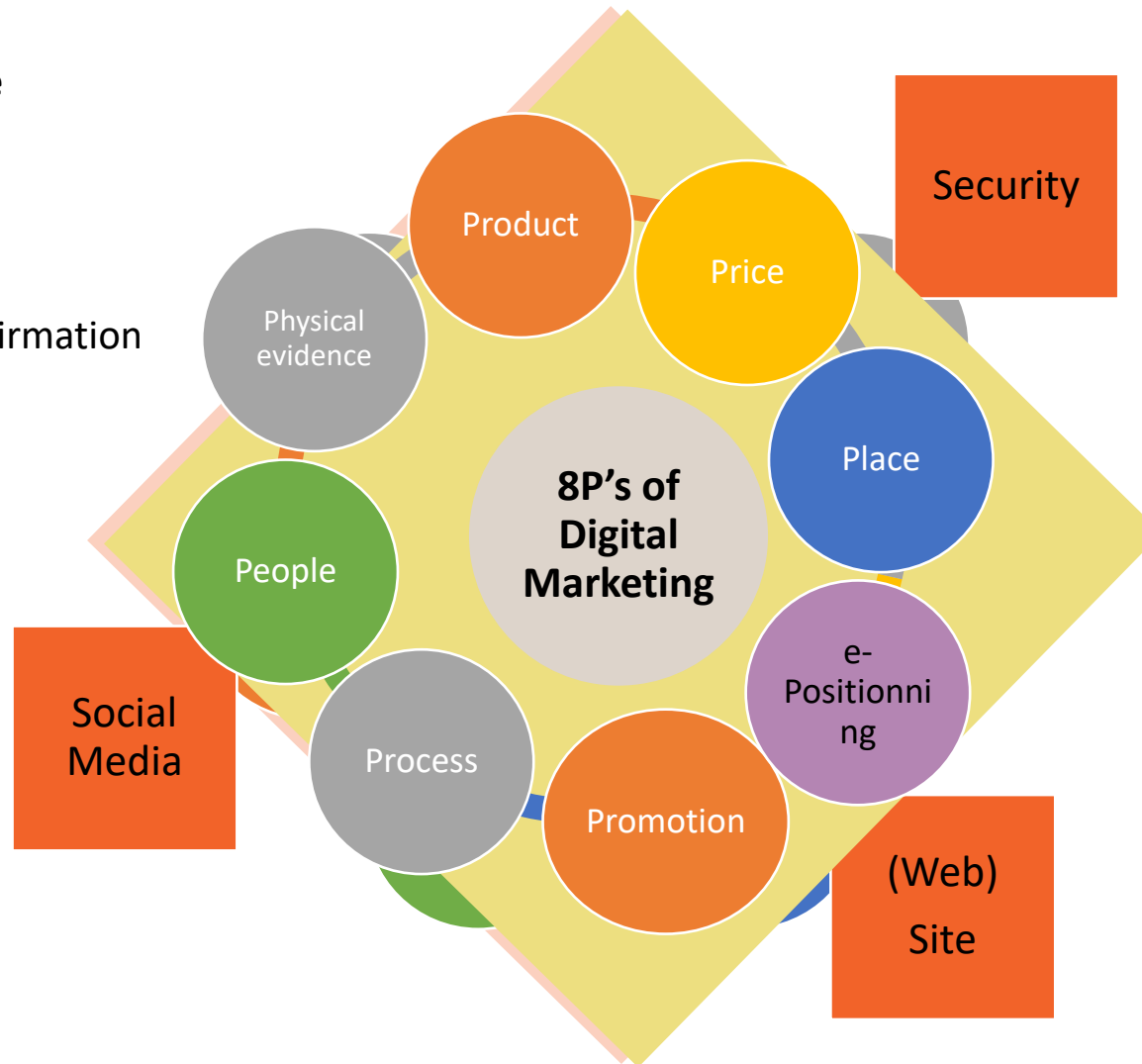
Digital Marketing Mix

Physical evidence

- Demo
- Packaging
- Branding
- Sales ticket
- Purchase confirmation

Process

- Build the product
- Ease the delivery
- Front office process
- Back office process



