

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





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





Bill Manos Digital Marketing 2021 - 2022

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



Google Sheets

- Enter your response here:
- <https://docs.google.com/spreadsheets/d/1Y1v8Atz6FCGgLgnNU0A1MiR3WysnvmoddIMexZxz4s/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.

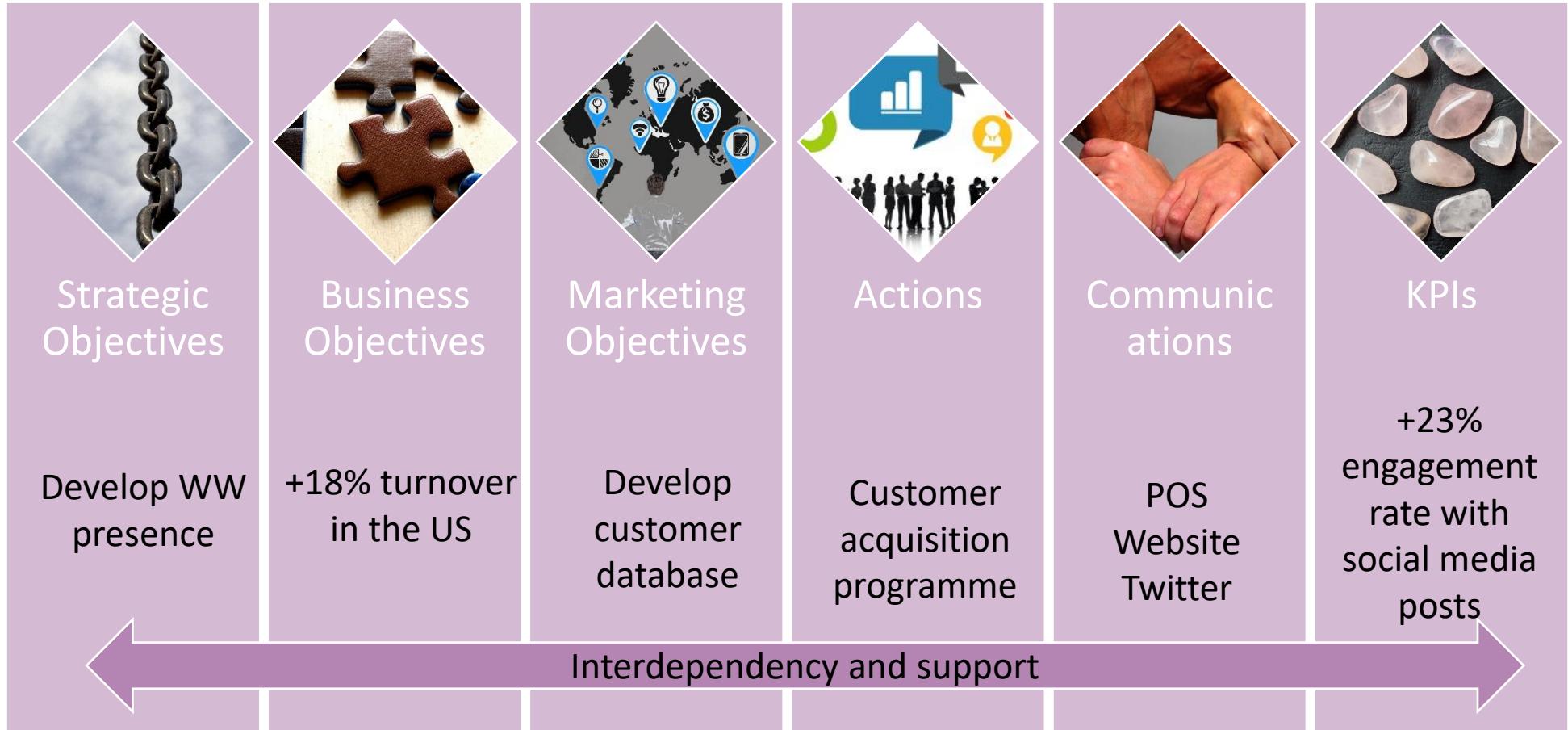
Your responses should consider the contribution throughout the entire project period.

	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	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

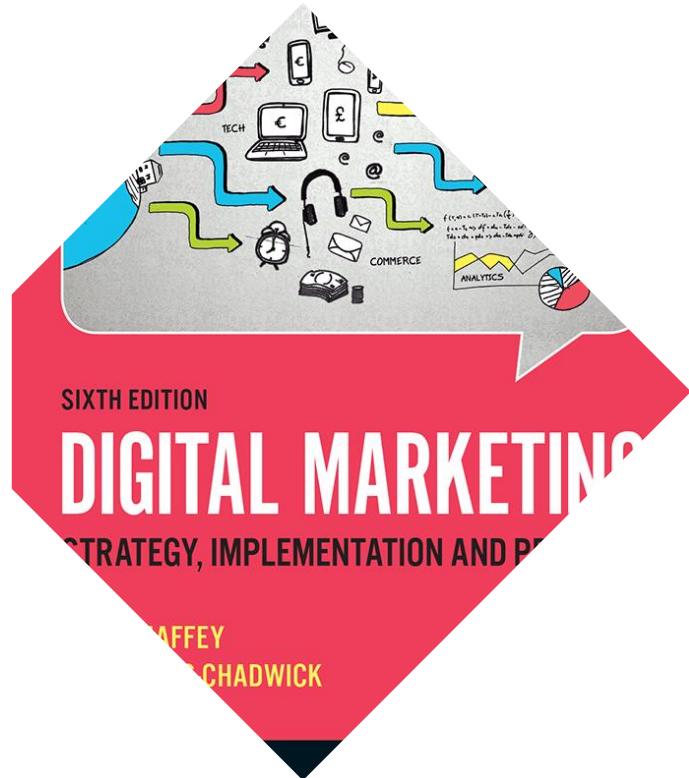
- If you are absent, you are responsible for reading and understanding all the materials from class, which will be emailed to you. Please send me questions that you might have after reading and studying the materials.
- Often there will a quiz in the following class, covering material that you missed 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 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”**

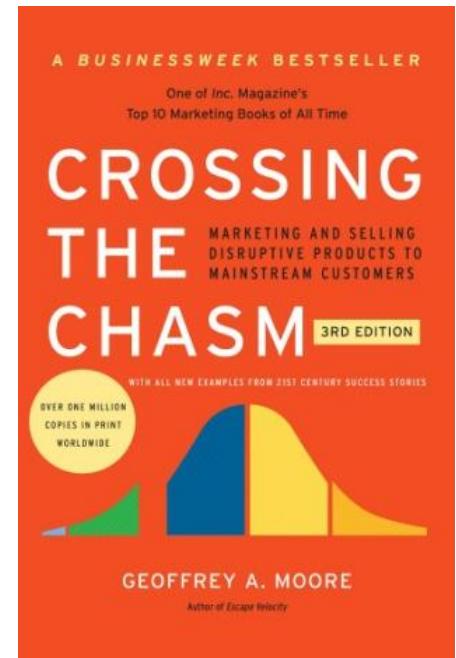
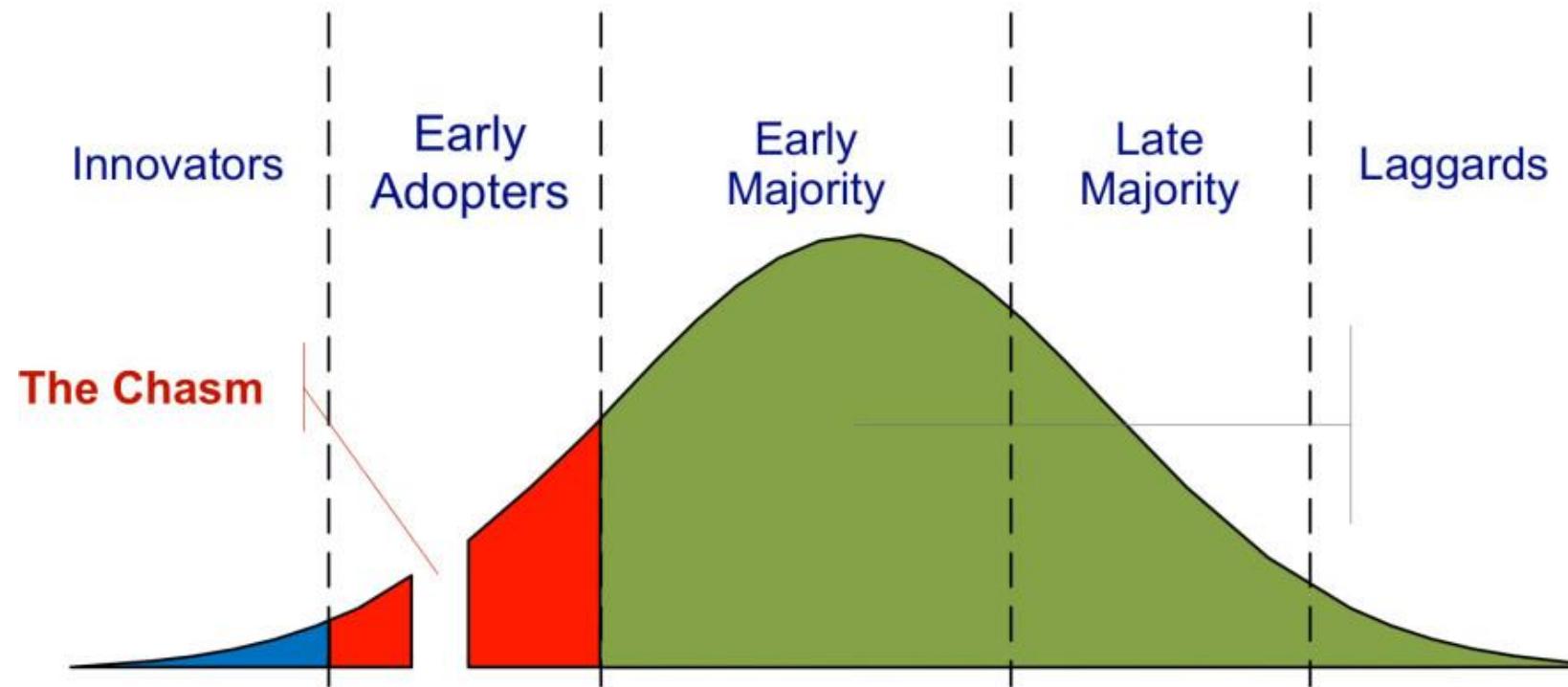
(Cambridge dictionary, 2017)

- ◆ 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

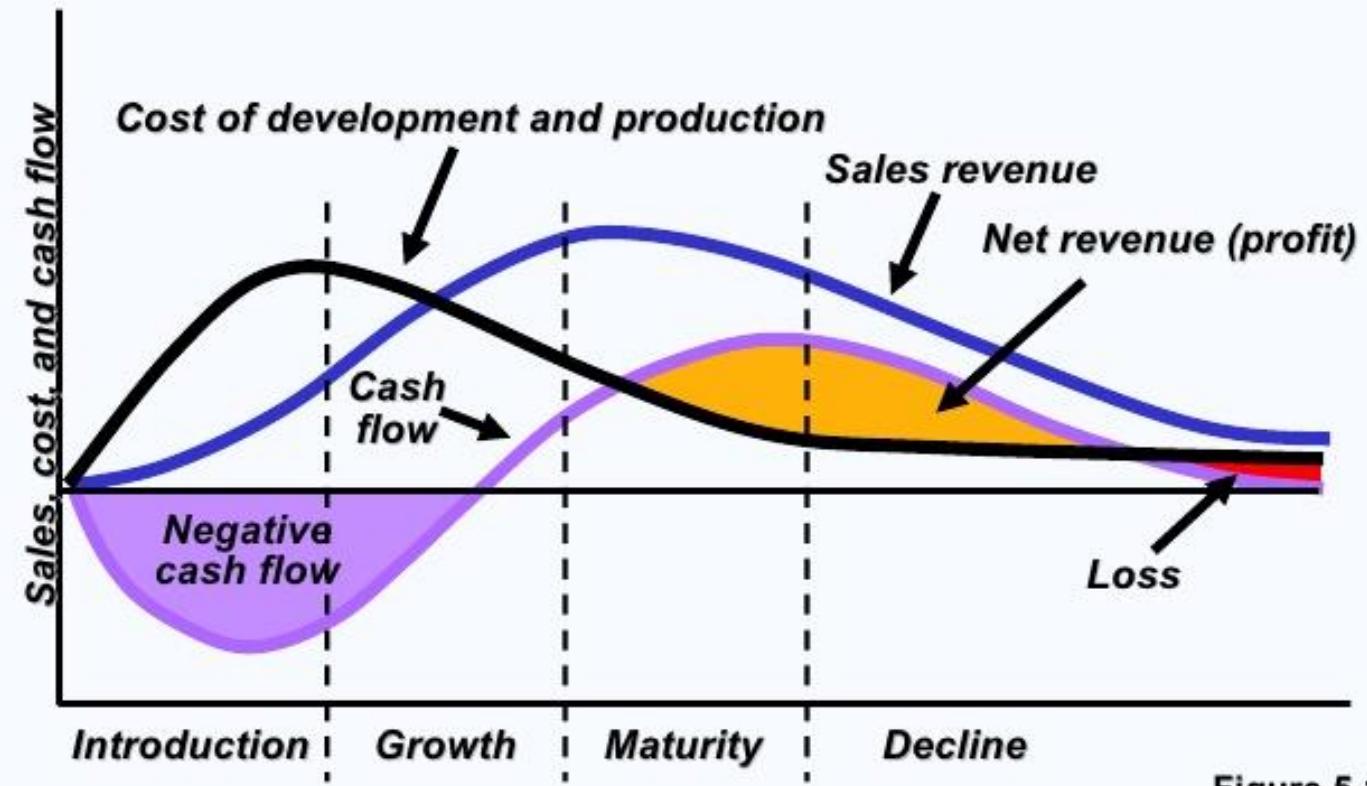
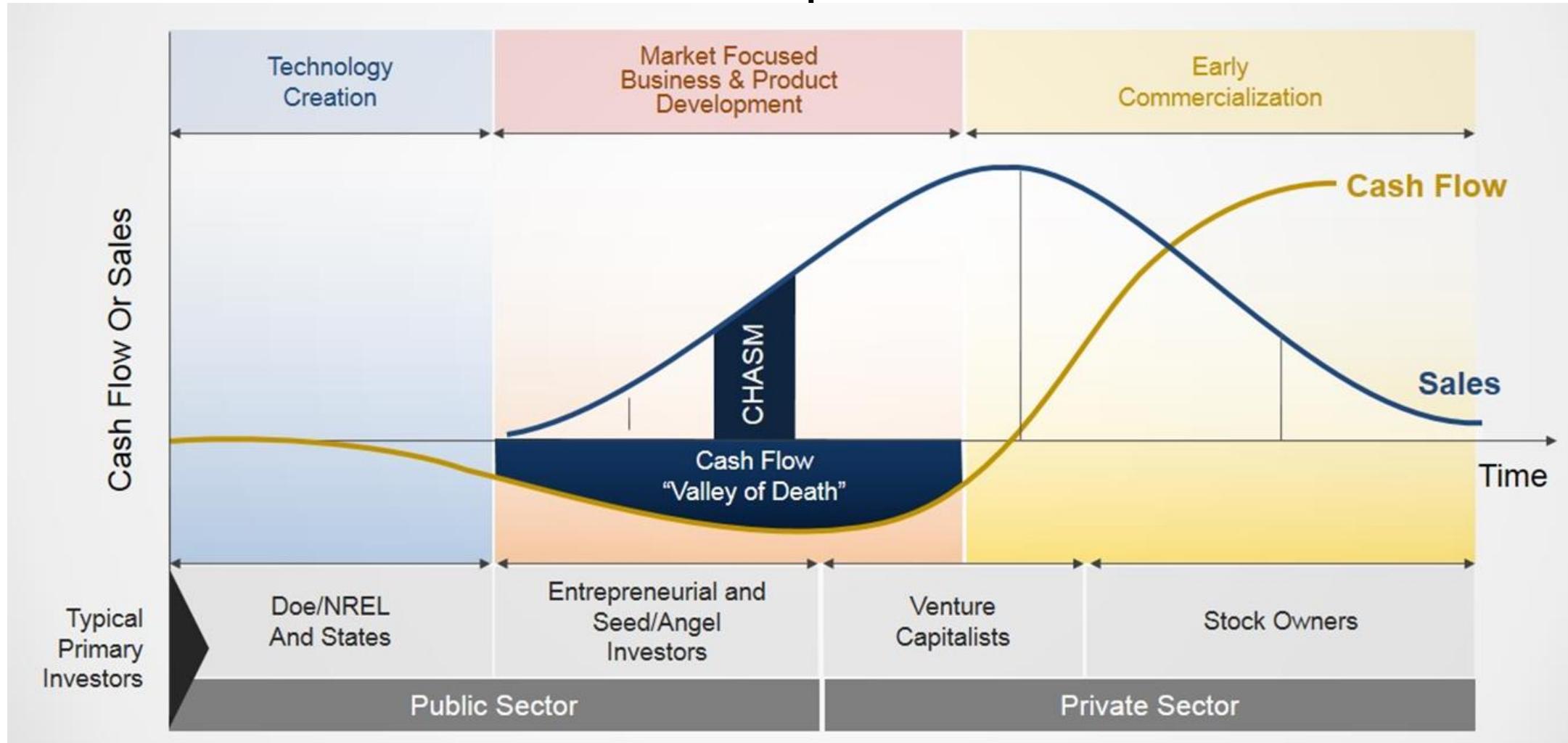
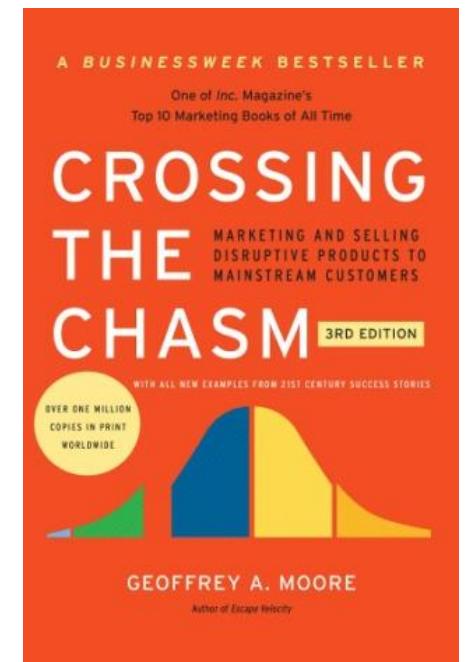
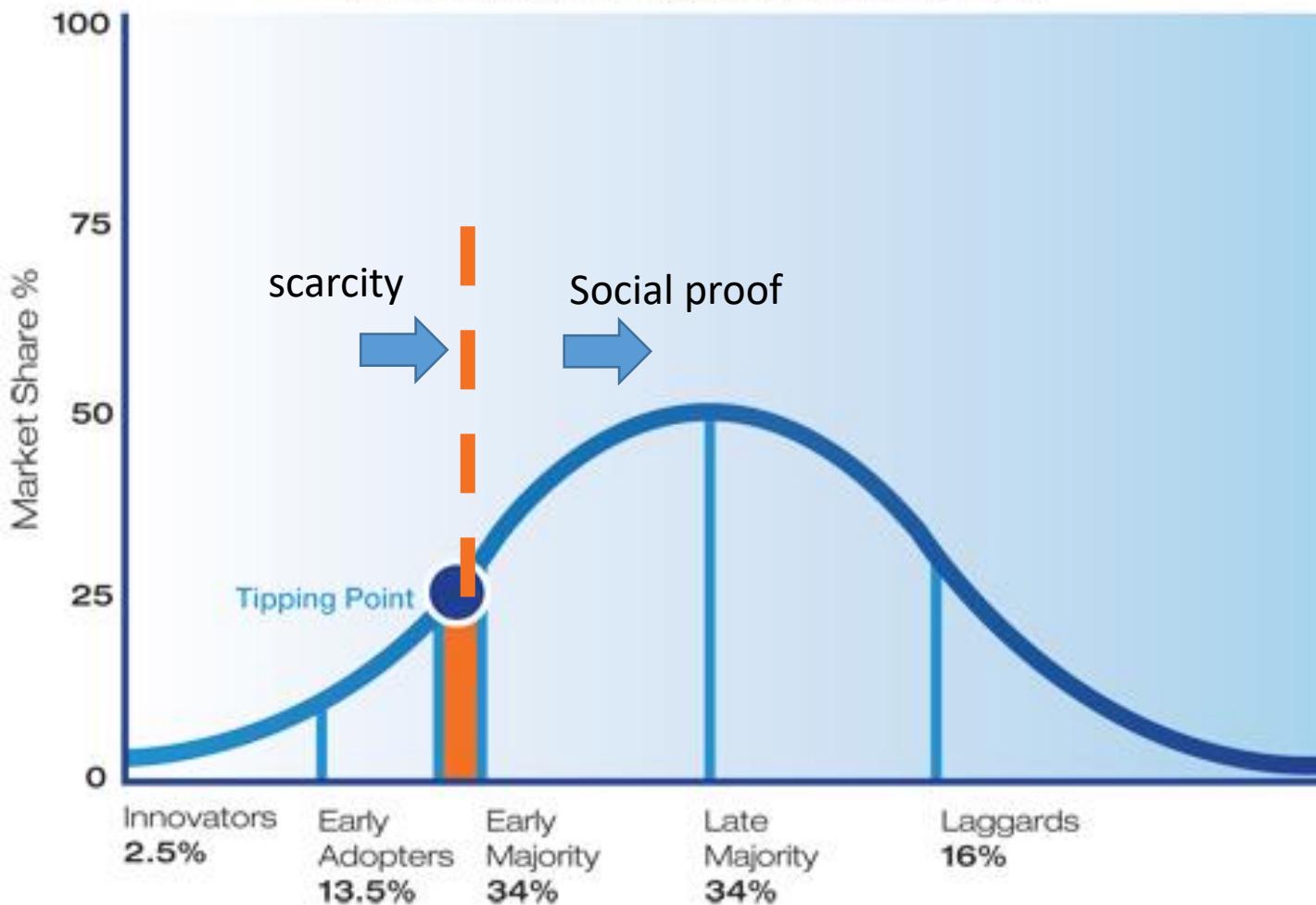


Figure 5.1

When Investors Participate



Innovation Diffusion Curve



Innovation diffusion : E. Rogers, Geoffrey Moore and Malone

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?

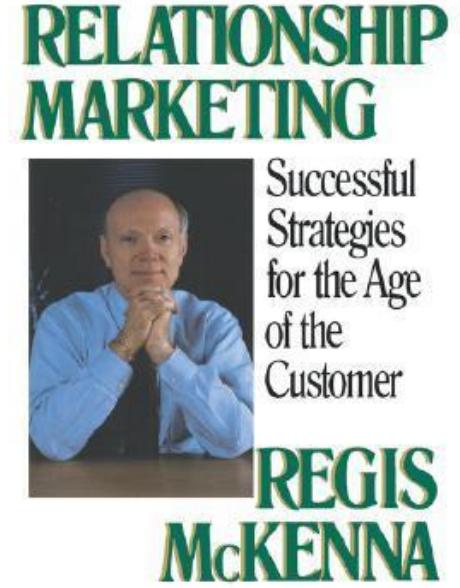
- Dr. Philip Kotler defines **marketing** as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target **market** at a profit. **Marketing** identifies unfulfilled needs and desires. It **defines**, measures and quantifies the size of the identified **market** 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 Silicon Valley on the map and was instrumental in the launch of the first microprocessor (Intel) and Apple's first PC.

"A short, sharp slap in the face of conventional marketing thinking."
—Alvin Toffler



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



G1 Video Review



Google Sheets

- <https://docs.google.com/spreadsheets/d/1Y1v8Atz6FCGgLgnNUA1MiR3WysnvmodlIMexZxz4s/edit#gid=0>

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

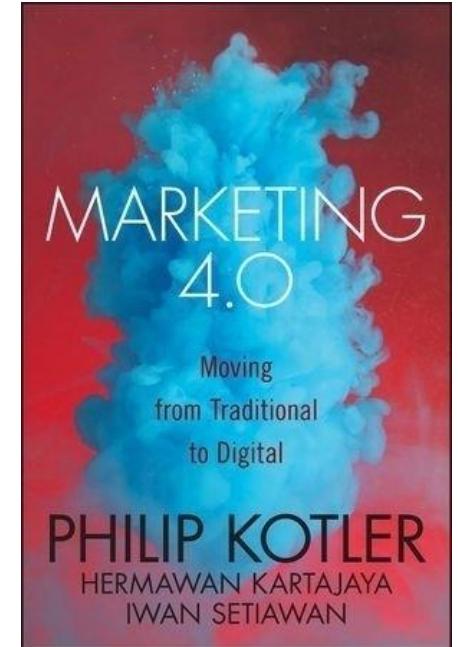


What is Marketing?

- **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*

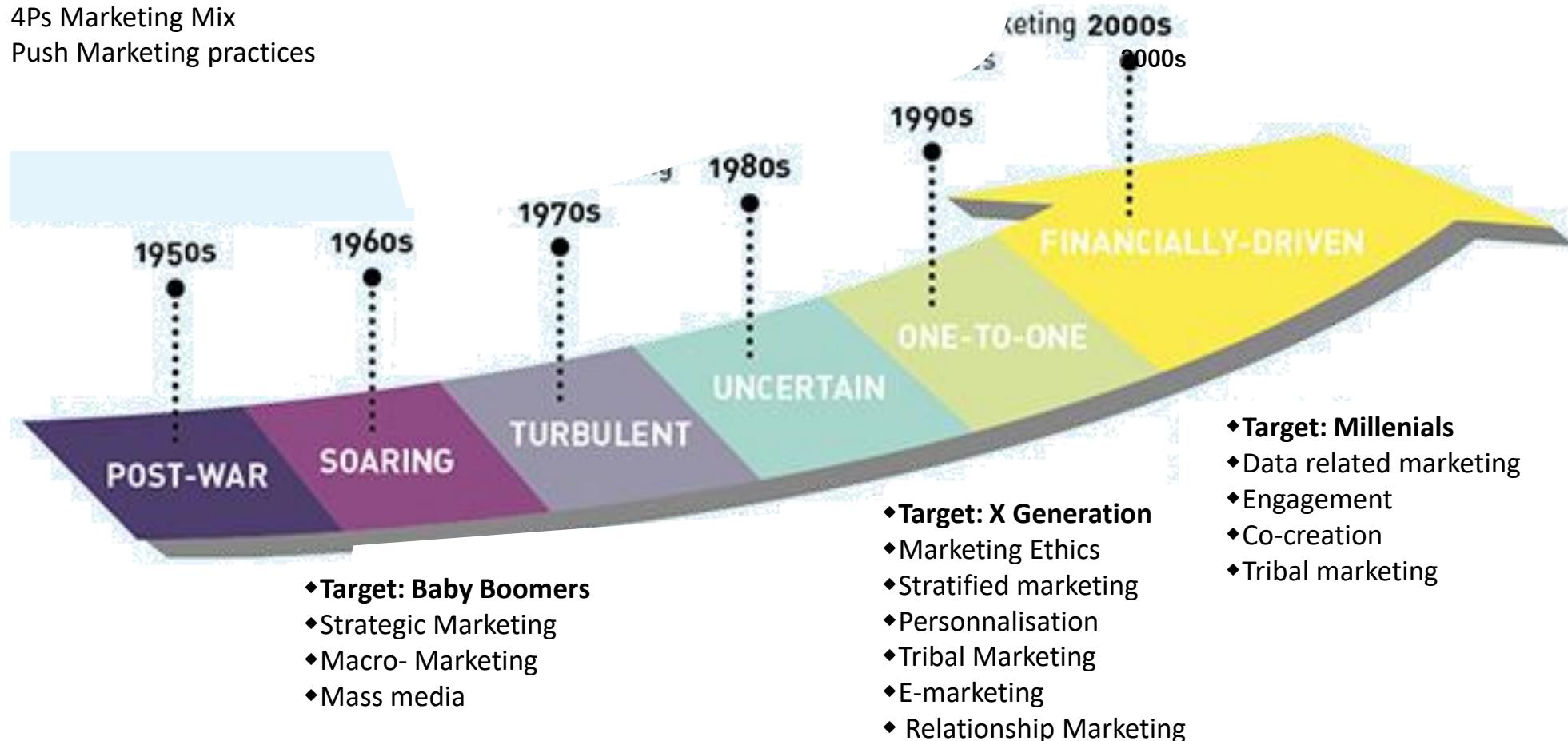
Evolution of Marketing

- 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



Philip Kotler

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.



BEER

WINE

LIQUOR

EXTRAS

FOR BUSINESS

GIFTS



Search beer, wine, liquor and extras

Let the drinks come to you.

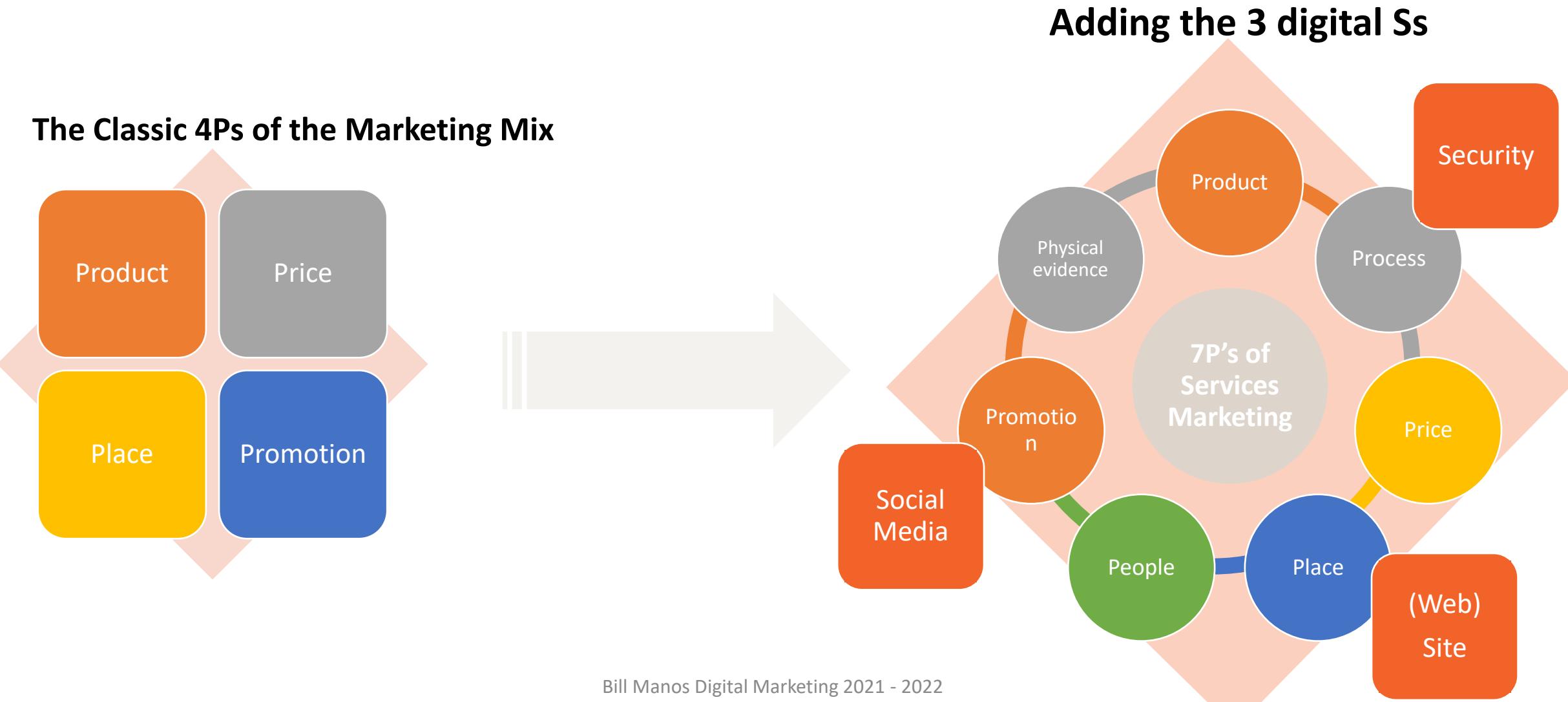
Beer, wine and liquor delivered in under 60 minutes.

The screenshot shows the Stripe homepage with a large blue header featuring the word "stripe" in white. Below the header, a large blue banner contains the text "The new standard in online payments". A subtext below states: "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." At the bottom of the banner are two buttons: "START NOW" and "CONTACT SALES". To the right of the banner, there is a graphic of a smartphone displaying a purple screen with a list of items, and a tablet displaying a white screen with the "slack" logo. The background of the page has a blue-to-white gradient.

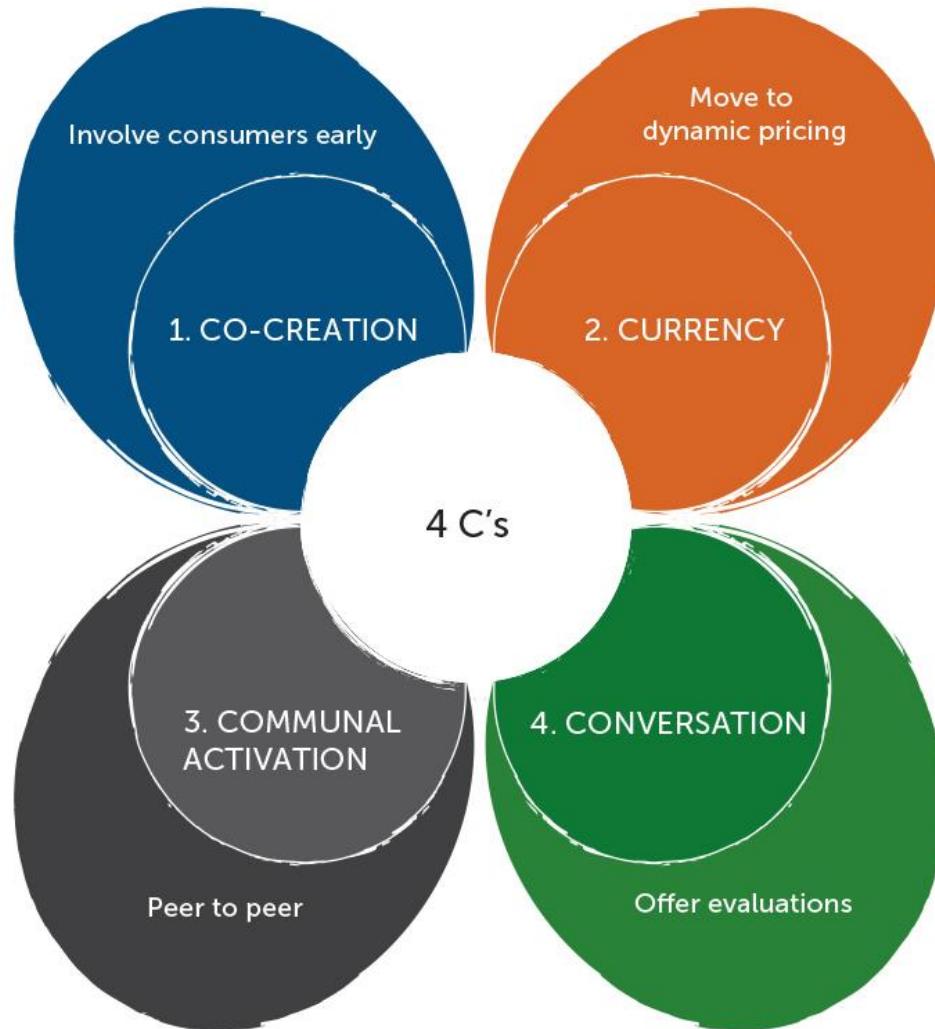
Break



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



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



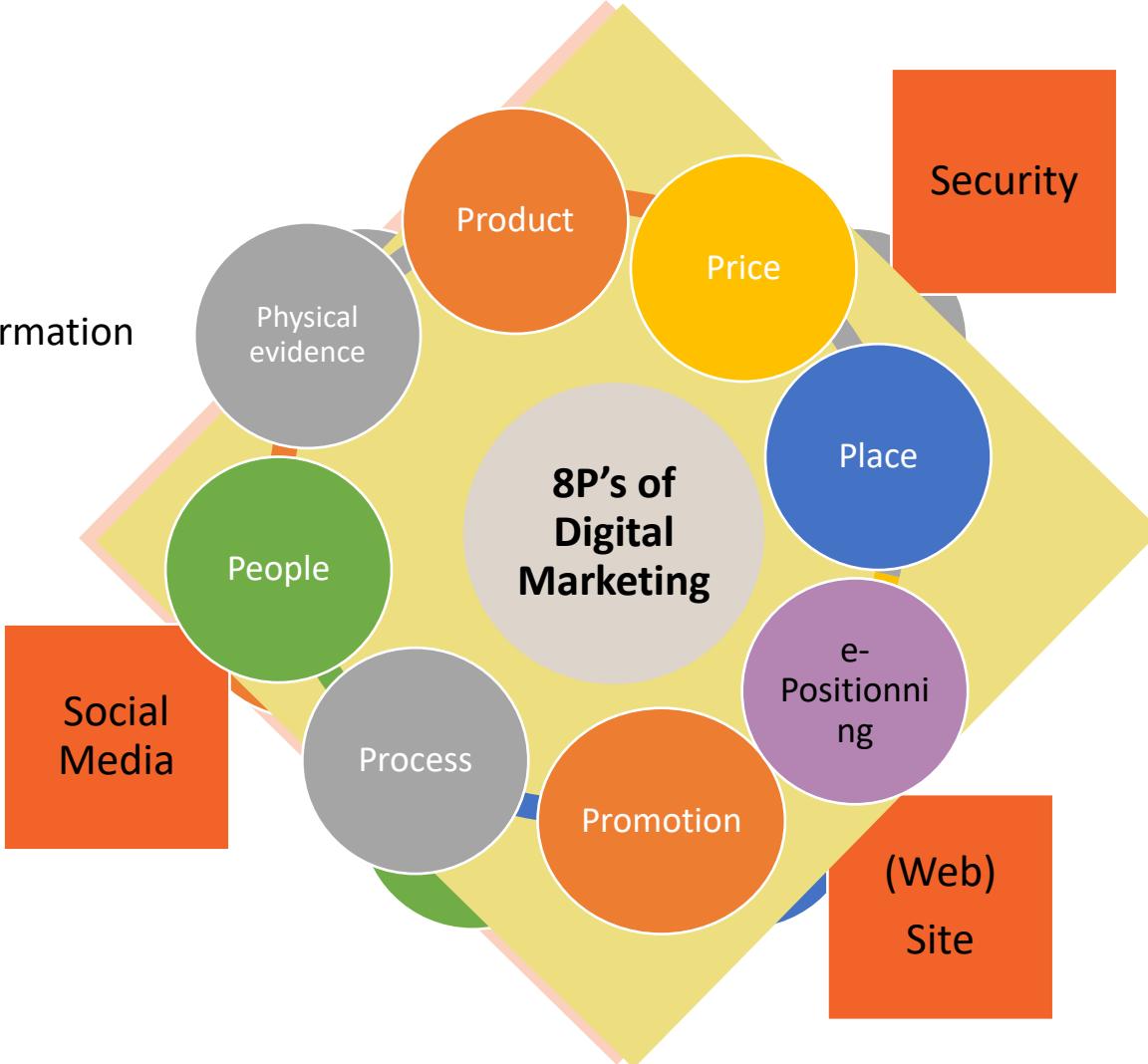
Digital Marketing Mix

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



ELEVATOR PITCH COMPETITION

60
SECONDS
→ to →
Make an Impact
Disrupt the Norm

08 • 11 • 2019

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

The screenshot shows the LinkedIn Learning platform. At the top, there's a navigation bar with the LinkedIn Learning logo, a 'Browse' button, a search bar containing 'Search for skills, subjects or software', and three icons for 'Home', 'My Learning', and 'Notifications' (with a red '1' notification). The main content area features a video thumbnail for a course titled 'Jonah Berger on Viral Marketing'. The thumbnail image is a portrait of a man with curly hair. To the left of the thumbnail is a sidebar with a 'Contents' menu. The menu items listed are: '3. Triggers and Emotion', '4. Public and Practical Value', '5. Stories and Putting STEPPS into Practice', and 'Telling stories that carry your message' (which has a checkmark icon and a duration of '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/1S1xtI5JzgHy6TfTMeSNtEOmfleBTA4Z/
edit?usp=sharing&ouid=108498897770442835766&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1S1xtI5JzgHy6TfTMeSNtEOmfleBTA4Z/edit?usp=sharing&ouid=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 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

Digital Marketing and Social Media Strategy

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

Bill Manos – 2021 - 2022



Session 2

- Pitching
- SWOT
- Connected Customers
- Avatars



Importance of Pitching

February 4, 2022



Bill Manos • 6:07 AM

Congratulations for the role at Integrella. I hope all goes well for you.



Ashish Srivastava (He/Him) • 7:33 AM

Thank you Mr. Manos. A lot of credit goes to you as where I am today. I always think what You would say when creating a document or a case. As well as I try to prepare an elevator pitch before I enter a meeting or client call, always finding that hook. Thank you for enabling me to be able to do that.

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

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Deadline 18h00 on Friday, Feb. 4

Student Pitches



THE ELEVATOR PITCH

Pitch Structure

- Hook
- Problem
- Solution
- Opportunity
- Us
- Ask (CTA)

Storytelling

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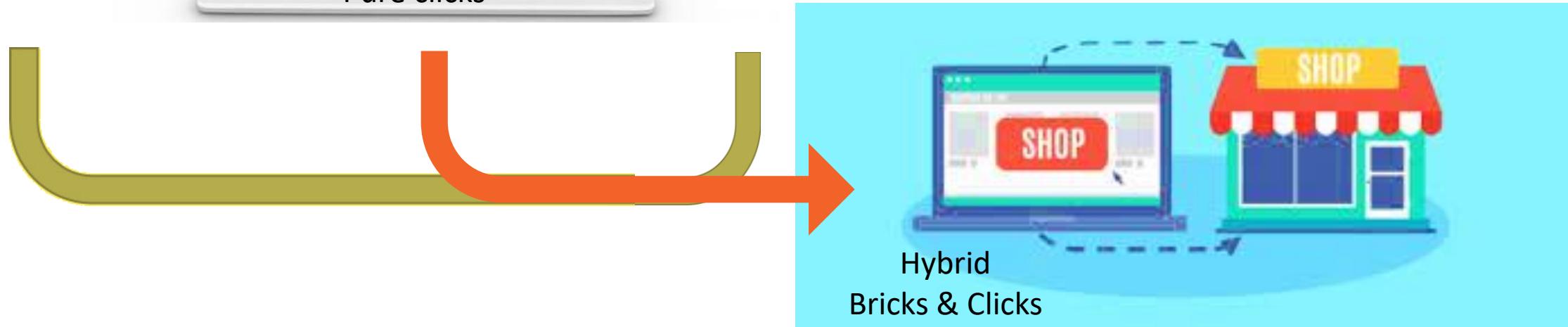
- 3. Triggers and Emotion
- 4. Public and Practical Value
- 5. Stories and Putting STEPPS into Practice
- Telling stories that carry your message** (indicated by a green checkmark)

Below the list, it says '50s'. The overall theme of the page is digital marketing, specifically viral marketing.

P for Place: Business Models



Click
&
Collect





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 in the metro and on television.



