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Digital Marketing: "Achieving marketing objectives through applying digital technologies and media."

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

Innovator, early (chasm=> spotify +, Windows phone -) adapters, early majority, late majority, laggards.

Marketing today is not a function; it is a way of doing business.

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

Marketing it's not what you want to sell, but what customers are looking to buy. - Jim Siegel

Marketing buy more stuff, more often, for more money. - Mark W. Schaefer

unique selling proposition USP: What's Unique About Your Product?

USP vs Value Proposition

4Ps: Product, Price, Place, Promotion

7Ps + 3Ss: Product, Price, Place, Promotion, Process, People, Physical Evidence, (Web) site, Security, Social Media

4Cs: Co-Creation, Currency, Conversation, Communal Activation

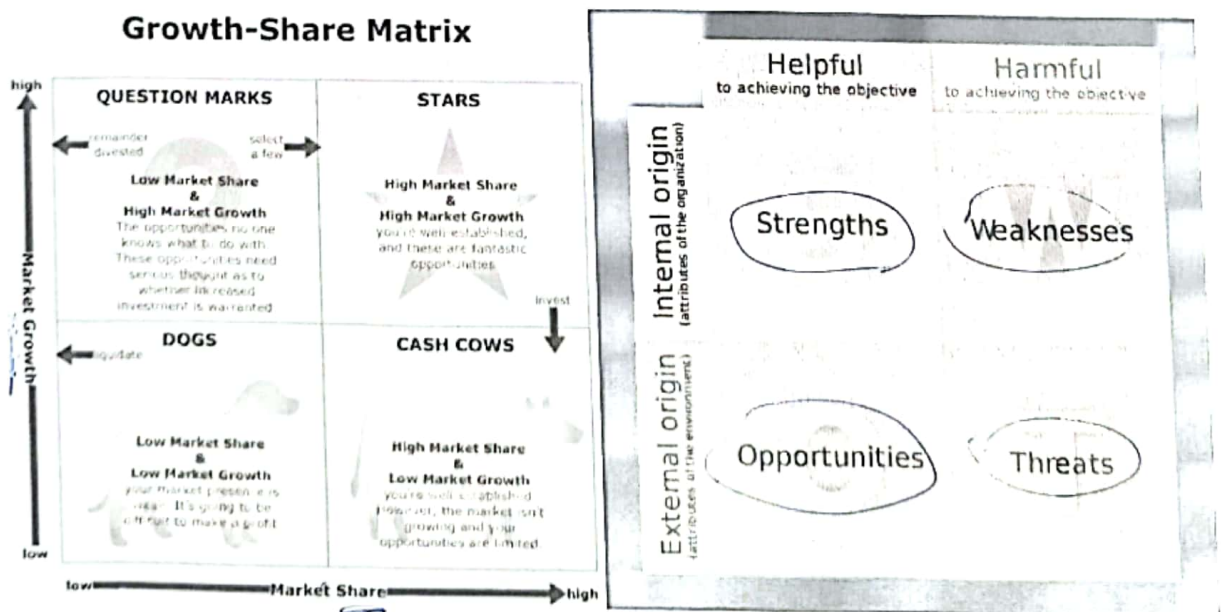
8Ps: Product, Price, Place, Promotion, People, Process, Physical Evidence, e-Positioning

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Pitch Structure: Hook, problem, Solution, Opportunity, Us, Ask (CTA)

Hybrid: Bricks and Mortar vs. Clicks

Positioning: Focus on making products "easier to buy" and not "easier to sell" people don't like to be sold, but love to buy



YWN: Youth = Mind share, Women = Market share, Netizens (active internet user) = Heart Share

• Forrester's Social Technographics segmentation

- • Inactives
 - • Spectators – watch and read online content
 - • Joiners – join and visit social media
 - • Collectors – add tags to webpages, use RSS feeds
 - • Critics – post ratings and comments
 - • Creators – create and publish content
- } Netizens

Power Shifts to Connected Customers: Vertical to Horizontal, Customers move from “targets” to peers & friends of the brand. Individual to Social

Personalized Marketing: Avatar

Choosing Your Customers: Elephants, Deer, Rabbits

Create a customer avatar of your ideal customer, not your average

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Co creation

- Product development strategy
- Customize and personalize by involving customers early

