

# DIGITAL MARKETING STRATEGY

Digital Marketing  
Strategy

The University of  
Edinburgh

EdinburghX+DM1.2PCx+1...

100%

Pass

1

9/11/2023

Earned



## Getting started

Welcome to the course! In this Getting Started section, you will find lots of helpful information about studying online, support and earning a Professional Certificate in Digital Marketing Fundamentals.

I recommend you read this information carefully before starting the course, to ensure you have a positive experience with online learning and to set you up to hit the ground running.

You'll also have the opportunity to introduce yourself to other learners in your online community. Happy learning and best of luck!

**Dr Ewelina Lacka**

**Course instructor**

By the end of this module, you will:

- Understand why digital marketing matters today
- Understand changes in the digital landscape
- Learn how to create innovative and impactful content
- Learn how to create and use consumer personas
- Conduct a competitor audit and analysis
- Develop your own digital marketing strategy

Cancel

### Create a new post

Question

Discussion

Topic: Get technical help!

Title \*

Eren Esinler

Discussion \*

Hi, I am Eren, nice to meet you!

Post discussion

Question

Discussion

Topic: Let's discuss your motivation!

Title \*

Eren from Turkey

Discussion \*

Hi, I am Eren and I am from Turkey. My motivation when participating in this course is learn the complexity of marketing. I want to study computer sciences and I want to apply what I have learned in this course, in future.

Post discussion

# Week 1 - why does digital matter?

In this module, we will explore all things digital and how businesses can use digital tools to develop effective digital marketing strategies that will set their enterprise apart.

Let's get started with digital! What is digital marketing?



Digital marketing is an area of marketing where marketers use digital tools to address marketing objectives. For example, businesses can provide consumers with digital products, promote those products via online communication tools and sell those products online.

Nowadays, many firms engage with digital marketing activities, but why does digital matter? What makes it important?

## Activity instructions

To complete this activity, select the (+) icon and in the pop-up box add the following:

1. In the 'Title' box enter your name - you only need to enter your first name/forename.
2. In the description box, briefly summarise your reasons for why digital matters in marketing. You can include more than one reason or example of the importance of digital in marketing.
3. Finally, if you wish, you can also upload an image or photo that represents one of your shared reasons.

After you are done, don't forget to 'like' and comment on the posts shared by your fellow learners.

X - Publish

Eren Esinler

With the help of digital marketing, the marketers can sell products and earn money even when they are sleeping. Also nowadays, everyone is engaging with technology so advertisements can reach more people with low cost. In customer perspective, the customers can shop from a certain store even if they are abroad.

White

→ my answer

You and your peers identified several reasons why it is important for businesses to engage with digital marketing. Let's consider those reasons further.

Thinking about your answers to the previous activity, select one reason that is most important to you, and discuss it in the following forum.

If you are the first person to post in the forum:

- Select 'Add a Post'
- In the 'Title' box type the reason why digital matters to you
- In the 'Your question or idea' box explain why you think digital matters, and why is it important to you.

If there are already posts in the forum, before adding a new post, review existing forum threads. Did someone already post a response similar to your reason of why digital matters?

If not, select 'Add a Post' to add new reason to the forum.

If your reason has already been discussed, select the forum thread and review why it is important to your peers. In the response box add your answer and explain why it matters to you. Don't forget to click submit!

As you post on the forum exploring reasons why digital marketing matters, take this opportunity to introduce yourself to your peers.

When you finish, explore other forum threads and familiarise yourself with reasons why digital marketing is important to your peers.



**natour1**

26 Aug 2023

Digital Marketing is important because of the increasing dependence on modern online features

In present times, almost all people depend on their smartphone or computer to conduct daily activities. These activities include online shopping for groceries, garments, or luxuries, paying bills online, booking appointments, scrolling through social media and interacting with people. Smart entrepreneurs or marketing teams should exploit this opportunity to ride the wave of digitization. Adding digital features and promoting online will increase customer engagement and traffic. Businesses can target a wider range of consumers through digital tools because of the globalization we are in. Marketing is all about developing a product with all important features (including digital tools, logistics, service, promotions) to increase customer demand and loyalty.

Add a response \*

I agree with this because with digitalization, everyone in the world can be at one place. So, anything digital can be accessed by all people, this makes advertisements more effective and low cost. Also, digital is more convenient compared to physical.

Add response

→ my answer

# introductions!



In this video I will introduce myself, and briefly discuss why digital matters to firms. After you watch the video use the Padlet below to introduce yourself via our interactive map.

To check-in on the map:

- Click the Add (+) button in the top right-hand corner.
- In the pop-up box add the following:
  1. in the 'Entry Name' box enter your name
  2. in the 'Location' box add your country
  3. in the 'Description' box explain why you want to study digital marketing
- If you wish you can upload your photo in the 'Photo' section

Tip! Please do not disclose your full address details. Simply, add a marker for your city, region or country.