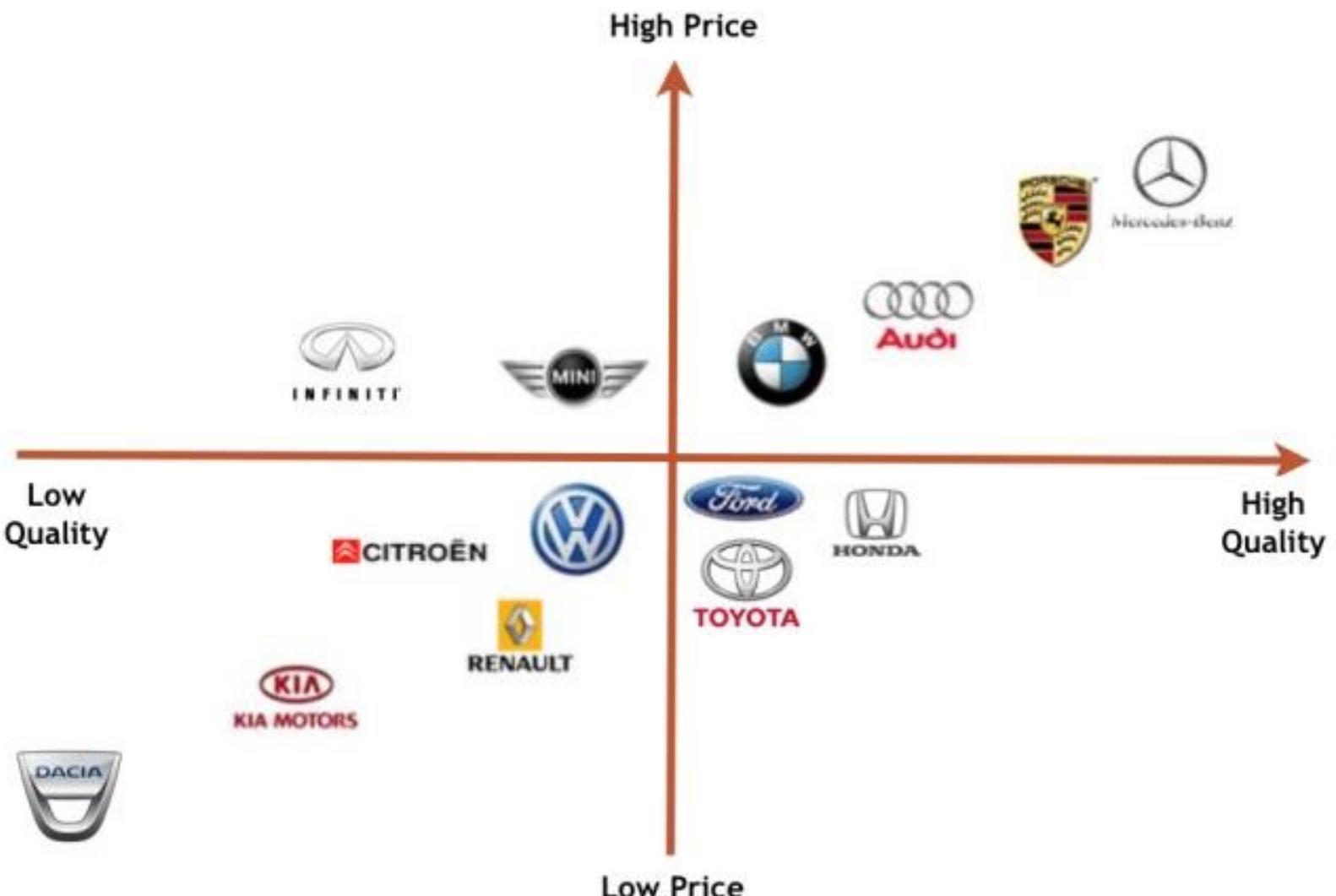
Key differences in customer value between digital and traditional business models



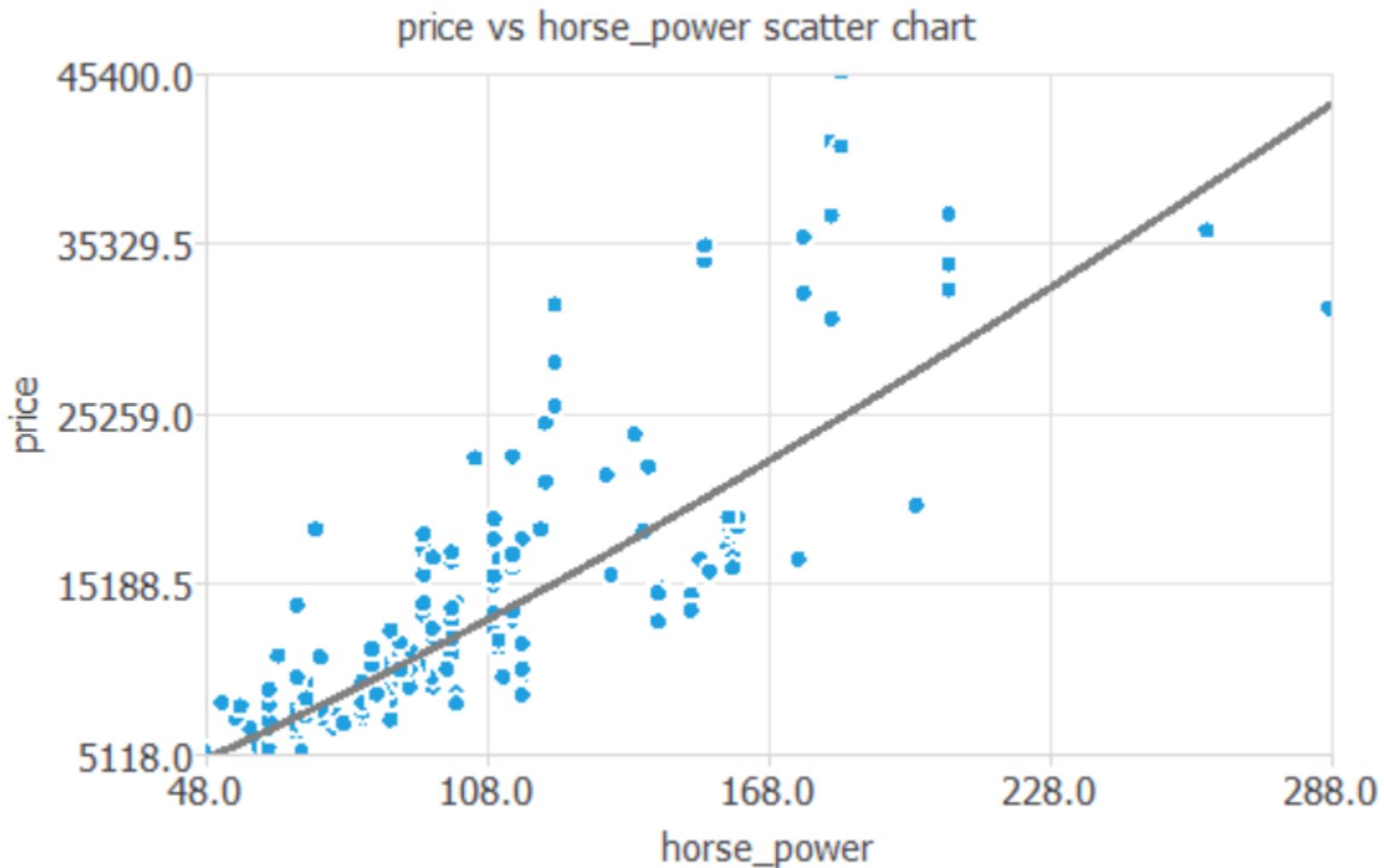
Positioning

- Positioning is often the largest influencer on the buying decision
- Positioning is in your customers heads, use words that are already there
- Focus on making products “easier to buy” and not “easier to sell” – people don’t like to be sold, but love to buy
- X-Y positioning charts are often used to compare competitive products
- Choose your competition and playing field when you can

Consumer perception by Price and Quality

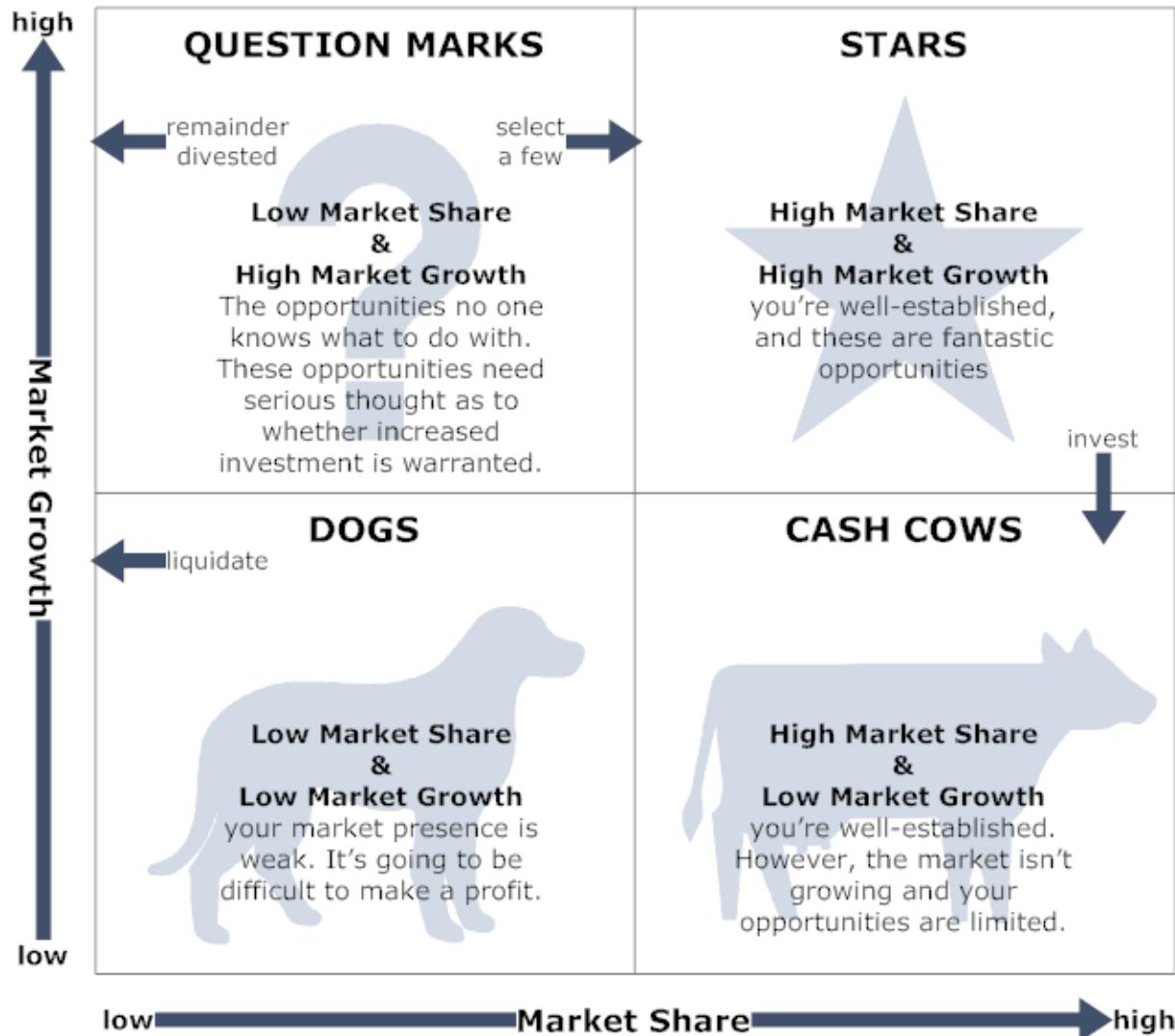


Predict the final car price an enterprise will assign to their cars using Neural Designer



<https://www.neuraldesigner.com/learning/examples/car-price-assignment>

Growth-Share Matrix

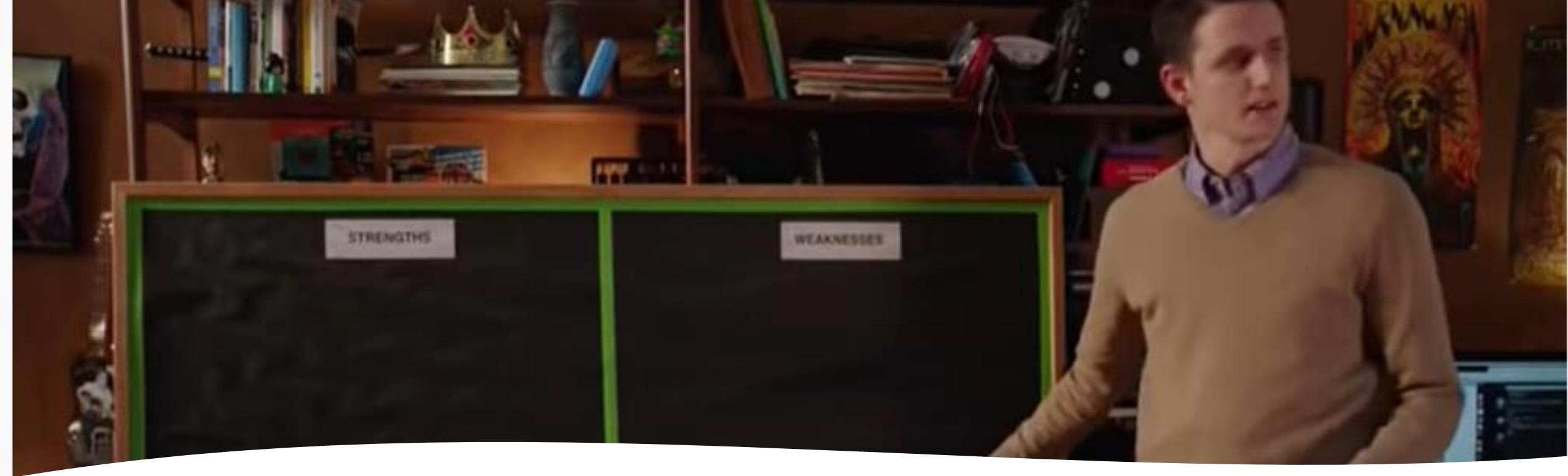


created by Bruce D. Henderson for the Boston Consulting Group in 1970



SWOT Analysis





Silicon Valley on SWOT

www.youtube.com/watch?v=XfB0g_JDIds

Jared Dunn explains SWOT Analysis

<https://www.youtube.com/watch?v=pXA4sab1eKE>

Let Blain Die

Strengths

- What do you do well?
- What unique resources can you draw on?
- What do others see as your strengths?

Opportunities

- What opportunities are open to you?
- What trends can you take advantage of?
- How can you turn your strengths into opportunities?

Weaknesses

- What could you improve?
- Where do you have fewer resources than others?
- What are others likely to see as weaknesses?

Threats

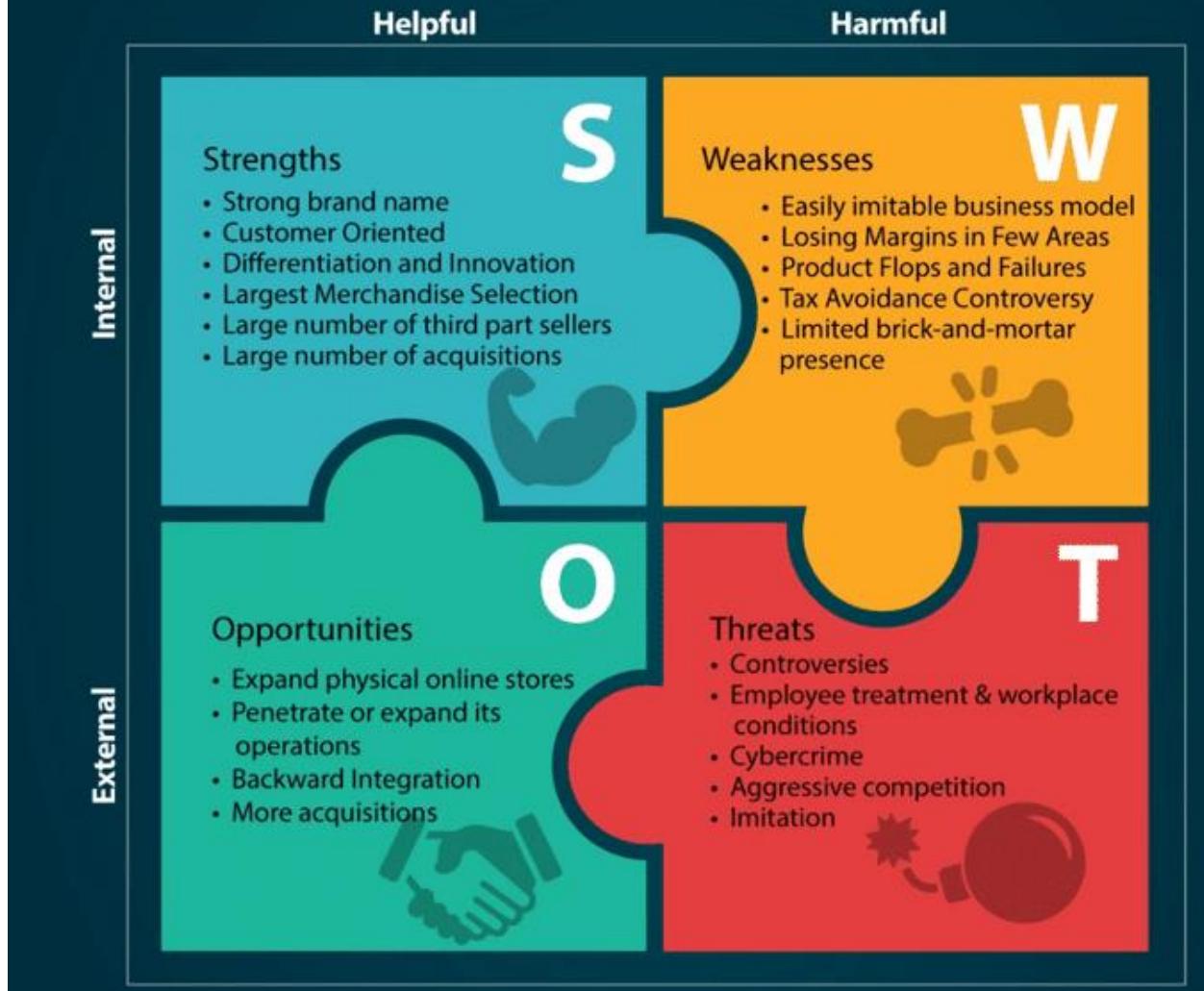
- What threats could be harmful?
- What is your competition doing?
- What threats do your weaknesses expose you to?

SWOT Analysis of Microsoft



Business Strategy Hub

SWOT Analysis of amazon



SWOT Analysis for Job Hunting

Strengths

- What do you do better than others?
- What's your talent?
- What competences do you have that are relevant and valuable for the job?
- Which specific and transferable skills do you have?

Weaknesses

- Which tasks and responsibilities don't like?
- What are the development opportunities your manager and your peers flagged?
- What can you improve?

Opportunities

- In which industry/field/position could you easily move?
- What development / training would be value adding for you?
- Which industry/company is in particular in need of your type of profile?

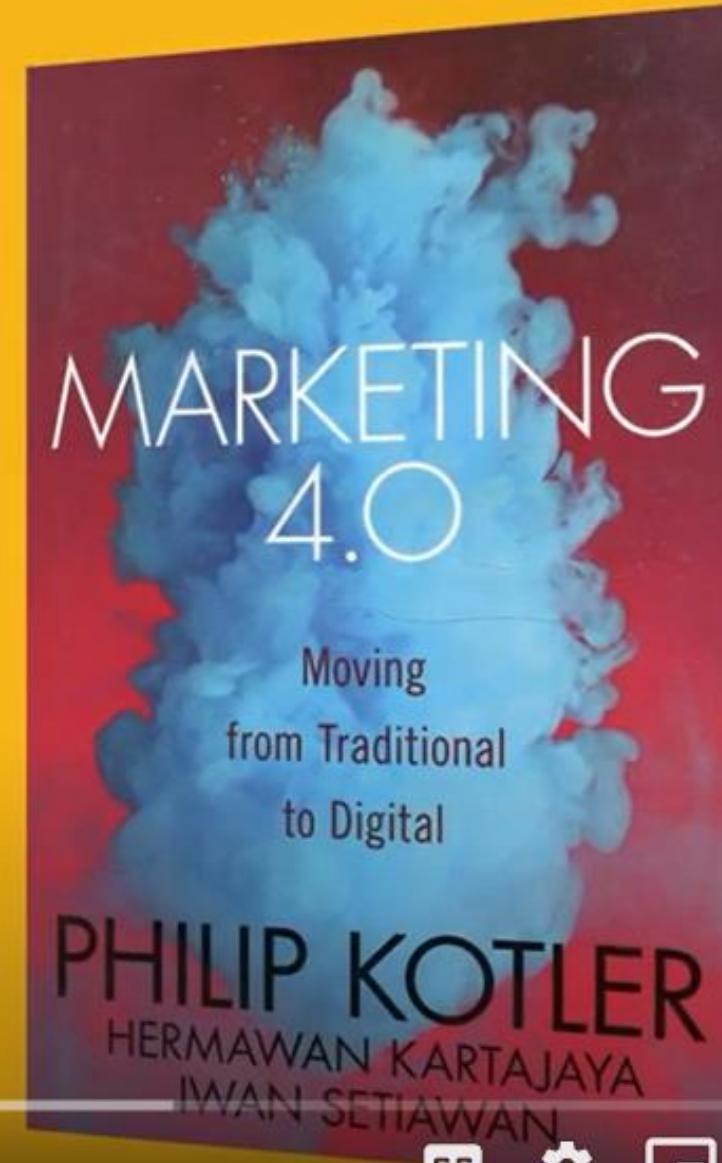
Threats

- What do other candidates have more/better than you?
- What are the obstacles in your way to the job?

<http://interview-lab.ch/en/personal-swot-uncover-your-potential/>

<https://social.hays.com/2016/04/26/how-to-use-a-swot-analysis-to-pass-your-interview/>

- 1 POWER SHIFTS TO THE CONNECTED CUSTOMERS
- 2 THE PARADOXES OF MARKETING TO CONNECTED CUSTOMERS
- 3 THE INFLUENTIAL DIGITAL SUBCULTURES
- 4 MARKETING 4.0 IN THE DIGITAL ECONOMY
- 5 THE NEW CUSTOMER PATH
- 6 MARKETING PRODUCTIVITY METRICS
- 7 INDUSTRY ARCHETYPES AND BEST PRACTICES
- 8 HUMAN-CENTRIC MARKETING FOR BRAND ATTRACTION
- 9 CONTENT MARKETING FOR BRAND CURIOSITY
- 10 OMNICHANNEL MARKETING FOR BRAND COMMITMENT
- 11 ENGAGEMENT MARKETING FOR BRAND AFFINITY



0:09 / 4:14



https://www.youtube.com/watch?v=t9o20Tlz_t4

Break



A photograph of two young adults in a vibrant, nighttime urban setting. On the left, a young man with short brown hair is laughing heartily, his mouth wide open. He is wearing a blue long-sleeved shirt over a light blue t-shirt. In his right hand, he holds a black tablet device, which displays a colorful screen. On the right, a young woman with dark hair tied back is smiling and listening to music through black over-ear headphones. She is wearing a teal tank top over a white t-shirt and blue jeans. A small white smartphone is visible in her back pocket. The background is filled with blurred lights from city buildings and signs, creating a bokeh effect.

Influential Digital Subcultures

- Youth, Women, Netizens

Influential Digital Subcultures: YWN



- ◆ Youth = Mindshare 
- ◆ Women = Marketshare 
- ◆ Netizens = Heartshare

Influential Digital Subcultures; YWN

- Traditional authority and power were traditionally seniors, men and citizens
- Youth = Mind share
 - Trendsetters and game changers for music, movies, sports, food, fashion and technology
 - Fragmented groups (except for wanting a digital lifestyle)
 - Early adopters, not afraid of experimenting

Influential Digital Subcultures; YWN

- Women = Market share
 - Better at multitasking and managing complex multifaceted projects
 - Not easy to impress, but when they are, they become the most loyal advocates
 - Information collectors; holistic patient shoppers; more confident in their final choice
- Netizens = Heart Share
 - People across geographies actively using and developing the internet for the benefit of mankind
 - Social connectors, expressive evangelists, content contributors (downside is cyberbullies, trolls, haters)

Dr, I said 💪



JAN
2021

DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



7.83
BILLION

URBANISATION:

56.4%

UNIQUE MOBILE
PHONE USERS



5.22
BILLION

vs. POPULATION:

66.6%

INTERNET
USERS*



4.66
BILLION

vs. POPULATION:

59.5%

ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

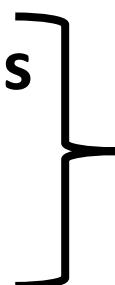
vs. POPULATION:

53.6%

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJI; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. ***ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

Internet Users

- **60% of the world's population (as of January 2021)**
- **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**
 - Vertical – innovations coming from companies down to the market is the traditional model
 - Horizontal - the market provides the ideas and companies commercialize them
 - Customer trust is no longer vertical
 - Trust is now the “f-factor” Friends, Families, Fans (Facebook), Followers (Twitter, Instagram)

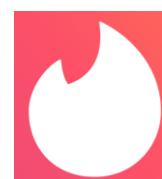
Power Shifts to Connected Customers

- The competition changes and is often unexpected
- Customers move from “targets” to peers & friends of the brand
- Individual to Social
 - Customers care more about other’s opinions
 - Opinions are easily shared via social networks
- Social media marketing is an opportunity and an obligation



The Paradoxes of Marketing to Connected Customers

- Informed versus Distracted Customer
 - Increased curiosity and knowledge
 - Less control of purchase decision; highly dependent on others' opinions and “Wisdom of the Crowd”
 - Connectivity brings protection and confidence, but many distractions and shortened attention span; now 6-7 seconds and declining



The Paradoxes of Marketing to Connected Customers

- Negative versus Positive Advocacy
 - Negative advocacy is sometimes needed to trigger positive advocacy; high scores do not always indicate great brands
 - MacDonald's has 33% lovers & 29% haters; Starbucks has 30% lovers & 23% haters



Personalized Marketing

<https://www.youtube.com/watch?v=gcimRZF8g3Y>

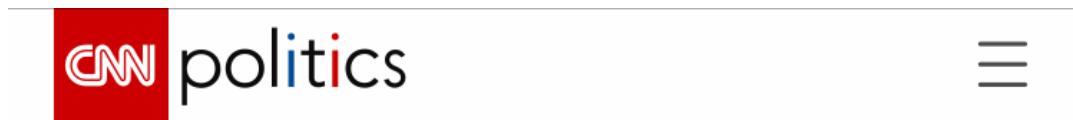
Who Are Your Customers?



Who Are Your Customers?

You could have the greatest product or service on the planet, but if you're trying to sell it to the wrong person you are never going to be successful.

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



"Thunberg has become the biggest voice on the biggest issue facing the planet—and the **avatar** of a broader generational shift in our culture that is playing out everywhere from the campuses of Hong Kong to the halls of Congress in Washington," Time editor-in-chief Edward Felsenthal wrote.



Why Do We Need Avatars?

From a student who took this course

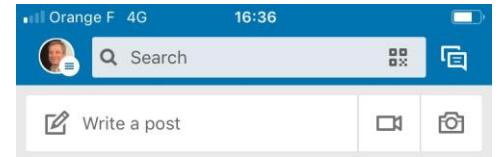
“Because it humanizes the customer, makes their wants and needs more apparent and therefore more marketable. Also, when creating Avatars there's also an implicit kind of bonding practice between the creator and the avatar, creating a pseudo-sort of relationship between the two, almost like a practice for the actual encounter between the real customer and the seller or marketer.”

Foamous

#BetterWithFoamous

The perfume for
modern pin-ups and
revolutionary bad boys

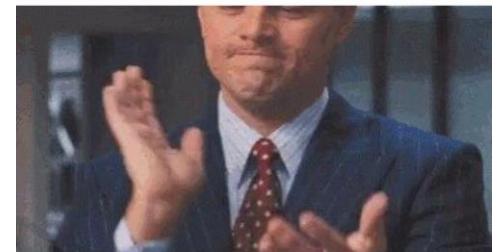
LET'S FOAM



Marie-Catherine Mars • 1st
Associate Professor, Deputy Head
Departement of Marketing chez EDHEC B...
2d • Edited •

Ravie de partager (pour la seconde fois!) le prix du meilleur cas pédagogique en marketing AFM - Association Française du Marketing - Centrale de Cas et de Médias Pédagogiques 2020 avec Victor Mejia Université Côte d'Azur ! Merci encore à Stéphane Varak et Christiane Varak de Foamous® Perfume Foam® et à tous les étudiants EDHEC Business School ! #makeanimpact #innovativefragrances #learningbydoing

[See translation](#)



Home My Network Post Notifications 1 Jobs

Choosing Customers - The Practical Side

- Are there enough of them?
- Can they afford your product or service?
- Will you enjoy having them as customers?
- Trying to satisfy the needs of all customers is ineffective
- Make some choices à la Crossing the Chasm strategy

Choosing Your Customers

- Elephants – large customers who will push you around
- Rabbits – small customers who are price conscious
- Deer – in the middle between elephants & rabbits



Choosing Your Customers

- Elephants – large customers who will push you around
 - Kill one & they feed you a long time
 - Very tempting to hunt down.
 - Hard to catch
 - Hunting uses up a lot of resources
 - You can starve if you don't end up killing one.
 - If you catch one it could be even worse
- Rabbits – small customers who are price conscious
 - Lots of them & they seem to be everywhere
 - Scatter and run away when you try to catch them
 - Need to hunt down many of them to feed you
- Deer – in the middle between elephants & rabbits
 - Plenty of them to catch
 - Enough meat to make hunting them down worthwhile
 - Not as demanding to hunt down as an elephant
 - If you catch several of them, then you are not beholden to any individual one

Apologies to vegetarians and vegans

Understanding Your Customers – Building Avatars

- Fictional and general representations of the persona and/or companies most likely to buy from you
- Some terms used are: Buyer Persona ; Marketing Persona ; Customer Avatar; Target Market



Marketing Strategy – Who, Where, When? (Move somewhere)

Contents

X

- Chapter Quiz
1 question
- 5. Marketing 101
- Find your superfans
2m 53s
- Product partnerships
3m 11s
- ✓ Marketing strategy
3m 31s
- Pivot your plan
3m 14s

Entrepreneurship Foundations
Marketing strategy

3:00 / 3:31

Understanding Your Customers – Building Avatars

- Create a customer avatar of your **ideal customer**, not your average buyer.
- Your **ideal customer** is somebody you really want to sell to, they spend a lot, are loyal, repeat purchase and make frequent online and offline referrals.

menti.com

GX 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)

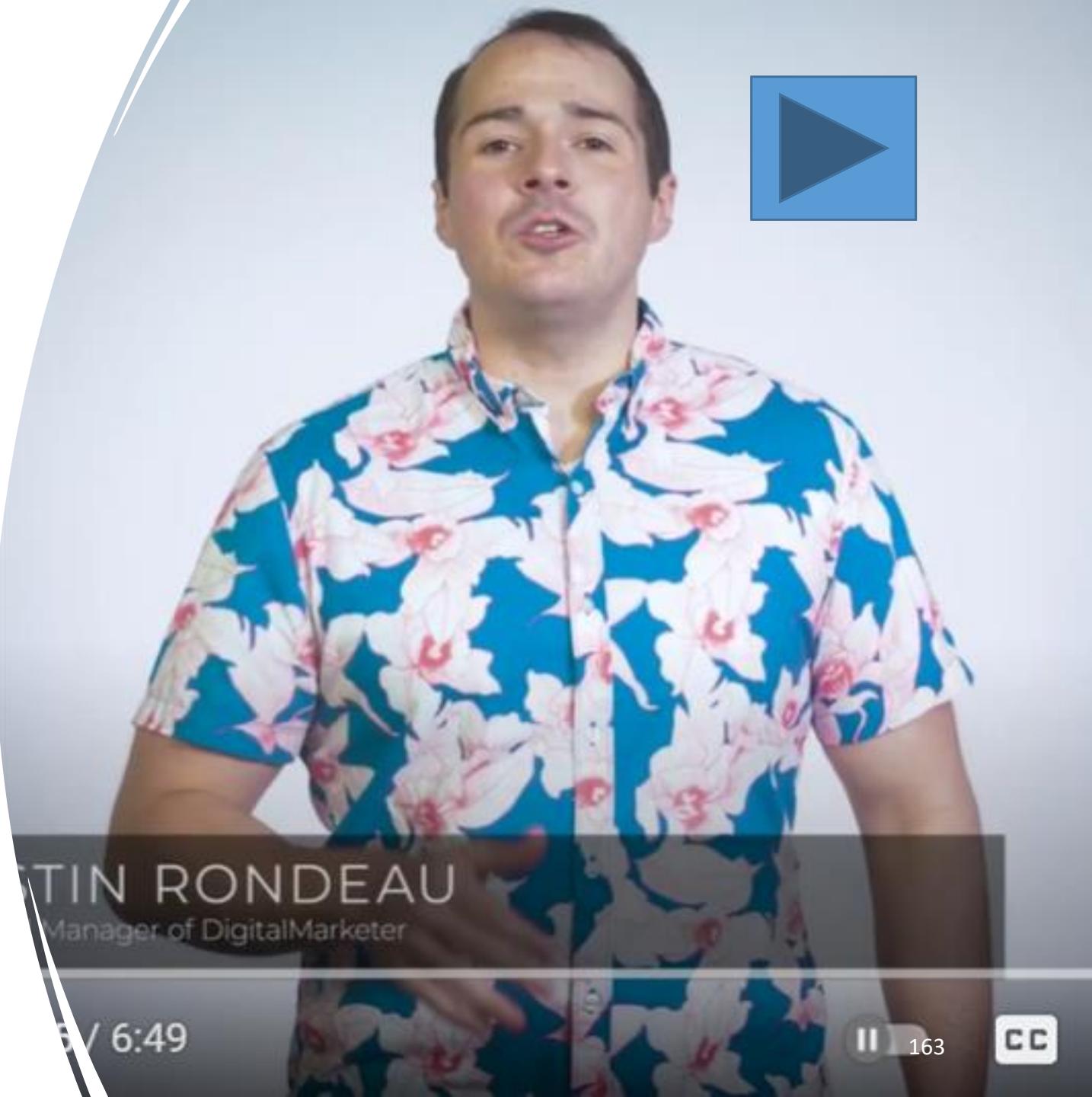


Break



Creating Customer Avatars/personas

<https://www.youtube.com/watch?v=37XOJJOMDpU>



Understanding Your Customers – Building Avatars

- Having a deep understanding and clearly defined Customer Avatars will help you:
 - Determine what social platforms they spend their time on so that you know where your business should be present and active.
 - Be more effective in your marketing campaign by knowing where to advertise and who to target.
 - Better connect with your Avatar with your content marketing by understanding their pains, pleasures, desires and wants.
 - Deliver and develop better products / services because you can anticipate your markets needs, behaviors, and concerns.



Avatars – Multiple Ideal Customers

Thibault - The beer lover

- 24+
- €40k+
- Single
- Out-going
- Sports
- Loves beer
- IoT



Emma : The Do-It-Yourself

- 28+
- €140k+
- Married
- No kids
- Fancy dinners
- Traveler
- DIY - Alcoholic beverages



Jean-Claude : The Perfectionist

- 40+
- €250k+
- Children in middle-school
- Values free time
- Beer Association
- Committee of Beer Festival



Avatars

Meet Alex



Alex is a 28 year old architect. He's always been a t-shirt and jeans kind of guy but has recently found some interest in dressing more fashionably.

While he tried doing his research online., he couldn't translate what he found at retail stores. He's struggling to create a cohesive and curated wardrobe for himself.

Meet Sandra



Sandra is a 26 year old executive at a consultancy firm.

Having a consulting job means Sandra is usually dressed to the nines, focusing on business instead of casual.

Sandra usually shops on the high-street markets, but struggles to find inspiration for her outfits, as she feels that formal attire gets too repetitive.

Meet Lea



Lea is a 23 year old master student studying Media.

She prides herself on having a unique style among her friends, one that's heavily inspired by internet fashionistas. She usually shops online, as she finds it more convenient but struggles to visualize and pair items together when selecting them from a website.

Thanks Nour



AMBITIOUS

DYNAMIC

TRENDY

SASHA

« Obstacles are those frightful things you see when you take your eyes off your goal »

Age: 28 years

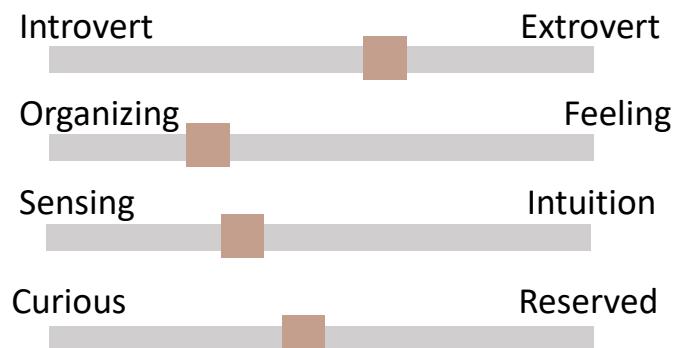
Work: Manager in finance company

Family: Single, no children

Location: Paris

Character: hard working and determined person

PERSONALITY



GOALS

- Thrive in her professional career
- Optimizing her time
- Succeeding in maintaining a sports routine and seeing friends despite her professional career

FRUSTRATIONS

- Losing time
- Feeling not efficient
- Desire to succeed everywhere both professionally and personally

PURCHASE TRIGGERS

- Sasha will love how the mirror helps him save time on her shopping sessions. Also, it will allow him to be advised in an efficient way.
- However, she might have a lot of apprehension before using this mirror for the first time because Sasha is sometimes afraid to step out of her zone of trust.

MOTIVATIONS

Incentive

Fear

Growth

Power

Social

BRANDS & INFLUENCERS

maje
PARIS



@oprah



PREFERRED CHANNELS

Traditional Ads

Online & Social Media

Referral

Guerrilla Effort & PR

Learn Products Reviews

Your Skincare Routine, Personalised

Swiss-made skincare routine tailored
to your skin, lifestyle and environment

Build Your Routine

love from
yours.

Personalise Now



Merci Karina Selewski



LAURA

“

Work takes up most of my time, but I always need to look my best in front of clients and at events. I want to find an easy accessible makeup and skincare routine that fits my needs the best but also correlates with my values.

”

PERSONAL

AGE	26
OCCUPATION	Event Planning Manager
INCOME	+52k Euro
STATUS	Engaged
LOCATION	Berlin, Germany

PERSONALITY

Extrovert		Introvert
Sensing		Intuition
Sustainable		Fashionable
Judging		Perceiving

GOALS

- Starting her own event planning company by 35
- Founding a family and building a house
- Learn about new trends and styles so that she always looks fashionable and trendy
- Higher orientation on natural and sustainable products

PREFERRED CHANNELS

Traditional Ads

Email

Mobile Applications

Online & Social Media

FRUSTRATIONS

- Not having enough time for herself
- Pressure of being „perfect“
- Finding the right balance between professional and personal goals
- Doing a lot of research before finding what she wants

BRANDS

NARS benefit stila
SAN FRANCISCO

smashbox CLINIQUÉ

RITUALS...
Dior

Merci Karina Selewski



ARIANNA

“

I love cosmetics and skincare. I like experimenting and discovering new brands in those fields. I always advise my friends about the best new discoveries.

”

PERSONAL

AGE	22
OCCUPATION	Second-Year Student (Marketing)
INCOME	+5,4k Euro
STATUS	Single
LOCATION	Paris, France

PERSONALITY

Extrovert		Introvert
Sensing		Intuition
Sustainable		Fashionable
Judging		Perceiving

GOALS

- Promoting her instagram profile up to at least 200k followers and starting to earn money as an influencer
- Being always up to date with the new fashion and trends but also sustainability
- Being a role model for others that are looking for inspiration

FRUSTRATIONS

- Not enough information about sustainable and natural cosmetic and skincare products in the shops
- Not easy to differentiate from other newcomer influencers

PREFERRED CHANNELS

Traditional Ads

Email

Mobile Applications

Online & Social Media

BRANDS

benefit
SAN FRANCISCO

TRUE
BOTANICALS

Too Faced
COSMETICS

MADE IN SEPHORA

RITUALS...

Merci Karina Selewski



BEATRICE

“

I never feel like I have enough time. I take good care of my skin and I tried a lot of products over time but with the few time I have between my job and my family I haven't found my perfect skincare routine.

”

PERSONAL

AGE	35
OCCUPATION	Lawyer
INCOME	+120k Euro
STATUS	Married, two children
LOCATION	Amsterdam, Netherlands

PERSONALITY

Extrovert		Introvert
Sensing		Intuition
Sustainable		Fashionable
Judging		Perceiving

GOALS

- Achieving more balance between family and job
- Having time to take care of herself
- Developing an interest for more sustainable products

FRUSTRATIONS

- Not able to find products that actually fit her skin changing needs
- No time for herself because of a +50h working hours
- Torn between the social pressure of showing off luxury brands and the wish to focus more on less-known natural brands

PREFERRED CHANNELS

Traditional Ads

Email

Mobile Applications

Online & Social Media

BRANDS

CLINIQUE

LA ROCHE-POSAY
LABORATOIRE PHARMACEUTIQUE

GUERLAIN

LANCÔME
PARIS

WELEDA

BIOTHERM

Creating a Persona

Contents X

- Create your value statement 5m 51s
- Chapter Quiz 4 questions
- 2. Define Your Target Customers** ▼
- Identifying customer groups 4m 43s
- Creating a customer persona** 6m 7s ●
- Measuring customer lifetime value 3m 10s
- Quantifying customer loyalty

Building an Integrated Online Marketing Plan
Creating a customer persona



0:42 / 6:07 1x CC

Workshop and Homework



Avatar Template

Marketing Plan Building Tool

- The template just posted is about your Avatar (the fictitious representation of the ideal customer group you want to have) and is intended to humanize them, making their wants and needs more apparent.
- This exercise will help you to better understand your most desired customer, thus assisting in developing a well-targeted marketing plan and promotional campaigns.

Teamwork – Customer Avatar

Using the product or service that you selected for your team identify a **very** specific customer group where you feel there is an opportunity to expand your business. Identify your ideal customer Avatar. Complete the Avatar template.

One person from your team should email me your completed template and your Avatar's ID card. Samples are shown in previous and the next slides. Copy your team members. The email title should include your team's name and "Avatar"

Deadline 18h00 Friday, Feb. 11

Team Homework Customer Avatar ID card

Create an ID card for your Avatar which maps your template with key information. Examples are shown, but you can modify them as you wish.

**Deadline 18h00
Friday, Feb. 11**

User Persona Type



A quotation that captures this user's personality."

Age: 1-100
Work: Job title
Family: Married, kids, etc.
Location: City, state
Character: Type

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Trait 1 Trait 2 Trait 3 Trait 4

Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Purchase triggers

- information shall be about motivations, behavior and what the user may like/dislike in his purchase and way to use the product

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Motivation

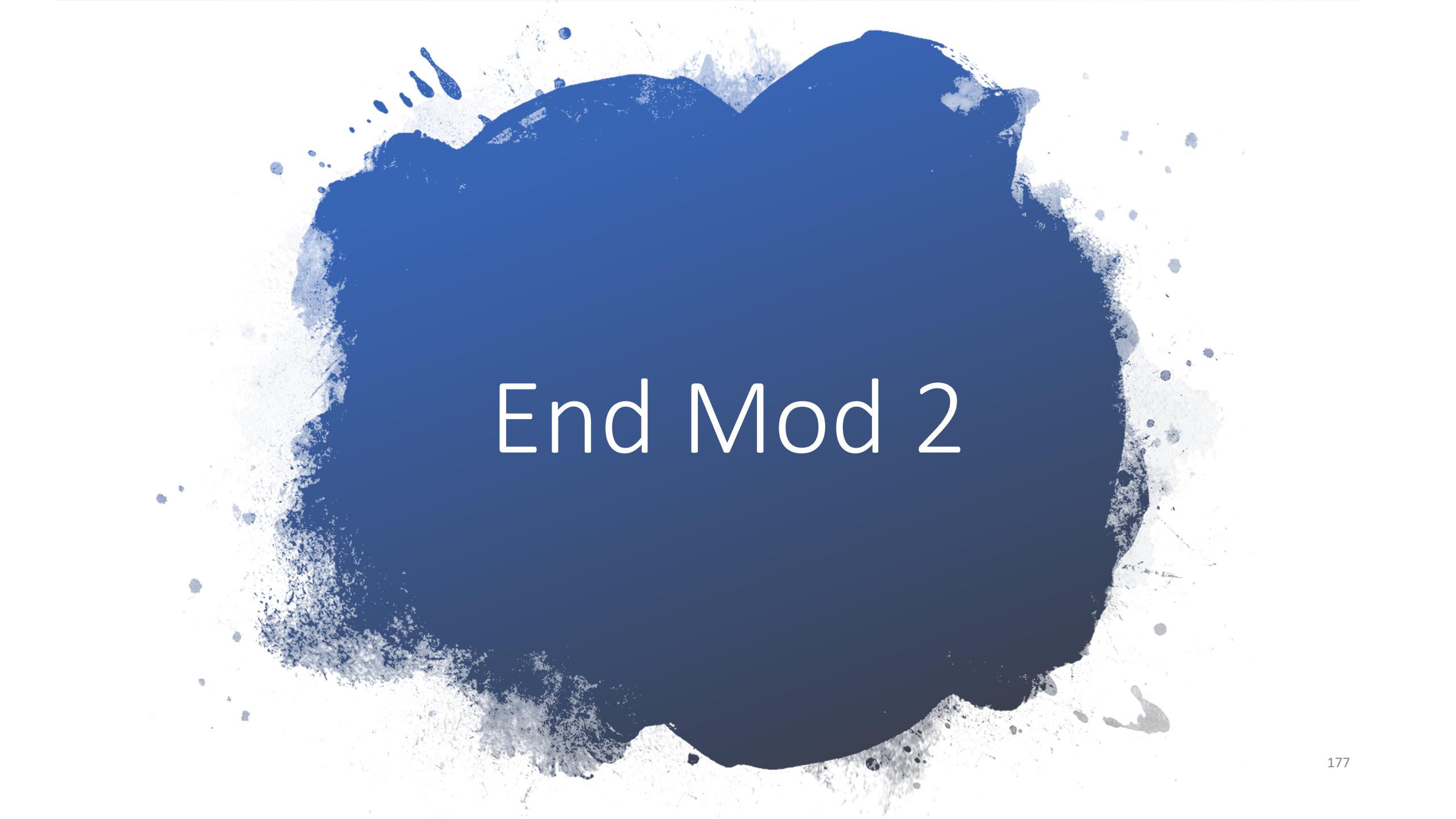
Incentive	
Fear	
Growth	
Power	
Social	

Brands & Influencers



Preferred Channels

Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	



End Mod 2

Digital Marketing and Social Media Strategy

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

Bill Manos – 2021 - 2022



Session 3

- Avatar Review
- Marketing in a Digital Economy
- Marketing Plan Strategies
- Social Media Marketing



Avatar Feedback

- Do not focus only on what you want to sell when considering the goals, values, activities or where ideal customers get their information
- Be very precise with information sources – “spray and pray” is not a successful marketing strategy.