Mastering Digital Marketing

Listen closely for terms
Used by Data Scientists



<https://www.youtube.com/watch?v=KBar7XLUPDc>

menti.com

G1 Code: XXXX XXXX

You must sign in with your first and last name to receive a grade.
(At least as many characters to identify you from others with the same first name)





Pitching was in C4L



100 Startup Finalists

Event Recap



ELEVATOR PITCH COMPETITION

60
SECONDS
to
Make an Impact
Disrupt the Norm

08 • 11 • 2019

sky100, 100/F,
International Commerce Centre,
Hong Kong

40+

Countries
& Cities

100+

Startup Finalists

650+

Disruptive Ideas
from the Globe



1,500+

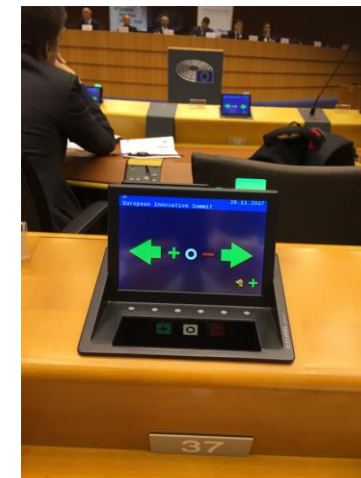
Accelerators, Business Leaders,
Entrepreneurs, Investors

USD 150K

Cash Prizes

<https://events.hkstp.org/events/2019/EPIc/>

Elevator Pitch







Kathryn Minshew
Founder & CEO, The Muse

Alex Cavoulacos
Founder & COO, The Muse


<https://www.youtube.com/watch?v=pxsWL2Wh4GQ&feature=youtu.be>

The updated version starts at 3m50s


Storytelling




Browse




Search for skills, subjects or software




Home




My Learning



Notifications



Contents



Jonah Berger on Viral Marketing


The power of viral marketing


3. Triggers and Emotion >

4. Public and Practical Value >

5. Stories and Putting STEPPS into Practice <

✓ Telling stories that carry your message 50s







End of Pitching from C4L

G1 Coursework: 43 students, 10 teams

- DSA – 26 students (includes Abdulkadir and Julian Esteban our 2 Exchange students), 4 teams of 4 and 2 teams of 5. The teams of 5 will each have an exchange student.
- CS – 17 students, 3 teams of 4 and 1 team of 5
- Students to decide on teams (unless my help is needed)
- See next slide for details
- Changes might be made if a student changes specialization, based on the timing of the change. If approved, please immediately inform me of the change.

G1 Team Formation

- Post your completed team proposal in an available space in template found using the link. Only post a completed team. Note the placement of the different size teams for your specialization. Do not change them.
<https://docs.google.com/spreadsheets/d/1S1xtl5JjzgHy6TfTMeSNtEOmfleBTA4Z/edit?usp=sharing&oid=108498897770442835766&rtpof=true&sd=true>
- Team numbers are enough to create teams. Team names will be added later and should be one or two short words. Creativity is encouraged!
- After the **deadline of 18h00 on Friday, January 28**, I will randomly assign students who do not have a team or may make changes to proposed teams to ensure that the guidelines are followed and that all students have a team. **I will inform you when your team proposal is approved.**
- If the process does not work, or becomes too complicated, I will randomly assign all students to teams.

Team Homework Chose: Company; Product/Service, Team Name

- Once you are informed that your team is approved, discuss the ideas that you each submitted for the Crossing the Chasm exercise. Try chose one of them for your coursework. If your team would prefer another choice, this would be acceptable.
- Decide on a team name from one to three short words; creativity encouraged!
- Post your choices in the columns provided in the team formation Google doc.
- **Deadline 18h00 Wednesday Feb. 2** (sooner is better to get started on the the next assignment)

Team Homework Exercise – Elevator Pitch

An elevator pitch is needed when you enter the elevator in the lobby with the number one decision maker of your largest potential customer or investor. You will have about 60 seconds during the ride up to their top floor to get them interested enough in your product to secure a follow up meeting.

Write an elevator pitch for your team's chosen product or service **directed at an important customer**. (This is about 150 words). Have one team member email your pitch to me with your team's name and product choice in the title, copying team members. Be prepared to have someone on your team make the pitch live in our next class. Your pitch does not need to be word for word what you submit in writing.

Deadline 18h00 on Friday, Feb. 4

Workshop





End Mod 1