- ↳ we are watching this video from internet/
- Average Person spends more than 24 hours per week browsing.
- Average 5 hours daily.
- Deliver value to consumers → Value proposition
- No limitation on enrolling course ↳
  - ↳ technologic devices do not occupy space.
- Deliver value anytime → No time restrictions
- Measurable. → using digital tools.



Publish

## Eren - Turkey

I want to study digital marketing because I want to integrate my learnings from computer sciences and build a network. Also, I took the "Introduction to Digital Marketing" course and loved it.

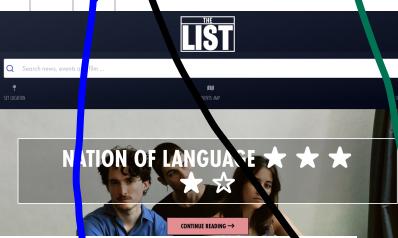
# introduction to Edinburgh firms:

During this course you will hear from a number of Edinburgh-based companies who will share their experiences and best practices of using digital marketing.

You may be familiar with some of these firms already. You can further familiarise yourself with each case study firm by exploring their websites:

- The List
- Innis & Gunn
- Attacat
- Camera Obscura
- Wallscope
- Edinburgh Tourism Action Group
- QueryClick

After you have explored each website, spend some time in the forum to discuss why digital matters to each of these case study firms. How is this evident from their web presence and what they say on their websites?



We grow businesses digitally.

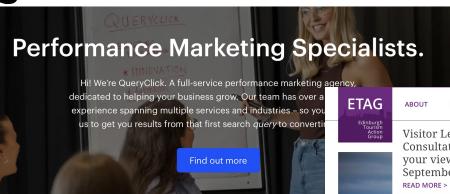
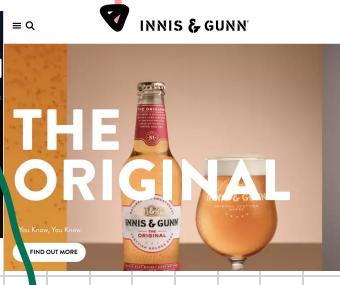
We seek to do it in a way that adds to the lives of all involved, from customers to teams, partners and of course business owners. We sleep easier knowing our work benefits every stakeholder.

About us >

CASE STUDY

Work the ILLUSIONS

BOOK ONLINE  
TO SAVE >



Making data less complicated to use  
  
Does your data feel like a maze?  
Using our knowledge and experience of data solutions, Wallscope supports organisations who seek sustainable transformation and innovation



WELCOME TO ETAG



Cancel

## Create a new post

Question

Discussion

Topic: Let's discuss the Edinburgh-based firms!

Title \*

Why Digital Market Matters

Question \*

Digital marketing matters to these companies because they want to reach more people and express themselves. This can only be done with digitalization, otherwise, the advertisement cost will be much higher. So, digitalization is more cost - effective. Also, they want to globalize and pull customers.

**Post question**

# Threats to digital:

Reflecting on our Edinburgh-based case study firms, you already know they hugely benefit from #digital.

Before they could take advantage of digital, they had to overcome challenges, some of which you identified in your previous activity. One challenge is that digital is changing constantly.

For example, new social media sites emerge, or social media sites companies change or add new functions. Those changes in social media sites can be considered as threats to firms if they cannot use new features effectively.

Can you think about threats firms have to continuously assess in order to benefit from digital?

Use the forum to discuss digital marketing threats. When discussing threats you identified, you may want to provide a specific example – this will help other learners to understand it better.

Let's make our forum as interactive as possible! If you are the first person to post in the forum:

- Select 'Add a Post'
- In the 'Title' box type a threat you identified
- In the 'Your question or idea' box explain why you think digital this is a threat to companies engaging in digital marketing activities.

If there are already posts in the forum, before adding a new post, review existing forum threads. Did someone already post a response with a similar answer?

If not, select 'Add a Post' to add new reason to the forum.

If your reason has already been discussed, select the forum thread and review why it is important to your peers. In the response box add your answer and explain why you think this is a threat to firms and their digital marketing efforts. Don't forget to click submit!

**my answer**

Question

Discussion

Topic: Let's discuss threats to digital!

Title \*

Changing Trends

Discussion \*

Changing trends is a very important threat to digital. This is because the usage of social media is very high in our world and even a single video can change what people like, hate. So, the firms must advertise and optimize their brand for changing user profile. The firms need to keep up with the world.

**Post discussion**

# Challenges of digital marketing:

You already know that digital matters because it can make a real difference to a firm!

Before firms can take advantage of digital, they have to understand its challenges.

Let's identify some those potential challenges firms should consider before engaging with digital marketing activities.

- First, take a moment to consider what those challenges are.
- Next, take time to consider how firms can overcome them.