Goals



G2 Dwam Flicks (Netflix)

- Discover new countries and new cultures are part of his future goals. Mainly Bruce wants to graduate, find a steady job in IT and raise a family in the suburbs and start a routine.
(Note: These are not about watching movies)



PASCHITA

"MANTRA to a
healthy / happy life
Starts with
healthy food."

PERSONAL:

AGE: 25 years

OCCU: Social media influencer
Student

INCOME: € 32k

STATUS: Single

LOCATI: Paris, France

GOALS:

Fitness

Sports

Model

Cooking

FRUSTRATIONS:

Diet plan preparation

Future plan dilemma

Managing both study & Modeling

Aging

PERSONALITY:

Extrovert

Fashionable

Active

PREFERRED CHANNELS:

Online and social media
mobile applications
Traditional ads

BRANDS:

SEPHORA

fitbit

OLLY

PACIFICA

esuJa

Info Sources



Precise

- He is constantly in the know of what's new in the market through channels like CNBC, Wall Street journal wtc, and blogs like WhiteCoat Investor, BigPicture. He read and recommends others to read books like Think & Grow Rich, Rich Dad Poor Dad. He reads about latest financial products and apps in investopedia blogs.
- RKOI (Rich Kids Of The Internet, Instaagram), JamesEdition (luxury marketplace space to purchase and sell the finest things in the world), hushhush.com (luxury & style worldwide online store with world's most luxurious and prestigious brands), Offline - Highsnobiety magazine (covers trends and news in fashion, art, music, and culture), Robb Report (luxury-lifestyle magazine featuring products, including automobiles, aviation, boating, real estate and watches), billboard in times square, Physical location - gym clubs, bars, yacht, jet

Info Sources

Very precise



- Francois spends about an hour a day between a Facebook group called "France Developers" and a Reddit group called "Les developpeurs de la France".
- Gym: Francois goes 4 days a week to his favorite Gym
- On the way to work everyday in the morning, Francois passes by the newspaper stand where he gets his favorite Fitness Journal. He gets to work 30 minute earlier to have his cafe and read the journal.
- Forbes Journal: Francois get information about rich and successful people in business world through Forbes section like Forbes 30 under 30's, Real time billionaires
- Kindle: Francois reads self help and technology books in Amazon Kindle
- Youtube's "Programming Geeks" channel.
- Francois like to go on Youtube to see videos of his favorite channel. It is a comedy channel about the life of developers.
- Pycon Europe
- Francois doesn't miss python conference in Europe.

Info Sources



Not precise – not helpful when Marketing

- Bruce relies heavily on the internet, although he is always skeptical of the first pages he visits he usually tries to only focus on the bad recommendations and see if they are too heavy to bear when buying a product. Bruce also takes recommendation from his younger cousins who tend to experiment new applications and softwares before him. The easiest way to get Bruce interested in a product is to display a demo of how it works (infomercials).
- Offline: Magazines, Newspapers
- Online: Social media,blogs,Posts
- Events



FAYE

'ONE DAY I WAS SITTING IN MY HOME
WATCHING NETFLIX AND I SAID, 'WHAT THE
HELL? I CAN DO BETTER THAN THAT'

PERSONALITY

Meticulous
Fastidious
Sensing
Extrovert
Creative

GOALS

- To become a critically acclaimed film maker
- Not to make huge money but to gain good name as a film maker
- Being a role model for other women film makers

FRUSTRATIONS

- Watching worthless movies because of not able to find a platform that has selective good contents
- Couldn't find many women film makers
- Understanding the business of cult films

BRANDS



PERSONAL

AGE 28
OCCUPATION Film maker
INCOME 6,3k Euro
STATUS Single
LOCATION Rome, Italy

PREFERRED CHANNELS

Traditional ads
Email
Mobile Apps
Social Media

AGE 32

OCCUPATION MANAGER ?/ CHEF

EDUCATION UNIVERSITY DEGREE

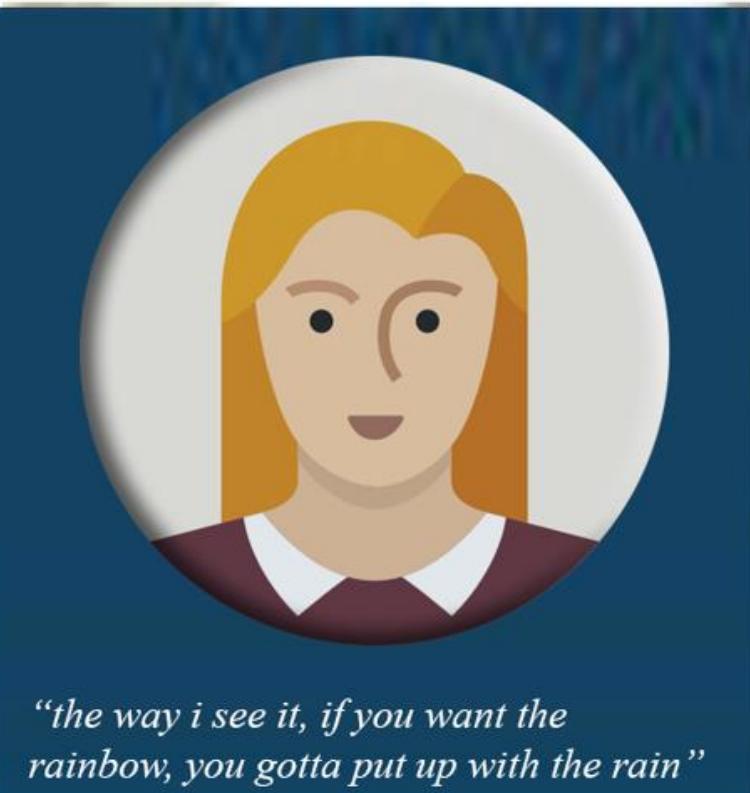
PERSONALITY INTROVERT

STATUS MARRIED

AMBITIOUS

EDUCATED

RELIABLE



MOTIVATIONS



GOALS

- Ability to manage company data safely
- Having Cloth and Shoe Shop
- Travelling the world

FRUSTRATIONS

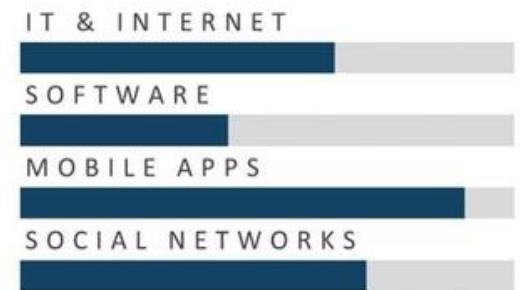
- The fear to fail makes me frustrated
- Security of my Company Data
- Less time with family and friends is frustrating

A 32 year old Manager and a Chef with so many years of experience i play games online on my leisure time and like updating myself by reading to stay ontop of the world.i am responsible, honesty and trust worthy, i like moving with honest people and dislike dishonest people.

PERSONALITY



TECHNOLOGY



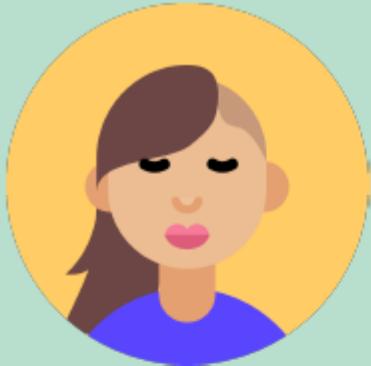
HANGOUTS

WEBSITES Shopping online

JOURNALS Wall Street Journal

PUBLICATIONS BusinessWeek
The Economist

BRANDS



Sandra Jenner

"Do the world a favor and believe in your greatness"

General info

- Age: 21 years old
- Gender: Female
- Nationality: American
- Relationship Status: Dating
- Education: Bachelor of Sociology at the University of Houston
- Income: Brand ambassador for small brands
- Spending Habits: Shopping, Social Media, Outing, Food and Travel
- Favorite Social Medias: IG and TikTok
- Type of music: R&B and Pop
- Favorite celebrity: Rihanna and Kim Kardashian
- Phone Brand Preference: Apple

Goals

- Be the number one influencer in her niche.
- Produce amazing content and go viral with every post
- Produce engaging content with captivating captions
- Collaborate with big brands on promoting products

Online

Travel news
Daily happenings around the world
Fashion blogs
Social media platforms like Instagram and Tiktok

Offline

On-campus events
Advertising section or pages of newspaper could be a good choice

Physical locations

Shopping centres
Restaurants
Social-events

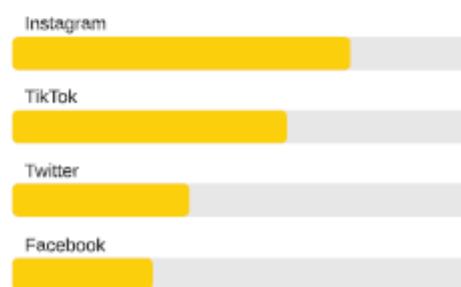
Values



Personality



Preferred channels



Brand logos



Activities

- Shopping
- Books
- Movies
- Blogs
- Articles
- Music
- Reviews
- Design
- Ideas
- Social Media

Hangouts

- Online debates
- Restaurants
- Café
- Music concerts
- Discussion forums

Business Interests

- Automate copy for Social Ads
- Blog writing
- Creating captions for daily posts
- Brand Collaborations
- Pop Music

Challenges and pain points

1. Measure Campaign Performance
2. The Pressure of Keeping an Image
3. Keeping an ALWAYS ON strategy
4. Building a strong creative strategy

Psychographics

Sandra is very joyful young lady. She loves social media, understands the opportunity that it offers to young people and plans on taking full advantage of it. She enjoys living a high life and sharing it with her followers. Restaurants, Travels, Hotels, Expensive spots are part of her everyday life. She dislikes outdated methods and boring things.

Online Searches

- Advertising and branding collaborations
- Hooks for their content
- Keywords in describing their profile
- New restaurants in the town
- Social Events
- Unique caption for the posts

Roadblocks

1. Money as it is a paid subscription
2. Technical difficulties on User Interface



Marketing in the Digital Economy

- Online meets Offline
- Style meets Substance
- Machine-to-Machine meets Human-to-Human

Marketing 4.0

- Combines online with offline
- Blends style with substance
- Authenticity is asset #1
- Traditional vertical approach before Marketing 4.0
 - Segmentation and targeting - hunter and prey; made without the consent of the customers
 - Selling the 4 Ps
 - One-way messages – often considered spam

Marketing 4.0

- Communities are the new segments
 - Formed by customers
 - Permission marketing – confirmed by the EU's General Data Protection Regulation (GDPR)
 - Commercializing the 4 Cs (slides follow)
 - Customer community confirmation

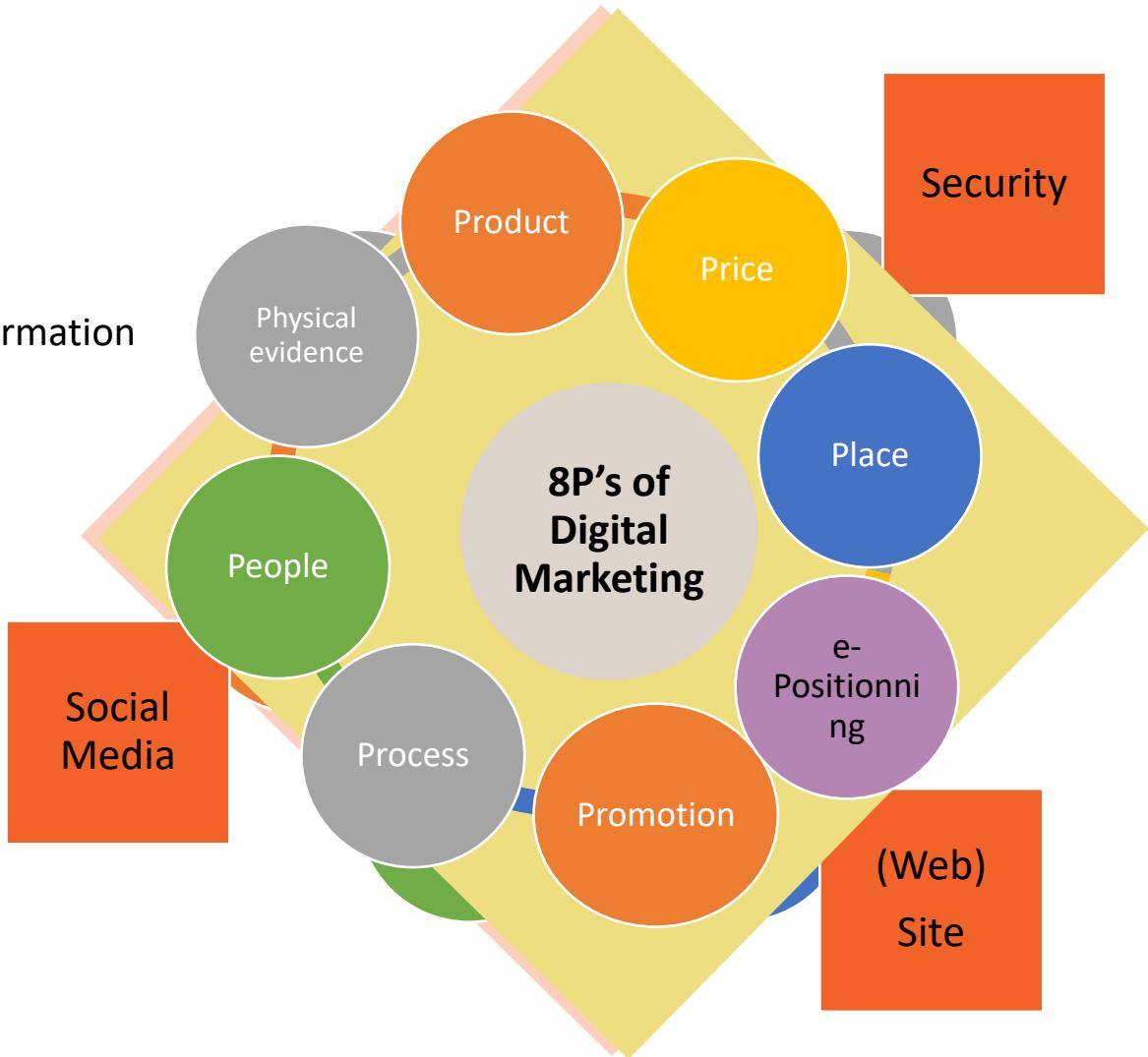
Digital Marketing Mix

Physical evidence

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

Process

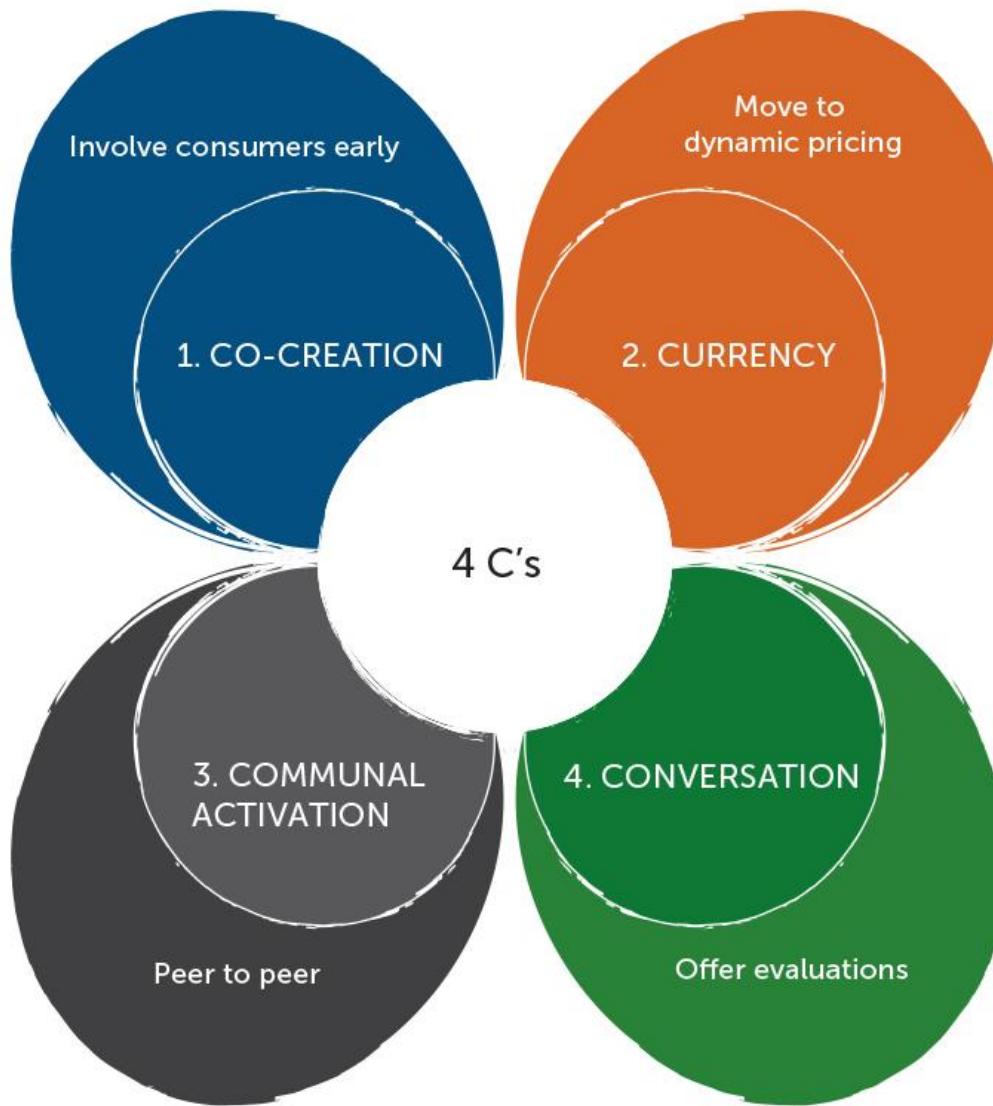
- Build the product
- Ease the delivery
- Front office process
- Back office process



Original 4P's



4Ps to Connected 4Cs



The Connected 4 Cs

- 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

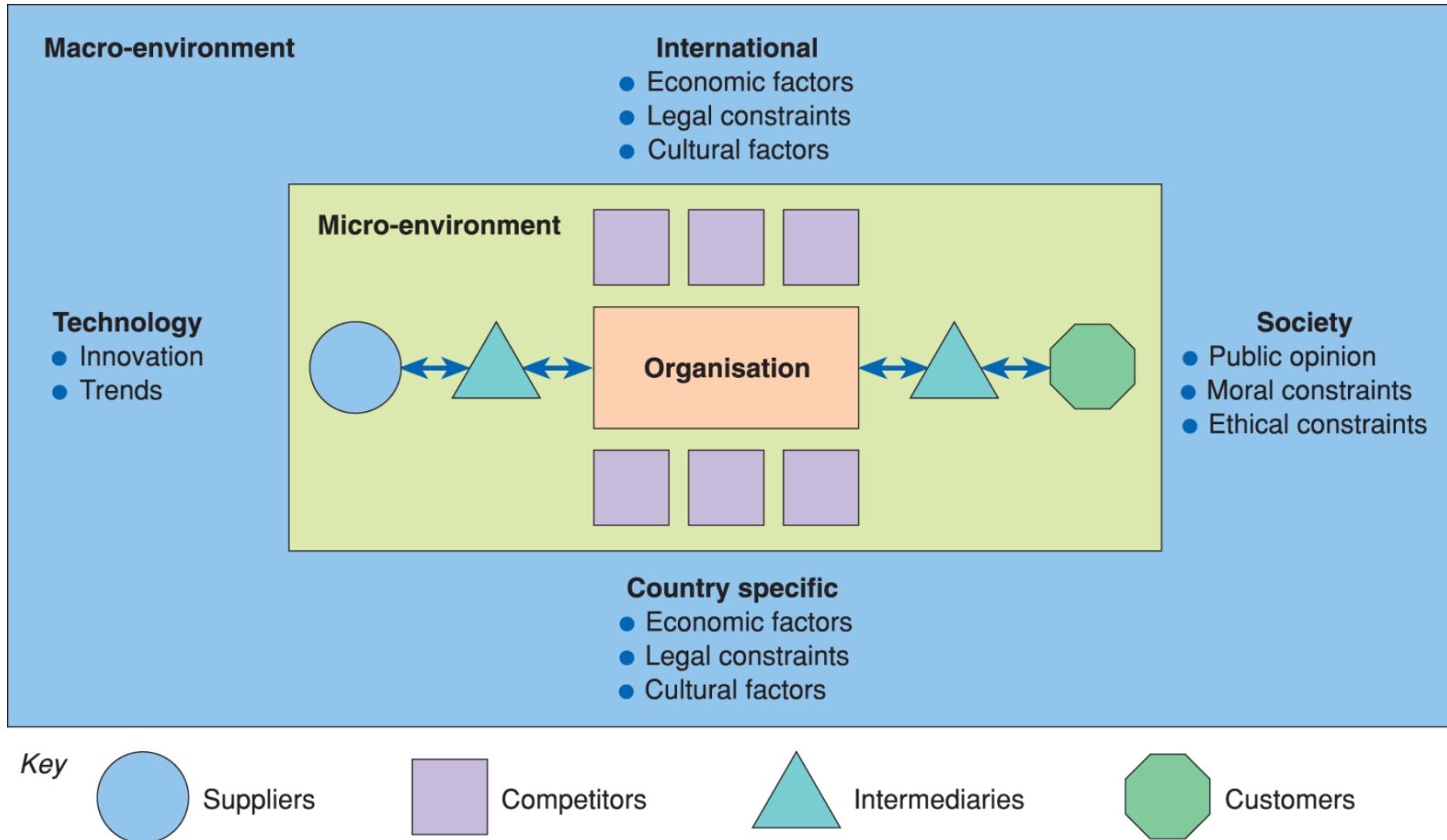
The Connected 4 Cs

- 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

“The goal of an innovative company
is not to do business with customers
who need what you have but to do
business with customers who believe
what you believe.”

Simon Sinek, TED Talk on Innovation

Digital Marketing Situation Analysis



Technological forces

- In the digital world, changes in market forces are increasingly rapid. Firms should respond to these changes, emerging opportunities and threats by developing strategic agility.

Key factors to consider:

- Internet technology
- Cyber security
- How to develop secure systems
- Mobile and SMS messaging and applications
- Mobile Apps
- Wi-Fi and Bluetooth wireless applications
- Emerging technologies



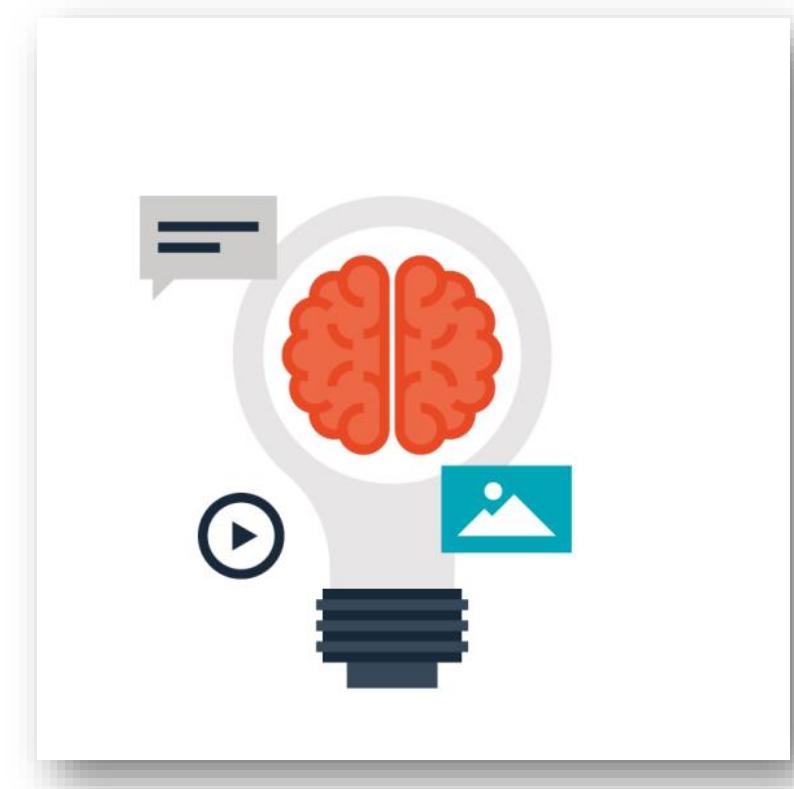
Economic Forces

- Economic growths
- Market growth and employment
- Interest and exchange rates
- Globalization
- Economic disruption (i.e. COVID)



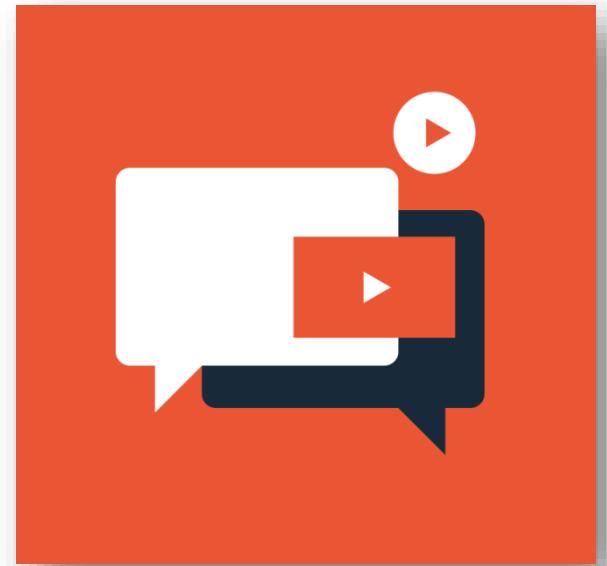
Political forces

- Political control and democracy
- Internet governance
- Taxation
- Tax Jurisdiction



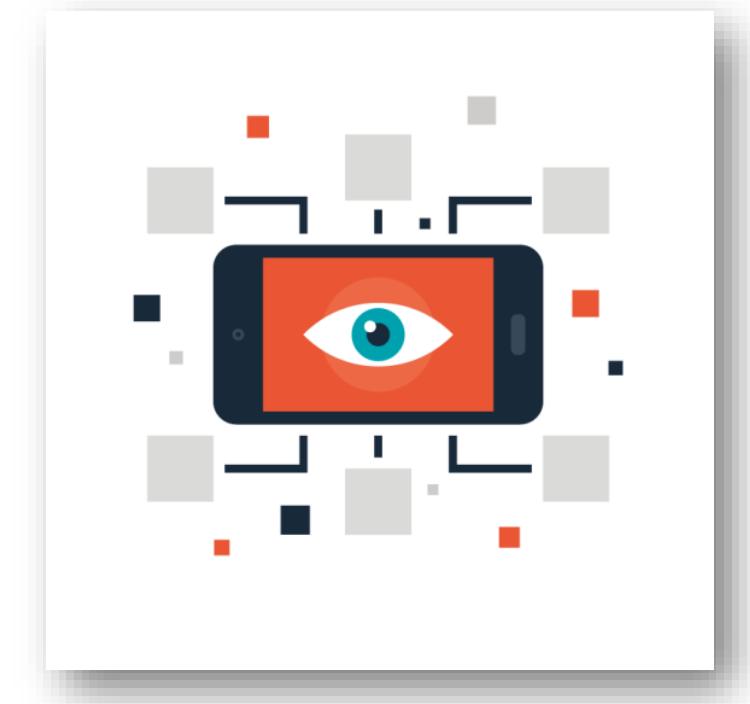
Legal forces

- Data protection and privacy law
- Anti-spam legislation
- Disability and discrimination law
- Brand and trademark protection
- Intellectual property rights
- Online advertising law



Social forces

- Demographics
- Culture
- Social exclusion



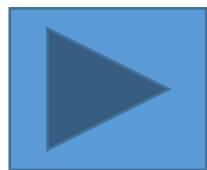
7 Ps Marketing Mix – Using the Internet

Using the Internet to vary the marketing mix

Product <ul style="list-style-type: none">• Quality• Image• Branding• Features• Variants• Mix• Support• Customer service• Use occasion• Availability• Warranties	Promotion <ul style="list-style-type: none">• Marketing communications• Personal promotion• Sales promotion• PR• Branding• Direct marketing	Price <ul style="list-style-type: none">• Positioning• List• Discounts• Credit• Payment methods• Free or value-added elements	Place <ul style="list-style-type: none">• Trade channels• Sales support• Channel number• Segmented channels	People <ul style="list-style-type: none">• Individuals on marketing activities• Individuals on customer contact• Recruitment• Culture/ image• Training and skills• Remuneration	Process <ul style="list-style-type: none">• Customer focus• Business-led• IT-supported• Design features• Research and development	Physical evidence <ul style="list-style-type: none">• Sales/staff contact• Experience of brand• Product packaging• Online experience
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Coca-Cola; Share a Coke

Personalized, physical and social engagement – combines online with offline



<https://www.youtube.com/watch?v=sGjQnGio5mw>

Coca-Cola; Share a Coke



Brand Management | Featured Stories

The country on a can; Coca Cola Egypt latest campaign

A promotional image for a Coca-Cola campaign. Two red cans are standing upright on a sandy beach, facing each other. The can on the left has "Abdu" printed on it, and the can on the right has "Fatima". In the background, there's a bright blue sky and a calm ocean. A large, solid red circle is positioned in the upper left corner of the image area.

Share a
Coke na...

#ShareaCokeKE

 Behance

Share a Coke - Central, East and West Africa on Behance

Visit

Share a **Coke** with...

Coca-Cola; Share a Coke

- Multichannel
 - newspapers, TV, public displays, social media, outdoor events
- Call to Action
 - “Share” not “Buy”
- Personalization



Coca-Cola; Share a Coke





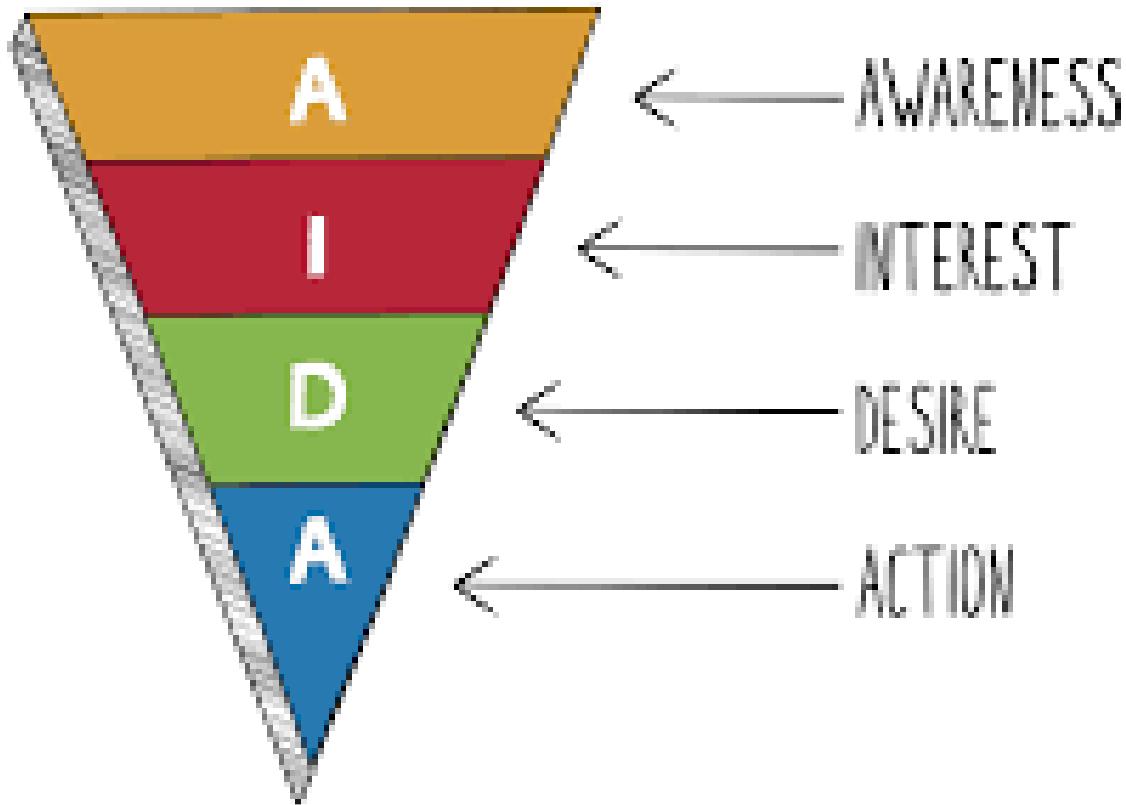
- Attendees could SMS companion's name to the event organizers
- Chosen ones were shown live on a large outdoor, inner-city display
- Return MMS with a professional photo to be shared on social media

Classic Marketing Models

- <https://www.smartinsights.com/digital-marketing-strategy/online-business-revenue-models/marketing-models/>



THE AIDA MODEL

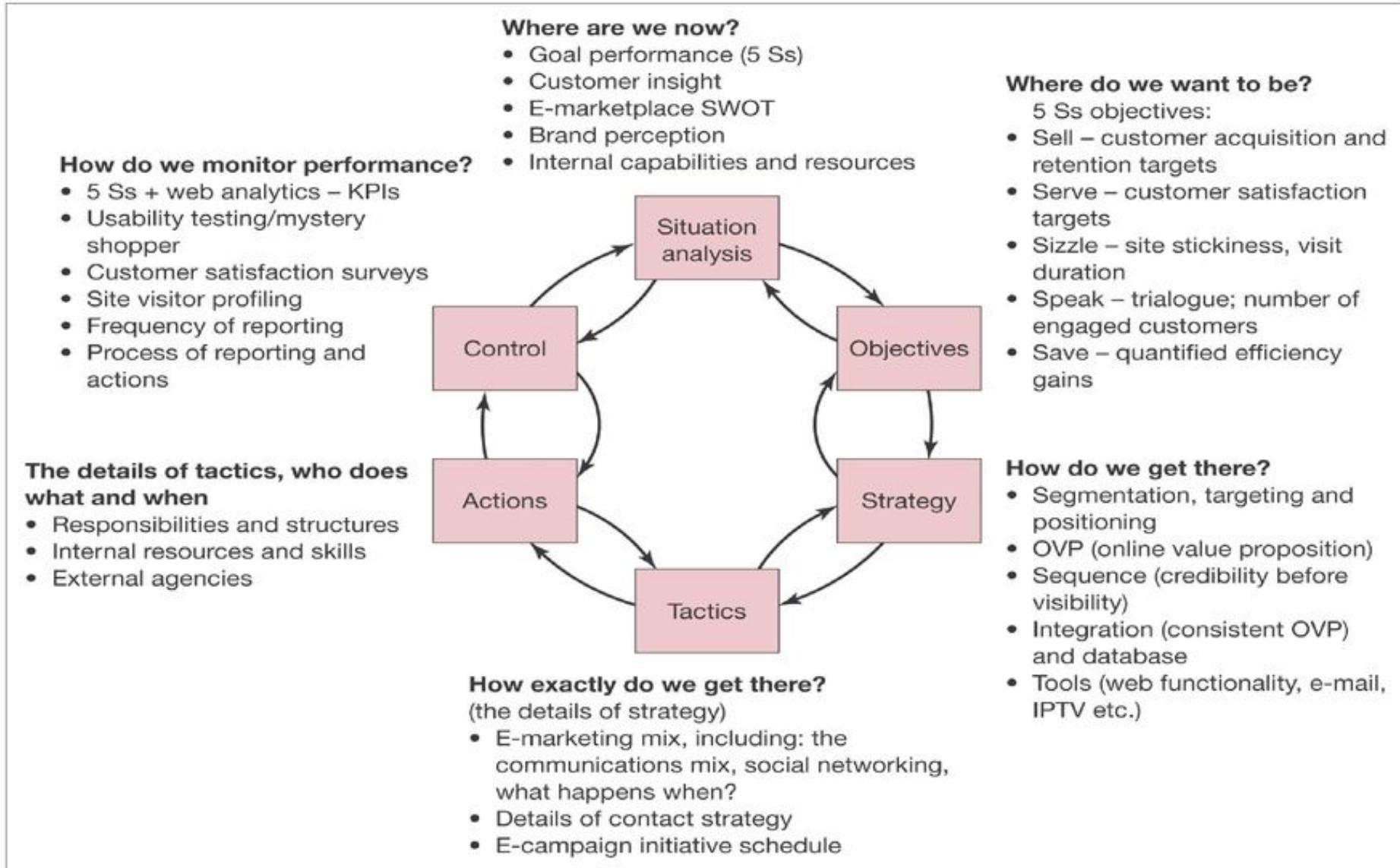


The **AIDA model**, tracing the customer journey through Awareness, Interest, Desire and Action, is perhaps the best-known marketing model amongst all the classic marketing models

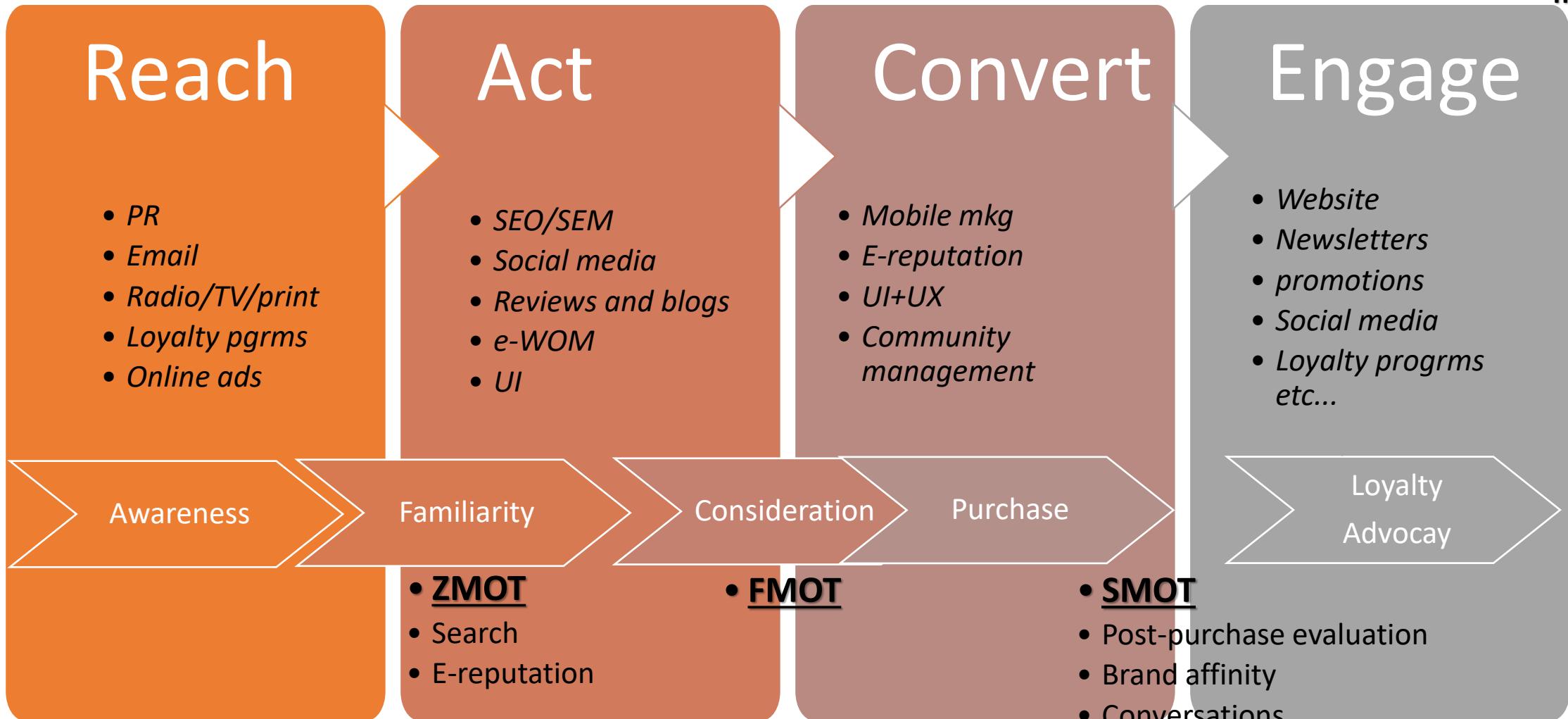
SOSTAC



SOSTAC – in a digital environment



The augmented online customer journey map



SOSTAC® Digital Marketing Plan outline incorporating RACE

SITUATION				
Analysis of current company marketplace performance and opportunities				
Plan	Reach	Act	Convert	Engage
<ul style="list-style-type: none">• Create Digital SWOT• Customer• Competitors• Intermediaries• PEST/SLEPT• Internal performance, capabilities and governance	<ul style="list-style-type: none">• Digital footprint/search visibility• Social amplification and reputation• Awareness building• Campaign/• Always-on use• Content assets	<ul style="list-style-type: none">• Customer journeys• Value proposition• Engagement devices• Social outpost engagement tools and content• Permission marketing profiling and welcome	<ul style="list-style-type: none">• Conversion funnel• Value proposition• Review of automated email follow-up	<ul style="list-style-type: none">• E-communications effectiveness• Satisfaction gap analysis• Social conversations and advocacy
OBJECTIVES				
Setting SMART objectives for the future to track through KPIs in CONTROL				
Plan	Reach	Act	Convert	Engage
<ul style="list-style-type: none">• Management dashboard	<ul style="list-style-type: none">• Visits unique visitors• Share of search	<ul style="list-style-type: none">• Lead conversion rate % (on/off)	<ul style="list-style-type: none">• Sale conversion rate % (on/off)	<ul style="list-style-type: none">• Customer satisfaction (NPS)

Zero Moment of Truth



<https://www.youtube.com/watch?v=EPBZMbRp59k>

The Digital Customer Path



Advocacy



Have a Social Media Strategy

The Strategy Problem

Strategy: What It Isn't

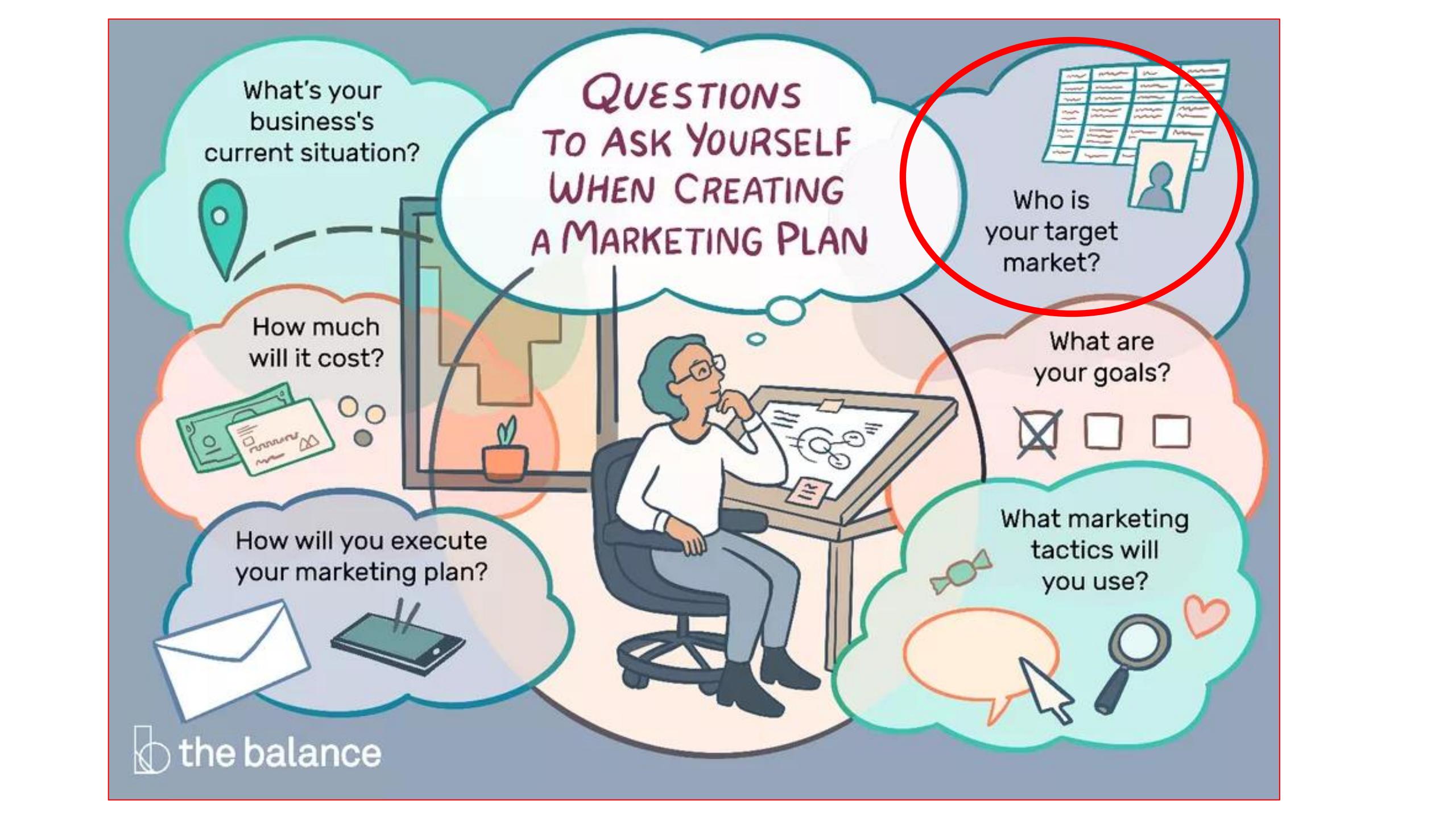
- “We have a Facebook strategy”
- “We have an Instagram strategy”
- “We have a content marketing strategy”
- “We have a search strategy”

These are tactics.

