



# Digital Marketing 101

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CINDRA TSAI

# Ground Rules



# Personal Objectives

WHY Digital Marketing?

WHAT do you want to take away from today's workshop?

REFLECT and SHARE

5 Mins

# True or False?

Digital Marketing is all about selling

Digital Marketing is totally different from “Offline” Marketing

Digital Marketing is merely an extension of “Conventional” Marketing

DISCUSS and SHARE

5 Mins

# Marketing

Offline or Online

Product/ Service

Price

Marketing is the *process* of exploring, creating, and delivering **value** to meet the needs of a **target market**, achieving a **business goal**.

Place

Promotion

# Marketing Strategy

Product / Service

Value  
Proposition

Consumer

Competition

1. Understand What you're selling

Functional and Emotional Benefits

2. Identify Who are you selling to (Target market)

Personify the consumers: describe their demographic, psychographic (**lifestyle, habits, behaviors, and interests**), Usage and Attitude towards the category

3. What makes you special among others?


Differentiators in product, price, place, promotion and brand personality

4. Layer Marketing Channels (Touchpoints) alongside the Consumer Journey

# Value Proposition

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WHY a Customer Should buy your Product or Service



Results  
Experiences



Features



Never Missing  
Moments  
Always Connected  
Companion



~~Durability of the glass~~  
~~Battery life~~  
~~Price~~  
Fitness displays





# Coca-Cola



What is it selling? Who does it sell to?  
How is it different from its competitors?  
Define Coca-Cola's **Value Proposition**

DISCUSS and SHARE

10 Mins



Coca-Cola sells (functionally, emotionally)

Coca-Cola sells to (personification) ...  
demographic, psychographic, behavior and  
attitude towards drinks

The Coca-Cola logo, featuring the brand name in its signature white script on a red rectangular background.

Value Proposition

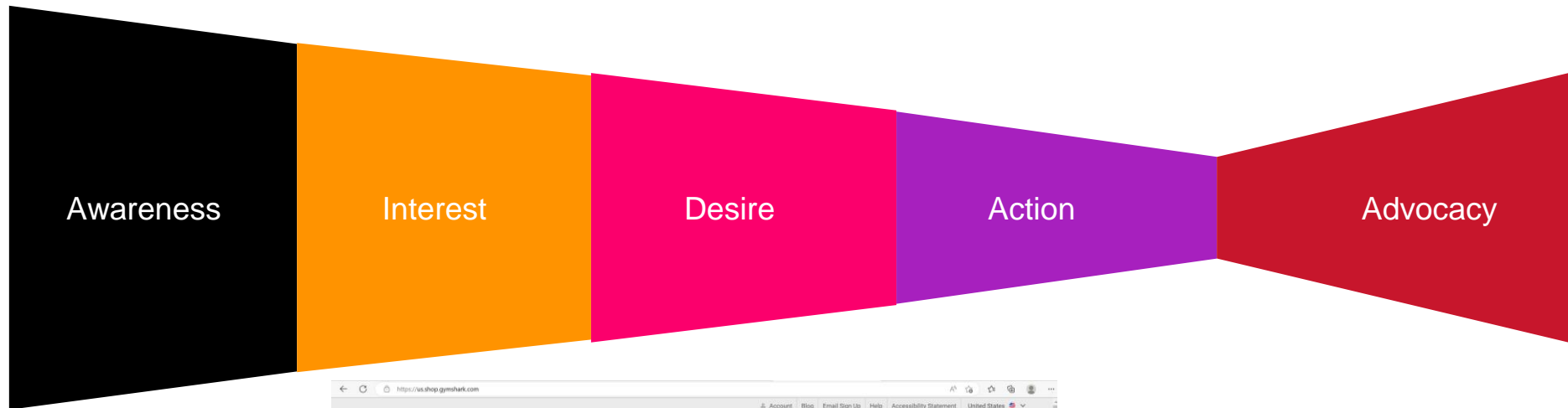
Coca-Cola's competitors are

Coca-Cola is different from them  
because... (consider product, price,  
place, promotion and brand  
personality)