For this activity use Padlet below to post your responses. For each post you should list a unique challenge and your suggestion on how to overcome it, or how firms can minimise its impact. You can post as many ideas as you come up with.

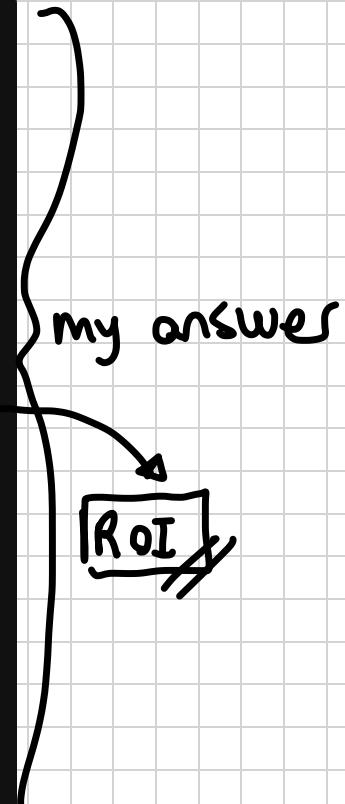
When you finish, explore your peer's answers and learn about possible challenges firms will face. Remember to comment on your peers' posts and suggest new ways to overcome challenges they identified. This will help you to start getting to know your learner community.

challenges are similar to threads.

Challenges of Digital Marketing

Digital marketing provides various obstacles to businesses. To begin with, the ever-changing digital landscape necessitates ongoing adaptability. It is critical to keep up with the latest trends, algorithms, and platforms. Furthermore, competition is severe, making it harder to stand out and attract the attention of the audience. Obtaining a return on investment can be difficult because digital marketing efforts frequently demand a considerable financial investment, and assessing their performance can be difficult. Data privacy concerns and regulations add another degree of complication, necessitating cautious navigation to avoid legal difficulties. Finally, in today's fast-paced digital environment, it can be challenging to maintain a consistent and honest online presence. Addressing these difficulties successfully is critical for businesses to prosper in the digital marketing environment.

White



# Your firm's digital marketing activities:

In this activity you will have to explore one of our Edinburgh-based businesses and their digital marketing activities. Please select one firm.

You will have to prepare a summary report of digital activities your firm is engaged with, and threats they are facing. You will have to propose ways in which the firm can reduce or overcome the negative impact of threats you identified.

To complete this task, you may want to conduct some desk research to understand the full scope of digital marketing activities of your firm.

You should then consider threats the firm is facing or may face in the future. Please identify 3 most important threats your firm should be aware of.

Brainstorm ideas how the firm can reduce the impact of threats in order to fully benefit from digital marketing now and in the future. For each threat you identify, you should propose at least one way in which the firm can address it.

Your summary report should be structured as follows:

- Company background – provide a short overview of the firm (maximum 100 words).
- Digital marketing – summarise digital marketing activities of your firm (150–200 words).
- Threats – identify 3 key threats to digital marketing and briefly explain your findings.
- Solutions – propose ways to overcome the 3 threats you have identified.

Innis & Gunn, a well-known craft beer company, has increased its digital marketing activities in order to boost its brand presence and reach a larger audience. Active social media marketing on sites such as Instagram and Twitter, where they share aesthetically appealing content, hold giveaways, and interact with followers, is one of their digital operations. They've also established an educational and user-friendly website with a merchandise online store. However, Innis & Gunn's digital marketing strategy faces three significant threats:

1. Increased Competition: As the craft beer business has grown in size, it has been more difficult to maintain exposure and differentiation. To counteract this danger, Innis & Gunn might invest in influencer relationships and creative storytelling to differentiate themselves.

2. Data Privacy and Regulations: Changing data privacy laws and regulations, such as GDPR and CCPA, put their digital marketing efforts at danger. The company should ensure that data protection rules are strictly followed and that its operations are transparent.

3. Changing Algorithms: Platforms such as Instagram update their algorithms regularly, affecting the reach of organic content. To lessen reliance on social media algorithms, Innis & Gunn should diversify its digital marketing efforts by experimenting with different channels such as email marketing and SEO.

Innis & Gunn may combat these risks by continuously analyzing industry trends, adjusting to regulatory changes quickly, and diversifying their digital marketing techniques. Furthermore, cultivating strong customer relationships through personalized content and participation can aid in the development of brand loyalty, making it easier to weather business upheavals.

↑ my answers

# Digital Marketing Matters!

Although firms face many challenges and constantly have to assess threats, digital marketing derives a number of benefits for firms.

Digital marketing allows firms to contribute to their overall success and set their enterprise apart! This is because digital marketing contributes to a firm's strategic objectives.

The graphic shows how digital marketing contributes to business objectives - a PDF version is available [here](#).

Every firm has its own objectives. Those are business objectives, which can be used to evaluate the success of the firm.

To achieve those objectives firms develop marketing strategies and state marketing objectives which they will aim to achieve as a result of strategies implementation. Some of those marketing objectives can be achieved via digital marketing activities.



