

Digital Marketing and Social Media Strategy

Description

This course will provide engineers with an understanding of the scope and importance of marketing in understanding customers, developing their appeal, engagement and advocacy, thus determining the success of a product. Customers have changed how they research and communicate with brands and brands have changed the way they promote and engage with consumers. This course will enable students to combine relevant concepts from traditional marketing with a social media action plan and cutting-edge digital marketing tools to contribute towards commercial success.

The course will open by furnishing students with a practical foundation of marketing and other factors that determine why some technology companies become commercially successful and others do not. Our program will then explore the elements to consider when building strategies, social media action plans and marketing campaigns. Precise identification of customer groups, measuring results, adjusting the marketing and product mixes and moving customers through the digital path from awareness to advocacy to achieve commercial success are integral elements woven throughout the course.

Learning outcomes

Upon successful completion of this course students will:

- Understand traditional and digital marketing, their interaction and importance of both
- Acquire insights as to why some technology companies are successful and others fail.
- Recognize how product life cycles, understanding the customer, the digital customer path and building a brand image are integral components of developing a marketing strategy and commercial success.
- Be able to identify the traditional elements, digital elements and social media platforms to consider when developing B to B and B to C marketing plans.
- Be capable to develop a Social Media Action Plan.
- Know the differences in social media platform target groups and measurement criteria to consider when designing a campaign.
- Value the importance of defining developing and measuring key performance indicators to adjust a marketing plan to optimize results and maximize ROI.
- Appreciate that having marketing knowledge will assist students in working better with future colleagues, business partners and customers, thus increasing their personal value.



Course Schedule and Contents

List of Topics

- Marketing fundamentals: What is marketing? What constitutes a marketing strategy? What are the elements of the Marketing Mix and a Marketing Plan?
- Technology adoption life cycle
- Market segmentation, product mix and positioning SWOT analysis
- Customer segmentation – identifying and understanding the customers needed for success
Industry archetypes
- Building and advancing customer relationships through aware, appeal, ask, act, advocate
- Digital marketing channels; search engine, paid traffic, social media platforms, advertising, offers, content marketing, storytelling, email, video, mobile, smartphone apps
- Building a Social Media Action Plan - listening, influencing, networking and selling
Social media platform measurements and analytics
- Traditional, Digital and Omnichannel Marketing; cross-media and transmedia Marketing fit with other activities and departments

Session#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
- Elevator Pitch
- Marketing Plan Workshop

Digital Marketing and Social Media Strategy

Session#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
- Marketing Plan Workshop

Session#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
- Marketing Plan Workshop

Session#4

- Search engine marketing
- Paid traffic
- Meta descriptions
- Creating offers
- Email marketing
- Marketing Plan Workshop



Digital Marketing and Social Media Strategy

Session#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
- Marketing Plan Workshop
- Discussion, Q&A, Wrapup

Assessment Scheme

65% class participation, quizzes and exercises

35% Marketing Plan term project

Recommended Learning Resources

Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers

Geoffrey A. Moore

Online materials distributed in class