A screenshot of a LinkedIn Learning video player. The interface includes a top navigation bar with 'in LEARNING', 'Browse', a search bar ('Search for skills, subjects or software'), and user icons for 'Home', 'My Learning', 'Notifications', 'Me', and 'EN'. Below the navigation is a large blue play button. To the left of the video frame is a 'Contents' sidebar with the following structure:

- Introduction
- Welcome (2m 6s)
- The strategy problem (4m 25s) ✓
- 1. Find Your Business Strategy
- 2. Define Your Target Customers
- Identifying customer groups (4m 43s) ○

On the right side of the player, there is a video frame showing a man in a suit, Matt Bailey, speaking. Below the video frame, his name and title are displayed: **Matt Bailey**, Author, speaker, President of SiteLogic.



QUESTIONS TO ASK YOURSELF WHEN CREATING A MARKETING PLAN

What's your business's current situation?



How much will it cost?



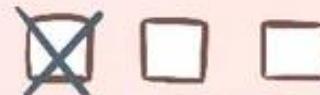
How will you execute your marketing plan?



Who is your target market?



What are your goals?



What marketing tactics will you use?



the balance

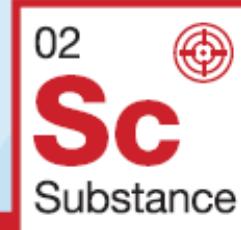
The 5 Catalysts of Digital Marketing Strategies



Advances in data, modeling, and analysis allow precise measurement and management of customer decisions and more targeted spending.

Marshal big data and analytics for insights into choices along decision journeys.

Use data from sensors and video that track in-store behavior to improve merchandising.



Marketers can directly shape the business by evolving the customer experience and the development of products and services.

Harness consumer desires and needs to provide functional benefits—from auto safety to shopping convenience.

Make the case for customer care initiatives and for consistency in the customer experience.



The ways to tell a story are morphing continually, drawing on richer digital interactions and more powerful communications tools.

Learn to relinquish control of stories as customers interpret and modify them on social media.

Understand how to best access creativity given talent scarcity and evolving relationships with advertising agencies.

The 5 Catalysts of Digital Marketing Strategies

04
Sp
Speed

Consumer preferences, market dynamics, and product life cycles change with stunning velocity in a digital economy.

Develop the management skills and organizational clout to bring cross-functional teams together swiftly.

Achieve a shared vision with product developers to facilitate a speedy response to market changes.

05
Si
Simplicity

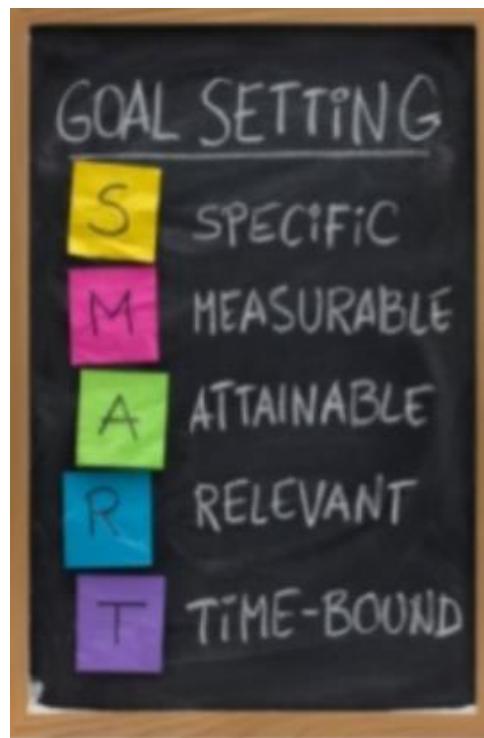
Complexity is the enemy of speed and leading marketers are seeking greater simplicity.

Reduce or eliminate hierarchies, silos, communications gaps, and redundancies within the organization.

Simplify working relationships with advertising and other media agencies.

Tactics

Actions to deliver and support a Marketing Strategy





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

Social Media Marketing

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



Balance Your Social Media Message



Balance Your Message:

- **Promote your products**
- **Share Industry/Lifestyle News**
- **Converse with customers**



Social Media Marketing Channels

- **Seeker channels**
 - function like search engines where content is discovered and consumed; i.e. YouTube, Pinterest
 - suited for social influencing and social selling
- **Engagement channels**
 - used to engage and connect with others ; i.e.Twitter, Facebook, LinkedIn
 - suited for social listening and social networking

Listening

- Monitoring and responding to praise or criticism on social networks
- Choose a social listening tool:
 - <https://financesonline.com/top-20-social-media-monitoring-tools/>
 - HubSpot Marketing, Buzzsumo, Google Alerts, Zoho Social, Qwya, Hootsuite
- Keywords might be brands, topics, competitors, influencers and the names of your public-facing employees

Social Listening

[Platform](#)[Plans](#)[Enterprise](#)[Education](#)[Contact Us](#) [Log In](#)[Sign Up](#)[Scheduling](#)[Content curation](#)[Analytics](#)[Monitoring](#)[Team management](#)[Contests](#)[Security](#)

People are talking. Make sure you're listening.

Our social media monitoring tools let you effectively track topics that matter—then respond quickly.

A screenshot of the Hootsuite Monitoring dashboard. The interface includes a header with navigation links like Scheduling, Content curation, Analytics, Monitoring (which is highlighted in dark grey), Team management, Contests, and Security. Below the header is a large, semi-transparent text overlay: "People are talking. Make sure you're listening." and "Our social media monitoring tools let you effectively track topics that matter—then respond quickly." At the bottom of the dashboard, there are three preview cards: 1) "Review Trackers" showing a review from "New York - New York Hotel & Ca..." with a 5-star rating. 2) A feed item from "Jim Nicholls @jnm.nicholls just now" about a beautiful day at the office. 3) A feed item from "REIA.io (Hack Day) @hackday_reia 21 mins ago" about inventors starting their day with coffee. A prominent green "Compare Plans" button is located in the center of the dashboard area.

Social Media Management and Analytics Tools

[Solutions ▾](#)[Features](#)[Pricing](#)[Blog](#)[Login](#)[Get Started](#)

Learn how quintly can improve your social media strategy.

Get in-depth data on all your social channels and enjoy detailed analytics, with customizable metrics, dashboards and reports to help you benchmark your numbers and improve your online performance.

Influencer Marketing



Over the past decade, influencer marketing has gone from a fringe concept to an industry worth around \$6.5bn in 2019. Almost half of marketers spent more than 20% of their budget on influencer posts. Influencer marketing – the business of brands paying social media celebrities to advertise their wares – has become a well-established marketing tactic.

Wikipedia

How to Find the Right Influencers

- **Determine the big-name influencers.** Check out sites that select the best related blogs
- **Look at the comments that are posted in their blogs.** People who are informally influential are often frequent commenters to those sites.
- **Don't always choose the influencer with the largest audience.** That influencer may not have the time or interest to engage with you. Find people who have mid-size audiences.
- **Begin a dialogue with an influencer via email.** Demonstrate that you are interested in a mutually beneficial relationship.
- **Get on an influencer's radar screen before you contact them.** Comment on their blog posts, get on their email list. Show interest in their point of view.

Workshop SMAP



Social Media Action Plan Template

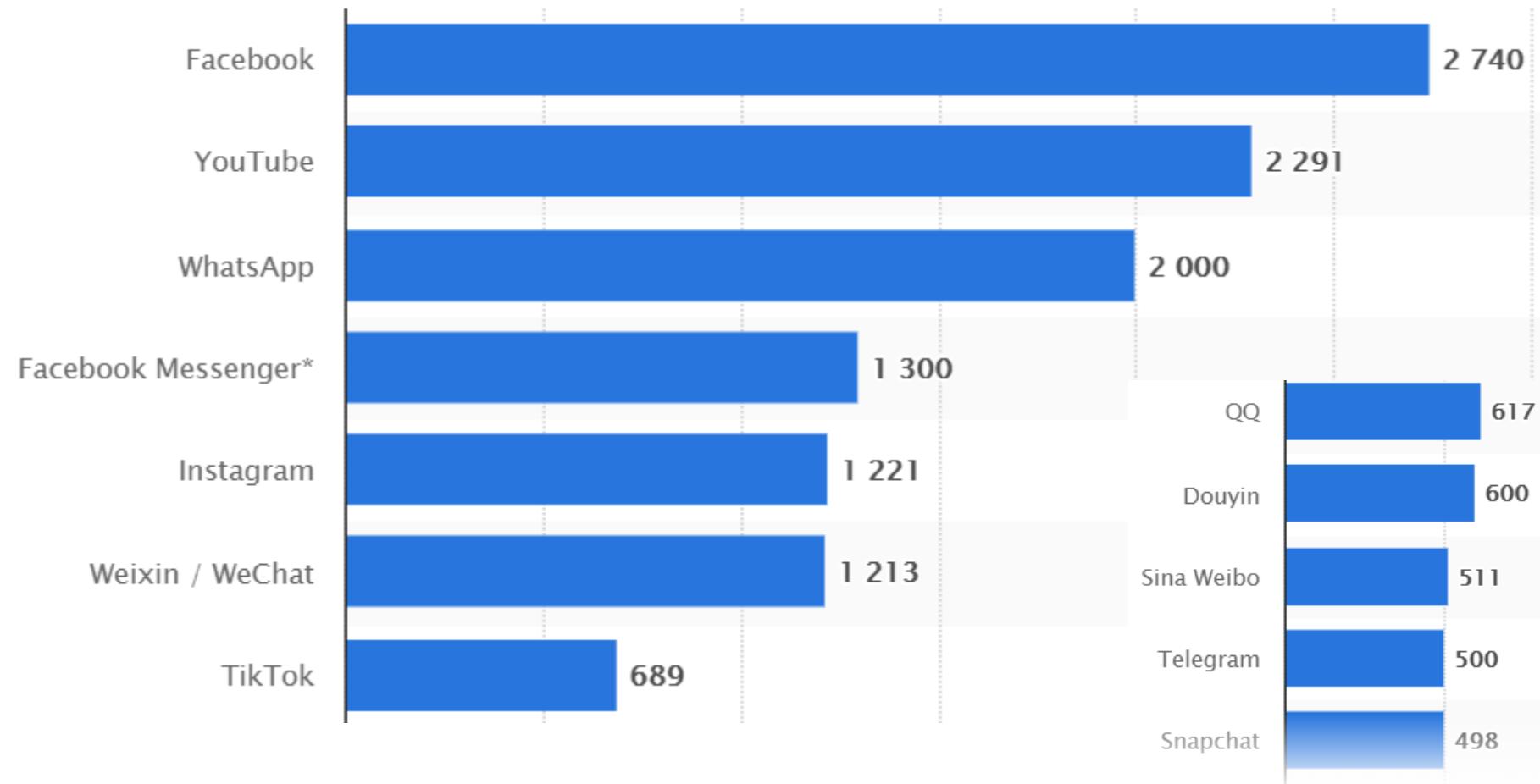
- Review of SMAP file that was just posted

Some Social Media Platforms to Consider

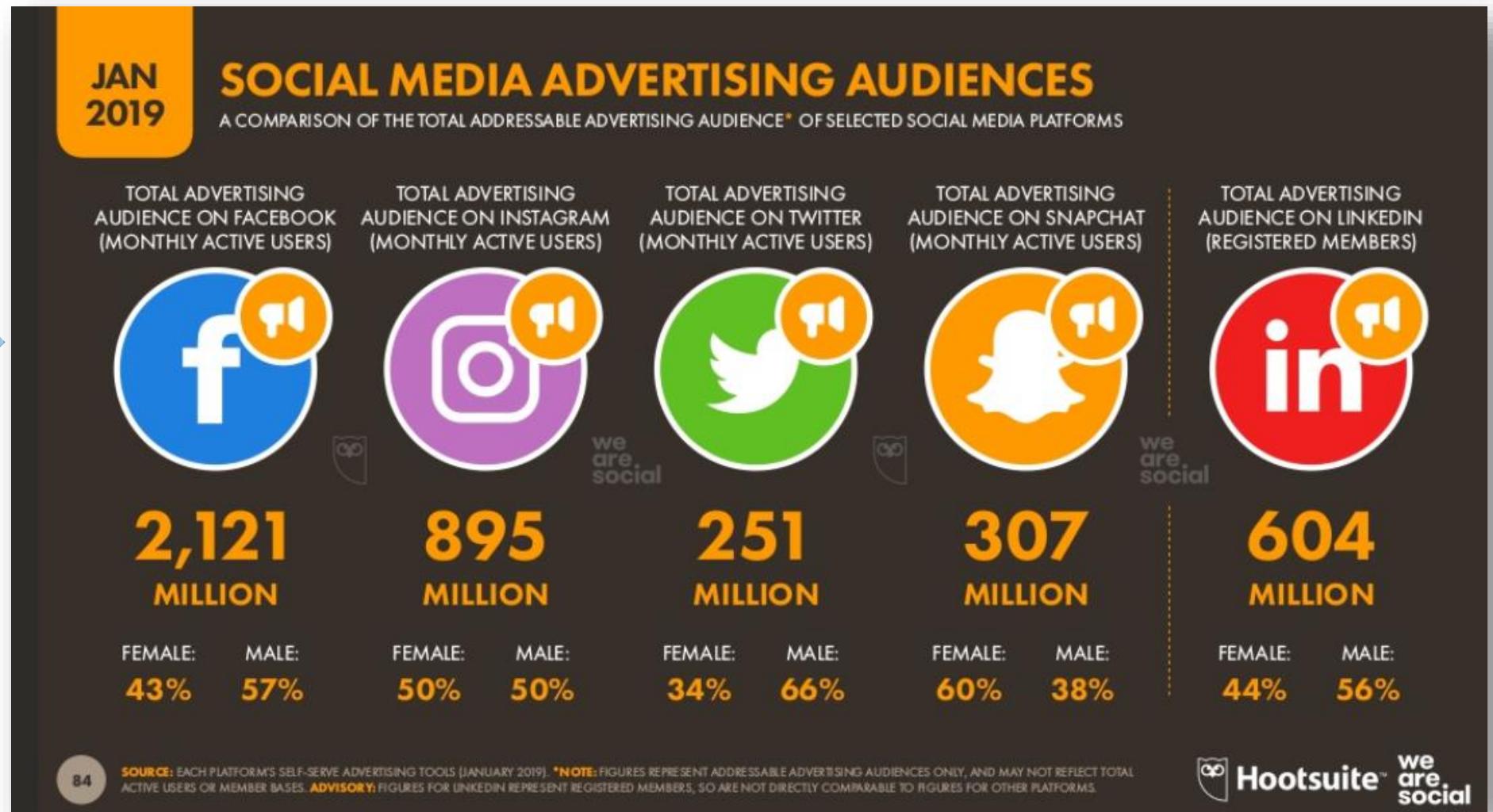
- Facebook
 - Messenger
- LinkedIn (owned by Microsoft)
 - LinkedIn groups
- Twitter
- YouTube (owned by Google)
- Pinterest
- Instagram (owned by Facebook)
- Tumblr (owned by Yahoo!)
- Flickr (owned by Yahoo!)
- Vimeo (owned by IAC/InterActiveCorp)
- Yelp
- Snapchat
- Foursquare (or other local search & discovery apps)
- Google+
- Offerpop
- SlideShare
- StumbleUpon
- Flipboard
- Nextdoor
- Blogs – name yours

Most popular social networks worldwide as of Jan. 2021

Ranked by the number of monthly active users in millions



Social networks: different user profiles (gender)

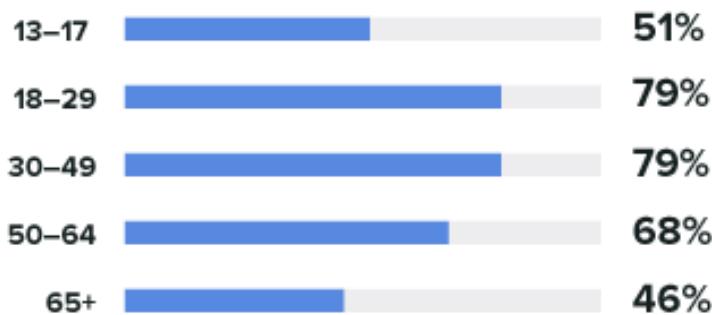


Instagram vs. Facebook users (age profiles)

Example in the USA - 2020

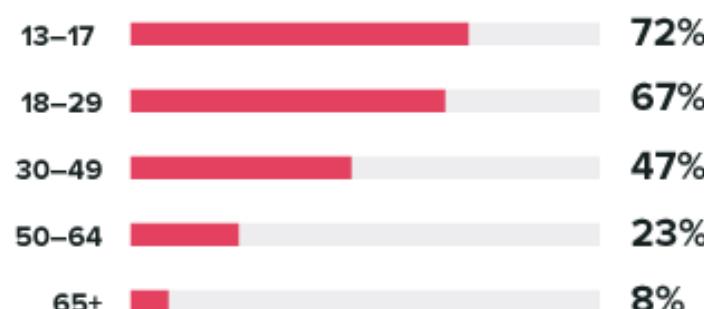
Facebook

Age



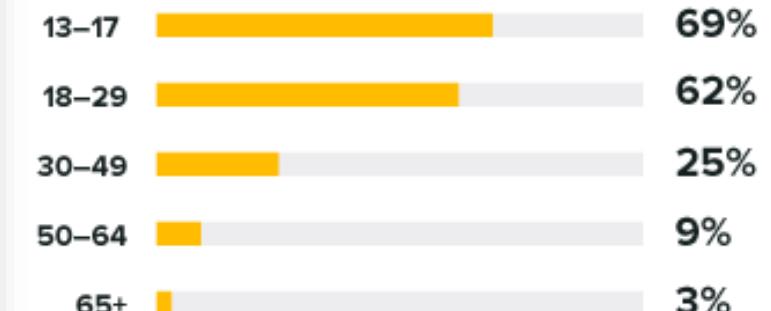
Instagram

Age



Snapchat

Age



- Big differences / country
- Dive deeper into user profile differences on « Sprout Social » or « Hootsuite We are Social »

Chinese specificities



1 WECHAT (2011)

1.2+ BILLION ACTIVE MONTHLY USERS

- Instant messaging (text, video & voice)
- Users can become fans of brands
- Shopping & Booking

+-- WhatsApp + PayPal + Facebook



2 Tencent Video (2011)

900+ MILLION USERS

- Watch dramas & videos

Online Video Site



3 QQ (1999)

659+ MILLION ACTIVE MONTHLY USERS

- Instant messaging
- Games & Music & Blog
- Online social communities

Online Social Platform
(Most of users are generation Z)



4 iQIYI (2010)

500+ MILLION ACTIVE MONTHLY USERS

- Watch dramas & videos

Online Video Site



5 SINA WEIBO (2009)

445+ MILLION ACTIVE MONTHLY USERS

- Microblogging
- Information source
- Video hosting

+-- Twitter with more content characters



6 XIAO HONG SHU (2013)

300+ MILLION USERS

- Guide for lifestyle & consumer decisions
- E-Commerce platform
- Lifestyle communities

+-- Instagram + E-commerce platform

Chinese specificities

7



BAIDU TIEBA (2003)

300+ MILLION USERS

- Online Communities
- Topic boards
- Commenting

+-- Reddit

8



Zhihu (2011)

220+ MILLION ACTIVE MONTHLY USERS

- Online Q&A Community

+-- QUORA

9



Bilibili (2009)

197+ MILLION ACTIVE MONTHLY USERS

- Watch videos
- Live broadcast
- Contribution profit

+-- YouTube

Line, 2011

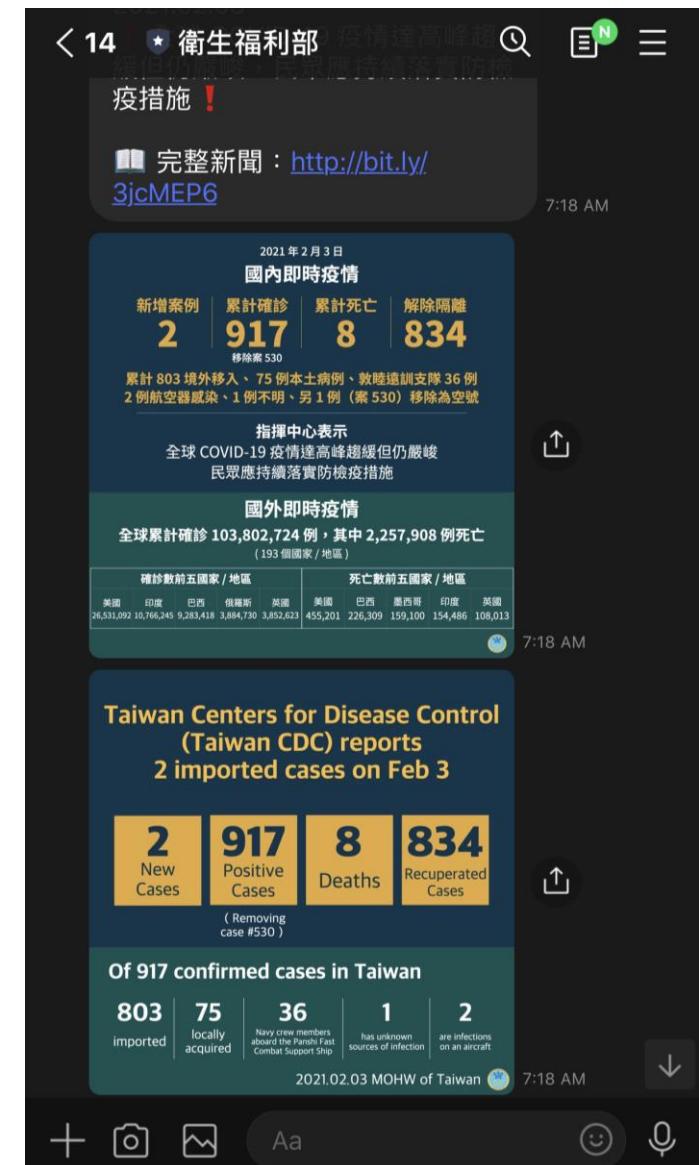
Japan, Taiwan, Thailand, Indonesia



164+
MILLION ACTIVE
MONTHLY USERS

- Instant messaging
- E-payment, cashback, coupon
- Blog
- Business account
- Customized stickers
- Information:
shopping, traveling, music

Facebook + Whatsapp + Paypal





Line

- <https://www.statista.com/topics/1999/line/>
- <https://line.me/en/>
- LINE is a Japan-based, cross-platform mobile messenger app with about 84 million monthly active users in its home market as of 2020. LINE clearly dominates the mobile messaging market in its home country. Other key markets are Taiwan, Thailand, and Indonesia.

Slack

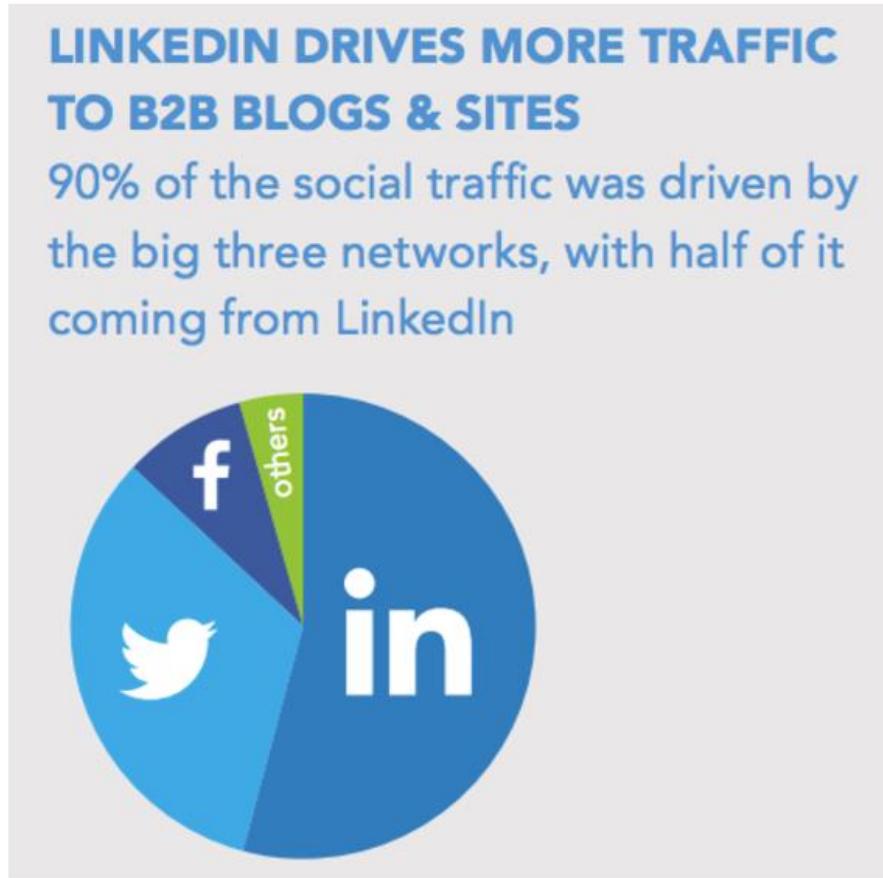
- **How to Integrate Slack and Facebook Ads**



<https://revealbot.com/blog/slack-facebook-ads/>

LinkedIn – Great for Business to Business

Not just for job hunting



 LinkedIn Marketing Solutions
Promoted

+ Follow ...

You're only a few steps away from generating high-quality leads on LinkedIn. Get started with LinkedIn ads. <https://lnkd.in/grr3G6V>

80% of social network B2B leads come from LinkedIn.

Social Network Purpose Comparison

Facebook	Instagram	Twitter
Publishing content	Visual stories	Breaking news, quick updates
<ul style="list-style-type: none">- Reaches wide range of groups with a single publication.- Encourages dialogue and deepening on subjects relevant to brands.- Provides opportunity of increasing web traffic.- Offers possibilities for more detailed information about proposals, products and brand's identity.	<ul style="list-style-type: none">- Fully oriented towards visual content, which is ideal for displaying products.- Enables the use of hashtags for indexing and amplifying content's exposure.- Has one of the highest interaction rates on the audience's part.- Offers the possibility to directly and easily share content on other Social Networks.	<ul style="list-style-type: none">- Possibility of indexing your content through the use of hashtags (#).- Enables finding information instantly, such as real-time news linked to companies, events and businesses.- Invites people to "join the conversation" through generating dialogue with real and potential clients.- Through the Trending Topic or Tendencies, enables knowing what is most talked about thing on Social Media in each city.

Team Homework Exercise

Complete Page 1 in the Social Media Action Plan template with specific, well-developed detailed answers. (Once you complete your work, it will no longer fit on one page.) You do not need to go further but can look ahead to see what's coming next.

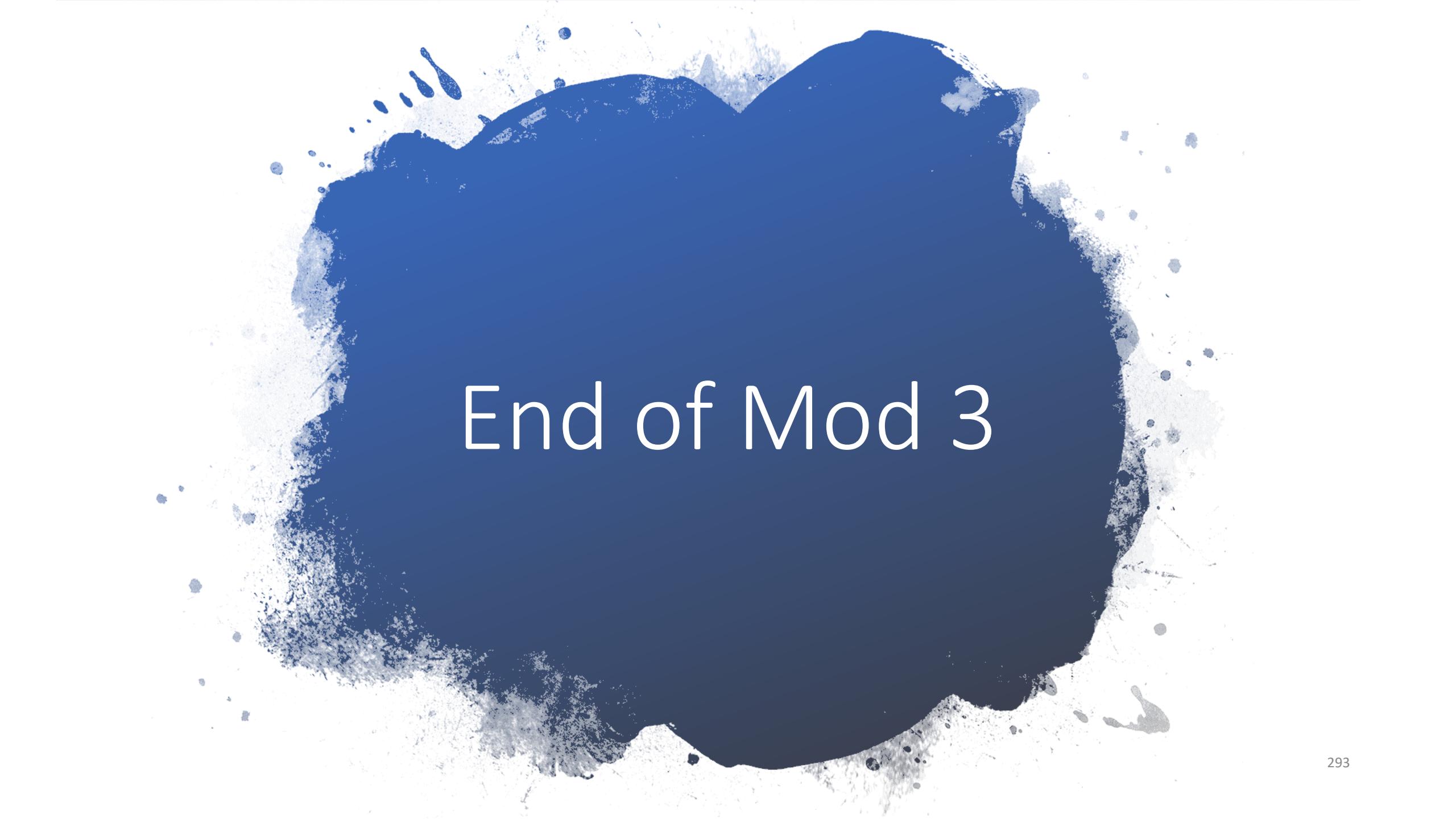
One team member should email me and copy the others. Your email title and the title of your MS Word attachment must be your team's name and SMAP.

Due by 18h00 on Monday, Feb. 21

Next class

- Content Marketing
- SMAP review
- Social Media Strategy
- Searches – SEM, SEO





End of Mod 3

Digital Marketing and Social Media Strategy

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

Bill Manos – 2021 - 2022



Mod 4

- Content Marketing
- SMAP review
- Social Media Strategy
- Searches – SEM, SEO



menti.com

Code: XXXX XXXX

You must sign in with your first and last name to receive a grade.
(At least as many characters as will fit if you have a long last name)



Exam: March 21, 14h30 - 16h00 both groups

- Part 1
 - Written exercise with reflective questions to demonstrate what you learned in the course
 - Without phones, computers or notes



- Part 2
 - Online test, laptop needed





1-800-664-9073 Con

Products Resources Support Company COVID-19 Salesforce+

(RED) IS A TRAILBLAZER

(RED) is on the trail to fight global health emergencies like AIDS and COVID-19 with Salesforce.

WATCH THE STORY



<https://www.salesforce.com/customer-success-stories/red>

(RED) Socially Responsible Content Marketing

[HOW \(RED\) WORKS](#)[OUR IMPACT](#)[PRODUCTS](#)[PARTNERS](#)[GET INVOLVED](#)[\(RED\)ITORIAL](#)[ENGLISH](#)

**(RED) HAS GENERATED OVER \$600 MILLION DOLLARS FOR THE AIDS FIGHT
WITH THE HELP OF OUR PARTNERS AND SUPPORTERS.**



**\$270+ million from Apple
(as of Dec. 2021)**

DREAM ADVENTURES



Brand: Expedia + St. Jude Children's Hospital

Content type: Interactive content/virtual reality

Why we love it:

Expedia recognizes just how powerful an impact travel can have on a person's worldview. Though cancer-stricken children undergoing treatment at St. Jude Children's Research Hospital may not be able to experience the energizing effects of travel firsthand, Expedia has found a way to bring the world to them. As the above film demonstrates, through the use of virtual-reality camera technology, interactive live streaming, and a specially built screening room, Expedia's Dream Adventures takes St. Jude patients on explorations of places like jungles and exotic seascapes, and helps them transcend their physical



Content Marketing

<https://www.youtube.com/watch?v=2wQQh5tbSPw>

Initiating Conversations with Powerful Storytelling

◆ **Content Marketing**

= A marketing approach that involves creating, curating, distributing and amplifying content that is interesting, relevant, and useful to a clearly defined audience group in order to create a conversation about the content.

(Kotler et al., 2017)

- High-quality original content
- Interesting stories about the brand





Flight Simulators -
Space Shuttle Cockpit



ECN-13409

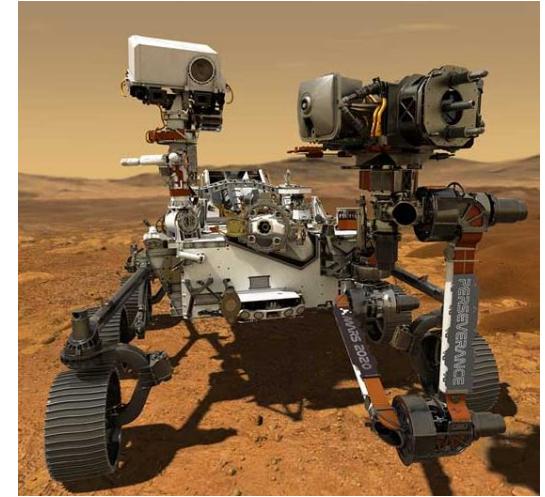
July 15, 1980
NASA Photo / NASA

NASA TV

Ames Research Center

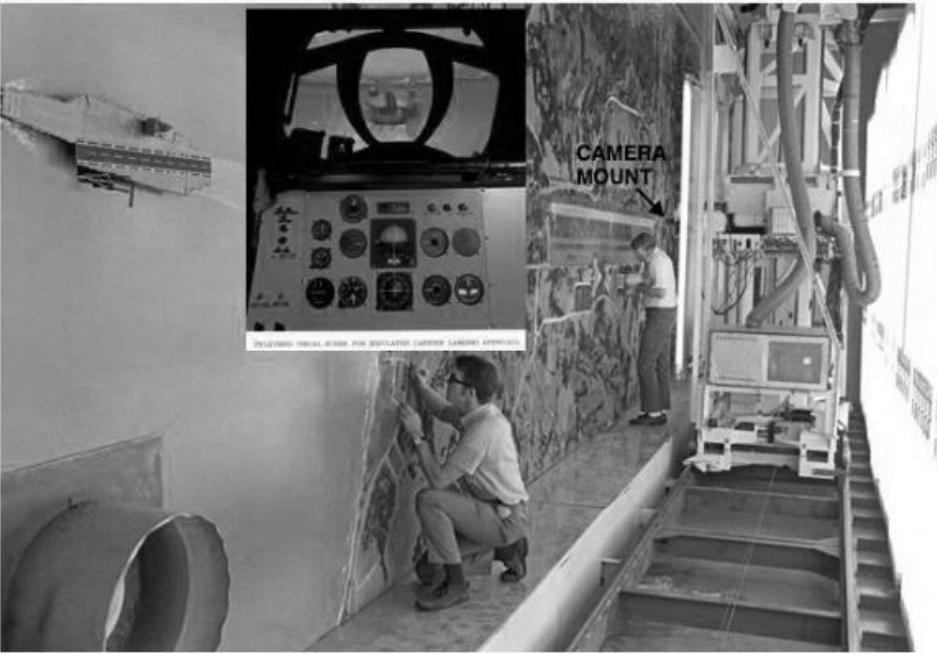
SILICON VALLEY PODCAST

Chris Potter Talks about Wildfires and a Changing Climate



Perseverance and
Ingenuity



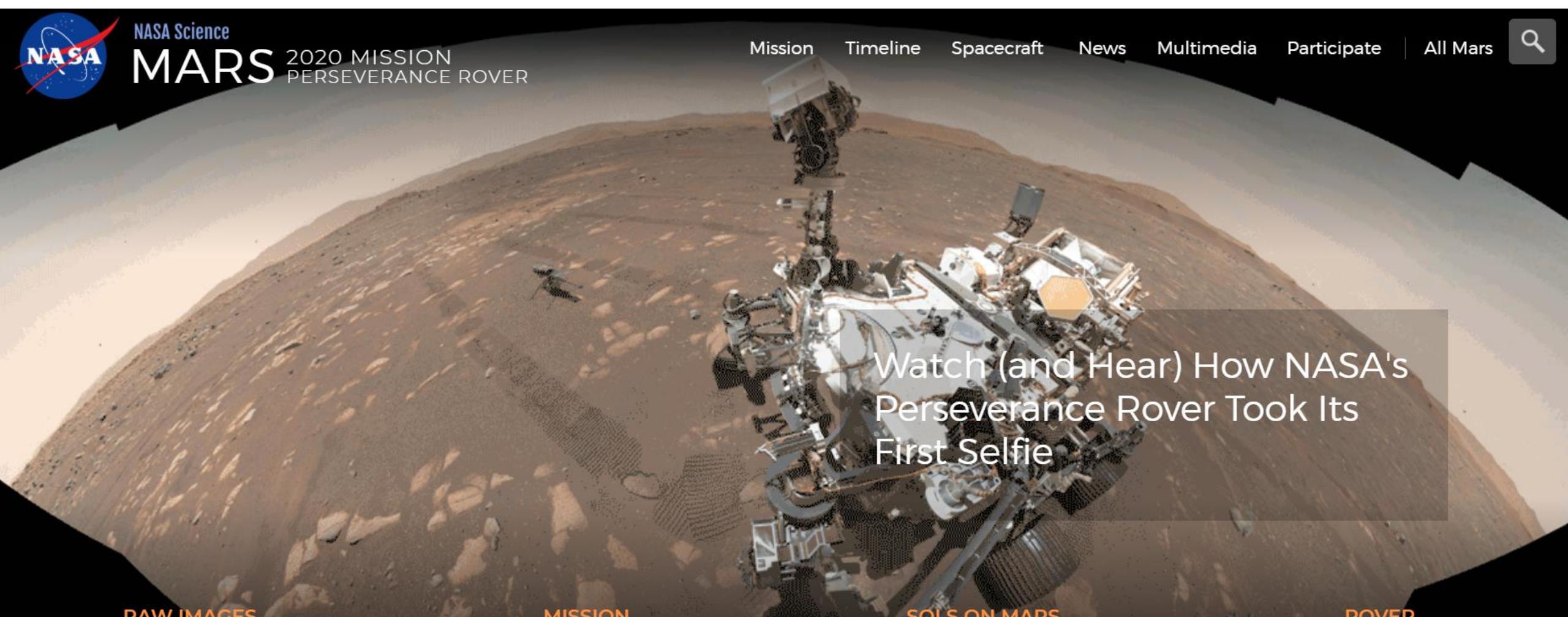


NASA Ames' Visual Flight Attachment system (c. 1971). A video camera (initially black-andwhite, later color) was mounted at the rail-based tracking system shown on the right. The camera was "flown" over the terrain model board via instructions from the simulator cab. The inset shows an example of the imagery displayed to the pilot, in this case for a landing approach to the aircraft carrier.



NASA Science

MARS

2020 MISSION
PERSEVERANCE ROVER[Mission](#)[Timeline](#)[Spacecraft](#)[News](#)[Multimedia](#)[Participate](#)[All Mars](#)

A wide-angle photograph of the Perseverance rover on the surface of Mars. The rover is positioned in the center-right foreground, facing towards the left. It has its robotic arm extended downwards. The background shows the reddish-brown terrain of Mars with some rocky outcrops. A small white hexagonal marker is visible on the side of the rover's body.

Watch (and Hear) How NASA's
Perseverance Rover Took Its
First Selfie

[RAW IMAGES](#)[MISSION](#)[Overview](#)

1,191 New | 102,775 Total

[SOLS ON MARS](#)128 : 19 : 03 : 15
SOL HRS MINS SECS[ROVER](#)[Meet Perseverance](#)

SHOT WITH IPHONE

Brand: Apple

Content type: Multiplatform content

Why we love it:

Apple combed through social media for outstanding photos taken with the iPhone, gathering shots from 77 people in 24 countries. The stunning showpieces were then featured in an ongoing series of videos, TV spots, and outdoor ads, with little to connect them to the brand, save for their tagline: Shot on iPhone. Despite the minimalist approach to content creation, the campaign was still able to tell complex and emotional stories — without saying a word.

Industry type: Technology & Electronics



User-Generated Content Marketing – UGC

At Santander Bank, we want you to prosper. That's why we treat you and your money with respect.

By providing helpful tips, articles, and ideas, you can confidently navigate your financial future.

MONEY MATCHUP



Prosper and Thrive, Santander's **content hub for millennials**. Prosper and Thrive has a fresh, colourful aesthetic and features large, relatable images of young, diverse people. It's chock full of strong content organized into three categories: Save Up, Master Debt, and Live Life.



FINANCES DURING CORONAVIRUS

Resources to help you navigate your finances and more
during the coronavirus outbreak.

IKEA PLACE demo AR app



Download



Media Cart

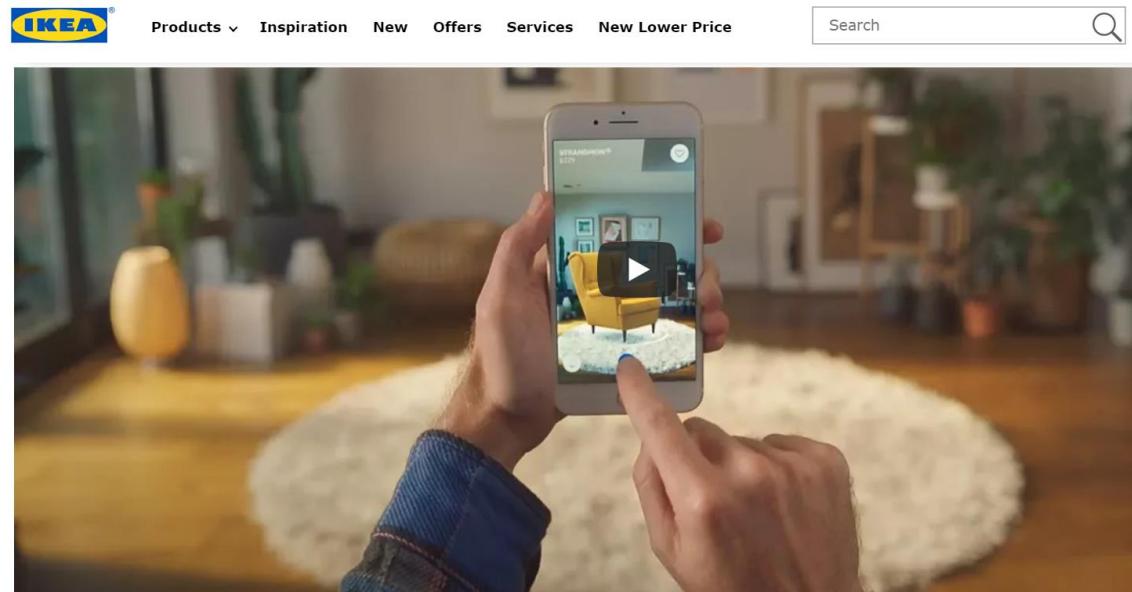


<https://www.ikea.com/au/en/customer-service/mobile-apps/say-hej-to-ikea-place-pub1f8af050>

Content Marketing – AR and ASMR by IKEA

In fall 2017, it released the IKEA Place augmented reality app, which lets customers see how more than 2,000 pieces of furniture would look in their homes. The experience is actually really great since it's somehow true to scale.