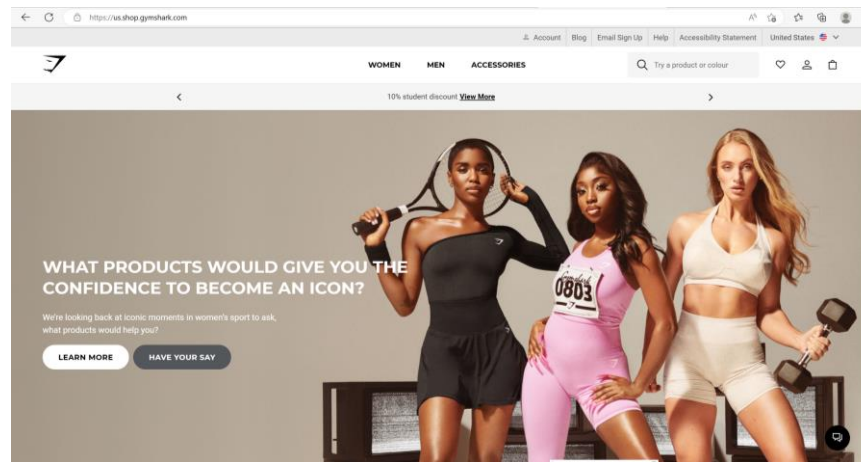
# Consumer's Journey – The AIDAA Model

(Marketing Funnel)

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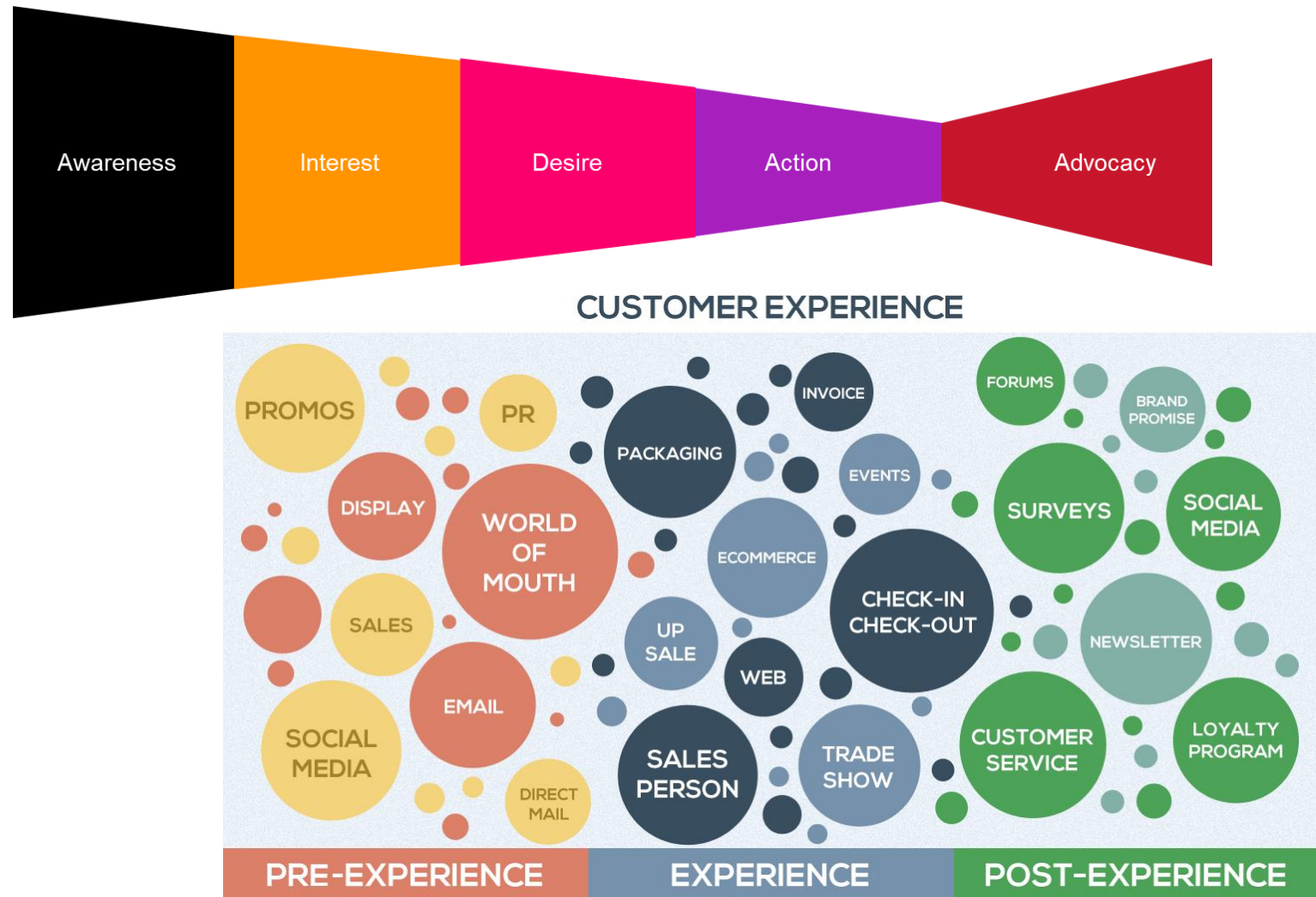
Case Study: GymShark