University of Edinburgh (2020), CC BY 4.0

To see how digital marketing contributes to marketing and business objectives, please complete a Padlet activity using an example of a company of your choice. This can be a small or large organisation, or even a charity.

Before you complete the activity and map business, marketing and digital marketing objectives you should conduct desk research and develop a good understanding of the company.

1. Start with identifying business objectives and add them to the Padlet. For example, your company may aim to acquire new consumers, generate more revenue or increase charitable donations.
2. Once you have mapped business objectives on the Padlet, consider which of those objectives can be addressed by marketing efforts. For example, an increase consumer base can be a business objective as well as marketing objective.
3. Finally, think about marketing objectives you identified - which of those can be addressed by digital marketing? For example, if a firm aims to increase its consumer base, digital marketing can contribute to this aim by increasing the number of social media followers.

When you finish take a good look at your Padlet, can you see how digital marketing can contribute to business success?

# Mercedes

## Business Objectives:

1. **Increase Global Market Share:** Mercedes aims to increase its market share in the luxury automobile industry on a global scale.
2. **Enhance Brand Reputation:** The company aims to maintain and improve its reputation as a symbol of luxury, quality, and innovation.
3. **Boost Sales and Revenue:** Mercedes seeks to grow its sales and revenue figures year over year.
4. **Expand into Emerging Markets:** The company intends to enter and establish a strong presence in emerging markets, such as Asia and South America.

## Marketing Objectives:

1. **Brand Awareness:** Increase brand awareness among potential customers globally, especially in emerging markets.
2. **Customer Engagement:** Foster deeper engagement with existing customers through loyalty programs, events, and personalized experiences.
3. **Product Innovation:** Continuously innovate and launch new models and technologies to stay ahead of competitors.
4. **Targeted Marketing:** Develop marketing campaigns that resonate with specific customer segments, such as eco-conscious buyers interested in electric vehicles.

## Digital Marketing Objectives:

1. **Online Visibility:** Optimize the company's website and content for search engines to improve online visibility.
2. **Social Media Growth:** Increase the number of social media followers and engagement on platforms like Instagram and Twitter.
3. **E-commerce Expansion:** Expand the online sales channel and enhance the user experience for customers shopping for Mercedes-Benz vehicles and accessories online.
4. **Data-Driven Marketing:** Utilize data analytics to better understand customer behavior and preferences, enabling personalized digital marketing campaigns.

my  
answers

# why digital matters to you :



To summarise your first week of the course, watch the video where you will meet those who worked on developing this course, faculty members of the University of Edinburgh, and our global community of students. Listen out for how digital matters to them.

Finally, the content of this course is structured according to 8 learning blocks, which represent 8 weeks. You are encouraged to follow the weekly structure of the course. However, if you wish to engage with the course material faster or slower, you can as this is a self-paced course.

In this course we will focus on key aspects of digital which you will need to consider while developing your digital marketing strategy.

As you learn about digital, you will hear from our Edinburgh-based case study firms, which will share their experience with digital marketing, and you will engage with a number of activities to test your knowledge and develop practical skills. Each week you will be asked to complete a task that will contribute to your digital marketing strategy development in week 8.

We hope you will enjoy the course!

- Digital technology ,internet allows access infinite amount of music.
- Texting with friends → engaging with them
- Playing games online online
- New markets created
- Affecting each individual
- Solutions are possible → COVID-19
- Recording online → purchasing decisions
- Desires,needs observed ⇒ ideal product

# Weekly Tasks :

Each week you will have the opportunity to build on what you have learned by completing a task that will apply your knowledge and test your new skills. It will contribute to the digital marketing strategy report you will develop in Week 8 of this course.

In Weeks 2 to 8, these activities will be reserved for learners on the Verified Certificate programme.



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consultant for your own business.

## Your instructions

To develop a digital marketing strategy imagine that you are a digital marketing consultant for a firm of your choice.

Your first task is to select a firm for which you will act as a strategic digital marketing consultant.

You can select any firm you want including small, medium or large enterprise, local or global firm, for-profit firm or a charitable organization. This can be a firm you are currently working for or one that you would like to work for in the future. If you are an entrepreneur or aspire to open your own firm, you can select your firm and act as a digital marketing

As a digital marketing consultant, you will have to develop a good understanding of the firm you work for. Take your time to conduct some desk research and understand the firm you selected.

Upon completion of this task you will have to produce an overview of the firm. This should include the following:

- Overview of the firm's business objectives (KPIs), marketing objectives and current digital marketing objectives.

While working toward the completion of this task, you may want to refer to Week 1 of the course.

Save the results of your desk research on your computer. Every week you will be asked to complete a new task and add to your working document. In week 8, you will be asked to revise it and produce a digital marketing strategy report which will set your chosen enterprise apart!