In 2016 IKEA also made a foray into the ASMR world with a 25-minute video that showed a woman decorating a dorm room with IKEA products. (ASMR, or autonomous sensory meridian response, is the pleasant, tingling feeling some people get while hearing soothing sounds like whispering – or, in the case of the IKEA video, bed sheets being smoothed.)



<https://insights.newscred.com/best-content-marketing-brands/>
<https://insights.newscred.com/best-content-marketing-brands/#ikea>

Content Marketing - ASMR



#LiveULTRA

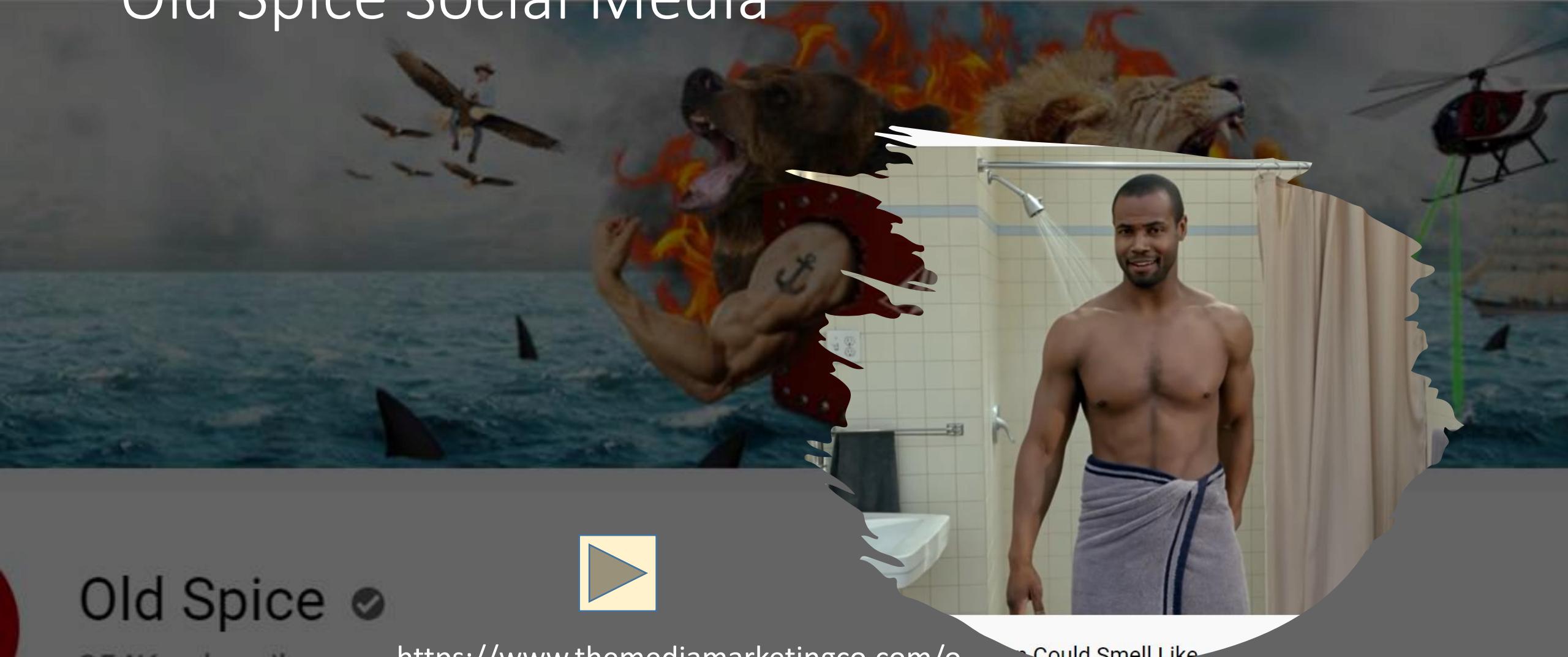
The Pure Experience | Michelob ULTRA Pure Gold Super Bowl 2019

<https://www.youtube.com/watch?v=zqU8ar4gSyl>

Search



Old Spice Social Media



Old Spice

854K subscribers

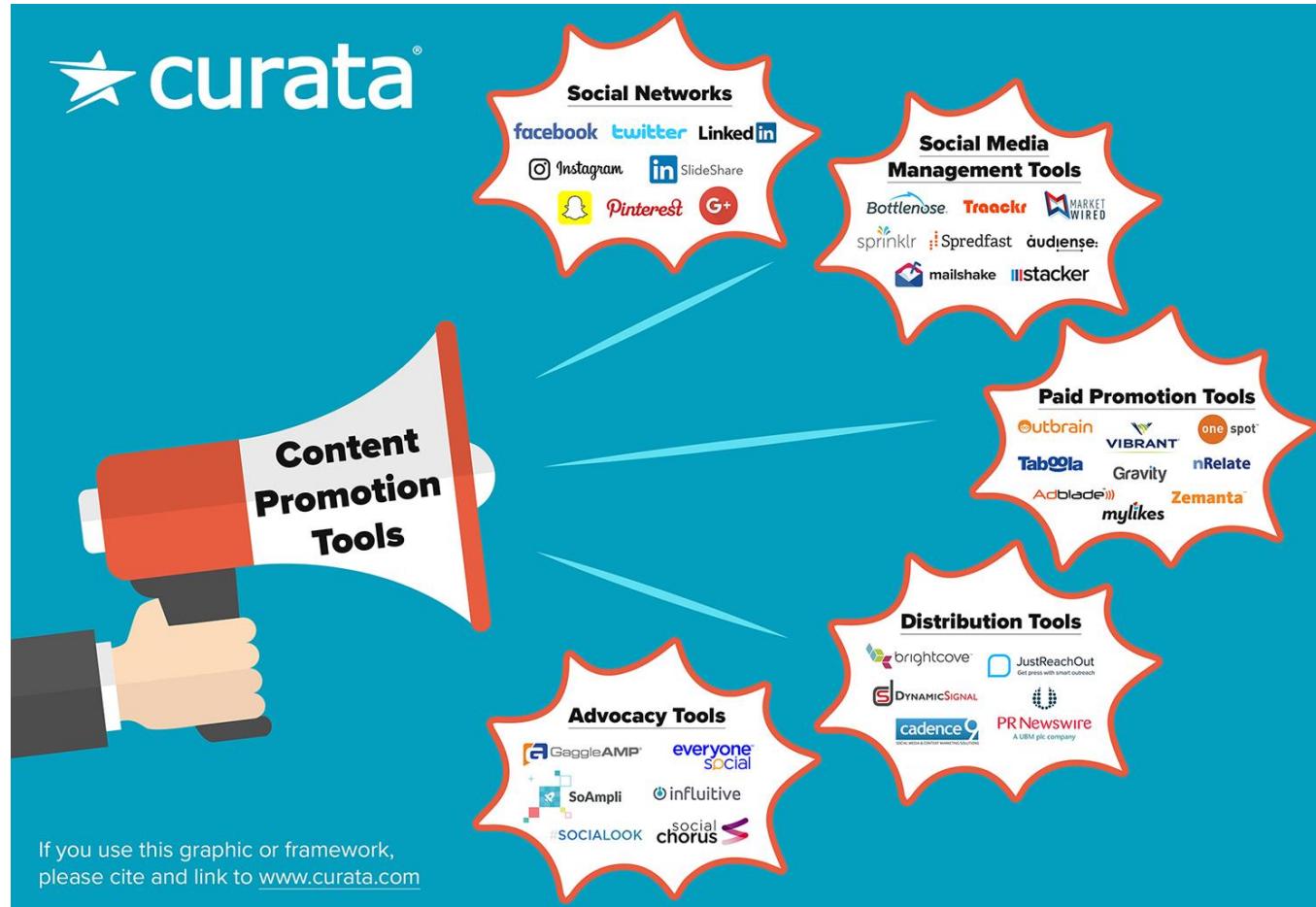


<https://www.themediamarketingco.com/old-spice-man-social-media-genius/>

Could Smell Like

Distribution and Amplification

Content Promotion Tools





Social Media Strategy

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

G1 SMAP sample



- **Cyber Side – Orange**
- **FinPros - FinTech**

G2 SMAP sample



- **Bandits - Alexa**
- **Pivotal - iPOD**

SMAP Observations

- Many of your choices are very general. If you were paying search engines for when searchers looked for them it would not be useful and very expensive.
- Describe your choices of influencers. Why did you chose them?
 - Millions of followers in unrelated areas, does not make a good choice
 - Focus on those in the industry who are in the field – mid-size is perfect
 - You should be looking for engagement with your product

BIGGEST INFLUENCERS IN MOBILITY AS A SERVICE IN Q3 2020: THE TOP INDIVIDUALS AND COMPANIES TO FOLLOW

SHARE

GlobalData research has found the top influencers in Mobility as a Service based on their performance and engagement online.

SMAP Observations

- Influencers
 - [Finance with sharan](#), Indian Financial Instagrammer who reviews stocks, options credit cards and a lot of other finance products.
 - [Groww](#) & [RobinHood](#) Investment platforms and forums focused on the middle-class retail investor.
 - [Spiros Margaris](#) Ranked in the most influential voices of FinTech Europe
- Competitors make good choices for keywords to follow.

Social Media Strategy

- Visible (aware)
- Relevant (appeal)
- Searchable (ask)
- Actionable (act)
- Sharable (advocate)



Marketing Campaign Building



- Where in the 5 As are you targeting?
- In the earlier phases the goals are to entertain, educate and inspire
 - Blog posts, infographics, photos, e-books and e-magazines, audio and video podcasts, microsites
 - Print magazines and newsletters
 - Providing research

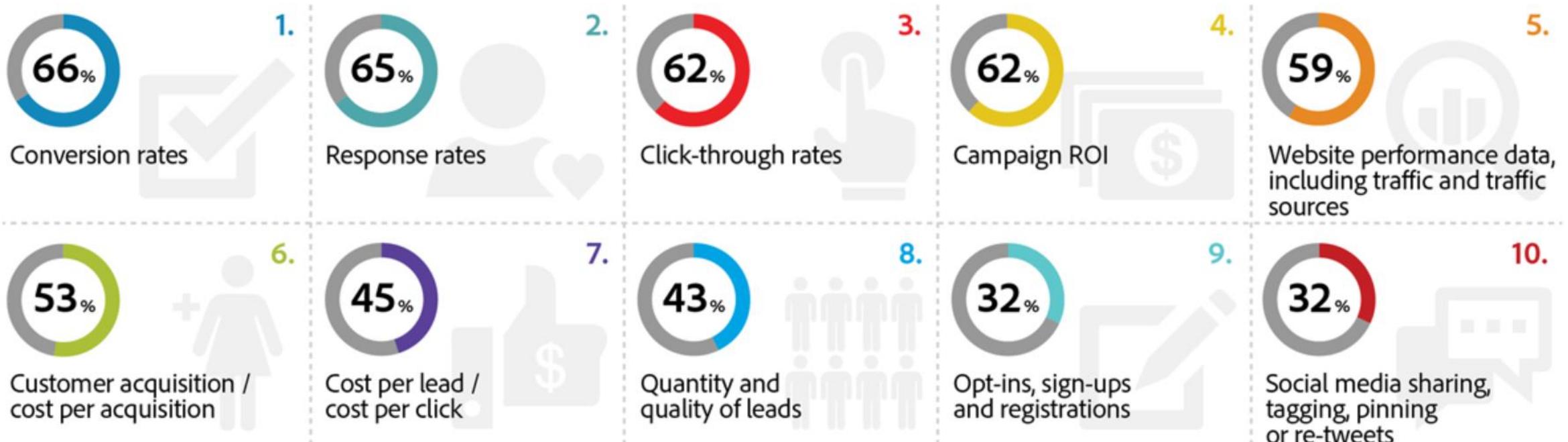
Marketing Campaign Building



- In the middle phases – gated offers can be effective
 - Offering value to address a specific problem or need in exchange for information or actions from the prospect
 - Create a special landing page and drive them there: “apply now”, “get your free How To video on . . .”, discount codes
- Getting orders – Act
 - Demonstrations, customer success stories, comparison and spec sheets, webinars

Metrics, Analytics, KPIs (More on KPIs in Mod 5)

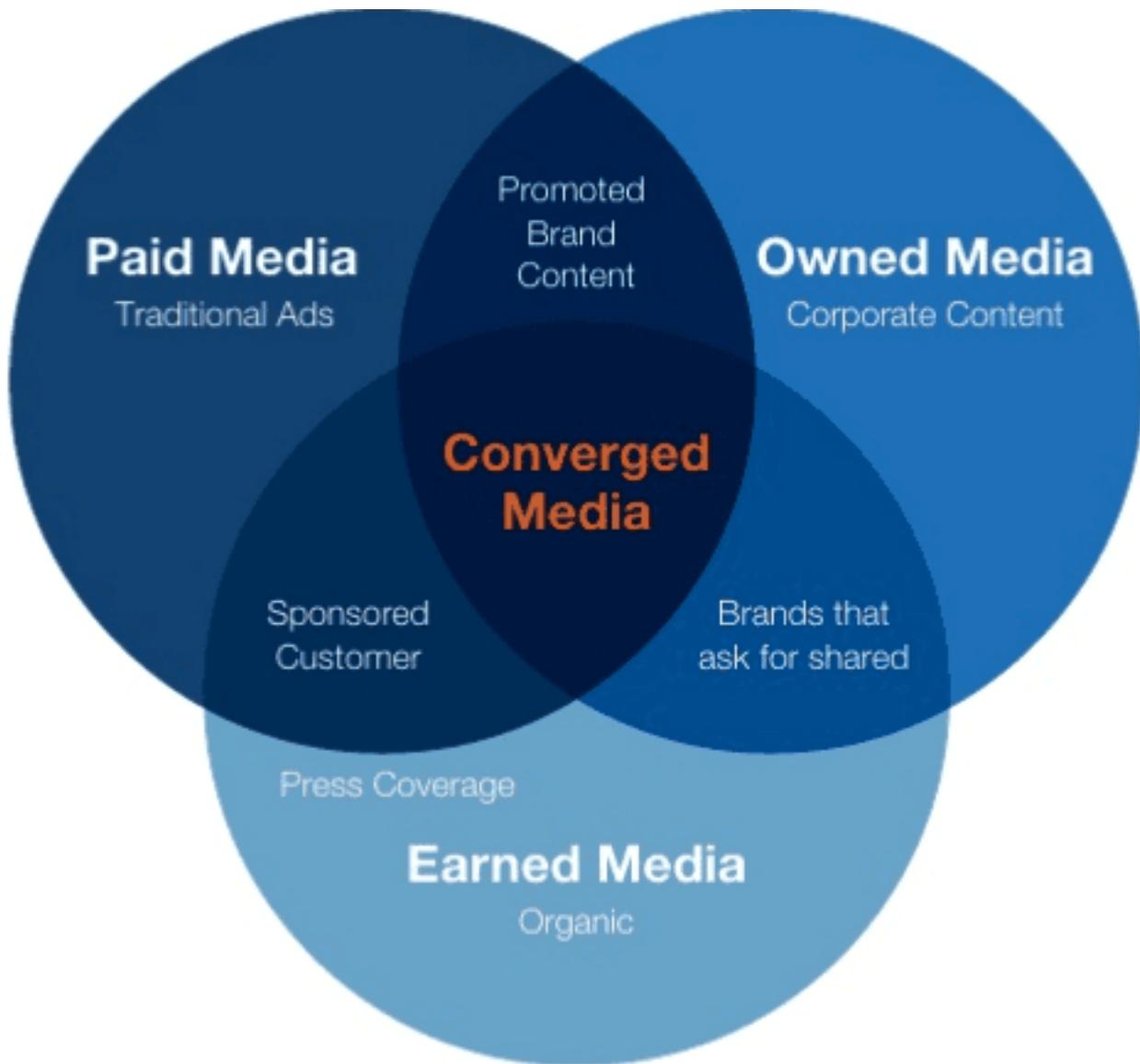
Set goals and measure performance



 Adobe | Adobe Digital Dialogue

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

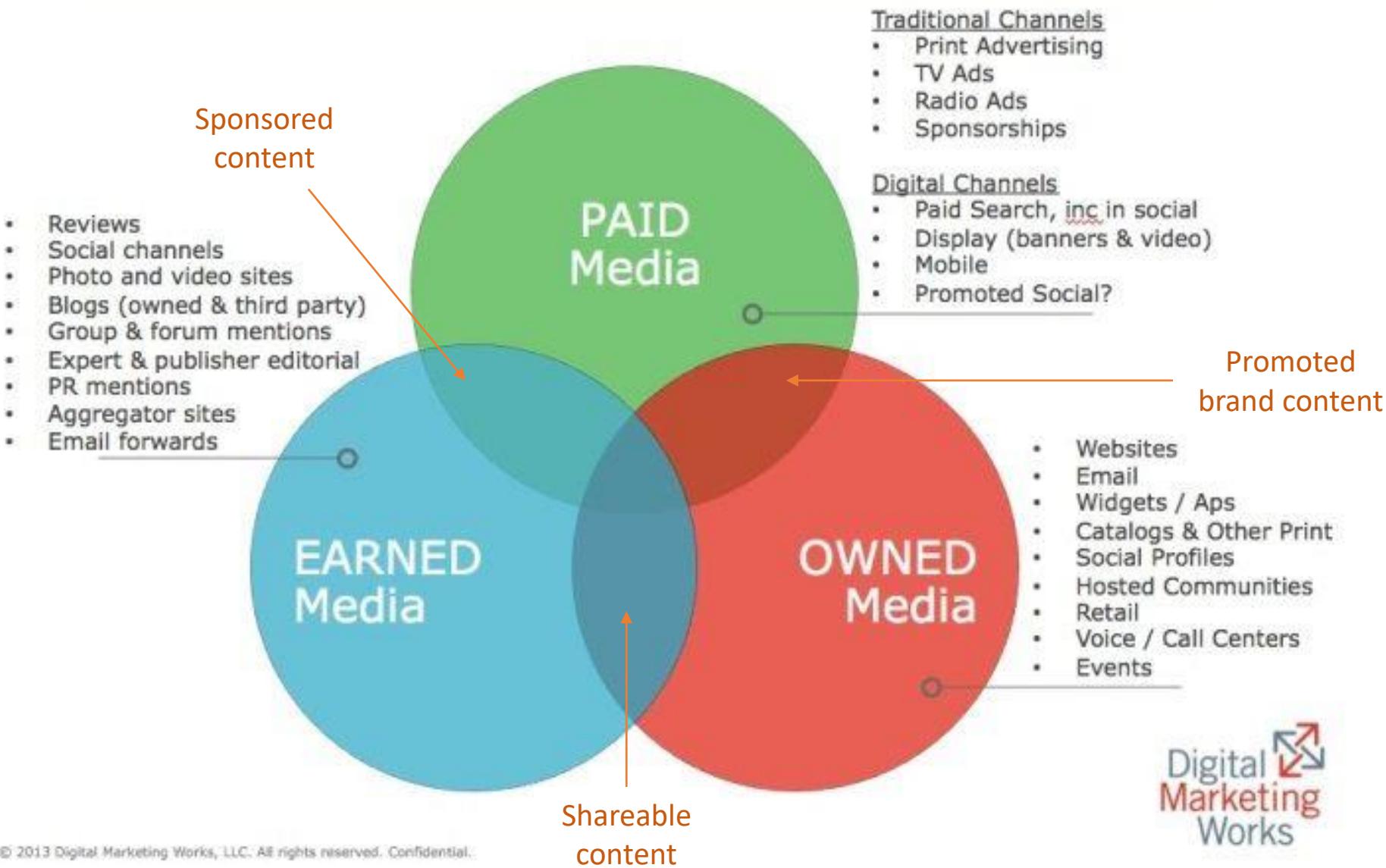




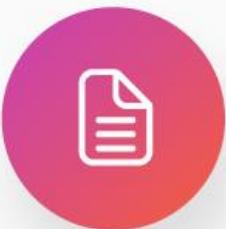
POEM and convergence

- **Blurring lines between different media categories.**
- Examples:
 - Content is owned
 - → But becomes earned through
 - 1) sharing and retweets (shareable content)
 - 2) strong organic performance, via SEO optimization
 - → Or/and becomes paid by promoted brand content
 - Influencers can be earned or paid
 - Debates about what level of incentives make them “paid media”

POEM: Paid Owned Earned Media



TYPES OF EARNED MEDIA



PLATFORMS

OUTPUTS

**Publications
& Broadcasters**

**Blogs
& Social Channels**

**Product
& Review Platforms**

**Industry
& Award Bodies**

Mentions
Guest articles
Interviews
Product reviews
Announcements

Mentions
Content Shares
Product reviews
Social media interactions

Product reviews
Features
Mentions

Award wins
Speaking opportunities
Event attendances
Memberships

**Journalists
and experts**

**Consumers, Employees,
Influencers**

**Industry &
Peers**



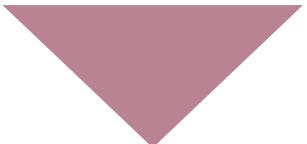
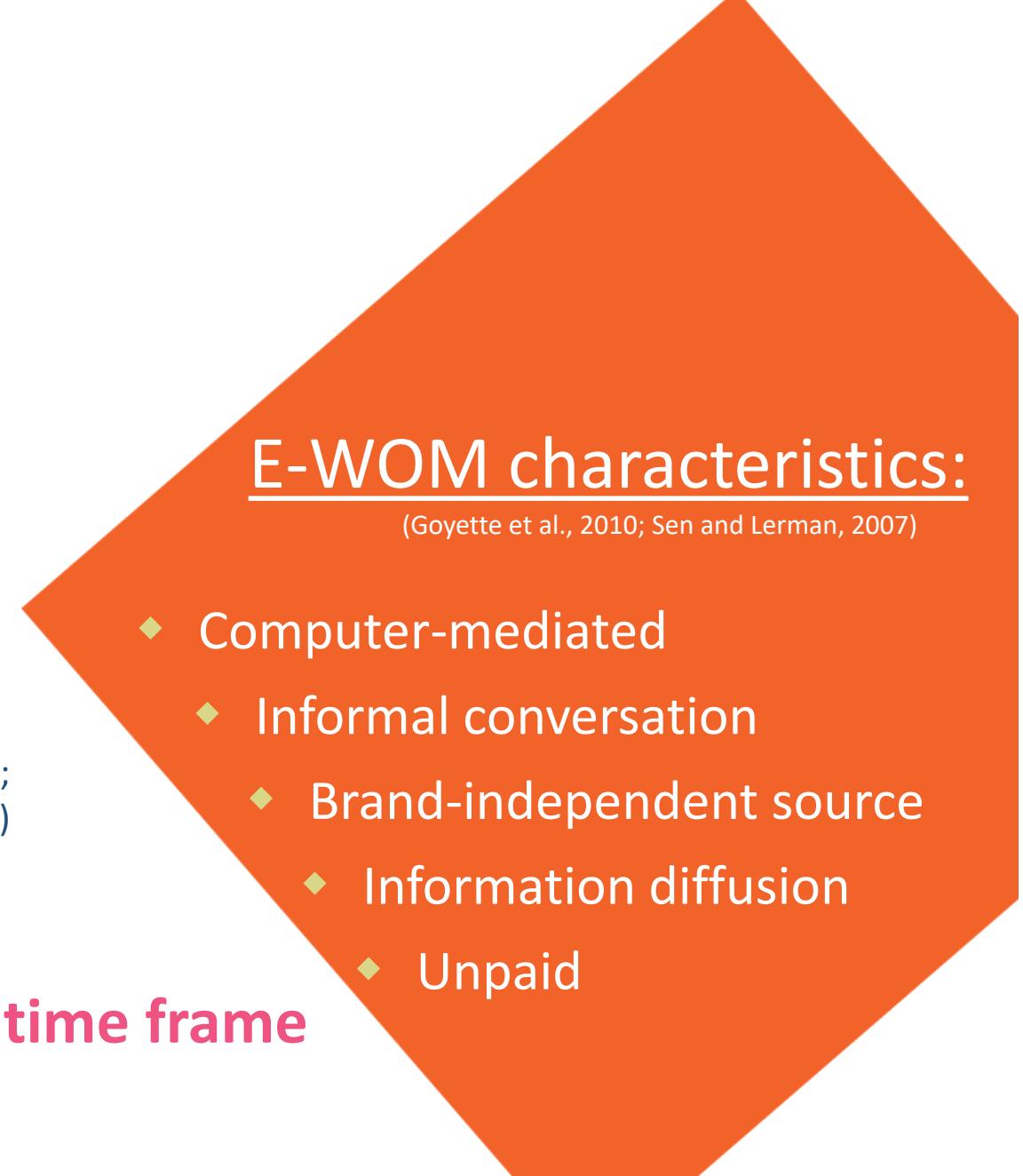
publicize.co

Not only earned
media from
consumers

Break



E-WOM



*An unpaid endorsement
for products or services
that take place in digital
environments*

(Chaffey and Ellis-Chadwick, 2019;
Sen and Lerman, 2007)

- ➔ Reach of large audiences in a short time frame
- ➔ E-WOM increases purchase intent

E-WOM characteristics:

(Goyette et al., 2010; Sen and Lerman, 2007)

- ◆ Computer-mediated
- ◆ Informal conversation
 - ◆ Brand-independent source
 - ◆ Information diffusion
 - ◆ Unpaid



Earned media is not always positive!

- Dissatisfied customers are louder
 - 54% sharing for bad experiences with 5+ people ↔ only 33% share good experiences
(Zendesk)
- Stronger feelings with negative WOM
- Negative WOM has a bigger impact
- Fake WOM (e.g. Trip Advisor)

Take Issues Offline



Leveraging E-WOM on social networks



- Harnessing the network effect of the Internet and reaching a large number of people rapidly
- Development of entertaining or informative messages that are designed to be passed along in an exponential fashion, often electronically or by email.
- Forming or creating niche communities that are likely to share interests about the brand (such as user groups, fan clubs, and discussion forums); providing tools, content and information to support those communities
- Identifying key community and opinion leaders who are likely to talk about products and have the ability to influence the opinion of others
- Creating tools that prompt and enable satisfied customers to refer their friends

Search Engine Marketing (SEM)



Search Engine Marketing (SEM)



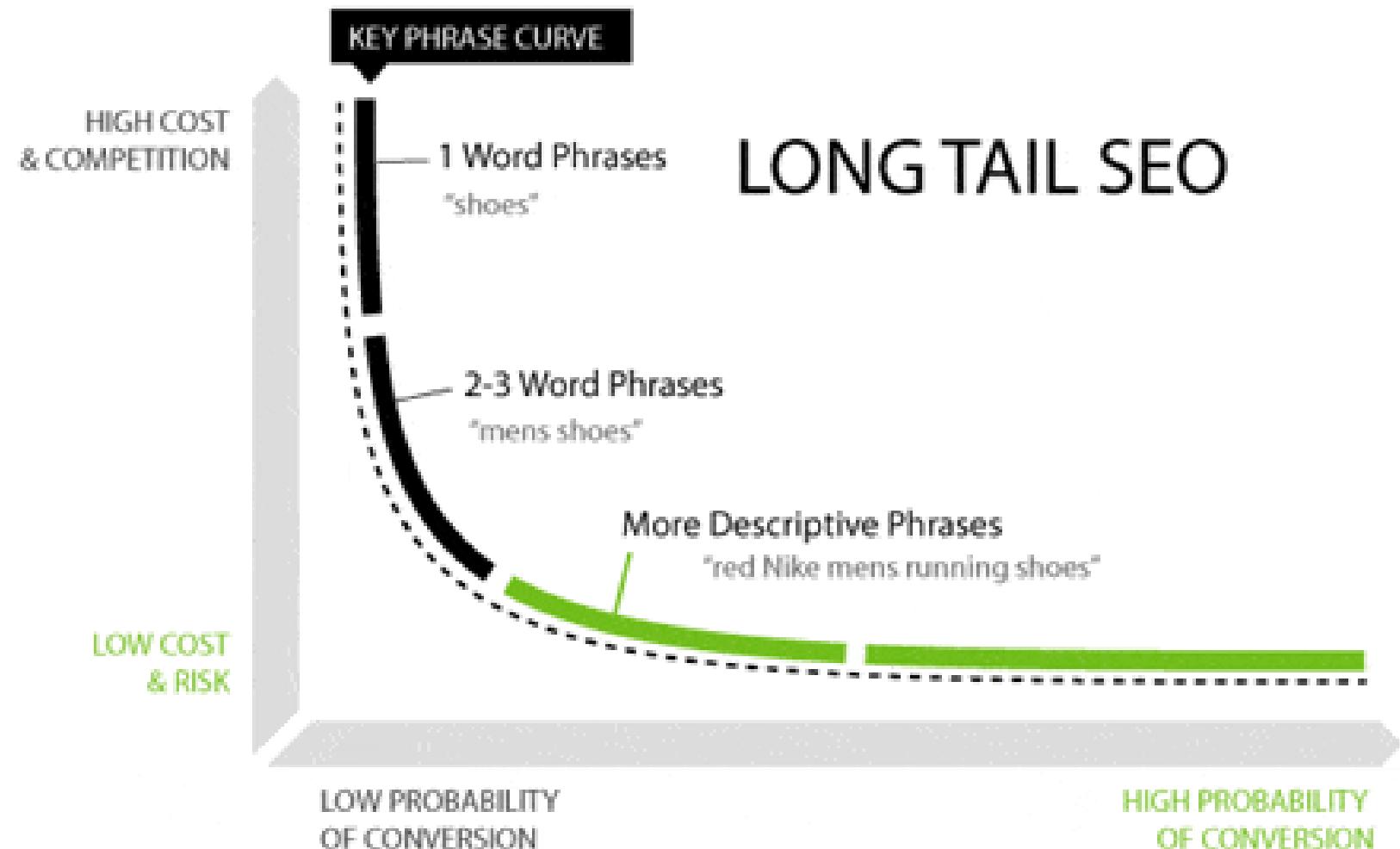
- **Search engine marketing (SEM)** is the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.
- SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and architecture to achieve a higher ranking in SERPs to enhance pay per click(PPC) listings.

Search Engine Optimization

“Natural”, “organic”, or “earned” results

- The earlier (or higher ranked on the search results page), and more frequently a website appears, the more visitors it will receive
- SEO may target different kinds of searches: image, video, academic news searches, and industry-specific vertical search engines
- SEO differs from local search engine optimization, which is the use of specialized search engines that allow users to submit geographically constrained searches against a structured database of local business listings. SEO is more focused on national or international searches.

The Power of Long Tail SEO Tactics



- 70% of searches
- + 40% conversion rate

Source: elliance.com

Research for Content Marketing and Search Engine Optimization (SEO)

[Features](#)[Use Cases](#)[Resources](#)[Pricing](#)[Login](#)[Get Started](#)

Find the content that performs best.

Collaborate with the influencers who matter.

Use our content insights to generate ideas, create high-performing content, monitor your performance and identify influencers.

Buzzsumo research for Content Marketing and SEO

There is a monthly limit on free searches and you might get blocked quickly.
The IONIS public IP will not work as it will be blocked.

SEARCH SAVE SEARCH

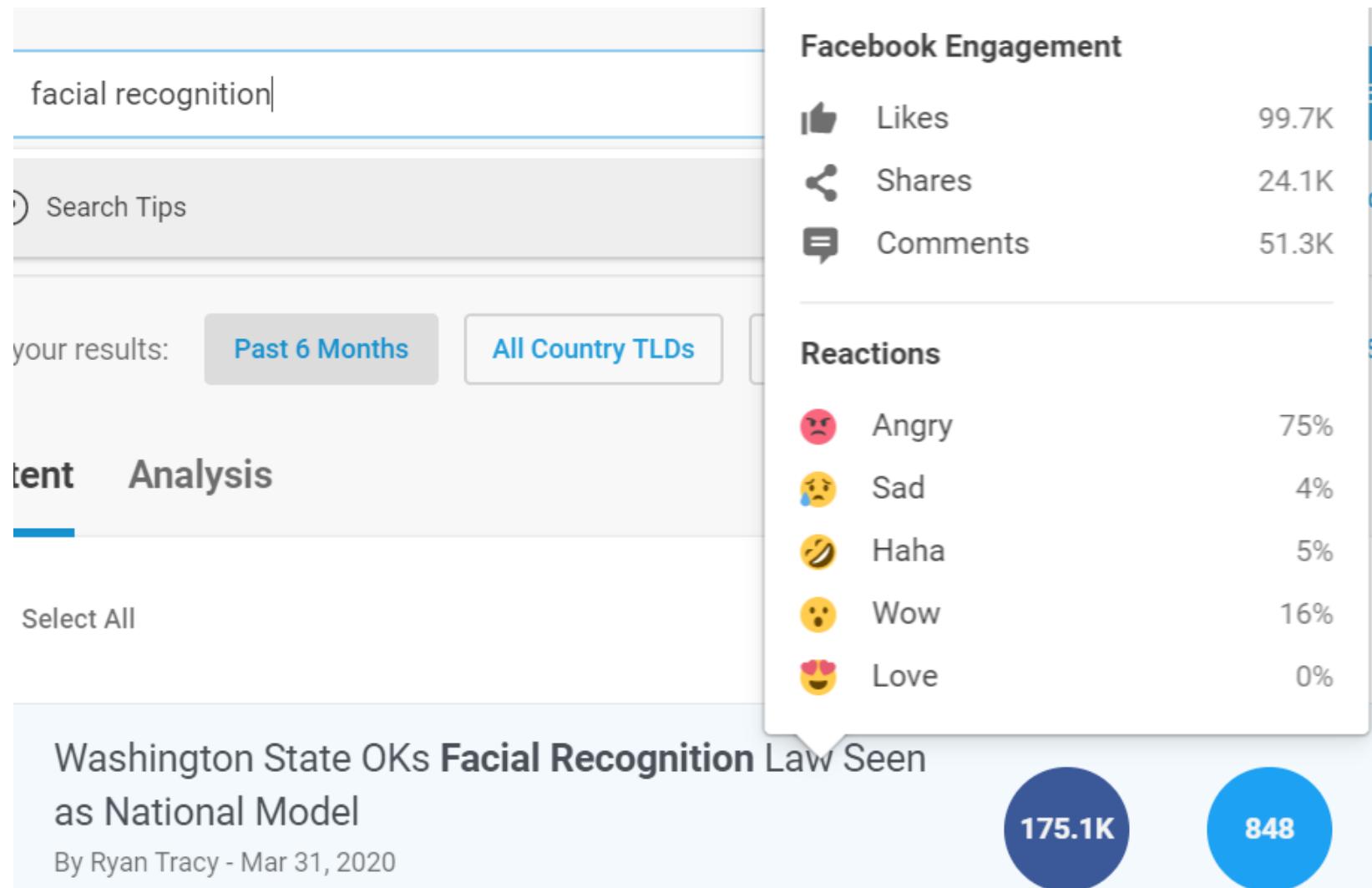
Did you know you can find all the content from a specific author by placing **author:** in front of their name? [Advanced search tips](#)

Filter your results: [Past 6 Months](#) [All Country TLDs](#) [All Languages](#) [+ More Filters](#) [RESET FILTERS](#)

Content Analysis Sort by: Total Engagement ▾ 11,178 R

<input type="checkbox"/> Select All	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagement
<input type="checkbox"/> Washington State OKs Facial Recognition Law Seen as National Model By Ryan Tracy - Mar 31, 2020 wsj.com	175.1K	848	4	532	15	15	176.5K
<input type="checkbox"/> Vatican joins IBM, Microsoft to call for facial recognition regulation By Philip Pullella - Feb 28, 2020 yahoo.com	126.6K	1.1K	0	41	1	13	127.7K

Buzzsumo research for Content Marketing and SEO



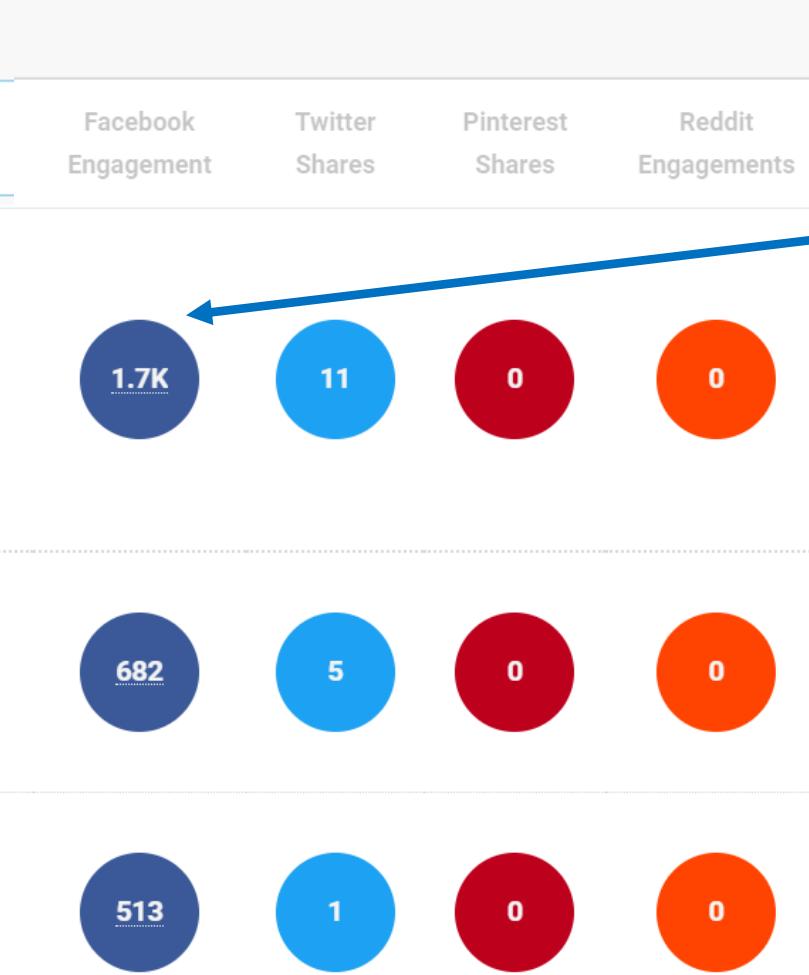
Buzzsumo research for Content Marketing & SEO

Content Analyzer

Enter a topic, brand, URL or domain ⓘ

Grab taxi

	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements
<input type="checkbox"/> Passenger holds knife to taxi driver's neck demanding money. But cabbie, 63, is having none of it and grabs knife, fights crook By Dave Urbanski Journalist theblaze.com Oct 15, 2021	1.7K	11	0	0
<input type="checkbox"/> MOVE IT motorcycle taxi to be on Grab app By Abs-cbn News Journalist abs-cbn.com Sep 22, 2021	682	5	0	0
<input type="checkbox"/> Move It, Grab partner to provide motorcycle taxi services By Gma News Online Journalist gmanetwork.com Sep 22, 2021	513	1	0	0



Visible when hovering

Facebook Engagement

	Likes	1.4K
	Shares	150
	Comments	82

Reactions

	Angry	3%
	Sad	2%
	Haha	11%
	Wow	27%
	Love	57%

<https://buzzsumo.com/>

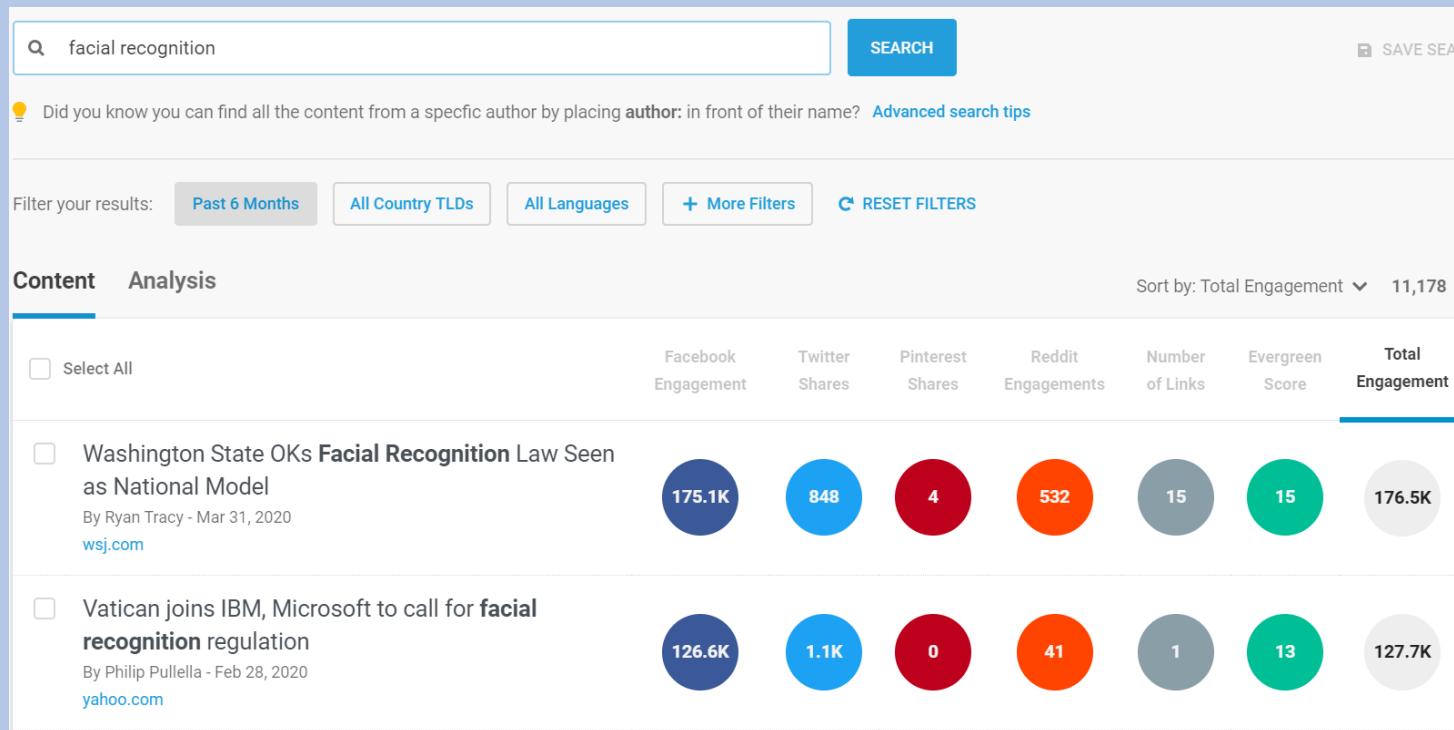
Team Class Exercise - Mod 4 SEO

Create a Word document with a title that has your team name and “Mod 4 SEO” as the title.

You will have exercises today for which you will put screenshots into this one document to be emailed to me after all exercises are completed.

Team Class Exercise - SEO

Using [buzzsumo.com](https://www.buzzsumo.com) to do a keyword search related to your product. Put a screenshot showing the most useful results you found in your Word document (like the sample below). Spread out the work, due to the limit of free searches. If you all are blocked, let me know. Do not email the document yet. Time: 10 minutes.





SERPs

Search Engine Results Pages (SERPs)

- SERPs are web pages served to users when searching for something online using a search engine. The user enters their search query and the engine uses certain keywords and algorithms to present SERPs
- Every SERP is unique, even for search queries performed on the same search engine using the same keywords or search queries.
- Virtually all search engines customize the experience for searchers by presenting results based on a wide range of factors beyond their search terms, such as the user's physical location, browsing history, and social settings.

Search Engine Results Pages (SERPs)

- SERPs typically contain two types of content – “**organic results** and **paid results**.
- **Organic results** are listings of web pages that appear as a result of the search engine’s algorithm
- Search engine optimization professionals, commonly known as SEOs, specialize in optimizing web content and websites to rank higher in organic search results

Types of Searches

- **Informational searches** - the user hopes to find information on a topic with a low commercial intent.
- **Navigational queries** - the user hopes to locate a specific website through their search or is trying to locate a website whose URL they can't remember.
- **Transactional searches** - paid results are most likely to be displayed. Transactional searches have high commercial intent. Queries leading to transactional SERPs may include keywords such as “buy” and other terms suggesting a strong desire to purchase.

Informational Search

Organic and Paid Results

W en.wikipedia.org › wiki › Vietnam ▾

Vietnam - Wikipedia

Vietnam officially the Socialist Republic of **Vietnam** is the easternmost country on the Southeast Asian Indochinese Peninsula. With an estimated 95.5 million ...

Largest city: Ho Chi Minh City **Government:** Unitary Marxist-Leninist one-party ...

National language: Vietnamese **Date format:** dd/mm/yyyy

Communist Party of Vietnam · History of Vietnam · North Vietnam · Flag of Vietnam

Things to do in Vietnam



Hà Long Bay

Rocky islands, junk
boats & Đảo Gỗ...