# Marketing Touchpoints

Through the lenses of AIDAA Model

Digital Tools are powerful to transcend all stages

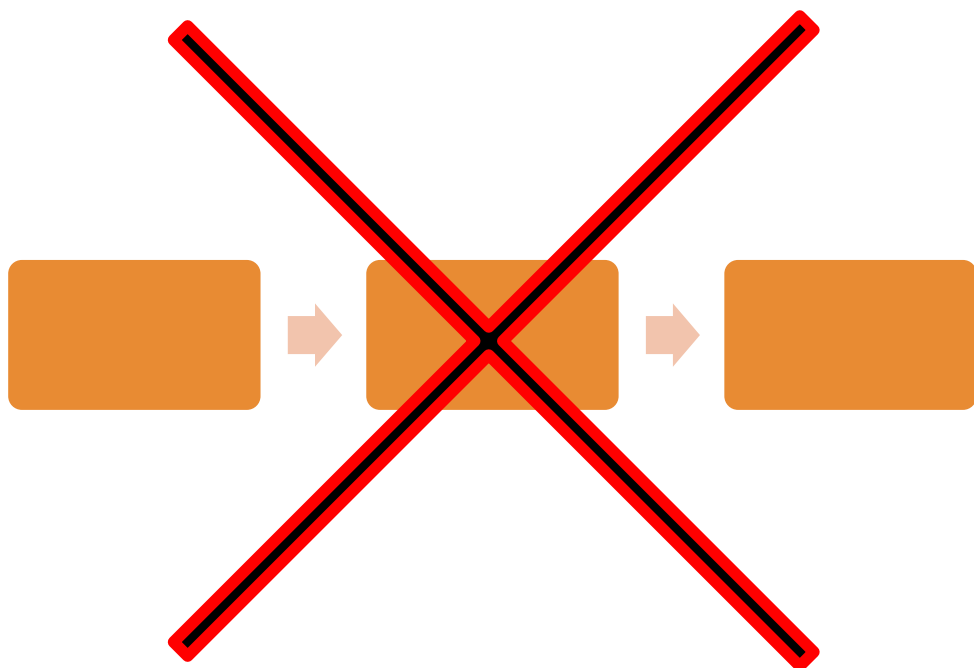




DISCUSS and SHARE

10 Mins

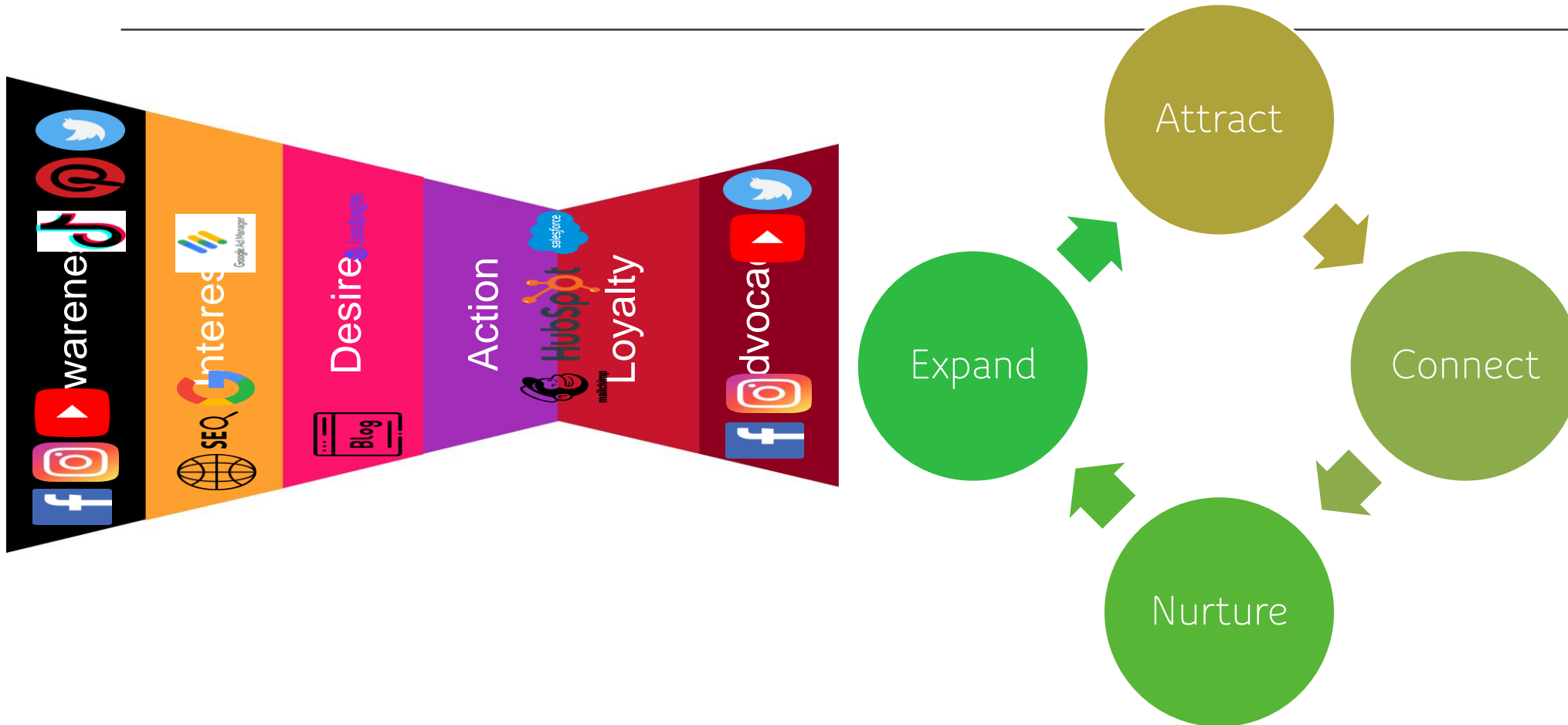
Describe a Coca-Cola **Consumer's Journey**?  
Where are the potential **Marketing Touch Points** for Coca-Cola?