KPI = key performance indicator //

# Mock / week 1:

## MCQ 3

1.0/1.0 point (graded)

Which of the following can **not** be achieved via digital tools?

- Firms can deliver value to their consumers
- Firms can add digital value to their products
- Firms can communicate with their consumers
- None of the above



Correct Feedback

Through digital tools firms can deliver value to their consumers and add digital value to the products they offer. Firms can also effectively communicate with their target audience.

[Submit](#) You have used 2 of 2 attempts

## MCQ 2

1.0/1.0 point (graded)

What is the advantage of digital?

- It allows firms to reach consumers
- It allows firms to conduct marketing activities in a cost-effective way
- It allows firms to scale-up marketing activities
- All of the above



Correct Feedback

Digital marketing enables firms to reach their consumers anytime and anywhere. In comparison to traditional marketing, it enables firms to conduct their marketing in a more cost-effective way and at a much bigger scale.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

5/5 ⇒ 1.00

↑

## MCQ 5

1.0/1.0 point (graded)

What does KPI stand for?

- Key Profit Index
- Knowledge Profit Input
- Key Performance Index
- Key Performance Indicator



Correct Feedback

KPI stands for Key Performance Indicator and it is used to assess a firm's success

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

## MCQ 1

1.0/1.0 point (graded)

Which of the following defines digital marketing?

- Digital technologies used by firms
- Marketing where digital tools are used to address a marketing objective
- Marketing where firms use social media
- Website development



Correct Feedback

Digital marketing is an area of marketing where marketers use digital tools to address marketing objectives.

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

# Week 2: impact of digital on product

## Lets talk about product!

Welcome to Week 2 of the course!

This week we will explore the concept of (online) value proposition. Those of you who took our [Introduction to Marketing](#) course might be already familiar with this term but for those who are unsure of the term read the definition below.

Value proposition refers to the combined set of beliefs that is offered to the prospective consumers to solve a problem they have and satisfy their needs. Firms can offer consumers this set of beliefs offline as well as online by means of digital tools.

(Online) value propositions are comprised of product, price, place and promotion. A helpful way to remember them is to think of the 4Ps of the value proposition. We will explore the 4Ps more fully throughout this course.

This week we will explore how firms can provide consumers with (online) value proposition. First, please watch the video to learn more.

- ↳ outperform competitors, solve problems
- ↳ 4P → set of tools → satisfy needs
- ↳ marketing is an exchange.
- ↳ Using digital tools are essential
- ↳ Online value premation is better.
- ↳ Opportunity to extended value proposition

Let's explore the first element of (online) value proposition – the product.

Before you watch the next video, please take a minute to think what is product? How would you define it? Please post your definitions in the forum below the video player.

To post on the forum click on 'Add a Post' and add your definition of a product.

Now, please watch the video and learn about the product and its core elements. Is the definition of product the same as the one you posted on the forum?

In the video you will also learn about the impact #digital has on the product firm offers to its consumers.

Title \*

Product

Discussion \*

Product is something that has a value proposition, a net value. Product is kind of a solution for people that people would exchange money to obtain it. Product can be both digital and physical.

My answer

#### Post discussion

→ Product refers to attributes and characteristics of what firms offer to consumers to solve a solution.

→ After-sale service, brand, functionality

Product

→ Extended and core products

↳ Branding, Packaging, After-sale, Warranty

→ Transforming physical to digital.

# Products in the real world:

You already know what product is and what it consists of. You also know how firms can use digital to add value to their products.

In the video we explored elements of the product using the example of a phone. Can you think about another example of product and identify its core and augmented elements? How does digital add value to the product?

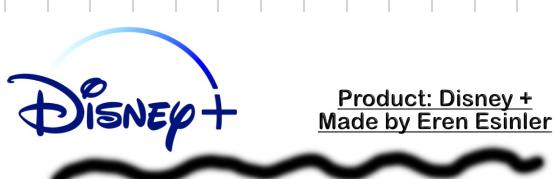
For this activity, you will have to design an infographic where you will map core and extended elements of the product you chose. You will then have to investigate its digital value and portray it on your infographic.

To design infographic, you may want to take a picture of the product you chose or download a product image from the Internet. You may also want to take a picture or a screenshot showing how firms add digital value to the product you chose. Let's get creative!

- When you finish designing your infographic post it on Padlet.
- Take your time to explore your peer's infographics and learn about different products and their digital value.

Tip! Infographics are a means of communication where synthesised information is presented in a visual way.

There are numerous free software available to create your own. Such as [Canva](#), PowerPoint, Word or any preinstalled graphics or drawing tool on your laptop PC or tablet.