✈ €528 🚧 €34



Ho Chi Minh City

Notre-Dame & War
Remnants Museum

✈ €486 🚧 €28



Hanoi

Bach Ma Temple &
Đồng Xuân Market

✈ €528 🚧 €29



Hội An

Ancient Town,
beaches & ceramics



Egypt

Country

Egypt, a country linking northeast Africa with the Middle East, dates to the time of the pharaohs. Millennia-old monuments sit along the fertile Nile River Valley, including Giza's colossal Pyramids and Great Sphinx as well as Luxor's hieroglyph-lined Karnak Temple and Valley of the Kings tombs. The capital, Cairo, is home to Ottoman landmarks like Muhammad Ali Mosque and the Egyptian Museum, a trove of antiquities.

Population: 98.42 million (2018) Trending, World Bank

Capital: Cairo

Dialing code: +20

Currency: Egyptian pound

President: Abdel Fattah el-Sisi

Informational Search

Organic Results



nigeria

[https://en.wikipedia.org › wiki › Sri_Lanka](https://en.wikipedia.org/wiki/Sri_Lanka) ::

Sri Lanka - Wikipedia

Sri Lanka is a pearl-shaped Island nation in South Asia, lying on the Indian Plate, a major tectonic plate that was formerly part of the Indo-Australian Plate.

[Sri Lankan Moors](#) · [Chief Government Whip \(Sri...](#) · [Sinhalese people](#) · [Colombo](#)

[https://fr.wikipedia.org › wiki › Sri_Lanka](https://fr.wikipedia.org/wiki/Sri_Lanka) · [Translate this page](#) ::

Sri Lanka - Wikipédia

Le **Sri Lanka** est situé dans l'océan Indien, à environ 31 km du Sud-Est de l'Inde, les deux pays étant séparés par le détroit de Palk, mais quasiment reliés par ...

Président de la République: [Gotabaya Rajapaksa](#) · Premier ministre: [Mahinda Rajapakse](#)

Forme de l'État: [République](#)

Langues officielles: [Singhalais, tamoul, an...](#)

Links to other pages



Lebanon

Country in the Middle East

Lebanon, officially known as the Lebanese Republic, is a country in the Levant region of Western Asia, and the transcontinental region of the Middle East. It is bordered by Syria to the north and east and Israel to the south, while Cyprus lies west across the Mediterranean Sea. [Wikipedia](#)

Capital: Beirut

Area: 10,452 km²

President: Michel Aoun

Population: 6.856 million (2019) [World Bank](#)

Currency: Lebanese pound

Google's Knowledge Graph (Box)

Informational Search

Organic Results



nigeria

<https://en.wikipedia.org/wiki/Kazakhstan> ::

Kazakhstan - Wikipedia

Kazakhstan, officially the Republic of Kazakhstan, is a transcontinental country located mainly in Central Asia, and partly in Eastern Europe.

Religion (2020): 72.0% Islam; 23.1% Christian... Government: Unitary dominant-party presid...

Ethnic groups (2020): 68.5% Kazakh; 18.9% ... Demonym(s): Kazakhstani

[Regions of Kazakhstan](#) · [Time in Kazakhstan](#) · [Azerbaijanis in Kazakhstan](#) · [Almaty](#)

<https://fr.wikipedia.org/wiki/Kaza...> · [Translate this page](#) ::

Kazakhstan - Wikipédia

En 1997, la capitale du Kazakhstan est déplacée d'Almaty (ancienne Alma-Ata), au sud-est du pays, à Akmola (Akmolinsk, Tselinograd), rebaptisée Astana (« ...

Président de la République: Kassym-Jomart ... Premier ministre: Alikhan Smaïlov

Forme de l'État: République Capitale: Nour-Soultan

Links to other pages



Google's Knowledge Graph (Box)

Informational Search

Organic Results



nigeria

en.wikipedia.org › wiki › Morocco ▾

Morocco - Wikipedia

Morocco is a Northern African country, bordering the North Atlantic Ocean and the Mediterranean Sea, between Algeria and the annexed Western Sahara. It is one ...

Mohammed VI

Mohammed VI is the King of Morocco. He belongs to the ...

[More results from wikipedia.org »](#)

Casablanca

Film - Mohammed V International - Port of Casablanca - ...

Top stories

[Morocco reopens tourism after robust vaccination drive | Africanews](#)

Africanews · 2 days ago



[UK To Face Judicial Review Of Morocco Trade Deal, After High Court Allows Challenge Over Western Sahara](#)



Pakistan

Country in South Asia

Pakistan, officially the Islamic Republic of Pakistan, is a country in South Asia. It is the world's fifth-most populous country, with a population exceeding 225.2 million, and has the world's second-largest Muslim population. Pakistan is the 33rd-largest country by area, spanning 881,913 square kilometres. [Wikipedia](#)

Capital: Islamabad

Population: 216.6 million (2019) [World Bank](#)

President: Arif Alvi

Currency: Pakistani rupee

Informational Search

Organic and Paid Results

en.wikipedia.org › wiki › Nepal ▾

Nepal - Wikipedia

Nepal (English: /nɪ'po:l/; **Nepali**: नेपाल [nepal]) is a landlocked country located in South Asia. It is mainly situated in the Himalayas, but also includes ...

Recognised national languages: All mother...

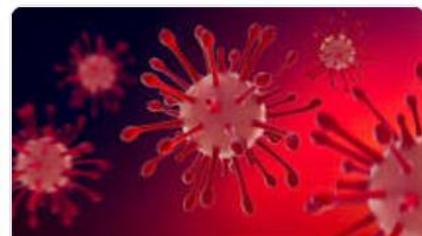
Government: Federal parliamentary republic

Official languages: Nepali

Demonym(s): Nepali, Nepalese

Kathmandu · Unification of Nepal · Outline of Nepal · Emblem of Nepal

Top stories



The Kathmandu Post

With 1,889 new cases,
Nepal's Covid-19 tally
reaches 638,805



ReliefWeb

Focused COVID-19
Media Monitoring, Nepal
(June 30, 2021) - Nepal



The Diplomat

Nepal's Mountain
Tourism Industry Is
Struggling for Breath

Google's Knowledge Graph (Box)



Nepal

Country in South Asia

Nepal is a landlocked country located in South Asia. It is mainly situated in the Himalayas, but also includes parts of the Indo-Gangetic Plain, bordering Tibet of China to the north, and India in the ... [Wikipedia](#)

Capital: Kathmandu

Dialing code: +977

Population: 28.61 million (2019) [World Bank](#)

President: Bidhya Devi Bhandari

Informational Search

Organic and Paid Results



SEO ▾ PPC ▾ CONTENT ▾ SOCIAL ▾ NEWS ▾ WEBINARS M

Optimizing sites to appear in Google News, Top Stories, and Google Discover is unique in many ways from the process of earning rankings in the 10 blue organic links.

This is because Google uses a variety of different organic SERP features to display recent or newsworthy content, each of which comes with its own set of ranking guidelines and reporting capabilities.



Informational Search

Organic and Paid Results

Things to do in Nepal



Kathmandu
Temples, shrines &
Durbar Square

✈ €499 🏷 €29



Pokhara
Phewa Lake & the
Annapurna Circuit

✈ €499 🏷 €26



Annapurna
Mountain range
situated in the...



Chitwan National
Park
Rhinos, Bengal tigers
& Balmiki Ashram

✈ €499 🏷 €19

Nepal travel guide

Things to do in Afghanistan



Kabul
Palace, zoo, and
garden

✈ €579 🏷 €189



Herat
Alexander the great,
history, mausoleum,...



Kandahar
Alexander the great,
ancient history, and...



Bamyan
Buddhism,
archaeological site,...

✈ €579

Afghanistan travel guide

Things to do in Cameroon



Douala
La Pagode & Douala
Maritime Museum

✈ €399 🏷 €69



Yaoundé
National Museum &
Mvog-Betsi Zoo

✈ €399 🏷 €63



Kribi
Tara Plage & Chutes
de la Lobé waterfall

✈ €399 🏷 €170



Limbe
Limbe Wildlife Centre
& Mount Cameroon

✈ €399 🏷 €39

Informational Search

Google: People Also Ask; People Also Search For

[https://en.wikipedia.org › wiki › Lebanon](https://en.wikipedia.org/wiki/Lebanon) ▾

[Lebanon - Wikipedia](#)

Lebanon officially known as the Lebanese Republic (Arabic: الجمهورية اللبنانية, romanized: al-Jumhūriyah al-Lubnāniyah, Lebanese Arabic pronunciation: ...)

Capital and largest city: [Beirut](#); 33°54'N 35°...

Recognised languages: French

Official languages: Arabic

Calling code: +961

[History of Lebanon](#) · [Religion in Lebanon](#) · [Politics of Lebanon](#) · [Greater Lebanon](#)

SEO and UGC Champion!

People also ask

Is Lebanon a safe country?

Is Lebanon an Arab country?

What Lebanon is famous for?

Informational Search

Google: People Also Ask; People Also Search For

People also ask

Is China a safe country? ▼

Is there a fake Paris in China? ▼

Is China famous for anything? ^

China is an Amazing Destination for Tourists

There's the world's longest wall, the Great Wall of **China**, the world's largest collection of 2,000-year-old life-size figurines, the Terracotta Army, and the world's largest ancient palace, the Forbidden City...

<https://www.chinahighlights.com/travelguide/china-facts>

[China Facts \(17 Quick Facts Help You Learn China\) - China Hi...](#)

Informational Search

People Also Search For

- People Also Search For (PASF) is a feature that is only shown to users who click on a search engine result and come back to the results page immediately.
- Google assumes that the user didn't find what they were looking for, so Google offers other suggestions to help them get the results they wanted in the initial search.
- The suggestions are related queries and part of what is called User Intent. Finding out the intent of the user and providing options to find the exact intent of the search.

Informational Search

People Also Ask

- People Also Ask (PAA) boxes are a dynamic feature from Google that contains the set of questions related to the original search query. In terms of SEO, this is a goldmine of data since it comes directly from Google.
- Google continues to add more elements to the SERPS and takes action to include as many paid ads into the SERPs, therefore that #1 ranking isn't what it used to be. SEOs and business owners have to adjust and adapt. One way to do this is to aim for the PAA box on as many keywords as possible.

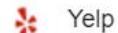
Transactional Search

Paid results



the best egyptian restaurants in paris

Find results on



Top 10 Best Egyptian...



TheFork

The Best Egyptian Restaurant...



True Egyptian



4.0+ rating ▾ Hours ▾

Micka Falafel

4.1 ★★★★☆ (351) · € · Egyptian

18 Rue de l'Étoile

✗ Dine-in · ✓ Delivery

Kouchery du bon coeur

4.3 ★★★★☆ (181) · € · Mediterranean

128 Rue du Mont-Cenis

Closed · Opens 11:30AM Tue

✗ Dine-in · ✓ Takeaway

Restaurant Libanais Janna

4.5 ★★★★☆ (668) · €€ · Middle Eastern

13 Rue Denis Poisson

Temporarily closed

No dine-in · Late-night food · Outdoor seating

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”



Search Marketing – Main Players

- **Searchers**; people who type queries into search engines
- **Search engines**; they sell ads and get commission from business partners where they send traffic; it is in their best interest to serve the most popular and relevant content
- **Marketers**; owners of websites and other channels who publish content and make offers

Search Marketing – Query Categories

- **Branded**; searchers are looking for a specific business name; “Korean Airlines”
- **Nonbranded**; keywords or phrases; “cheap flights from Seoul to Paris”
- Despite a few loopholes exploited by less reputable search marketers (black hats), the best web pages (white hats) usually win

Keywords

Keyword Planning – Google Ads

The screenshot shows the Google Ads Keyword Planner interface. At the top, there's a navigation bar with 'Google Ads' and 'Keyword Planner' on the left, and icons for 'GO TO', 'REPORTS', 'TOOLS', and account management on the right. Below the bar, there are two main sections: 'Find new keywords' and 'Get search volume and forecasts'. Each section has a title with an icon, a brief description, and a blue arrow pointing to the right.

Find new keywords
Get keyword ideas that can help you reach people interested in your product or service

Get search volume and forecasts
See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future

Creating an account is not required for class and it is free to create one.
You would need one to use the planner.

<https://ads.google.com/home/tools/keyword-planner/>

Google Ads – Getting keyword ideas

Set filters, make search, see suggestions, multiple choices can be made in one search

The screenshot shows the Google Ads Keyword plan interface. At the top, it displays 'Google Ads | Keyword plan'. Below the header, there are filter settings: 'Locations: India', 'Language: English', 'Search networks: Google', 'Last month', and 'Apr 2020'. A red arrow points from the text 'Set filters, make search, see suggestions, multiple choices can be made in one search' to the 'Locations' filter. Another red arrow points from the same text to the search bar. The search bar contains the query 'animal communication'. To the right of the search bar is the text 'Including brand names'. Below the search bar, there is a section titled 'Broaden your search:' followed by four suggestions: '+ telepathic communication', '+ animal', '+ psychics', and '+ energy healing'. A red arrow points from the text 'multiple choices can be made in one search' to the '+' buttons next to the broadening suggestions.

Google Ads – Getting keyword ideas

 Exclude adult ideas ADD FILTER Showing 207 of 208 keyword ideas

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
<input type="checkbox"/> animal communication	1K – 10K	Low	–	€0.07	€0.17	
Keyword ideas						
<input type="checkbox"/> cat communication	100 – 1K	Low	–	–	–	
<input type="checkbox"/> dog communication	100 – 1K	Low	–	€0.07	€0.22	
<input type="checkbox"/> dolphin communication	100 – 1K	Low	–	–	–	
<input type="checkbox"/> animal psychic	10 – 100	Low	–	–	–	
<input type="checkbox"/> elephant communication	10 – 100	Low	–	–	–	
<input type="checkbox"/> animal communicator near me	100 – 1K	Low	–	€0.08	€0.17	

Google AdWords – Building campaigns

The screenshot shows the Google AdWords Keyword plan interface. At the top, there are navigation links for 'GO TO', 'REPORTS', and 'TOOLS', along with account information for '311-506-2372' and 'bill.manos@euram1.com'. Below the header, the 'Plan settings' are set to 'United Kingdom', 'All languages', and 'Google' search networks. The 'FORECASTS' tab is selected, displaying metrics: Clicks (4.5K), Impressions (64K), Cost (€2.9K), CTR (7.0%), Avg. CPC (€0.65), and Avg. Position (1.5). A note indicates a daily budget of €130. A button to 'Add conversion metrics' is also present. Below the forecast, a table lists a single search term: 'climate change' in 'Ad group 1' with a max. CPC of €1.00, resulting in 4,513.88 clicks, 64,272.14 impressions, a cost of €2,916.53, and a CTR of 7.0%.

Keyword ↑	Ad group	Max. CPC	Clicks	Impressions	Cost	CTR	Avg. CPC
climate change	Ad group 1	€1.00	4,513.88	64,272.14	€2,916.53	7.0%	€0.65

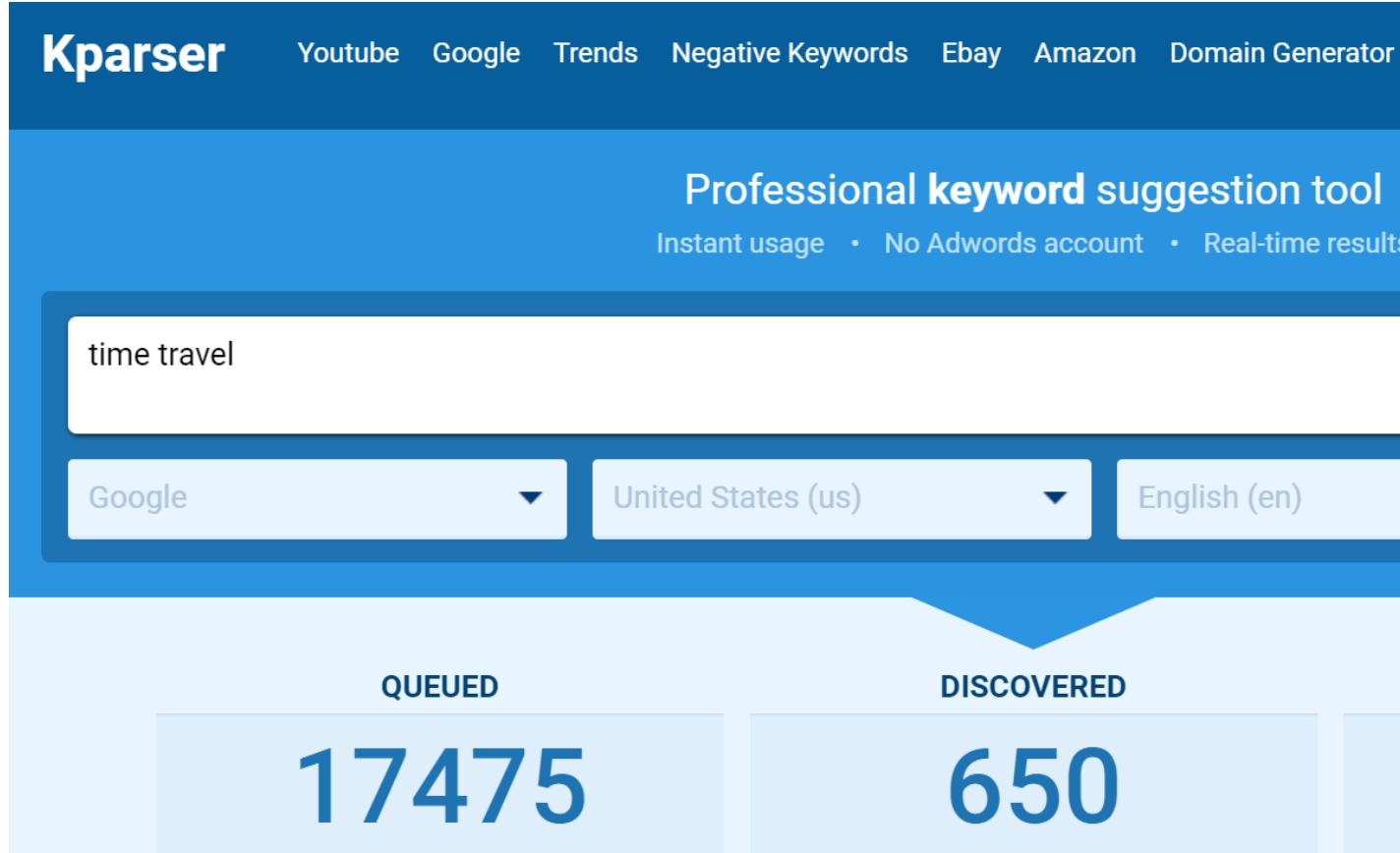
Keyword Tools <https://keywordtool.io/>

The screenshot shows the Keyword Tool interface. At the top, there's a navigation bar with links for 'Find Keywords', 'Analyze Competitors', 'Check Search Volume', 'Keyword Tool Pro', 'API Access', 'Contact', and 'Login'. Below the navigation is a row of search engines: Google, YouTube, Bing, Amazon, eBay, Play Store, Instagram, and Twitter. The main search bar contains the query '3d food printing' and is set to 'All' and 'United Kingdom / English'. A search button with a magnifying glass icon is to the right. Below the search bar, there are sections for 'Filter Results' (with an upward arrow), 'Keyword Suggestions' (selected), 'Questions', 'Prepositions', 'Sort by' (set to 'Keywords - ascending'), and 'Negative Keywords' (with an upward arrow). A message box says 'Search for "3d food printing" found 145 unique keywords' and encourages users to 'Subscribe to Keyword Tool Pro now!'. The main results table has columns for 'Keywords' (with a dropdown arrow), 'Search Volume' (with a question mark icon), 'Trend' (with a question mark icon), 'CPC' (with a question mark icon), and 'Competition' (with a question mark icon). The first few results listed are '3d food printing', '3d food printing technology', '3d food printing companies', and '3d food printin...'. A tooltip box at the bottom right says 'Do You Need This Information? Keyword Tool Pro Provides Search Volume Data For English' and has a 'Copy / Export all' button.

Keywords	Search Volume	Trend	CPC	Competition
3d food printing				
3d food printing technology				
3d food printing companies				
3d food printin...				

Keyword Tools

<https://app.kparser.com>



Kparser Rank is an index that reveals the importance of the particular phrase compared to the rest of the obtained phrases. Its basis is the frequency range of each word from the phrase among the obtained results.

Keyword Tools <https://app.kparser.com>

time travel app	90
time travel anime netflix	69
time travel avengers endgame	68
time travel abcya	90
time travel books	91
time travel book series	68
time travel background	90
time travel books for kids	55
time travel books for tweens	55

1 2 3 4 5 ... 14 [Next](#)

Team Class Exercise - Keyword Tools

Do keyword searches related to your product using:

- 1) buzzsumo.com (done earlier in class)
- 2) <https://app.kparser.com>
- 3) <https://keywordtool.io/>

Add one screenshot from each app (3 total) showing meaningful results.

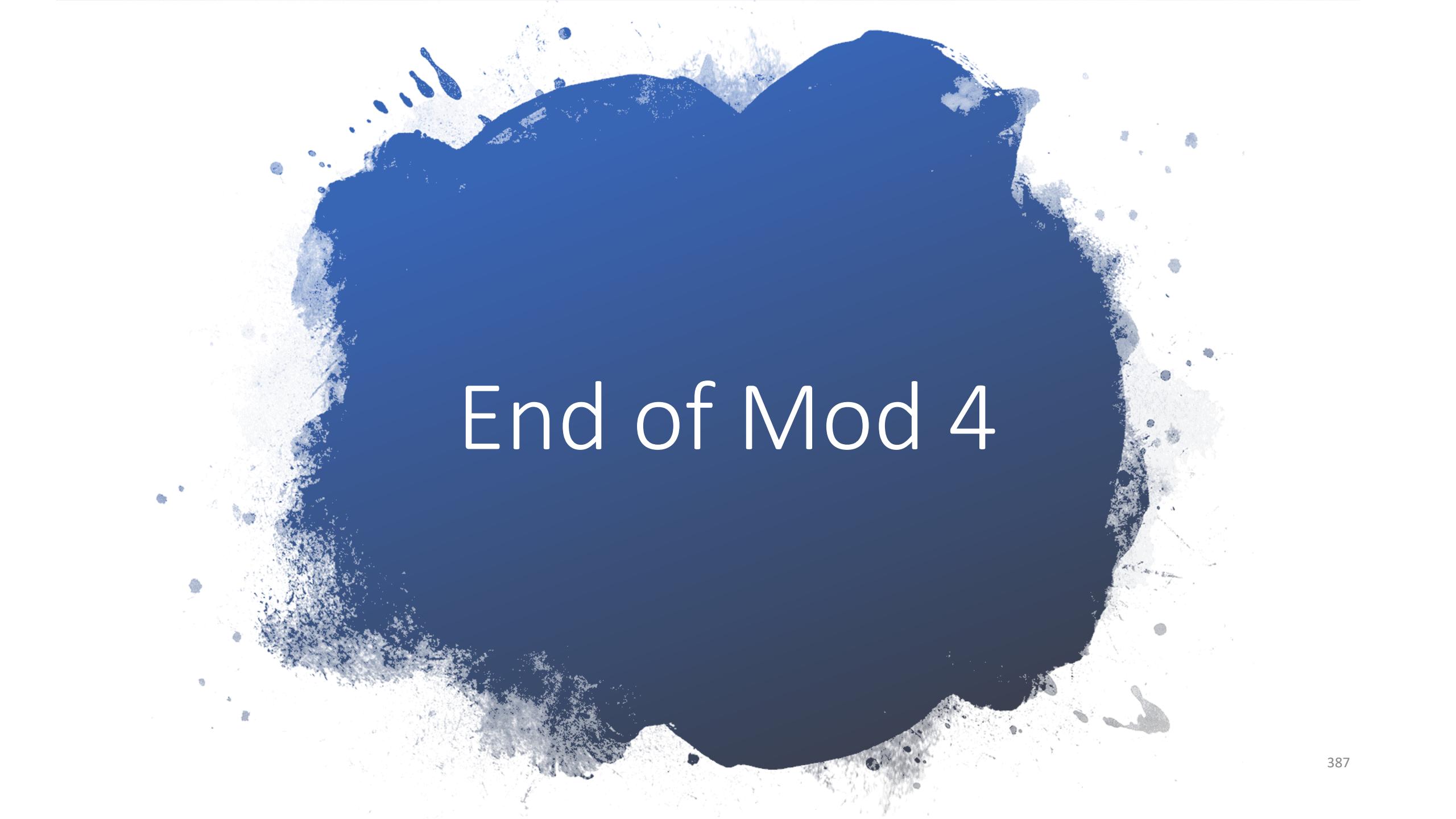
Have one team member email the Word doc to me and copy the other team members

Team Homework Exercise - Complete SMAP Page 2

Complete page 2 of your SMAP. As indicated in the file, be very precise and develop your answers.

When submitting your work, include the previous version with Page 1 completed and any email exchanges regarding your SMAP so that all information is in one place.

Have one team member email the Word doc to me and copy the other team members. Your team name should be in the title. **Deadline: 18h00 Thursday, March 3**



End of Mod 4

Digital Marketing and Social Media Strategy (Mod 5)

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

Bill Manos – 2021 - 2022



Session 5

- SMAP review
- Analytics and KPIs
- Meta descriptions
- AI in Marketing
- Email marketing
- Omnichannel Marketing



Group 1 Socrative Quiz

- Go to: <https://socrative.com/>
- Login as a student

Direct URL: <https://b.socrative.com/login/student/>

- Room name is: MARKETINGSPRING2022
- You will be in a waiting room
- When the activity is launched, use your EPITA email address for your name (with as many characters as fits)
- You cannot go backwards to answer previous questions

Time 7 minutes – quiz will be stopped

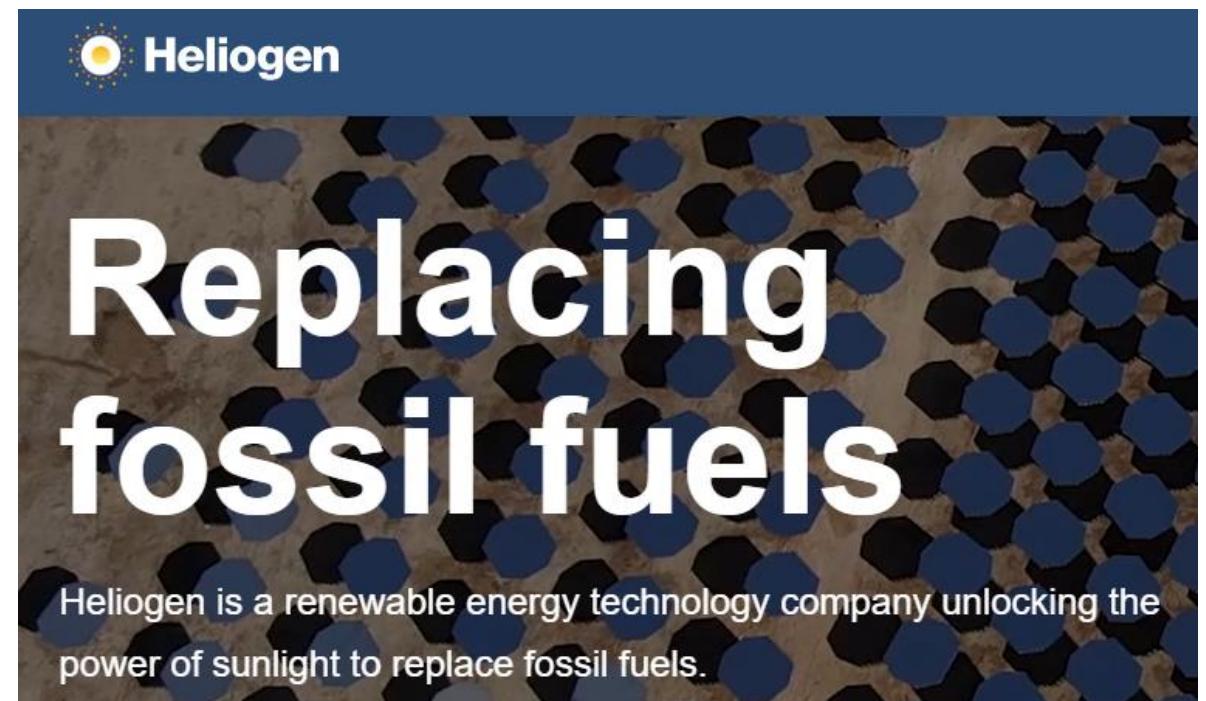


A large, abstract circular graphic in the background, composed of a dark blue center surrounded by concentric rings of white and light blue, resembling a stylized planet or a splash of paint.

Assignment Review Marketing Actions

Sales Mafia G2

Community Events and Sponsorships	Heliogen must maintain pace in a rising solar business by attracting new clients and distinguishing themselves from the competition. Sponsorship marketing is a simple, inexpensive, and accessible approach to achieve this. It is one of the most effective strategies to promote our company and to attract new customers.
<i>paid + earned Sponsorship is a good addition. I didn't cover it in class and it is great to see it here.</i>	Sponsorship requires providing financial support, either in the form of a donated item or a monetary donation. While there are many reasons to give sponsorships, the most obvious one is to get our brand out there while supporting a cause or an event that we care about. People learn about our brand, see the logo, and get familiar with our products when they attend that event or interact with the organization we chose to sponsor. It is a strong method of marketing that targets customers where they live.





Sponsorship marketing is when one brand aligns itself with an aspect of another brand. Often, this will be an event, such as a sports game, a performance or a conference. But brands might also choose to sponsor a TV program, a charity or even a celebrity.

Three types of events sponsorships to offer

- Branding – These opportunities allow sponsors to display their logos to event attendees.
- Lead opportunities – These opportunities give sponsors a way to collect sales leads. ...
- Networking – With these opportunities, sponsors have a way to get to know attendees one-to-one.

Young Innovative Minds G1

Pinterest

Pininterest

I've reviewed
about half the
class so far and
you are the first
to mention
Pinterest – good
choice and very
well-developed.

Post consistently, frequent posts such as 5-3 times a day, spread out at different times to reach as many people as possible. With tools, we can streamline and automate the process of posting new content as well as resharing. Using high-quality vertical images as well as videos that stand out as Pinterest is a never-ending feed.

Rather than just selling, instead of sharing interesting information and content about our product and gadgets which are interesting for users.

Promoting an upcoming event or new product can be a great strategy. Collections pins are interactive ways to share inspiration and products. There's one primary image that, when clicked, shows the individual products included in the image with links to your store.

Joining the Verified merchant program, you're essentially being vetted by Pinterest. This makes you seem more legitimate to potential customers and also opens up several new features for you to take advantage of. Your products will show up in related Pins that reach people looking for new brands. You'll gain access to a Conversion Insights tool with advanced analytics.

Add a "Pin It" button to your site and they can share everything from products to infographics, outfit inspiration, and recipes. This is an excellent way to reach new audiences without spending a penny.

Security Task Force – G1

Twitter

Your answer is well-developed and shows specific ideas.

- Create and manage accounts for each product: Good idea having an account for each product will help us to empathize and reach every market niche.
- Use Twitter hashtags and trends: Hastags and trends will expose our brand to new audiences who may be interested. For example, how to prevent intrusion attacks using mcafee #Defense, #SecurityForAll, #McAfeeVPN, etc.
- Make a content calendar: Schedule all the posts according to the trendings topics. (Another good idea)
- Engage with our followers: By participating and interacting in forums, rooms, etc, related to the latest trendings topics in cibersecurity (DragonJar Activities, Trainings, FranSec Expo, etc) we are going to create a community that will provide publicity to the products. Engagement is indeed important.

We are going to advertise on Twitter by using Twitter Ads and promoted Tweets that will make our posts easily discoverable by thousands of people, helping us increase our influence and

Note the Planning

Vibe with Us G1

Ideas are developed

<u>ShazamAR_Blog</u>	Create a blog in which we explain how much our service could make a change in the marketing field, in addition, we include the right links to websites and to our customer service. Some information that needs to be mentioned: description about the service, how any advertisement made with it can reach every single person who has a smartphone and who are our partners and main customers (mainly big companies so that we can establish trust), and some real-life examples. Well-developed answer – this demonstrates thought and effort.
Article in Medium	Lots of companies who are interested may ask how they could use such a service, uploading a medium article explaining everything such as short description, how they could start, how they could contact us, show some examples, show some statistics that states how many end users usually our ads reach. A link would have been helpful as I didn't know the platform – Google found it quickly for me. I learned something new.

Instagram



Memes would be the best choice to attract the customer with explaining we can solve their problem, above pic relates to grabtaxi, we prioritize passenger early arrival on destination without spending time on unnecessary talk. And our avatar use Instagram most. **It's good that you show an example.**

Email

Send them a Mail with a hook "Your child Destination is our Goal". We took this hook because as per our avatar Anna she is worried about her kids. Within Email we will describe the rewards and cashback she will earn with promocodes and our links to download our app. **Good title and idea – it's also good that you developed the idea and did not just list "email marketing"**

Review Website

GrabTaxi-Reviews Would as to reviews about their journey during our ride or how accessible it is. **It's good that you mention a platform and a link.**

Content Marketing

Types-of-Auto-drives-Jordindian, Types-of-Auto-drivers-part2-Jordindian This is a amazing video where they show types of problem people facing while taking Auto rickshaw in India, This would be the best to show users that if you face these kind of problem Grabtaxi will solve it.
danish-Sait-RoadAccident-shorts Danish Sait is an amazing content creator in youtube, since our main goal is passenger safety, this small video we can show at start and show how grabtaxi driver avoids such incidents. **Great choices**

Grab the Taxi G1

Developed ideas – briefly is OK



Curve has full bank-level protection



Neira Jones

Payments, Digital Innovation, Fintech, Information Security, Regtech, Fraud, NED, Advisor, Keynote Speaker
6mo

London #FinTech #Curve Launches #BNPL Alternative Enabling Customers to Pay by Instalments for Purchases Made up to A Year Ago
<https://bit.ly/3nKLiT>
#payments #GoBackInTime #lending #credit
@imaginecurve



FinPros G1

YouTube, LinkedIn and Instagram

Copy.AI G1

Specific examples

LinkedIn

- Collaborate with growing companies and startups CEOs (to avoid high cost) to produce engaging and influencing videos and posts of their experience with our products. These CEOs can include Ollie, Founder at [Enterprise Orchard](#), Jackson, Owner at [Fringe](#) and Melissa, CEO at [Haus.band](#).
- Connect with very successful CEOs and offer them 6 to 1 years free trial along with a demo (Hoping they like it and start using it). For example CEO of Oglovi, CEO of Freeman and CEO of Isobar
- Collaborating with some leading AI engineers (Faizan Khan) or technical marketers

Cloudy Marketers G1

Well-developed SEO and Email

Search engine optimization (Improve SEO)

Well-developed and specific.

- Track Metrics with Google Analytics
 - 1. What browsers they're using (finding out which browsers that users favor and adjust web design accordingly)
 - 2. Referral traffic (finding where your website viewers are coming from)
 - 3. Understand AWS's competition (See insights on competitor traffic and use that data to figure out how to update content strategy to be more effective)
 - Optimize Existing Content.
 - Create new content based on keyword research.
 - Optimize images.
 - Using the voice search feature.

Email **Excellent – very specific.**

- Present current AWS Lambda users about the upcoming function of AWS Lambda service.
- Invitation to the upcoming seminar.
- Remind Customer feedback for AWS Lambda for 6 month.
- **Set Up a Customer Referral System.** Inform current AWS Lambda users: offer 10% of the next month's retainer for every new customer referred.
- Inform customers about promotional campaigns.

Cyber Side G1

Specific examples

News Channels (TF1, RFI, France24) These are specific – the goal of the exercise.	Raising awareness about cybersecurity is the most crucial step for companies like Orange <u>Cyberdéfense</u> as most people are unaware of the risks they might be facing. Orange <u>Cyberdéfense</u> 's goal is to "build a safer digital society" and they can achieve that by starting awareness campaigns through major TV and radio channels. This will increase their reputation and credibility, hence expanding their market.
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Having these footsteps around Paris and the 92XXX area, where most tech companies or other big companies reside, will increase the company's popularity and familiarity with people and attract potential clients. **Excellent to be specific!**

Cyber Side G1

SEO

Google (Search Engine) Excellent choices – you clearly have understood the importance of being specific. General terms creating cot with little result. “The Long Tail of SEO” lesson	<p>Orange Cyberdefense will pay Google Search Ads for the following keywords: “Log4j vulnerability”, “France Cyberdefense”, “Cybersecurity solutions in France”, “Secure Access Service Edge”, “Orange cyberdefense Cloud Security”, “Internet of things and Cybersecurity”, “Supply Chain Attacks in France”, “Compliance monitoring”, “Cyber-attacks on healthcare in France”, “Distributed denial of service (DDoS) protection” etc...</p> <p>Orange cyberdéfense would want to reach people who are using specific keywords that either mention them, or a service that they can provide. Therefore, if a person is researching any cybersecurity related topics, especially current trends, Orange Cyberdéfense needs to make sure that they are reaching these groups.</p>
--	--

Copy.AI G1

Describes specific actions

LinkedIn

- Collaborate with growing companies and startups CEOs (to avoid high cost) to produce engaging and influencing videos and posts of their experience with our products. These CEOs can include Ollie, Founder at [Enterprise Orchard](#), Jackson, Owner at [Fringe](#) and Melissa, CEO at [Haus.band](#).
- Connect with very successful CEOs and offer them 6 to 1 years free trial along with a demo (Hoping they like it and start using it). For example CEO of Oglovi, CEO of Freeman and CEO of Isobar
- Collaborating with some leading AI engineers (Faizan Khan) or technical marketers

Be Platform Appropriate

- <https://www.thrillist.com/entertainment/nation/best-memes-2020>
- <https://www.thrillist.com/entertainment/nation/best-memes-2021>



Analytics and KPIs



KPIs

- Measurable value that enables to evaluate how successful /unsuccessful our actions are
- Marketing goals should be SMART



Key Business contribution of Marketing:

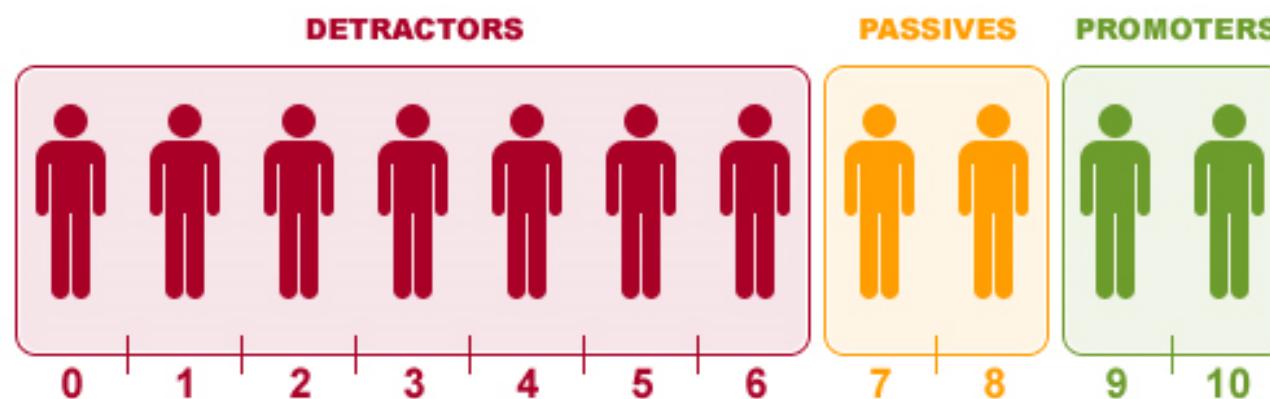
Develop Customer Lifetime Value (CLV or CLTV)

- CLV or CLTV is the present value of the future cash flows attributed to the customer relationship.

- If we view a customer relationship as an asset of a company, CLV or CLTV would represent the calculated financial value of that asset.

Net Promoter Score

- The **NPS** is an index ranging from -100 to 100 measuring the willingness of customers to recommend a company's products or services to others. It is used for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand.

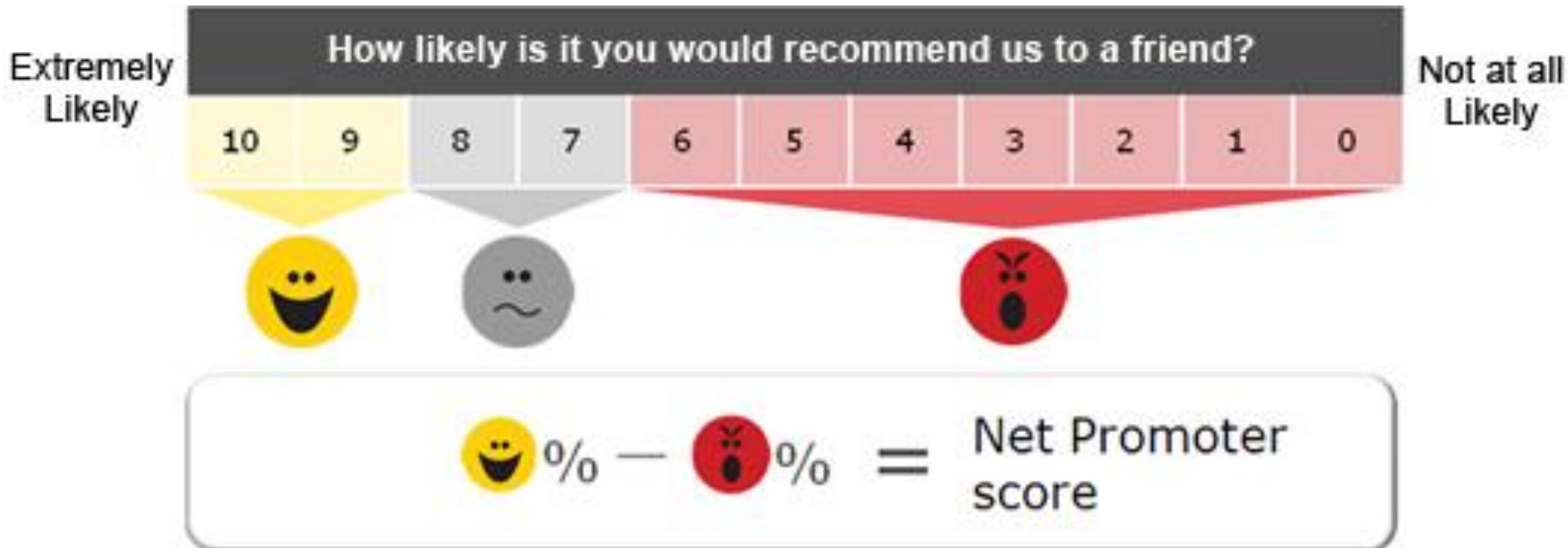


$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

Net Promoter Score

- **Promoters** are loyal, enthusiastic and outspoken fans to their friends, families and colleagues. They are far more likely than others to remain customers and to increase their purchases over time. They are almost always a pleasure to deal with.
- **Passives** are “passively satisfied” but for now. Their repurchase and referral rates are as much lower than those of promoters. If a competitor’s product looks interesting, they may defect.
- **Detractors** are unhappy customers and account for a huge percentage of negative advocacy. They have high rates of defection. Some may appear profitable from a financial standpoint, but their criticisms and bad attitudes hurt a company’s reputation, discourage new customers and demotivate employees.

Net Promoter Score



Frederick Reichheld

Net Promoter Score

Thank you for using
LinkedIn Premium!

To help us improve our product, we'd like to ask you a few questions about your usage of LinkedIn Premium. It will only take about 4 minutes.

Let's get started...