# Digital Marketing Platforms in AIDAA vs. Marketing Objectives

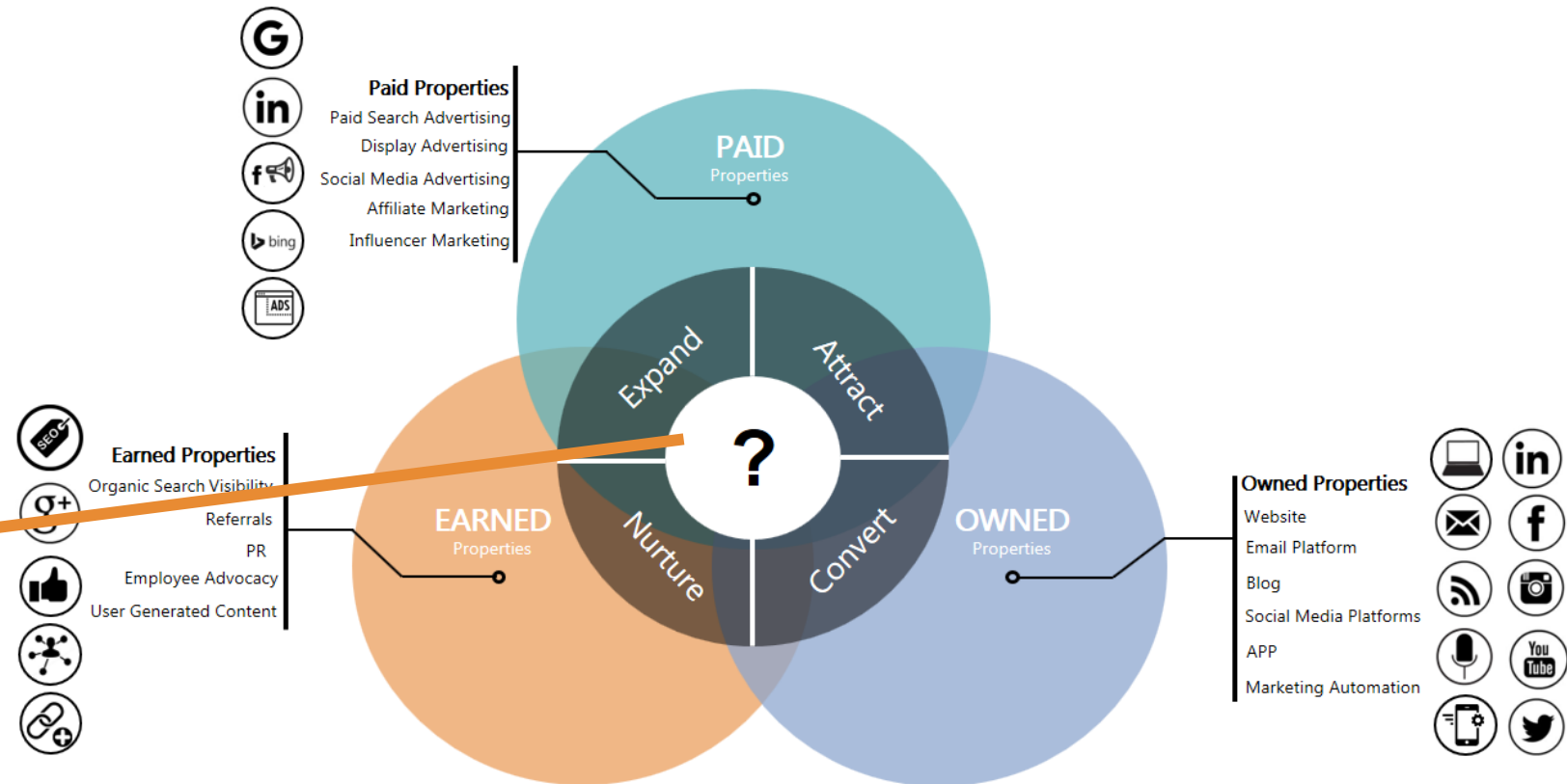
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# Marketing In the Digital Eco-system