Currency

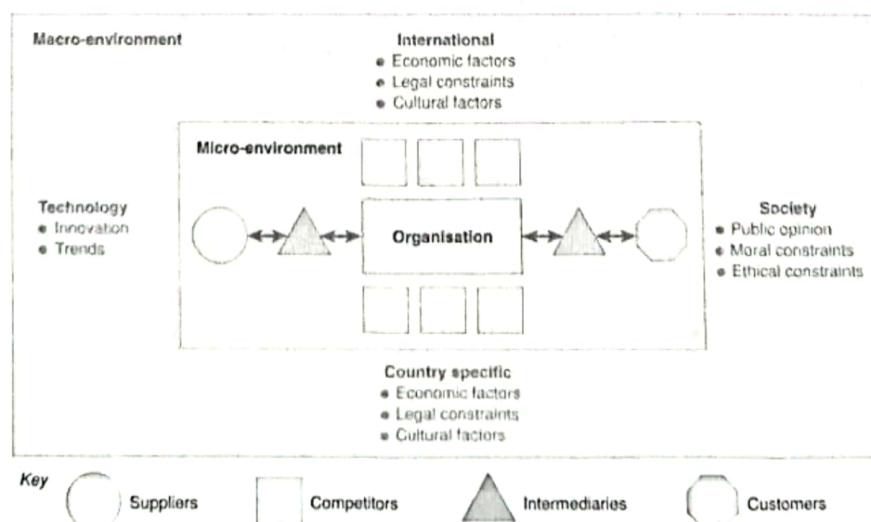
- Dynamic pricing; flexible prices based on demand and capacity
- Hotels and airlines were first; the internet expands this to many other markets

Communal activation changes the P for place

- Peer to Peer creates many disruptions
- Companies sell products they don't own; 3 D printing accelerates this trend

Conversation

- Traditional marketing was one sided; customers can now respond and participate
- Customer care evolves from processes to collaborative care; customers are equals



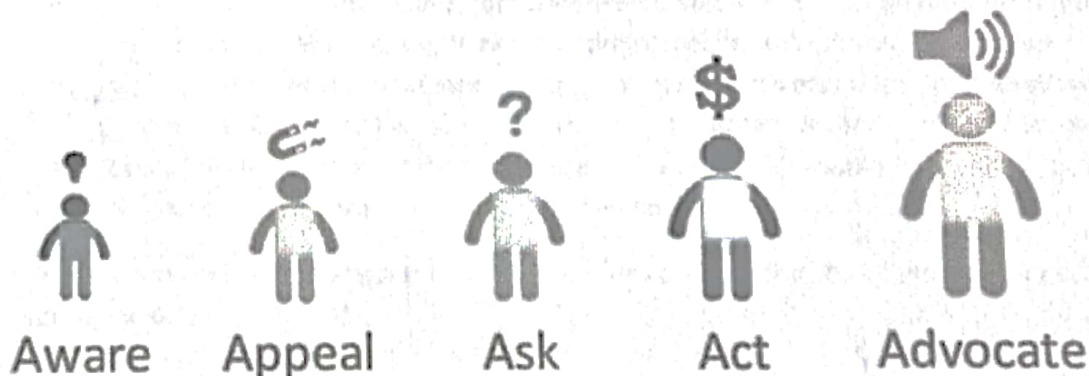
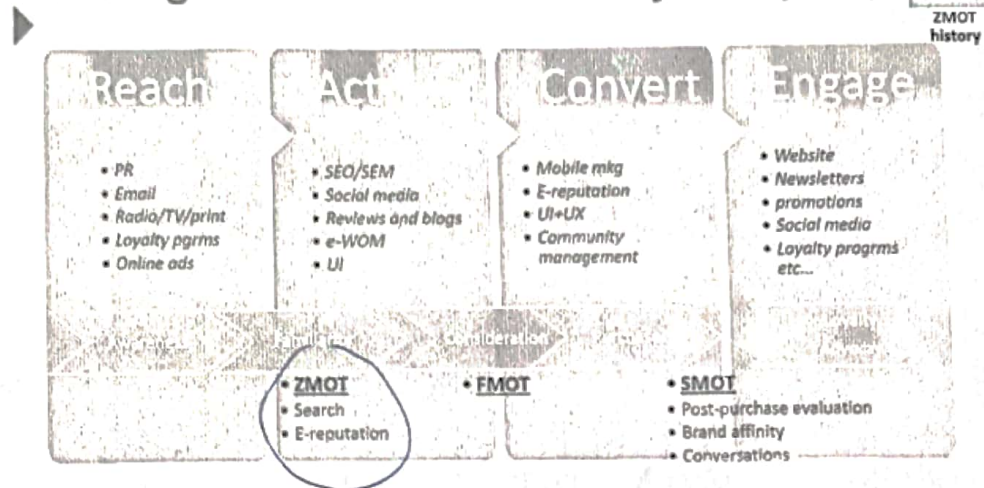
Technological forces: Economic, Political, Legal Forces, Social