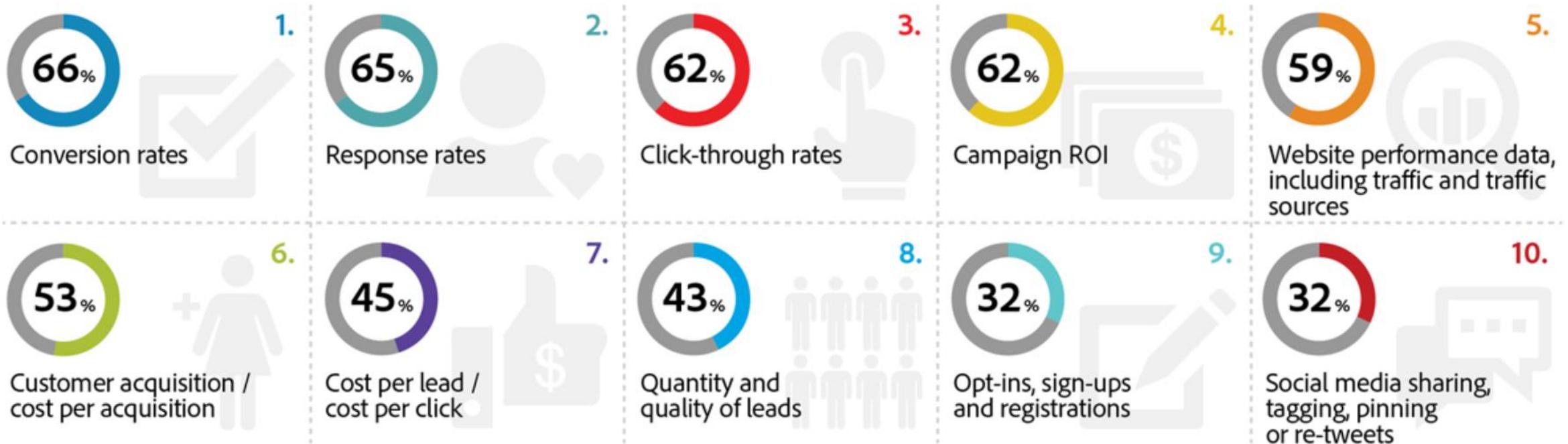
How likely are you to recommend LinkedIn Premium to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

Not at all
likely

Extremely
likely

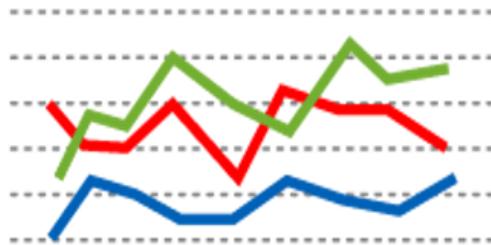
Measuring results of marketing actions



CRM Dashboard – Reporting and Control



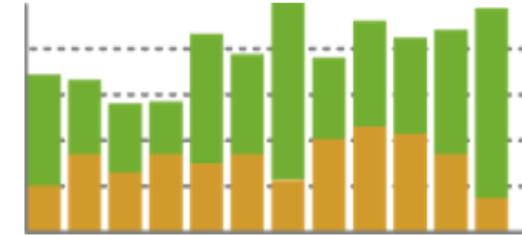
Campaign ROI



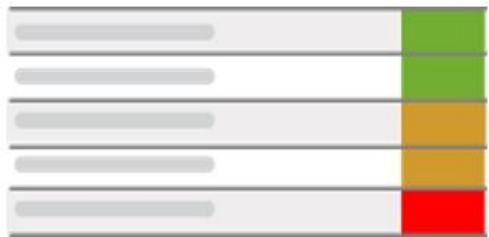
Leads by Source



Lead Conversion%



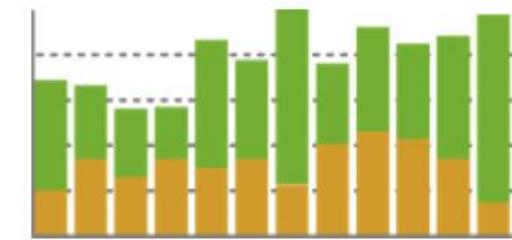
Closed Business by Month



Top 10 Deals



Month-to-Date Trending



Closed Business by Month



Top Sales Reps



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 (advocate)
- 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

- **Reach:** The *number of unique people* who see your content, measuring how your content is spread via social media. Reach is a measurement of your **effective** audience.
- **Impression:** The *number of times* your content is displayed by being delivered to someone's feed. A viewer doesn't have to engage with the post in order for it to count as an impression. One person can have multiple impressions of the same piece of content.
- **Example:** A post can be displayed in the news feed from the original publisher and appear a second time when a friend shares it. If you saw both forms of activity in your feed, that counts as two impressions for the same post. You would count as one unique viewer for Reach.

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

Some Digital KPIs

Website

Web traffic

Page views

Click thru

Unique visitors

Returning visitors

Social Media

Impressions

Engagement

Brand mentions

followers

Other online

Content upload

Feedback

Brand awareness

Click/like/share etc...

Marketing Productivity Metrics



- Purchase Action Ratio (PAR)
 - Measures conversion rate from brand awareness to purchase
- Brand Advocacy Ratio (BAR)
 - Measures conversion rate from brand awareness to advocacy
- Example from a population of 100, brand is spontaneously recalled by 90 and 18 purchase and 9 recommend
 - PAR = $18/90 = .2$
 - BAR = $9/90 = .1$
 - Question – where would money be best spent in this example?

Welcome to Google Analytics

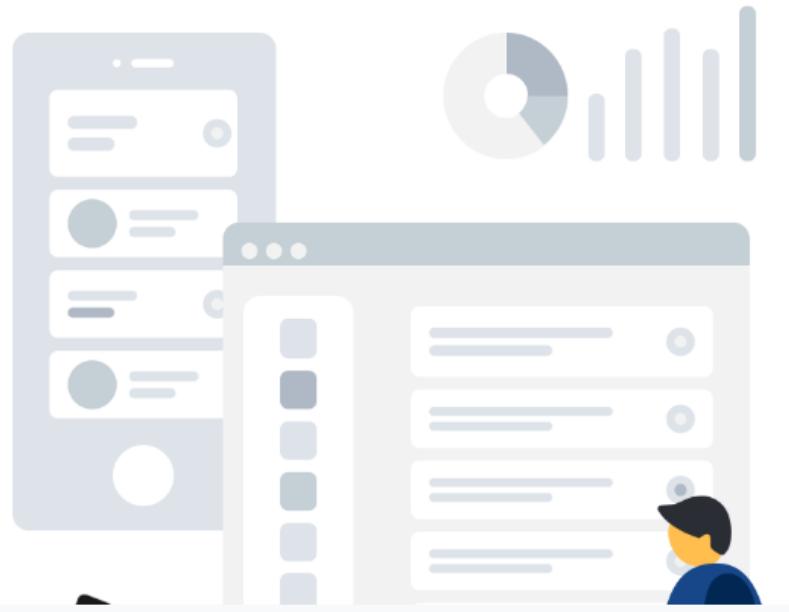
Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

[Start measuring](#)

Complete information

Understand your site and app users to better check the performance of your marketing, content, products, and more.

Get insights only Google can give



Google Analytics

Google Analytics Home **Reporting** Customization Admin

Search reports & help

Channels

Real-Time Audience + Add Segment

All Users
100.00% Sessions

Acquisition

Overview

▼ All Traffic

Channels

Treemaps

Source/Medium

Referrals

► AdWords

► Search Engine Optimization

► Social

Customize Email Export ▾ Add to Dashboard Shortcut

Explorer

Summary Site Usage Goal Set 1 Ecommerce

Sessions ▾ vs. Select a metric

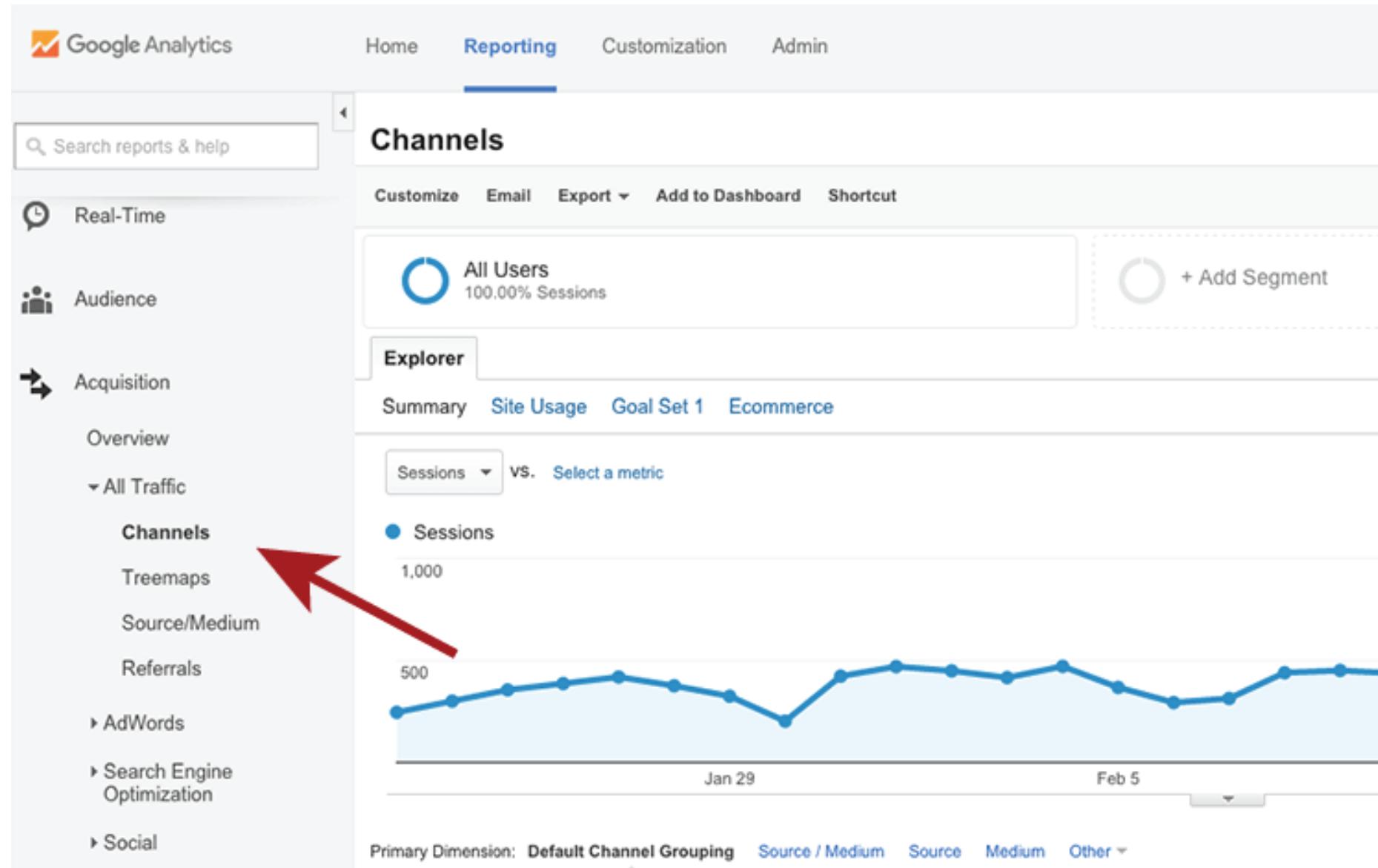
● Sessions

1,000

500

Jan 29 Feb 5

Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other ▾



Google Analytics

Google URL builder

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. Note: the generated URL is automatically updated as you make changes.

* Website URL

The full website URL (e.g. `https://www.example.com`)

* Campaign Source

The referrer: (e.g. `google`, `newsletter`)

Campaign Medium

Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords

Campaign Content

Use to differentiate ads

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

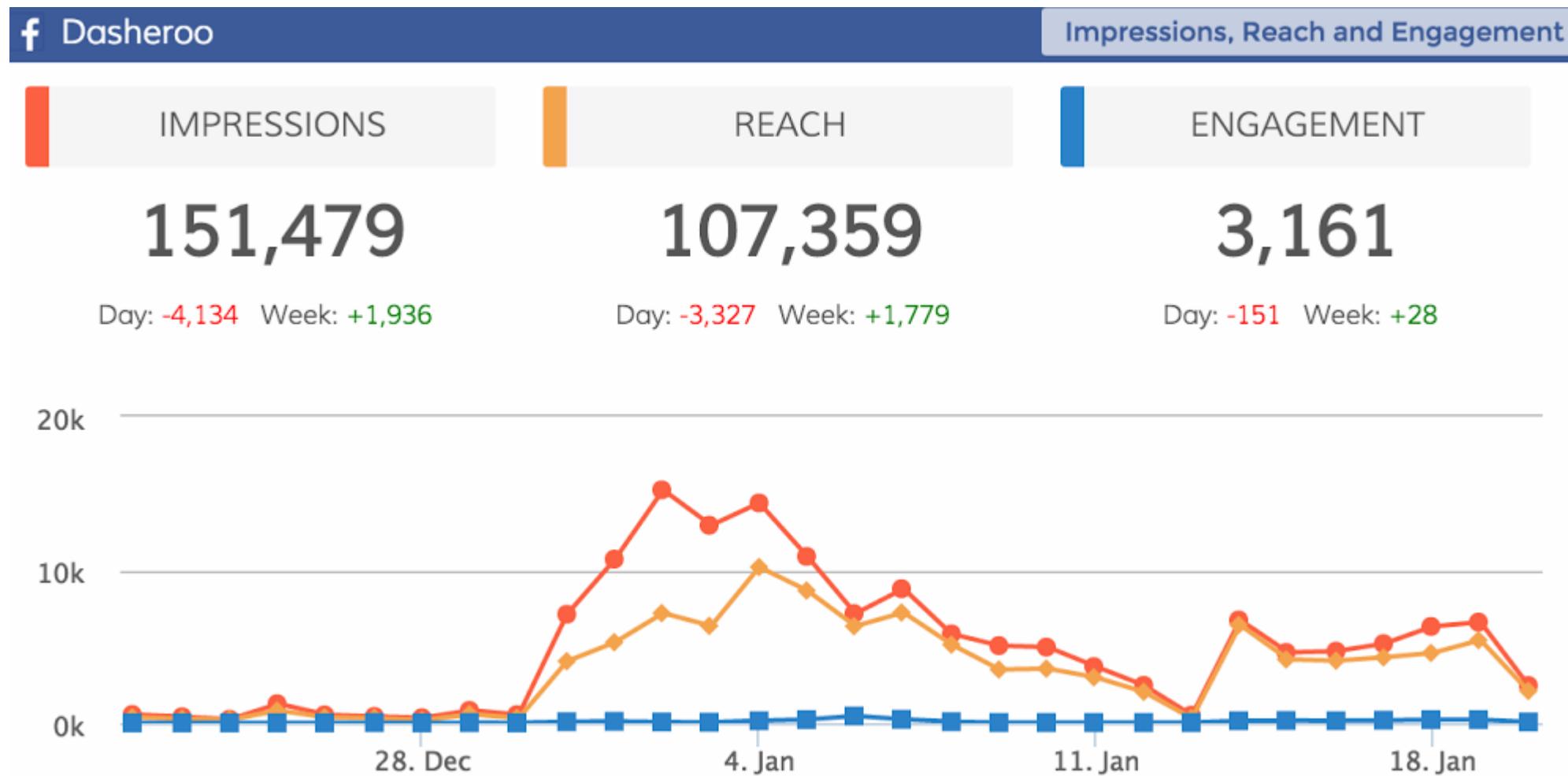
Adds campaign parameters to URLs to track Custom Campaigns in Google Analytics

KPIs – Pageloading time

Navigateur	Temps de chargement moyen de la page (s)
1. Internet Explorer	5,14
2. Firefox	6,31
3. Safari	6,38
4. Samsung Internet	6,44
5. Edge	7,24
6. Chrome	8,38
7. Safari (in-app)	8,91
8. Android Webview	9,27
9. (not set)	9,59

More KPIs on <https://blog.hootsuite.com/social-media-metrics/>

Social Media Analytics example



Twitter Analytics

Meet your dashboards



Tweet activity

Measure engagement and learn how to make your Tweets more successful.



Followers

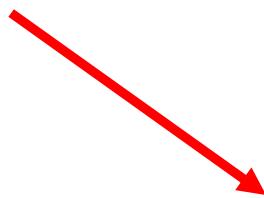
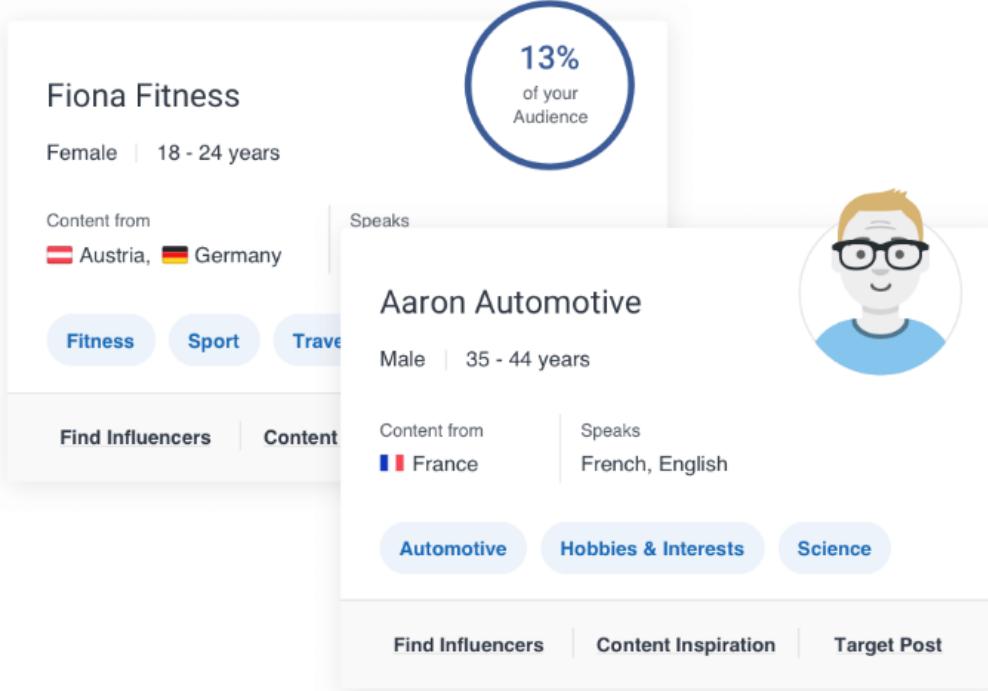
Explore the interests, locations, and demographics of your followers.



Twitter Cards

Track how your Twitter Cards drive clicks, app installs, and Retweets.

Twitter Analytics



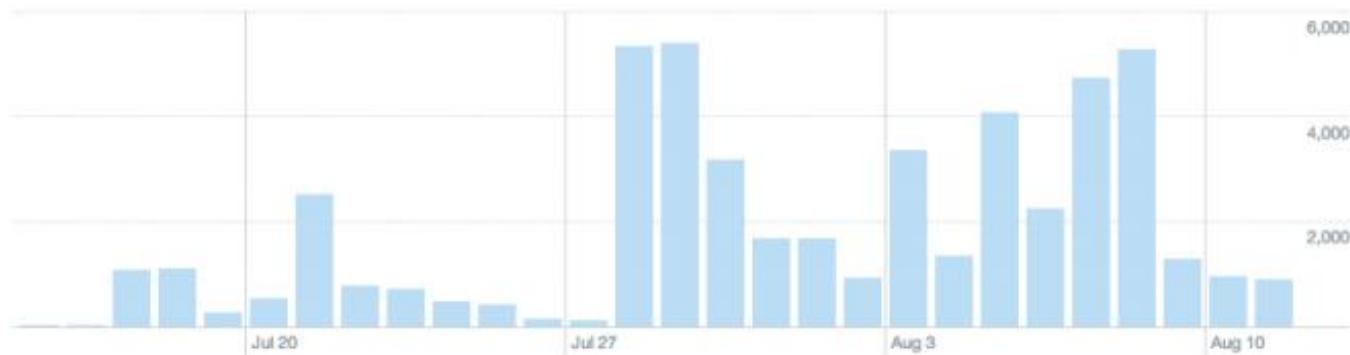
Tailor your content to the right personas with audience analytics

Consolidate your digital audience data in one place and have AI generate persona profiles you can rely on. Create personalized content that resonates with your audience segments and use social media analytics to analyze and report on your results.

Tweet activity

 Export dataYour Tweets earned **50.5K impressions** over the last **28 days**

That's no change in impressions from the previous 28-day period

[Tweets](#) [Tweets and replies](#) [Promoted](#)

Impressions Engagements Engagement rate



AJ Kohn @ajkohn · Aug 8

Reading: Gardens, Not Graves bit.ly/1lijQID (Tending to your chronological content. Ugh! I need to do this.)
#content #blogging

616

10

1.6%



AJ Kohn @ajkohn · Aug 8

Saving: How We Read bit.ly/1liiBcy (I absolutely adore this piece. Awesome information here.) #ux #readability

619

17

2.7%



AJ Kohn @ajkohn · Aug 8

Reading: Decoding the Google Answer Box Algorithm bit.ly/1r0kzN0 (Not decoded really but good observational data here.) #seo

992

17

1.7%

YOUR TWEETS

So far today, your Tweets have earned **902 impressions**. This is lower than your 28-day average of 1.8K impressions per day.

Engagements

Showing last 28 days with daily frequency

ENGAGEMENT RATE

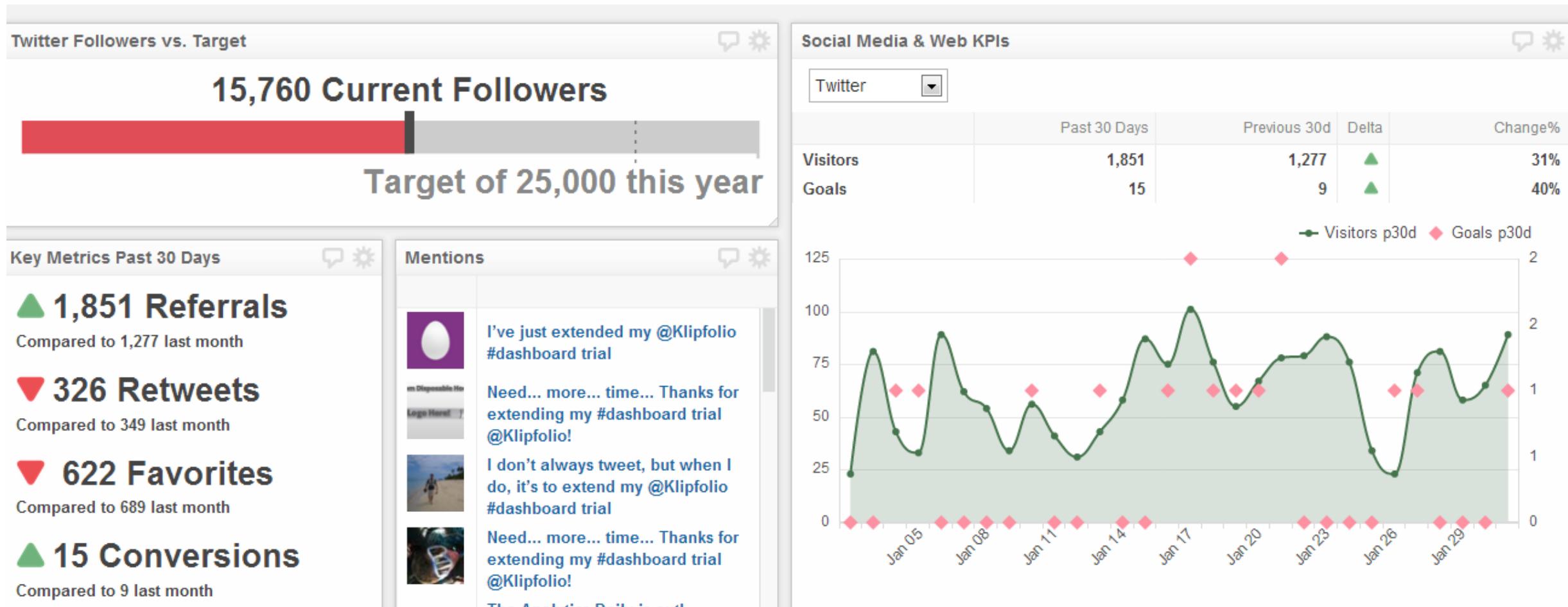
0.9%

Today
1.4% engagement rate

LINK CLICKS

210

Today
2 link clicks



YouTube Analytics

AVERAGE VIEW DURATION ?

2:42 (68%)

Absolute audience retention

Relative audience retention



Watch time, views, likes, shares, and comments

Video Insights Dashboard



Views: Jul 2019

31.62K ↓

Jun 2019: 66.09K

Minutes Watched: Jul 2019

30.96K ↓

Jun 2019: 66.87K

Avg View Duration: Jul 2019

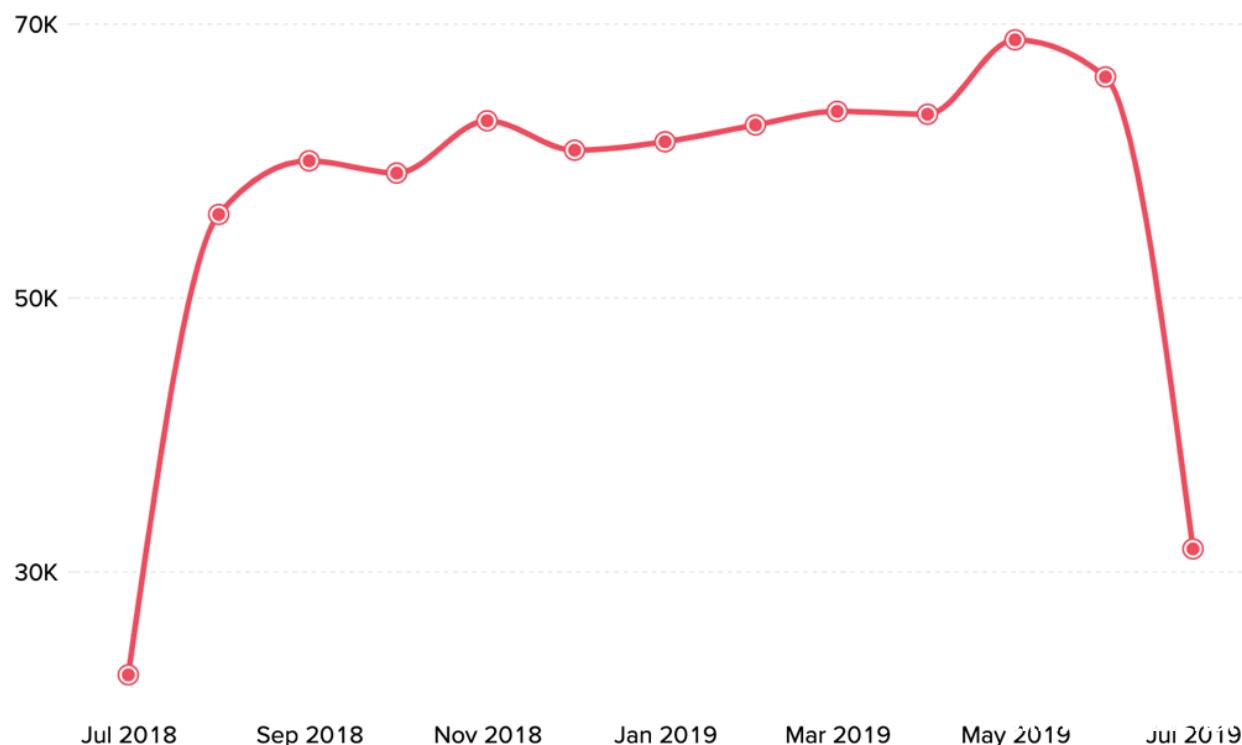
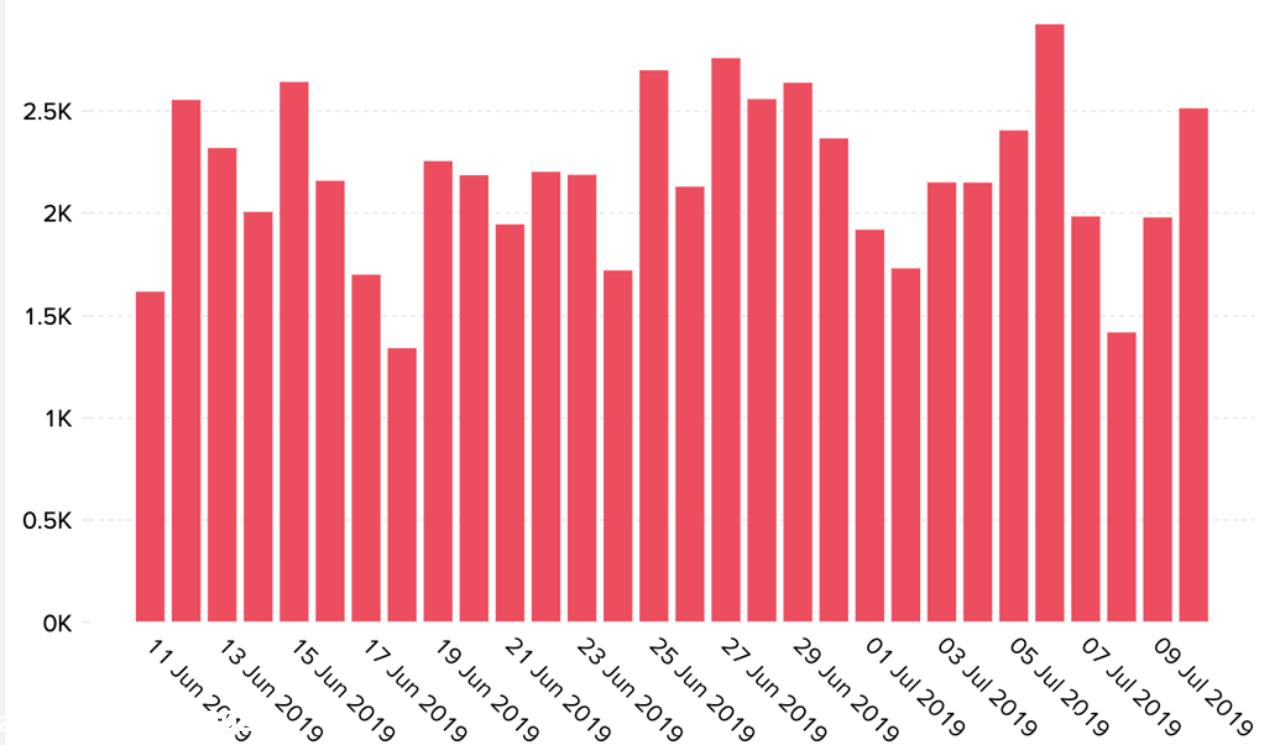
0.84 ↑

Jun 2019: 0.82

Videos Published: Jul 2019

3 ↑

Jun 2019: 3

Monthly Video Views**Daily Views**

YouTube Video Performance



Analyzing data like a pro

Created: 2018-02-13
Published: 2018-02-14

ENGAGEMENT



LIKES

271

DISLIKES

6

COMMENTS

39

SHARES

113

LIFETIME STATS

VIEWS

**1,410**

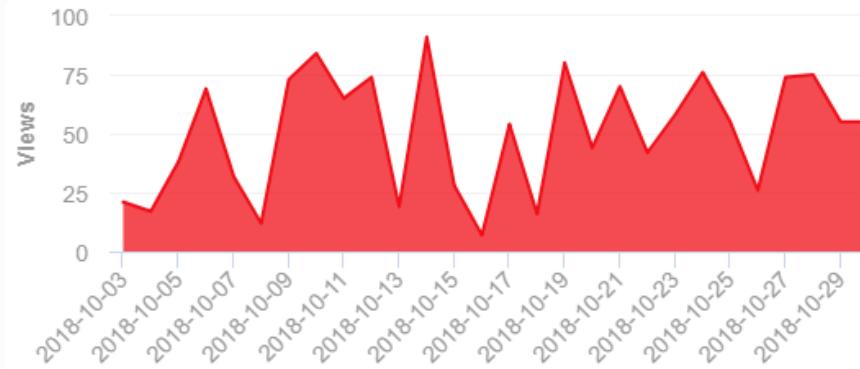
LAST 28 DAYS

416

LAST 7 DAYS

55

YESTERDAY



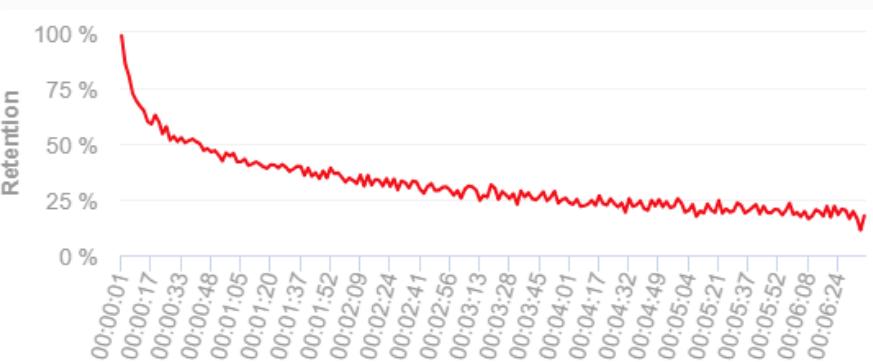
AUDIENCE RETENTION
2 min 28 sec

AVG VIEW DURATION

LIFETIME STATS

29 %

AVG VIEW %

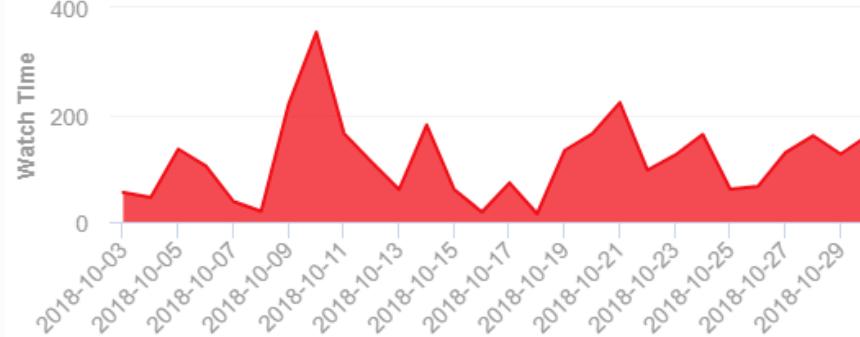


WATCH TIME
3,270 min **869 min** **162 min**

LAST 28 DAYS

LAST 7 DAYS

YESTERDAY



YouTube Analytics – Brand Lift

- A measurement of the direct impact your YouTube ads are having on perceptions and behaviors throughout the consumer journey.
- Brand lift metrics include brand awareness, ad recall, consideration, favorability, purchase intent, and brand interest, as measured by organic search activity.

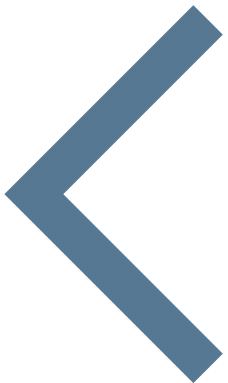


KPIs - Engagement

- Engagement metrics → Interactions
 - Applause rate (number of approval actions (e.g., likes, favorites) a post receives relative to your total number of followers).
 - Average Engagement Rate (number of engagement actions (e.g., likes, shares, comments) a post receives relative to your total number of followers)
 - Amplification Rate (ratio of shares per post to the number of overall followers)
 - Share ratio or virality rate (ratio between the number of shares and the number of impressions)
 - Conversation Rate (ratio of comments per post to the number of overall followers)

More KPIs on <https://blog.hootsuite.com/social-media-metrics/>

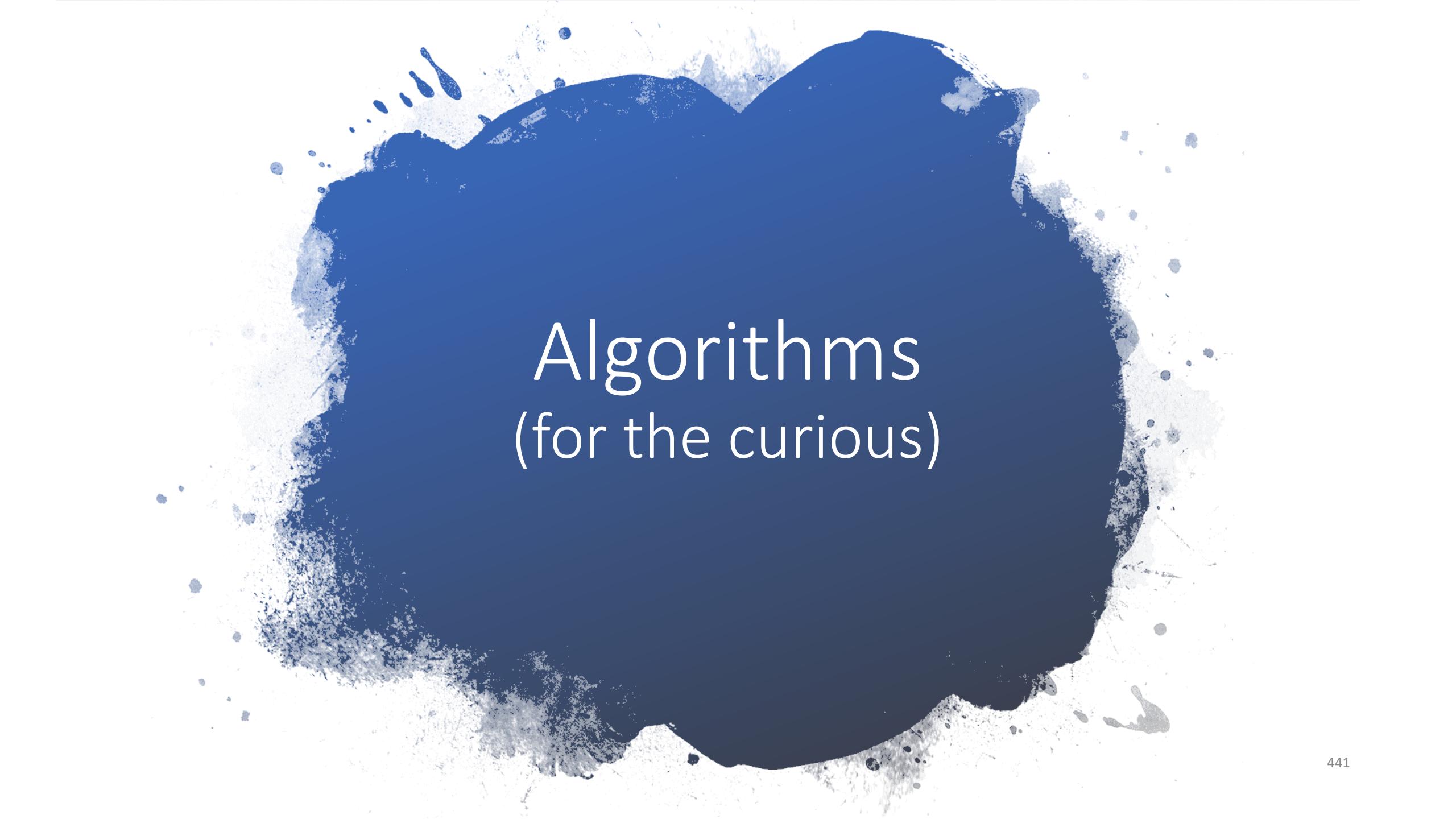
Article on KPIs to Read



◆ Read this article on KPIs

- ◆ <https://www.slingshotapp.io/blog/top-35-marketing-kpis-to-track#:~:text=PPC%20KPIs-,What%20Are%20KPIs%20in%20Marketing%3F,a%20cross%20the%20different%20marketing%20channels.>

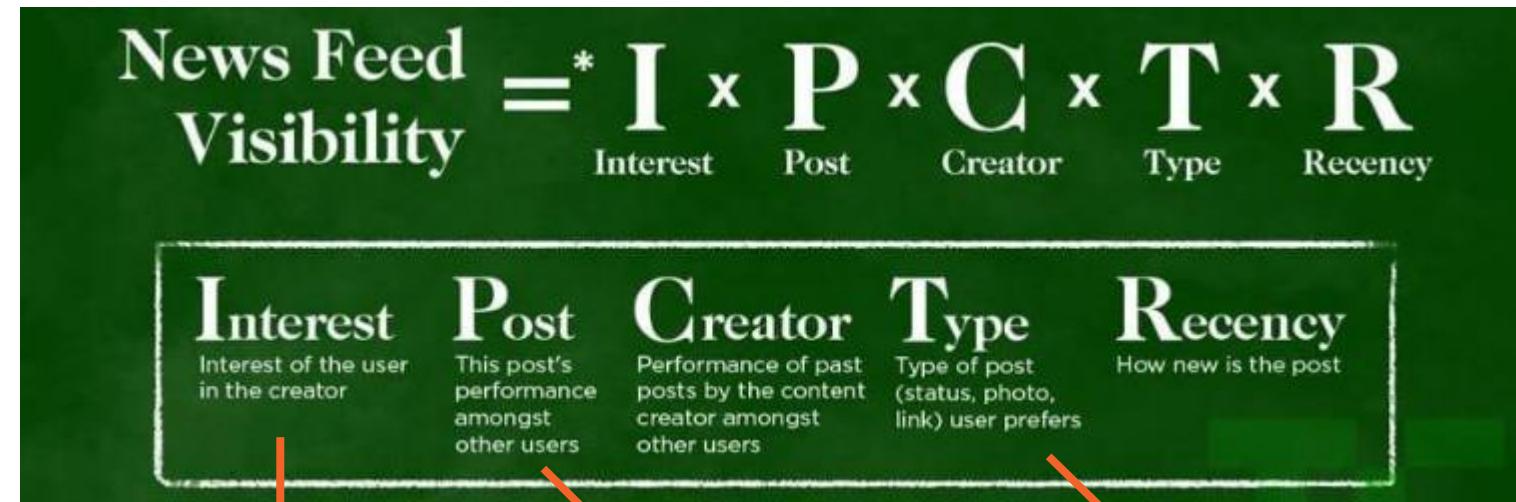




Algorithms (for the curious)



1) Facebook Algorithm



- Priority to **person-to-person interactions** over person-to-(brand) page
- **Connections with people** within an individual's network will get the biggest boost in rankings
- Priority to **posts that spark conversations** and meaningful interactions between people.
- Post **success based on comments & shares** (not only likes)

Source: Facebook, « Bringing People Closer Together », January 2018 (newsroom.fb.com)

2) Facebook Algorithm



Founder's objective:



You'll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard—it should **encourage meaningful interactions** between people.



- Mark Zuckerberg



3) Facebook Algorithm Implications

- **Disadvantages for companies with 2018 algorithm:**

- Less visibility for companies posts than before
- Smaller organic reach for brand pages

Unless pages with discussion/interactions/real community

→ **How to be visible with this algorithm:**

- Boost engagement/interactions (comments & shares) on the brand page
- Prioritize visual content and mainly videos
- Post videos on Facebook rather than forward a link
- Post high-quality content → make people share it as much as possible
- Revisit the content strategy: focus on content that sparks discussion

1) Instagram Algorithm



- ◆ No difference between content shared by friends or by brands
- ◆ Newsfeed publication order :
 - ◆ Based on past behaviors or similar content
 - ◆ 3 key factors:
 - ◆ **Interest:** the likelihood user will be interested in the content
 - ◆ **Recency:** priority to the most recent posts
 - ◆ **Relationship** with the entity posting, based on interaction frequency in the past.

Source: Prof. I. Schuiling - UCLouvain

2) Instagram Algorithm



3 other factors:

- **# Followed people:**
 - More posts seen from the same people if only few people followed.
 - Everyone's posts not seen if thousands of people followed.
- **Frequency:**
 - If Instagram opened multiple times a day → recent posts seen only
 - If Instagram open once a week → older posts seen too.
- **Usage:**
 - Link between app usage and content seen.
 - If time spent on the app is short, then feed loaded with priority content only.

Source: Hootsuite « How the Instagram Algorithm Works in 2018 », June 19 2018 (blog.hootsuite.com)

1) LinkedIn Algorithm

- ◆ LinkedIn algorithm's uniqueness
 - = use of real humans to filter content
- ◆ Step 1 — Initial Filter:
 - Content is posted and passes a computerized filter
 - LinkedIn's automation system will classify every post as spam, low-quality
- ◆ Step 2 — Test Audience Process:
 - Post is sent to a selection of your audience.
 - Indicators of initial engagement (likes, comments and shares) will signal that your content is good enough to pass to stage 3.

2) LinkedIn algorithm

◆ Step 3 — Scoring System:

- Content gets a computerized “virality” score
- Score based on number of sharing, comments, like.
- It will either:-
 - a) Be demoted because of low-quality
 - b) Be shown to more people because of high-quality
- The algorithm determines if the content is spam or not, the relevance and usefulness of the post to the network. If the post looks “suspicious,” it will remain in the feed but not showed very highly or very frequently.