The Driving engine:

Data, Strategy,  
Content



Mohammed Raad. 2018

Source: <http://www.digitalqlik.com/2018/04/the-digital-marketing-ecosystem-where-to-start/#page-content>

# Website (owned media)

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- Deliver what your visitor expects to find
- Mobile friendly is non-negotiable

## General Guidelines

- Reflective of the brand: Clear branding and consistent message
- Simple, well-thought out, highly functional
- Goal-Specific landing pages
- Up-to-date

0.05

Seconds to form an opinion about your website

57%

of users won't recommend a business with poorly designed website on mobile

88%

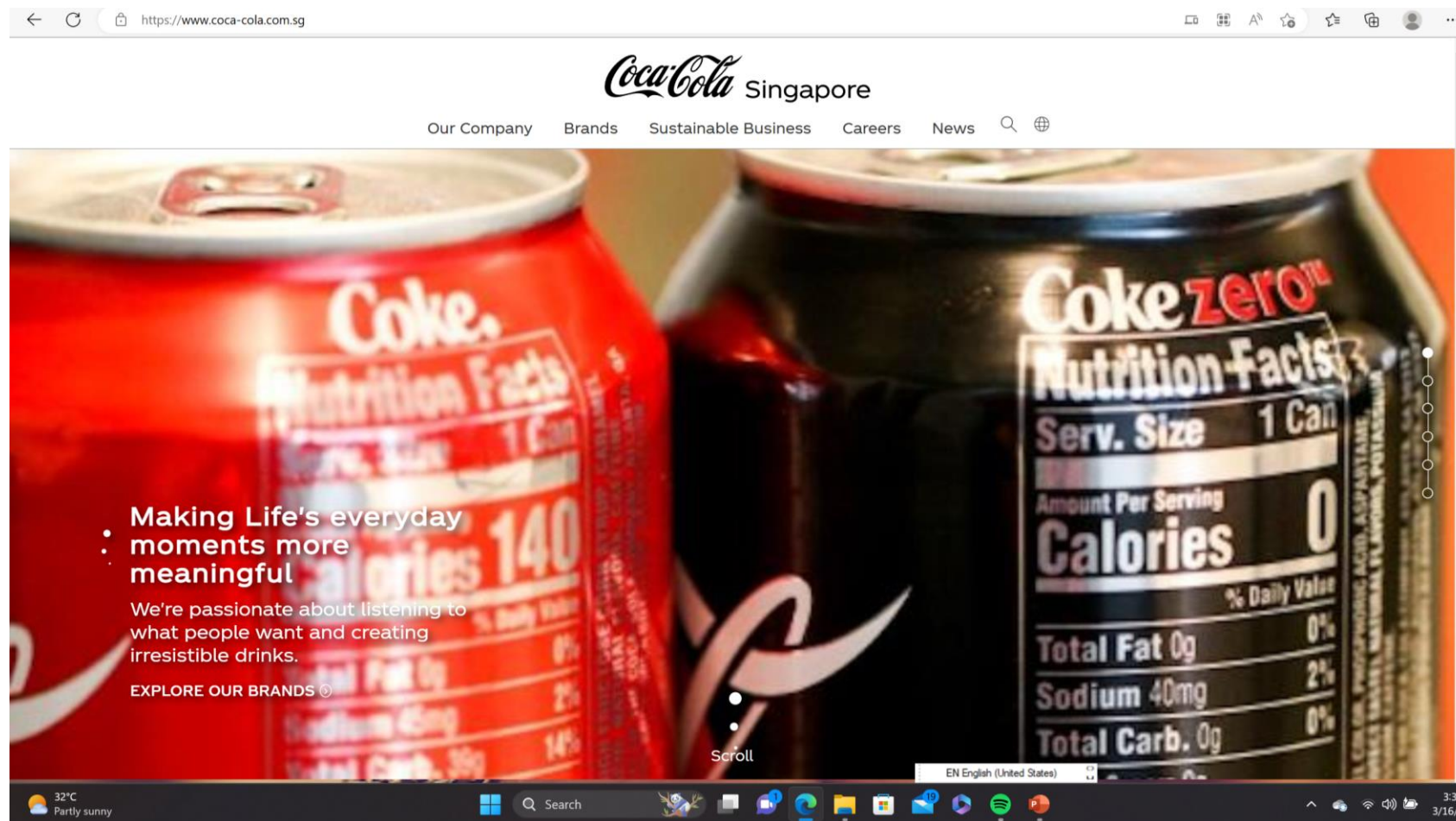
of consumers are less likely to return to a site after a bad experience