#### Disney+ Core Elements:

1. "Content Library": Disney+ offers a vast library of content, including classic and current Disney films, Pixar movies, Marvel superhero adventures, Star Wars franchises, and National Geographic documentaries.
2. "Original Content": Disney+ produces exclusive original series and movies, such as "The Mandalorian," "WandaVision," and "Hamilton," which are only available on the platform.
3. "User-Friendly Interface": The streaming service features an easy-to-navigate interface that allows users to browse and search for content effortlessly.
4. "Multi-Device Access": Subscribers can access Disney+ on various devices, including smartphones, tablets, smart TVs, and gaming consoles, making it convenient for users on the go.
5. "High-Quality Streaming": Disney+ provides high-definition and 4K Ultra HD streaming options for many titles, ensuring a top-notch viewing experience.

#### Augmented Elements:

1. "Downloads for Offline Viewing": Subscribers have the option to download content for offline viewing, allowing them to watch their favorite shows and movies without an internet connection.
3. "Personalized Recommendations": Disney+ uses algorithms to provide personalized content recommendations based on users' viewing history and preferences.
4. "GroupWatch": This feature enables users to watch content together with friends and family, even when they are physically apart, through synchronized playback.
5. "Parental Controls": Disney+ offers robust parental control settings, allowing parents to restrict content access and set viewing limits for their children.

#### Digital Value:

1. "Content Accessibility": Access to a vast library of beloved franchises and exclusive originals, offering entertainment value for a wide range of interests.
2. "Convenience": The ability to watch content on multiple devices and offline ensures flexibility and convenience for users.
3. "Cost Savings": The bundled offerings with Hulu and ESPN+ provide cost savings compared to subscribing to each service separately.
4. "Personalization": Customized recommendations enhance the user experience by helping viewers discover content they are likely to enjoy.
5. "Family-Friendly Options": Disney+ caters to families, offering a safe and enjoyable streaming experience for children and adults alike.

my answers

## Brand as Product:

In your previous activity, most of you managed to recognise that brand is an important element of product. In fact, some may argue that consumers do not purchase products anymore, instead they buy brands. For example, consumer shop for Nike or Adidas rather than for sports shoes, they buy Starbucks instead of coffee, they Skype or WhatsApp, or they Tweet.

If you would like to learn more about brands, what brand is and why does it matter, please check our [Introduction to Marketing](#) course.

There are many examples of brands which are incorporated into consumers daily lives. Can you think about some examples of brands you use on a daily basis?

- What is the core product of the brand?
  - How does that brand add value to the core product?

**Tip!** To identify how brand adds value to core product, think about the core product provided by an unbranded supplier. Then compare how you feel about branded and unbranded versions of that product.

For this activity you should think about one example of branded product and briefly explain how brand adds value to the product. Use descriptive words such as "well-designed", "expensive", "luxurious". You can post up to ten answers.

When you finish, click submit and explore the group word cloud. You can review how other learners interpret added value to branded products.

## Word cloud



my answer

# Branded Activities:

Each brand has its unique personality which reflects its firm's values.

Successful marketers are able to communicate brand personality and values to its target consumers both offline and online.

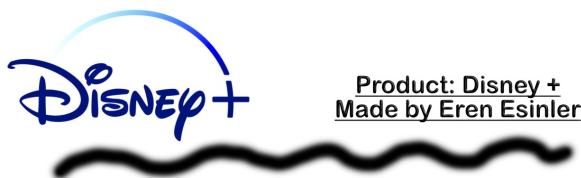
Using one example of branded product from the previous activity, investigate how the brand communicates its personality and values online.

- For this activity, you will have to design a A4 poster to depict brand personality and its values.
- There are numerous free software available to create your own. Such as Canva, PowerPoint, Word or any preinstalled graphics or drawing tool on your laptop PC or tablet.

Tip! A poster is a graphical representation of information along with some brief text information. Like an infographic, a poster is a useful means of communicating key information in a visual way, so think about including product images, logos, and screenshots from the brand's social media.

When you finish designing your poster, you should post it on Padlet.

Take your time to explore your peer's posters and learn about different brands, their personality and values. Are you familiar with those brands? Do you agree with findings presented on the poster?



## Brand Values of Disney+

1. \*\*Creativity and Innovation\*\*: Disney+ values creativity and innovation, evident in its commitment to producing original content that pushes the boundaries of storytelling and entertainment.
2. \*\*Family-Friendly Entertainment\*\*: The platform upholds the value of providing wholesome, family-friendly content that can be enjoyed by audiences of all ages.
3. \*\*Timeless Magic\*\*: Disney+ celebrates the timeless magic of Disney's classic stories and characters, ensuring that these beloved narratives continue to enchant new generations.
4. \*\*Inclusivity and Diversity\*\*: Disney+ promotes inclusivity and diversity in its content, representing a wide range of cultures, backgrounds, and perspectives.
5. \*\*Quality and Excellence\*\*: The brand values quality and excellence, delivering high-quality streaming experiences and content that meets the high standards associated with the Disney name.
6. \*\*Nostalgia and Emotion\*\*: Disney+ taps into the nostalgia and emotional connection that people have with Disney's legacy, creating content that evokes feelings of joy, nostalgia, and wonder.