◆ Step 4 — Real People Assessment:

- Content is reviewed by human editors
- Post is passed along to LinkedIn editors who decide whether the content should be sent out to more people, or stopped
- If these people find the content engaging: selection expands

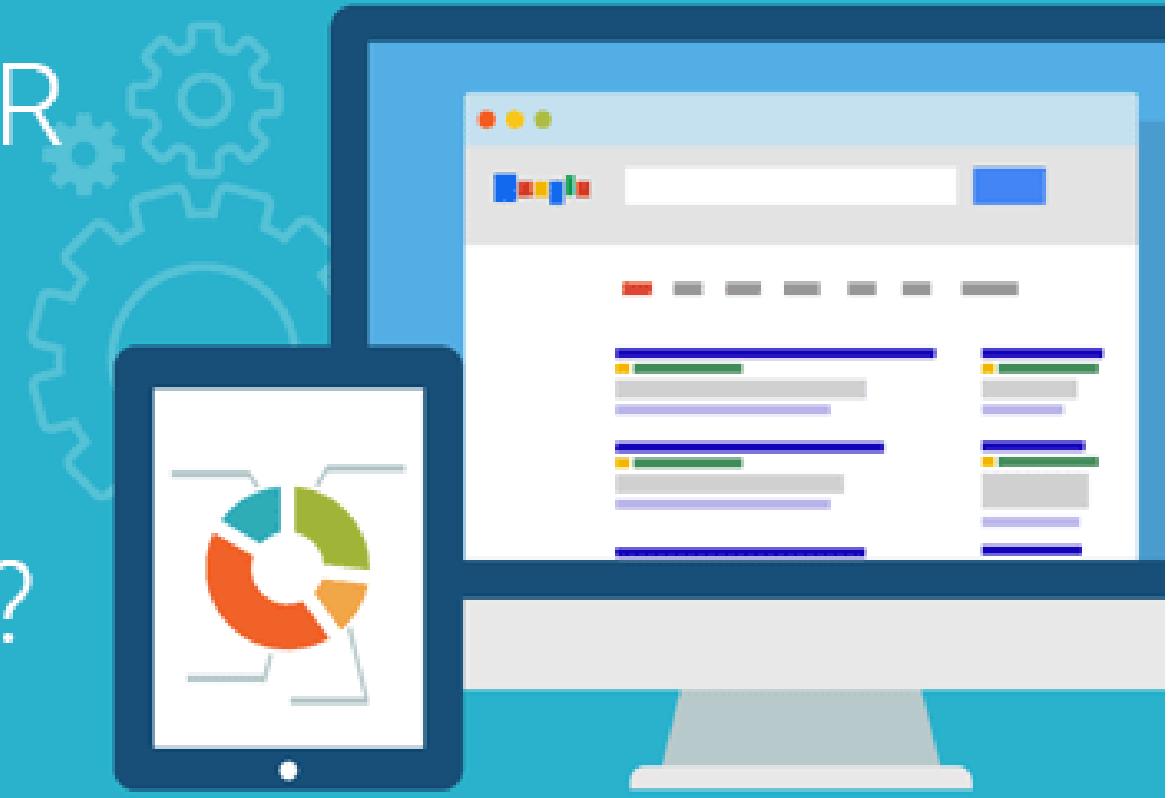
Twitter: Ways of Working

- ◆ Twitter algorithm determines what you are most “likely to care about”
 - ◆ Algorithm can be turned off to simple reverse chronological feed.
 - ◆ Key elements:
 - ◆ **Engagement:** Based on previous interactions with a user’s account
 - ◆ **Timing:** Reverse chronological service: tweets appear in the reverse order to which they were posted
 - ◆ **Rich media:** Users who like and engage with Twitter content will see more tweets with the same content type (link, video, picture)

Source: Hootsuite « How the Twitter Algorithm Works in 2019 and How to Make it Work for You», February 20, 2019 (blog.hootsuite.com)

Meta Descriptions

COMMENT RÉDIGER
LA
**META
DESCRIPTION ?**



What is a Meta Description?

- An HTML attribute that provides a brief summary of a web page.
- Search engines display the meta description in search results.

```
<meta name="description" content="A page's description,  
usually one or two sentences." />
```

Writing a Great Meta Description

- **Keywords:** The most important keywords for the webpage must be in the title and meta description. Search engines will highlight in **bold** where it finds the searchers query.
- **Write legible, readable copy:** Keyword stuffing might be penalized, and the searcher will assume your result leads to a spammy website. Make sure your description reads like a normal, human-written sentence using an active voice
- **Length:** a meta description should be no longer than **135 – 160 characters long** as search engines chop off longer ones. Make sure any important keywords are nearer the front.

Writing a Great Meta Description

- **Do not duplicate meta descriptions:** As with title tags, the meta descriptions must be written differently for every page. Google may penalize you for mass duplicating your meta descriptions.
- **Consider using rich snippets:** by using schema markup you can add elements to the snippets to increase their appeal. For instance: star ratings, customer ratings, product information, calorie counts etc.
- **Have Call To Action**

Writing Meta Descriptions: e-commerce

[Death Wish Coffee Company: World's Strongest Coffee | Best Coffee](https://www.deathwishcoffee.com/)

<https://www.deathwishcoffee.com/> ▾

Death Wish Coffee Company is the top online coffee-seller of fair-trade, organic, high-caffeine blends, and we have the world's strongest coffee!

<https://www.deathwishcoffee.com> ::

[Death Wish Coffee Company: World's Strongest Coffee | Best ...](https://www.deathwishcoffee.com)

Death Wish Coffee is here to fuel your passion—basic brews not invited. The highest-quality arabica + robusta beans are roasted to bold, never-bitter ...

All together, it's just twenty one words. Clever naming helps Death Wish Coffee pack a punch here. With the first three words, "Death Wish Coffee," you already get an idea of what the company sells (coffee) and what defines its brand (hardcore, but tongue-in-cheek about it)

Counting it all up, we have four words that are variations on the word 'coffee', two claims that it's the best at what it does, and three different ways of backing up that claim. All in this one sentence: "Death Wish Coffee Company is the top online coffee-seller of fair-trade, organic, high-caffeine blends, and we have the world's strongest coffee!"

Writing Meta Descriptions

<http://tools.seobook.com/meta-medic/>



Home Blog Pricing Community Training SEO Tools Videos

Training Courses → Overview SEO PPC Tracking Credibility Monetization Vic

SEO Tools

Free Meta Tag Tool

Web Tools

- [The Keyword Tool](#)
- [Hub Finder](#)
- [Local Rank](#)
- [SEO Site Planner](#)
- [Competitive Research Tool](#)
- [Domain Name Finder](#)
- [Keyword Comparison Tool](#)

Break



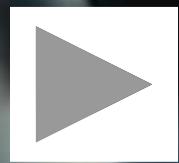
Phases of CRM

REPORTING “Asking What Happened”	ANALYZING “Asking Why It Happened”	PREDICTING “Asking What Will Happen”
What is the total revenue by customer?	Why did sales not meet forecasts?	What customers are at risk of leaving?
How many units did we manufacture?	Why was production so low?	What products will the customer buy?
Where did we sell the most products?	Why did we not sell as many units as last year?	Who are the best candidates for a mailing?
What were total sales by product?	Who are our customers?	What is the best way to reach the customer?
How many customers did we serve?	Why was customer revenue so high?	What is the lifetime profitability of a customer?
What are our inventory levels?	Why are inventory levels so low?	What transactions might be fraudulent?

Predictive Analysis

Customer needs, situations, expectations, and demands are constantly changing and evolving. With technology, so much information and digital footprints that customers leave, companies have a lot more data by which they can **predict customer behavior** quite accurately.





Personalized Marketing

3m35s

<https://www.youtube.com/watch?v=gcimRZF8g3Y>



AI Marketing Leveraging Technology

What is AI Marketing?



- AI marketing is a method of leveraging technology to improve the customer journey. It can also be used to boost the return on investment (ROI) of marketing campaigns. This is accomplished by using big data analytics, machine learning, and other processes to gain insight into your target audience. With these insights, you can create more effective customer touch points. Whether you're engaging in email marketing or providing customer support, AI eliminates much of the guesswork involved in customer interactions. *Forbes*

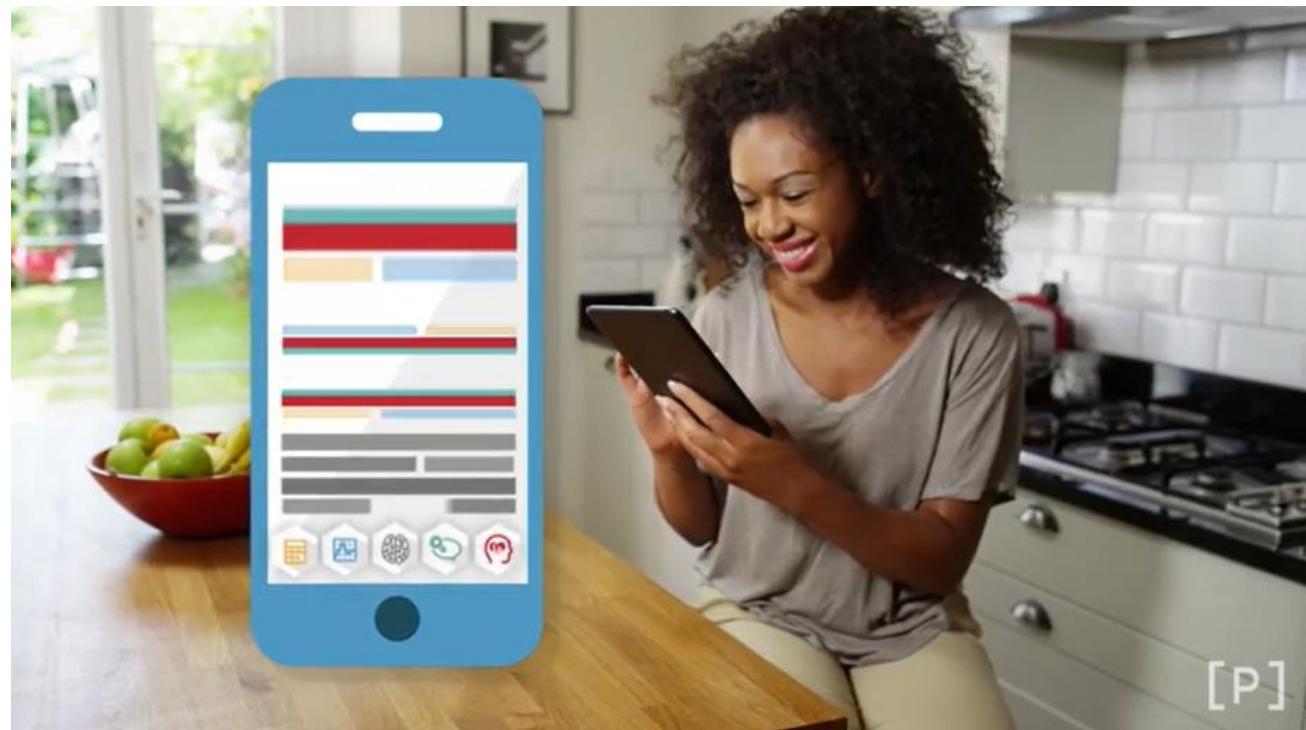
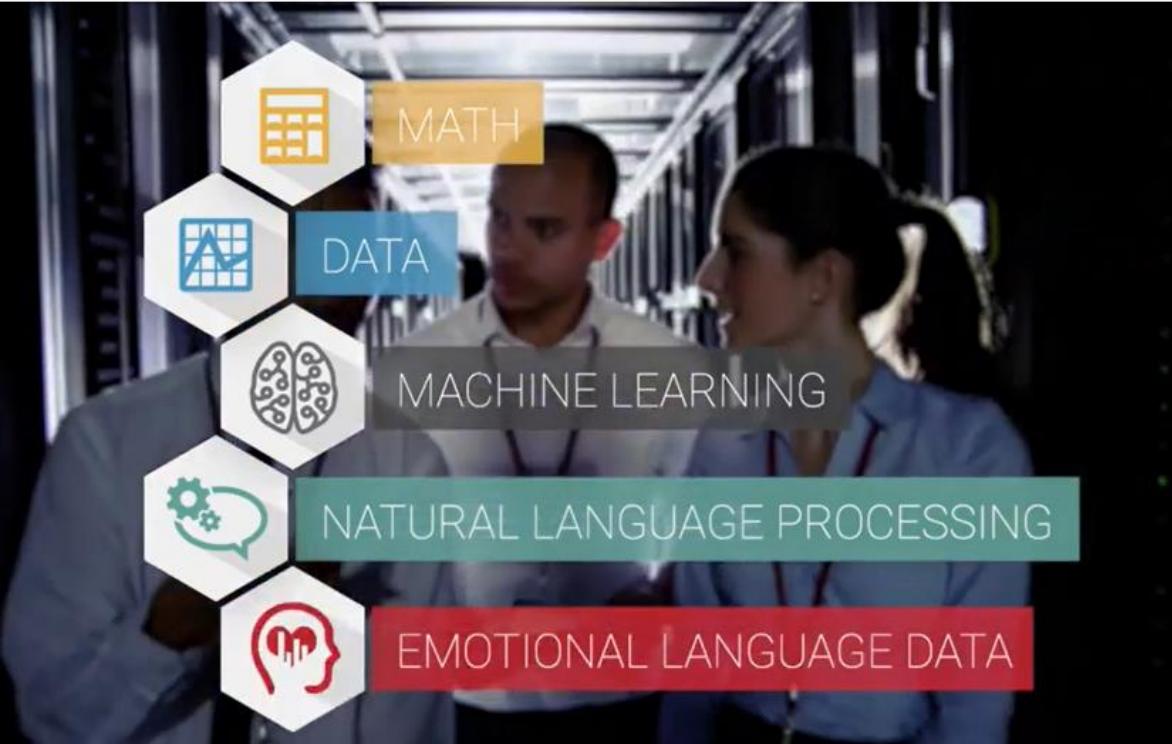


Go here for a tour:
<https://www.persado.com/>

At Every Customer Interaction, Words Matter.

We help data-driven enterprises find new sources of value by getting every word right, every time. The result is true personalization at scale and bankable ROI. Learn why words matter and how we can help unlock the value in yours.





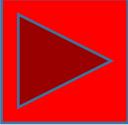
1m45

Persado explained



AI Increasing Engagement





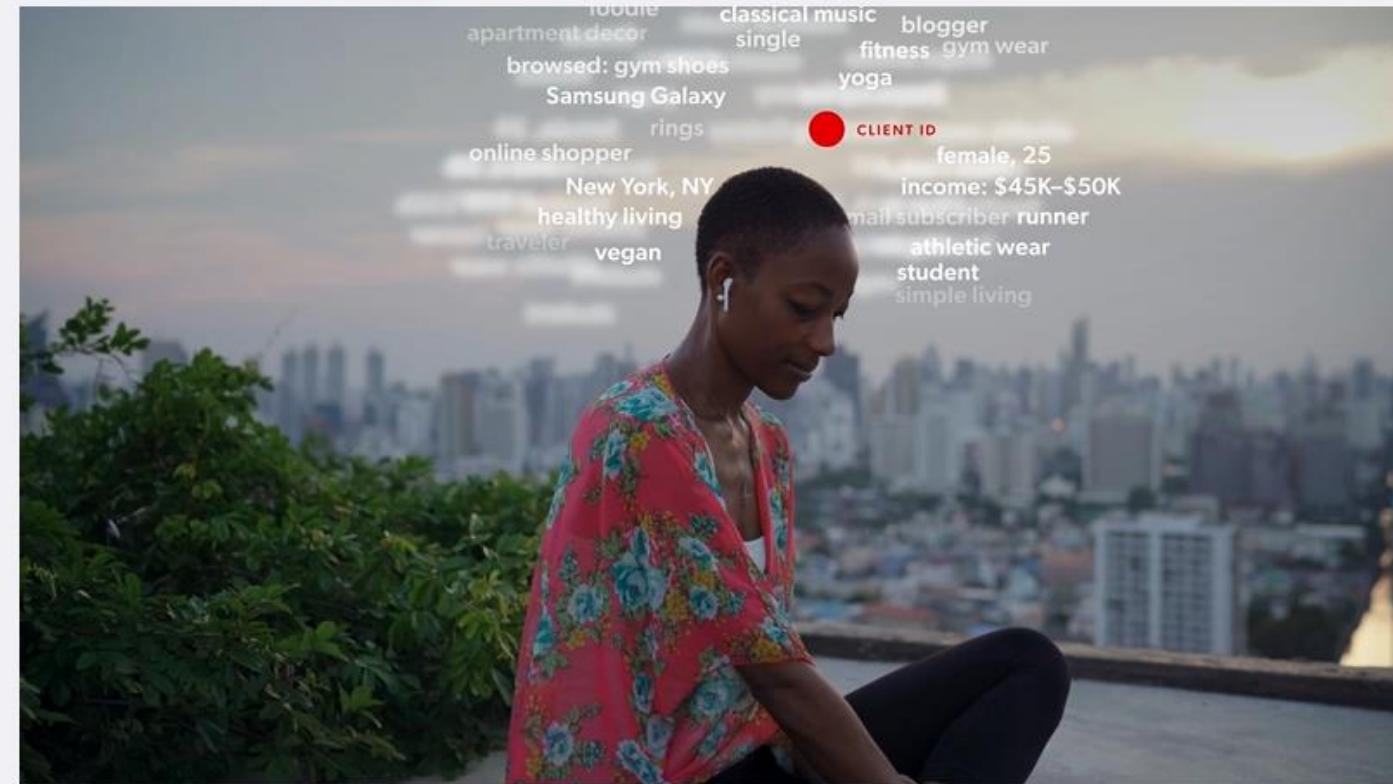
EVERYTHING YOU NEED TO BUILD SMARTER MARKETING

Whether you've got lots of data or a just little, **Epsilon PeopleCloud** can use it to help you connect with your customers in easier, smarter ways.

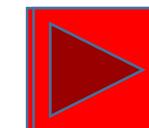
<https://www.epsilon.com/us>

The marketing platform for personalizing consumer journeys with performance transparency

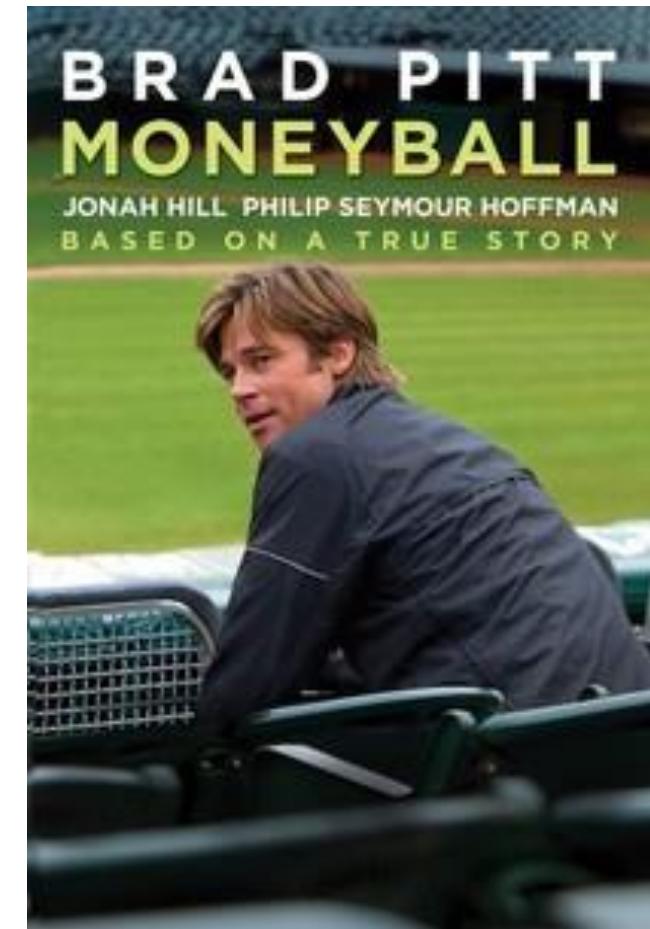
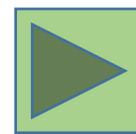
With an end-to-end view of your marketing performance, you'll tie marketing results to the actions that drove them. It's the only way to truly measure and optimize your marketing across channels, and deliver one-to-one personalization at scale.



**3m – scroll a little to find it
The screen will move to the right, then down**

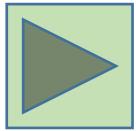


The Power of Analytics





HOME



Author: PHIL NORRIS - Date: NOVEMBER 18, 2021

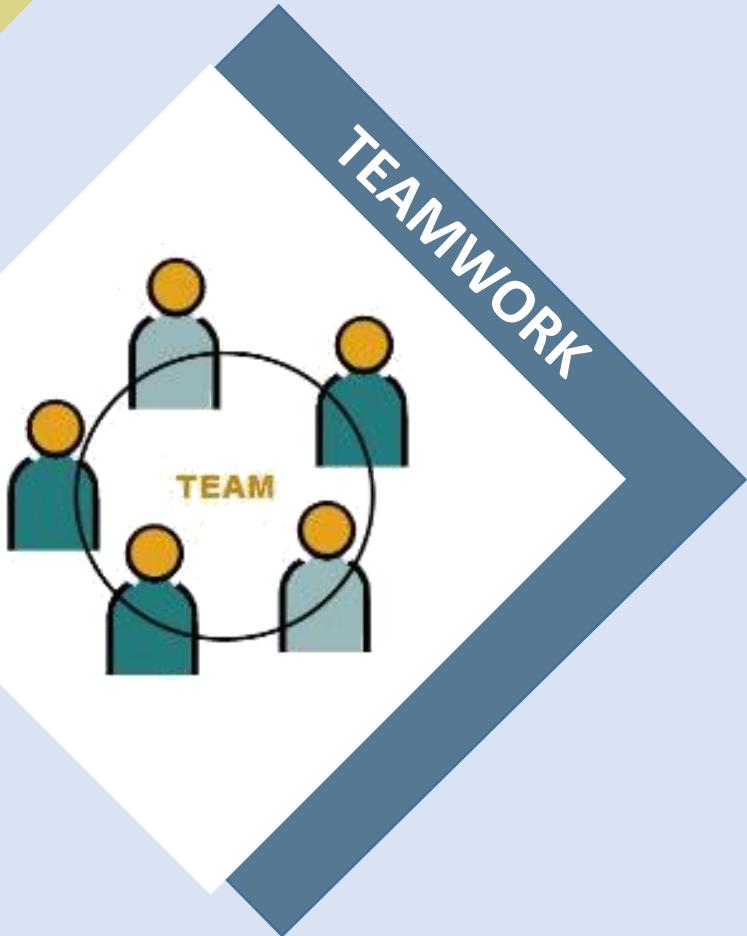
10 IMPRESSIVE EXAMPLES OF AI IN MARKETING

Data has a better idea

Workshop



Coolest Use of AI



Find an impressive use of AI for Marketing. The preferred choice is one for your product. An alternate choice is one in the same business sector. (If you have a “retro” product this is of course your only choice.) Here are the places just shown with case studies if you need them:

<https://www.persado.com/resources/case-studies/>

<https://www.epsilon.com/us/client-success/case-studies>

<https://blog.socialmediastategessummit.com/10-examples-of-ai-in-marketing/>

Make one slide with an image or two, a clickable link if applicable, and a brief explanation of the marketing action you chose.

20'
50%
credit
if late

1 PPT
slide



email
marketing

Why Email Marketing?

- Email is the only medium of direct contact with clients without an intermediary
- Social media organic reach declines rapidly in favor of paid ads - Email grows 5% annually
- Lots of statistics found here if you are interested:
<https://99firms.com/blog/email-marketing-statistics/>

SendGrid Email Marketing

- SendGrid (a Techstars startup) is a cloud-based SMTP provider that acts as an email delivery engine, allowing you to send email without the cost and complexity of maintaining your own email servers.
- SendGrid manages the technical details of email delivery, like infrastructure scaling, ISP outreach, reputation monitoring, and real-time analytics.
- **Twilio bought SendGrid for \$2 billion**



Denver delegation visit to Techstars Paris



Visiting with the mayor of Denver Colorado

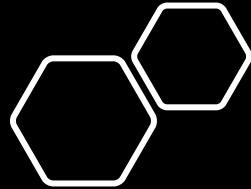
Email Marketing in 2021

- 93.6% of US internet users aged 25-44 use email.
- 65% of email users check their email three times a day.
- 44% of users check their email for a deal from brands.
- 87% of marketers use email marketing to distribute their content.
- Email marketing has an ROI of 3,800%.
- Segmented campaigns drive as much as a 760% increase in revenue.
- Automated emails have 70.5% higher open rates than generic ones.
- Adding videos to your email can increase click rates by 300%.

Email Marketing Categories



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



Email Marketing Analytics & KPIs

- Clickthrough Rate (CTR)
- Conversion Rate (completion rate of desired action)
- Bounce Rate (undelivered – hard and soft)
- Growth Rate (includes new subscribers – unsubscribes)
- Email Sharing/Forwarding Rate
- Overall ROI (total revenue/total spend – good metric is 35-40)



Software ▾

Pricing

Re

MARKETING | 11 MIN READ

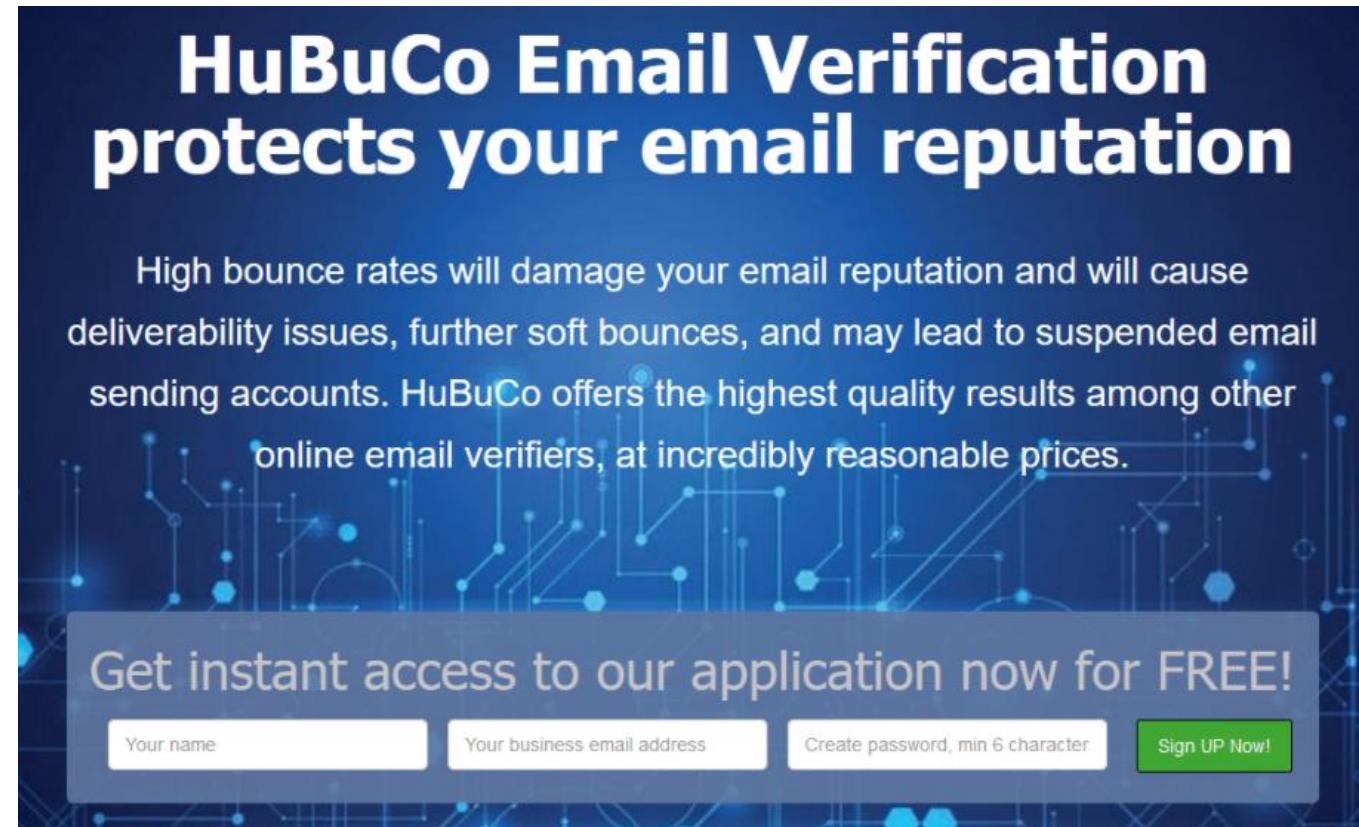
Email Analytics: The 8 Email Marketing Metrics & KPIs You Should Be Tracking

<https://blog.hubspot.com/marketing/metrics-email-marketers-should-be-tracking>

Providers

Email Marketing Verification

- Insure deliverability
- Check on complaints with your service provider
- Keep a steady flow (not millions then none)
- Get engagement to be a reliable emailer
 - Open %, how far down readers scroll, hard and soft bounce rates



The image shows a landing page for HuBuCo Email Verification. The background is dark blue with a light blue circuit board pattern at the bottom. The main title "HuBuCo Email Verification" is in large white font, followed by "protects your email reputation" in a slightly smaller white font. Below the title is a paragraph of white text: "High bounce rates will damage your email reputation and will cause deliverability issues, further soft bounces, and may lead to suspended email sending accounts. HuBuCo offers the highest quality results among other online email verifiers, at incredibly reasonable prices." At the bottom, there is a call-to-action button with the text "Get instant access to our application now for FREE!". Below the button are three input fields: "Your name", "Your business email address", and "Create password, min 6 character". A green "Sign UP Now!" button is located to the right of the password field.

**HuBuCo Email Verification
protects your email reputation**

High bounce rates will damage your email reputation and will cause deliverability issues, further soft bounces, and may lead to suspended email sending accounts. HuBuCo offers the highest quality results among other online email verifiers, at incredibly reasonable prices.

Get instant access to our application now for FREE!

Your name Your business email address Create password, min 6 character Sign UP Now!

Email Marketing Market Share



Market Share > Email Marketing

Market Share Category

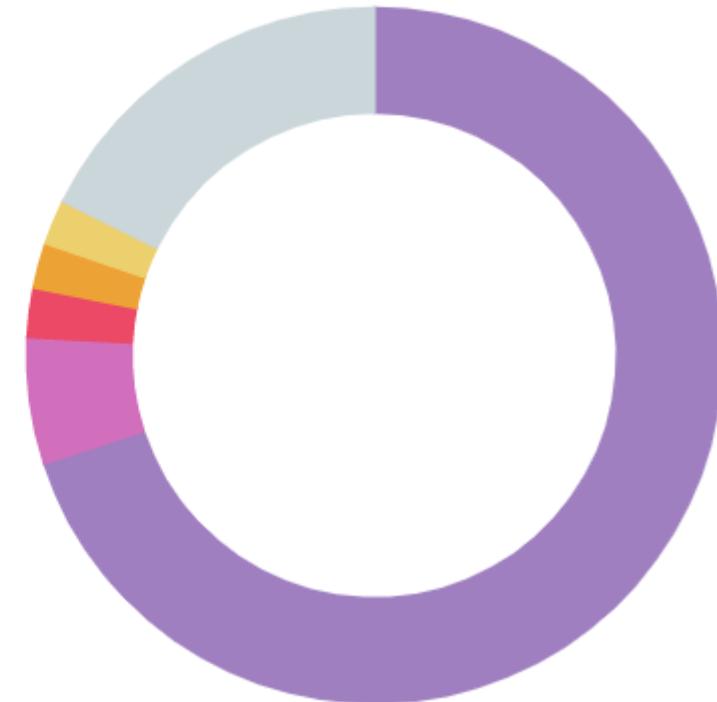
Email Marketing

Number of Technologies

256

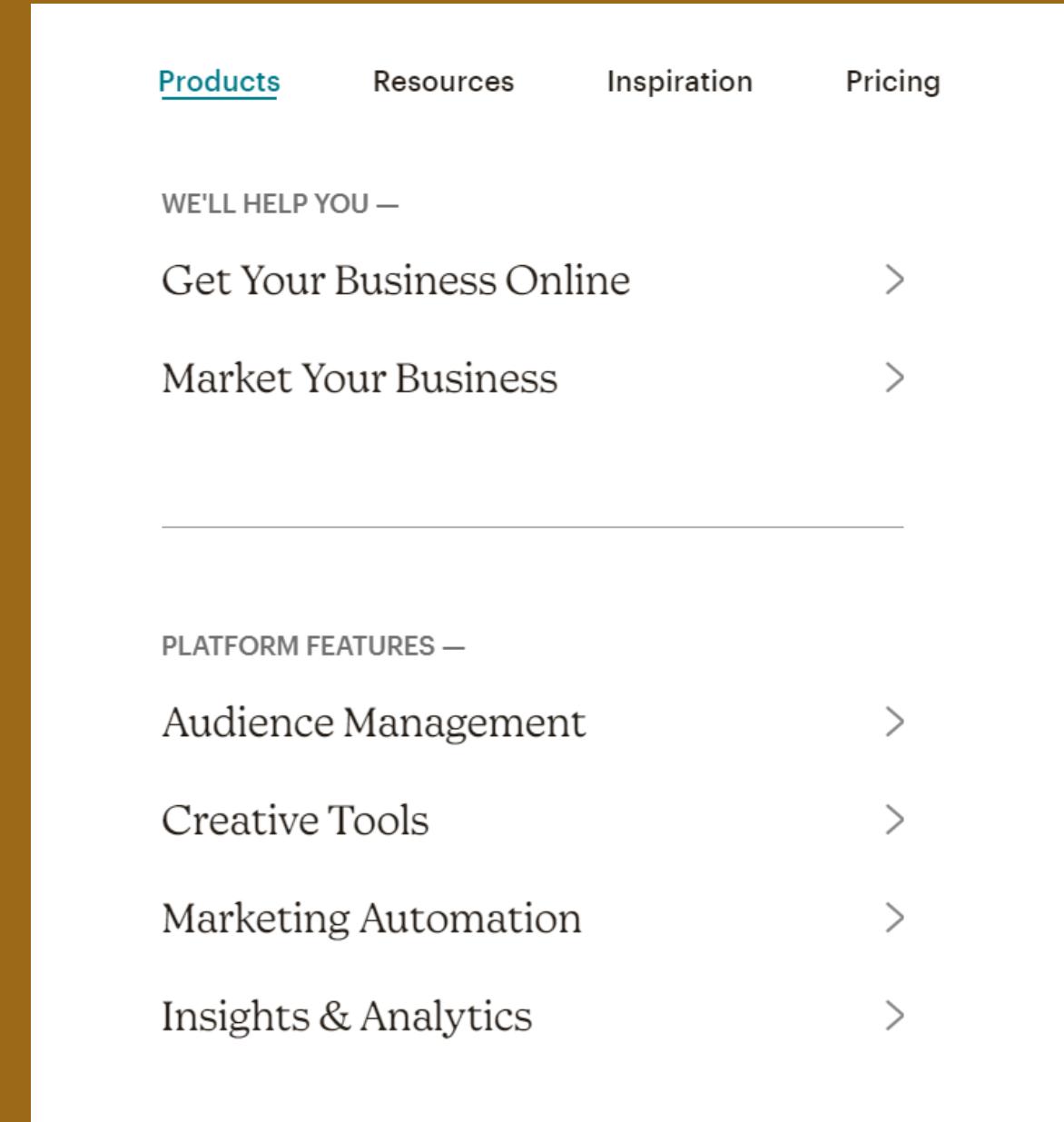
Top Technologies

- 1 MailChimp
- 2 Constant Contact
- 3 Mailjet
- 4 Campaign Monitor
- 5 AWeber





The screenshot shows the Mailchimp homepage. At the top right is the iconic Mailchimp logo (a black cartoon monkey wearing a yellow bow tie). Below it is the word "mailchimp" in a lowercase sans-serif font. The main header features the tagline "Marketing smarts for big ideas" in a large, bold, dark font. Below this, a smaller paragraph reads: "Mailchimp helps small businesses do big things, with the right tools and guidance every step of the way." A teal button labeled "Pick A Plan" is positioned at the bottom left of this section. To the right is a stylized illustration of a person's head containing various icons like a gear, a diamond, a flower, and a bar chart. At the very bottom of the page is a thin horizontal footer bar with links for "Products", "Resources", "Inspiration", and "Pricing".



The image displays the Mailchimp navigation menu at the top: "Products" (underlined), "Resources", "Inspiration", and "Pricing". Below this, a section titled "WE'LL HELP YOU —" lists two items: "Get Your Business Online" and "Market Your Business", each followed by a right-pointing arrow. A horizontal line separates this from the next section. The "PLATFORM FEATURES —" section lists five items: "Audience Management", "Creative Tools", "Marketing Automation", and "Insights & Analytics", each preceded by a right-pointing arrow.

Traditional
Marketing

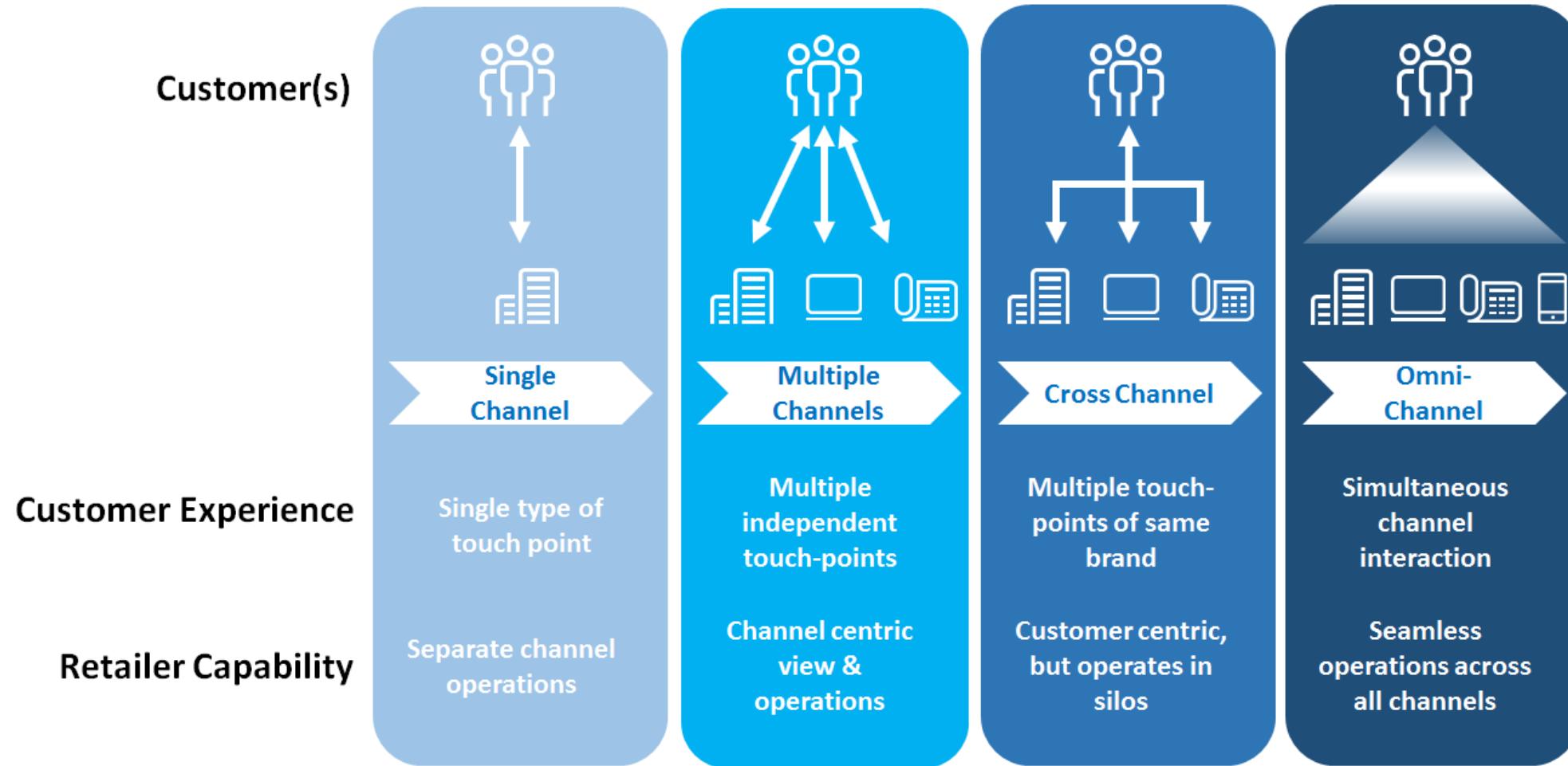
Digital
Marketing

Omnichannel Marketing

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

Omnichannel marketing strategy



5

◆ Source: <https://medium.com/@azviss4/omnichannel-is-not-rocket-science-f9e891caac26>



Crossmedia GoPro Campaign

Transmedia Marketing Campaigns

- Transmedia storytelling involves creating content that engages an audience using various techniques to permeate their daily lives. A transmedia production will develop stories across multiple forms of media in order to deliver unique pieces of content in each channel.

https://en.m.wikipedia.org/wiki/Transmedia_storytelling

Transmedia Marketing Campaigns

- DC comics releases comic books prior to films coming out so the audience would have knowledge of the character's backstory. Much of transmedia storytelling is not based on singular characters or plot lines, but rather focus on larger complex worlds where multiple characters and plot lines can be sustained for a longer period of time. Transmedia extends to attract larger audiences such as DC comics releasing colouring books to attract a younger audience



https://en.m.wikipedia.org/wiki/Transmedia_storytelling

Guerrilla Marketing

- **Guerrilla marketing** is an advertisement strategy in which a company uses surprise and/or unconventional interactions in order to promote a product or service. It is a type of publicity. The term was popularized by Jay Conrad Levinson's 1984 book *Guerrilla Marketing*.
- Guerrilla marketing uses multiple techniques and practices in order to establish direct contact with the customers. One of the goals of this interaction is to cause an emotional reaction in the clients, and the ultimate goal of marketing is to get people to remember products or brands in a different way than they are accustomed to.

Wikipedia

**LE 14 JUILLET
AU CINÉMA**

#Fast9



Metro Opera

Transmedia Marketing

<http://www.teakmedia.com/what-game-of-thrones-can-teach-us-about-cross-channel-marketing/>



White Walkers made an appearance in London



Exam: March 21, 14h00 - 16h00 both groups

- Part 1
 - Written exercises with reflective questions to demonstrate what you learned in the course
 - Without phones, computers or notes



- Part 2
 - Online test, laptop needed



Assessment

- 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

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	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							

Team Homework - Complete SMAP KPIs & Metrics

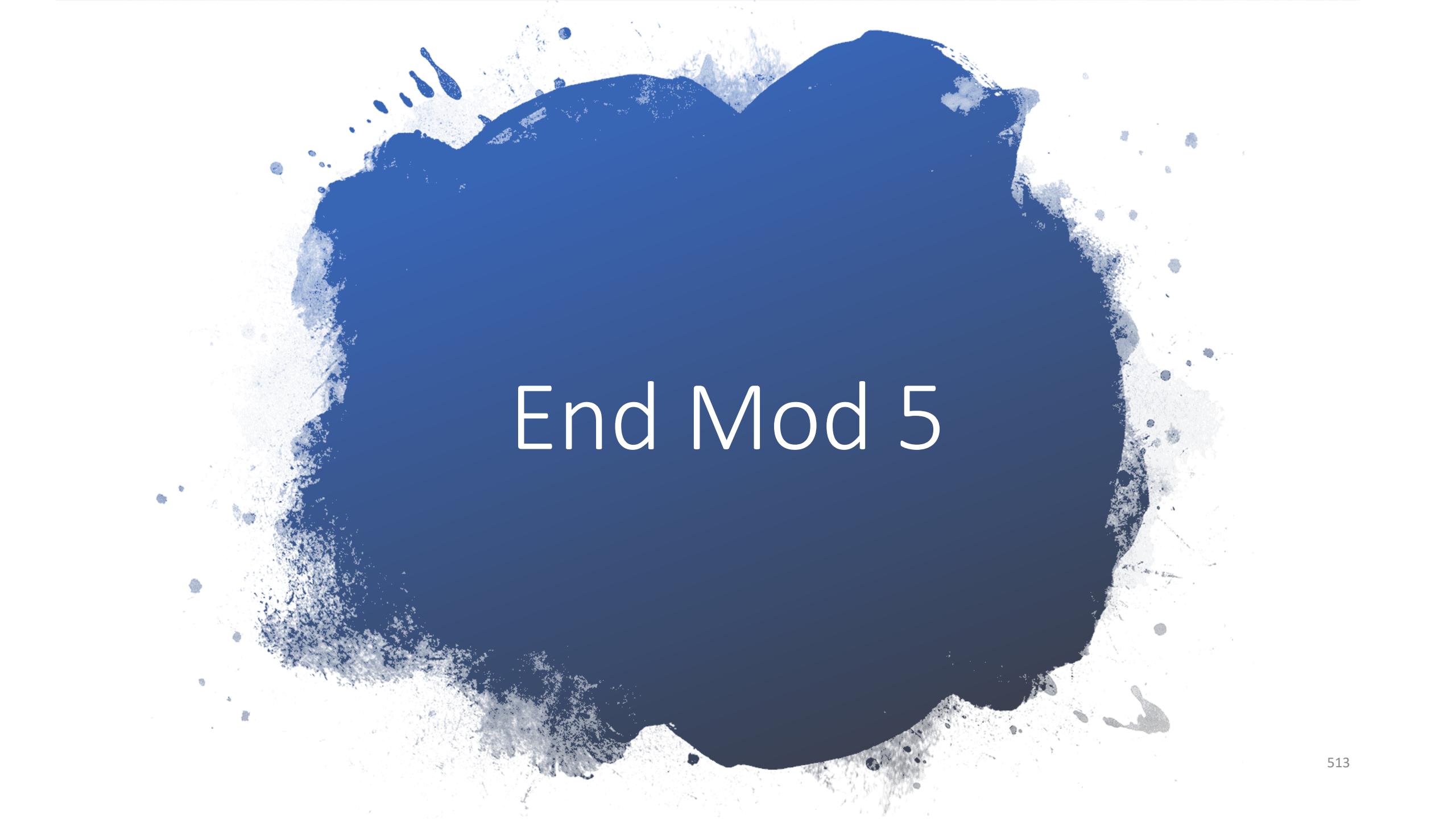
Complete the last section your SMAP. Be very precise and develop your answers.

When submitting your work, include the previous information with my embedded comments for the first two exercises that you did. This will provide one completed SMAP template with everything in one MS Word document.

Have one team member email the Word doc to me and copy the other team members. Your team name should be in the title. **Deadline: 18h00 Wednesday, March 16**



Thanks!



End Mod 5