75%

of consumers make judgments on company's credibility based on the website

38%

of people will stop engaging with website if content or layout is unattractive



Your Assessment on the official website:  
<https://coca-cola.com.sg/?>

[The Coca-Cola Company: Refresh the World. Make a Difference](#)

DISCUSS and SHARE

5 Mins

# Paid Media & Outcome-based charging model

**PPC ad examples**

The image displays a central collage of four different PPC ad formats, each labeled with a category in a blue box:

- Shopping:** A Google Shopping ad for "storage shelving" showing four product listings with images, titles, and prices: Global Industrial (\$205.95), Chrome Wire Shelving (\$169.00), 30-Tray Wooden (\$564.88), and Origami R5 (\$139.99).
- Social:** A Facebook ad for Adobe Marketo Engage, featuring a video player and text: "See how Adobe makes your B2B marketing hit harder."
- Search:** A Google Search ad for "Free Business Coaching Session - A Personal Mentor" with a link to emyth.com and a brief description of the service.
- Display:** A GEICO banner ad for bundling home and auto insurance, featuring the GEICO logo, a car icon, a house icon, and a green gecko.

The bottom right corner of the collage features the WordStream logo.

## Pay-Per-Click Advertisement (PPC)

Paid advertising on multiple sites ("Ad"): Pay for Actions  
They can appear on search engines, websites, social media platforms, and more.

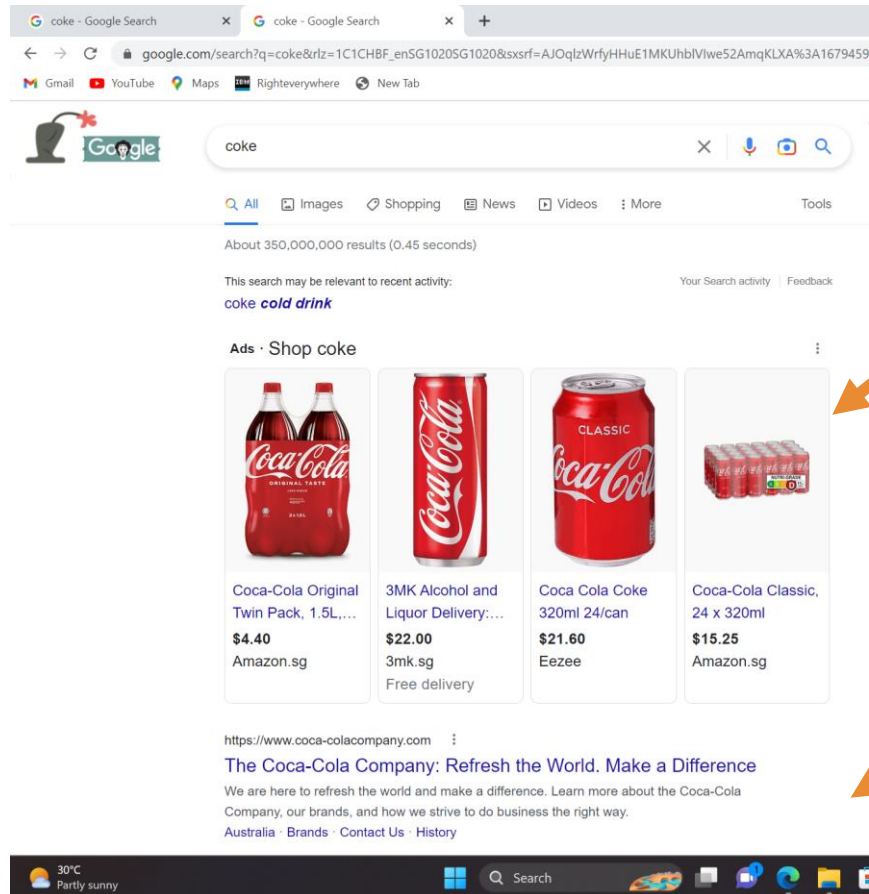
Others:

Pay-per-Impression

Pay-per-Action

Pay-per-Engagement

# Search (paid and earned)



## Search Engine Marketing (SEM)

Paid advertising on search engines ("Ad")

## Search Engine Optimization (SEO)

Get your website to rank higher on search engines (Unpaid – organic search)



# Social (Paid, Owned, Earned)

- Connect directly with consumers
- Establish credibility with consumers
- Create community that allows the brand to amplify awareness

## General Guidelines

- Entertain, not promote
- Relevant, not everything
- Quality, not quantity





The Coca-Cola logo is displayed in its classic white script font against a solid red rectangular background.

# Analyze Coca-Cola's Digital Campaigns

What is the Key message?

Which Touchpoints were activated? Which Type of Media (Owned/ Paid/ Earned)?

Which AIDAA Stage? What is the Marketing Objective (Attract/ Connect/ Nurture/ Expand) it is trying to achieve?



Campaign	Emoticon
Key message	Novel packaging
Which Type(s) of Media the campaign may involve (Owned? Paid? Earned?)	Paid Owned Earned
Which Touchpoints may be activated? Draw an example	Youtube, Website, Social, Influencers, Movie Theaters, instore
Which AIDAA Stage it would have impact on?	Interest, Decide, Action, Amplify/Advocate
What would be the Marketing Objective it was trying to achieve?	Attract, Convert, Expand



# Analyze Coca-Cola's Digital Campaigns

DISCUSS and SHARE  
10 Mins

What is the Key message?

Which Touchpoints were activated? Which Type of Media (Owned/ Paid/ Earned)?

Which AIDAA Stage? What is the Marketing Objective (Attract/ Connect/ Nurture/ Expand) it is trying to achieve?



Campaign	Emoticon	The Last Customer	Drink an Ad
Key message	Novel packaging		
Which Type(s) of Media the campaign may involve (Owned? Paid? Earned?)	Paid Owned Earned		
Which Touchpoints may be activated? Draw an example	Youtube, Website, Social, Influencers, Movie Theaters, instore		
Which AIDAA Stage it would have impact on?	Interest, Decide, Action, Amplify/Advocate		
What would be the Marketing Objective it was trying to achieve?	Attract, Convert, Expand		

# Key Performance Indicators

Start with the Marketing Objective/  
Campaign Goal

Measure the performance of a  
particular activity



**FOCUS** on the "Pain-points" to decide KPIs, for example:

Online ads	Email	Landing page
Click-Through Rate Cost Per Click	Open Rate	Bounce Rate
Cost Per Acquisition	Cost Per Acquisition	Website Conversion Rate (ex. Download)

# Digital Marketing Funnel (Analytics)



Credit: coolerinsights.com



# Brand X's Digital Marketing Campaign Performance

Brand X launched a CNY Limited Edition product throughout Jan-Feb 2023.

During this period, they spent \$20,000 on display ads, \$5,000 in E-mail blasts and \$3,000 in re-designing homepage for the launch. The objective is to get consumers download a \$15 off coupon for the product (RSP \$50). The product costs \$10.

Here are the quantifiable performance results from its online activities:

- Display Ad impression = 800,000, of which 12,000 were clicked
- Total Email blasted = 50,000; of which, 5,000 were opened

Assume there were no other source of website traffic generator during the period, and Google Analytics shows:

- Traffics generated from paid ad to the home page: 12,000 sessions, 10,000 users
- Traffics generated from emails clicks: 2,000 sessions, 1,800 users
- Out of the total visit sessions, 3,000 were single-page sessions (ie. left the homepage without visiting any other pages). 3,400 users eventually downloaded the coupon (2400 from ads, 1000 from email) .

In the end, the redemption rate of these coupons was 25%.