## Brand Personality of Disney+

1. \*\*Magical\*\*: Disney+ exudes a magical personality, transporting viewers to enchanting worlds filled with wonder and imagination.
2. \*\*Wholesome\*\*: The brand personality is wholesome, emphasizing values such as kindness, friendship, and family bonds in its storytelling.
3. \*\*Inclusive\*\*: Disney+ is an inclusive platform, embracing diversity and celebrating the uniqueness of every individual.
4. \*\*Innovative\*\*: While rooted in tradition, Disney+ also showcases an innovative side, constantly pushing the boundaries of storytelling and technology in the world of entertainment.
5. \*\*Trustworthy\*\*: Viewers trust Disney+ to provide safe, family-friendly content that aligns with Disney's longstanding reputation for quality and integrity.
6. \*\*Heartfelt\*\*: The brand personality is heartfelt, as Disney+ content often elicits deep emotions and connections with its characters and stories.
7. \*\*Timeless\*\*: Disney+ maintains a timeless personality by preserving classic stories and characters while introducing new ones that resonate with modern audiences.
8. \*\*Joyful\*\*: Above all, Disney+ exudes a joyful personality, aiming to bring happiness and joy to its viewers through its magical and heartwarming content.

my answer

# Branded Products in the Real World:

Although marketers try to clearly communicate brand – its personality and values – to consumers, different consumers may perceive the brand in different ways. This is because consumers may have different experiences with a brand, including their online experiences.

For example, a consumer may perceive a brand to be reliable, the same brand may be perceived as unreliable by another consumer who had negative experience accessing brand's website.

Alternatively, one consumer might perceive a brand as old-fashioned, while another consumer seeing it being used by online influencers will perceive the brand as fashionable and on-trend.

For this discussion activity, you should reflect on your previous consumer activity and consumer experience. Can you think about examples of your interaction with a brand online which changed the way in which you perceive a brand? Use forum to share your reflections.

If you are the first person to post in the forum:

- Click on 'Add a Post'
- In the 'Title' box type brand name
- In the 'Your question or idea' box discuss your online experience and how it changed your perception of the brand.

If there are already posts in the forum, before adding a new post review existing forum thread. Did someone add the post discussing the same brand?

If not, click on 'Add a Post' to add brand.

If your answer has been already discussed, click on the post and review answers provided by your peers. In the response box add your experience. You may also want to respond to previous posts if you share similar experience.

QuestionDiscussion

Topic: Let's discussed branded products in the real world!

Title \*

Vatan Computer

Question \*

Vatan Computer is one of the best technology stores in Turkey. Also, it is one of the stores that I visit every week and buy something. I am emotionally connected to Vatan Computer. But 1 month ago, I gave them a headphone that I bought from them, for a service, and I have waited very long, but they never turned me back. So, I called them few times but this didn't solve the problem that I have encountered. This was a bad experience and I am not looking forward to buy from this business. |

Post question

→ my answer //

# Extended Products:

As you may recall from our first video, there are different ways in which firms can add digital value to their offerings. One example of how firms can add digital value to their products is to provide the consumer with new or additional information about their products or transform their value proposition - just as The List did!

The List is our first Edinburgh-based case study firm. Please explore this case study and learn how they used digital to transform their firm.

## About the firm

↗ B2C

The List sources, gathers, manages, publishes and distributes information on live events and entertainment and creates associated editorial content including recommendations, interviews, previews, reviews and features. The company's primary consumer publishing is a bi-monthly magazine and a series of award-winning websites found at [list.co.uk](http://list.co.uk). We run a site dedicated to Film, to the Edinburgh Festivals and for our food imprint, The Larder in addition to the leading UK events guide. The combined reach of these sites is more than 2 million people a month.



↗ B2B

Alongside our consumer activities, we provide live events data and services to a growing range of partners including travel companies, media groups, infrastructure providers, destination marketing organisations and public bodies including the UK and Scottish governments. Organisations use our data in smart city solutions, for bespoke services, as content and as business intelligence around future demand.

- ↳ world has changed.
- ↳ With online communication is more effective.
- ↳ Use of artificial intelligence
- ↳ Content was data. → Creates demand!
  - ↳ Also product

# Information Product :

Marketers strive to provide consumers with new or additional information to add digital value to a product.

Did you know that information can be a product in itself? The List is a perfect example of it.

This is what we refer to as information products. Those products which aim to address consumers' problems and satisfy their needs. When a firm provides consumers with information products, they aim to address consumers' lack of knowledge and need for information. In this case, information and knowledge are both a core product.

One example of an information product is content developed by online influencers. Online influencers are individuals, who have knowledge and/or expertise on a given topic and use digital to disseminate it to their following.

Note: Influencer marketing is a form of marketing activity which involves influencers developing information products. This can include endorsements and product placement.