7Ps: Coca Cola; Share a Coke

AIDA Model: Awareness, Interest, Desire, Action

SOSTAC Model: Situation Analysis, Objectives, Strategy, Tactics, Actions, Control

The augmented online customer journey map



5Ss of Marketing Strategies: Science, Substance, Story, Speed, Simplicity

Digital Marketing Campaigns

Types of Campaigns

- Acquisition; acquire new prospects and customers
- Monetization; generate revenue from existing leads or customers
- Engagement; create brand advocates and promoters

Have a balanced campaign based on your business needs

- Acquisition campaigns only will not yield profit
- Monetization campaigns only will not find new leads and customers
- Engagement campaigns only might create a loyal, non profitable following

Structuring Social Media Marketing Activities (The Four Gears)

- Listening monitoring and responding to customer service and reputation issues;
- Influencing establishing authority, often by publishing valuable content

- Networking identifying and associating with influencers; individuals and brands
- Selling generating leads and sales from existing customers and prospects

Social Media Marketing Channels

- Seeker Channels; YouTube, Pinterest - suited for social influencing and social selling
- Engagement channels; Twitter, Facebook, LinkedIn - suited for social listening and social networking

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Content Marketing: (RED) Socially Responsible Content Marketing

User Generated Content Marketing UGC: Shot with iPhone

Social Media Strategy

- Building and distributing campaigns
- POEM
- Search Engine Marketing (SEM) and SEO
- Social Media Action Plan

Types of Marketing Distribution

- Owned; corporate publications, corporate events, websites, blogs, company managed online communities, email news, social media accounts, mobile notifications, mobile apps
- Paid; electronic media, print media, display banners, search engine ads, paid social media placements, mobile ads typically paid on number of impressions and number of actions
- Earned organic Search Engine Result Pages (SERP), word of mouth and advocacy; typically requires owned and paid media to get earned results

E-WOM (word of mouth) Computer mediated, Informal conversation, Brand independent source, Information diffusion, Unpaid

SERP: organic and paid results.

- Informational search: organic and paid - Google (type country, people also asks)
- Transactional Search: paid

Search Marketing: Intent & Context

- Intent: what the searcher is looking for; "A great bar in Paris"
- Context: why the searcher is looking; "Have a romantic evening" or "Drink great tap beer" or "Hang out in a crowd"

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KPIs

- Specific
- Measurable
- Achievable
- Realistic
- Timely

NPS: Net Promoter Score: 9-10 good, 7-8 okay, 1-6 bad

Marketing campaign: Common KPIs

- Evaluation
 - Strategic and tactical aspects to be measured versus goals
 - Five categories: visible (aware), relevant (appeal), searchable (ask), actionable (act) and sharable (advocacy)
- Visibility metrics
 - Impressions how many times it is viewed
 - Reach unique viewers; how many individuals saw the content
 - Brand recall what per cent can remember the brand name
- Relevance measures
 - Page views per visitor how many pages are visited while on a content website
 - Bounce rate percentage who leave after viewing one page
 - Time spent on site
- Search metrics
 - Position when looked up using keywords
 - Referrals how many visits to your site come from search engine referrals

Engagement: Reach vs. Impressions

Action Metrics

- Click through rate (CTR): ratio between number of clicks and number of impressions
- Call to action conversions registering, purchasing, ...
- Share ratio ratio between the number of shares and the number of impressions
- Engagement rate total followers divided by share actions like retweets, favorites, replies & mentions

E-mail marketing

- Promotional: gated offer, product announcement, event invitation
- Relational: subscriber welcome, newsletter, articles, blogs
- Transactional: order confirmation, discount codes, shipping notification

Omnichannel Marketing

- Integrating multiple channels to create a seamless and consistent customer experience
 - Online is immediate
 - Offline is intimate
- Crossmedia and transmedia
 - Multimedia = One story, many forms, one channel
 - Crossmedia = One story, many channels
 - Transmedia = One storyworld, many stories, many forms, many channels

Transmedia Marketing Campaigns: focus on larger complex worlds where multiple characters and plot lines can be sustained for a longer period of time.

Guerrilla Marketing → *decorating metro for a movie.*