Overall Campaign	Display ads	Email	Landing page
Revenue = ? Profit = ? Return on Investment (ROI) = ?	Click-Through Rate = ? Cost Per Click = ? Cost per Acquisition = ?	Open Rate = ? Cost Per Click = ? Cost per Acquisition = ?	Total Traffic (based on user) = ? Bounce Rate (based on session) = ? Conversion Rate of the site (based on user) = ?



# Career Opportunities

Jobs and Skills with Digital Marketing

## Emerging Jobs

- 1 Social Media Assistant / Content Production /
- 2 Growth Hacker / Marketing /
- 3 Customer Success Specialist / Sales /
- 4 Social Media Coordinator / Content Production /
- 5 Growth Manager / Marketing /
- 5 Sales Development Representative / Sales /
- 7 Digital Marketing Specialist / Marketing /
- 8 Commercial Sales Representative / Sales /
- 9 Business Development Representative / Sales /
- 10 Customer Specialist / Sales /
- 11 Content Specialist / Content Production /
- 12 Content Producer / Content Production /
- 13 Content Writer / Content Production /
- 13 Partnerships Specialist / Sales /
- 15 Digital Specialist / Marketing /
- 15 Chief Commercial Officer / Sales /
- 17 Ecommerce Specialist / Marketing /
- 18 Head Of Partnerships / Sales /
- 19 Commerce Manager / Marketing /
- 19 Head Of Digital / Marketing /
- 19 Enterprise Account Executive / Sales /
- 22 Digital Marketing Consultant / Marketing /
- 22 Business Development Specialist / Sales /
- 24 Digital Marketing Manager / Marketing /
- 24 Chief Strategy Officer / Sales /
- 26 Creative Copywriter / Content Production /
- 27 Chief Marketing Officer / Marketing /
- 28 Head Of Business Development / Sales /

## Top 10 Skills

- 1 Digital Marketing
- 2 Social Media
- 3 Business Management
- 4 Digital Literacy
- 5 Advertising
- 6 Product Marketing
- 7 Video
- 8 Graphic Design
- 9 Leadership
- 10 Writing

① Rank      Scale of Opportunity: ● Small-scale    ● Large-scale  
Skill Type: ● Industry Specialized    ● Tech Baseline    ● Business    ● Soft

# Example: Digital Marketing as Core



## Social Media Marketing Intern

Responsibilities	Requirement
<ul style="list-style-type: none"><li>• Create and executive social branding content on our channels, including but not limited to Instagram, Facebook community, Telegram channels, and more.</li><li>• Coordinate with campaign managers, and key account managers to support marketing campaigns and highlight our merchants.</li><li>• Conceptualize, execute and track the performance of our social media engagements to increase our followers and improve our engagement rates.</li><li>• Monitoring social media platforms for trending news, ideas and feedback.</li><li>• Coordinate with social media influencers and managing deliverables and timelines.</li><li>..... and more</li></ul>	<ul style="list-style-type: none"><li>• Must have a passion for social media &amp; marketing</li><li>• Excellent verbal and written communication skills</li><li>• Hardworking, dedicated and a fast learner</li><li>• Outstanding multitasking abilities, ability to manage several projects concurrently.</li><li>• Experience with the major social media platforms including Instagram, Facebook, and TikTok/YouTube.</li><li>• Experience with photography and image/video editing softwares and apps for social media, and experience in content creation is a plus.</li><li>..... and more</li></ul>

# Digital Marketing as Skillset

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## Marketing Intern

Responsibilities	Requirement
<ul style="list-style-type: none"><li>• Project management</li><li>• Content curation and management</li><li>• Reporting of site analytics to core team</li><li>• Ideate and drive activities for content and digital marketing</li><li>• Acquire insights in online marketing trends and keep strategies up-to-date</li><li>• Drive countries/local stories content development through liaising with affiliates representatives</li><li>..... and more</li></ul>	<ul style="list-style-type: none"><li>• Any field of study/discipline, showing deep interests or experience in digital marketing / content management related skills</li><li>• Analytical mindset and critical thinking</li><li>• Experience with Google Suite, Google Analytics, WordPress, Adobe Photoshop and Illustrator will be preferred</li><li>..... and more</li></ul>

# Where should I start?

You don't need to have a degree to be a Digital Marketer.

But having the skill certified will help you especially at the starting point.

- ❑ Understand different Digital Marketing Channels and the Ever-Evolving Digital Tools
- ❑ Take Up a Course (ex. Google Digital Garage)
- ❑ Study a lot of real-world cases & competitors
- ❑ Apply, Execute, and Learn from experiences..

It's a continuous process

# Personal Takeaway

REFLECT and SHARE

5 Mins