Are you familiar with any influencers? Do you follow them online?

Use the Padlet to post links to influencers you follow and indicate what is the information product they offer. You may post as many examples as you wish.

If you don't follow any influencers, conduct online research and identify them. Once you find influencers indicate what is the information product they offer and how do they satisfy consumers' needs. When you finish, explore your peer's answers.

Dilan Polat - Turkey

The influencer that tries to sell his product is Dilan Polat (I not like her and her products but she is very popular in Turkey), she has lots of beauty centers and she is selling beauty products all around the world. She has millions of followers on Instagram and this makes her easier to sell products online and pull new customers.

White

→ my answer //

# Let's Talk About Content

## Firm generated content vs user generated content

Information is a basis for content marketing. Content marketing is an important element of any digital marketing strategy. It is defined as a process which involves planning, creating, publishing and disseminating content aimed at stimulating target consumers' interest in a firm and its offering.

For digital marketers, content is important because it adds value to products offered. It is suitable to all firms regardless of their size or the sector in which they operate. It is a powerful brand-building tool, which can set enterprise apart!

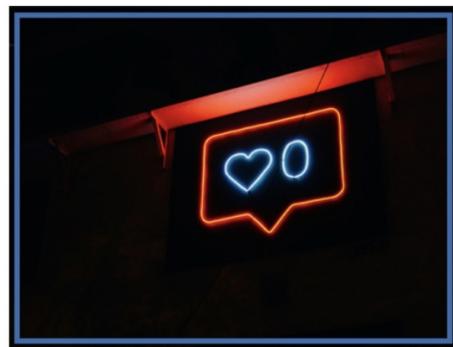
There are two main different types of content:

- Firm-generated content (FGC), which is content created and disseminated by a firm (e.g. product description)
- User-generated content (UGC), which is content created and disseminated by consumers (e.g. online product review)

Both FGC and UGC can take form of text-based content and graphical/video content.

Text-based content includes all textual information. For example text information provided on a company's webpage or social media, blog post, interview, etc.

Graphical content on the other hand is information displayed in a visual way. Your infographics and posters developed in previous activities are examples of graphical content. Videos and photos are other examples of graphical content used by firms.



© Prateek Katyal (2019) CC0

# Firm Generated Content:

Let's focus on firm-generated content (FGC) - what are attributes of good FGC? Take a minute to think about attributes of good FGC and post them in the forum.

If you are the first person to post in the forum:

- Click on 'Add a Post'.
- In the 'Title' box type FGC attributes.
- In the 'Your question or idea' box discuss why these are important attributes of FGC.

If there are already posts in the forum, before adding a new post review existing forum thread. Did someone add the post discussing the same FGC attribute?

If not, click on 'Add a Post' to add a brand new post.

If your answer has been already discussed, click on the post and review answers provided by your peers. In the response box, add your comment. You may also want to respond to previous posts if you share similar ideas.

Question

Discussion

Topic: Let's discuss firm generated content!

Title \*

Accuracy - Transparency, Relevance | Attributes of FGC

Discussion \*

Accuracy, transparency, and relevance are all crucial characteristics of Firm Generated Content (FGC). Because FGC should provide relevant and trustworthy information about a company's products, services, and values, accuracy is critical. Transparency ensures that FGC is truthful about its origin and purpose, promoting consumer trust. Furthermore, relevancy is critical, as FGC should be targeted to the target audience, successfully addressing their requirements and interests. Furthermore, FGC should maintain tone and branding consistency to ensure a consistent message across several platforms. Finally, keeping FGC up to date and reflective of current industry trends is critical to retaining the company's competitive advantage in the digital arena.

Post discussion

my answers

# FGC in real world!

Firm-generated content (FGC) is...

- Clever and current
- Innovative
- Inspiring
- Daring
- Surprising
- Reactive
- Useful/ helpful
- Visually beautiful

For this activity you have to identify FGC of different brands that display those attributes and post the examples on the Padlet. Your examples can be text-based content or graphical content.

For each attribute, you should post one example of FGC. To do that you may want to take a screenshot of the content or post a link. You then have to explain why you think this FGC is characterised by the specific attribute.

When you finish, please review examples of FGC posted by your peers, and learn from other examples of good practice of FGC development.



Publish

Eren Esinler - FGC

1. Clever and Current: Wendy's is noted for its clever and timely social media comments, keeping up with trends and pop culture.

2. Innovative: With its revolutionary products and user-friendly interfaces, Apple continuously pushes the boundaries of technology.

3. Inspiring: Nike's "Just Do It" tagline empowers individuals by inspiring athletes and non-athletes alike to strive for their best.

4. Daring: Red Bull's extreme sports and stunts demonstrate a daring and adventurous mentality, which aligns with the company's "Gives You Wings" campaign.

5. Surprising: Netflix frequently shocks viewers with unexpected content drops and inventive storytelling, which keeps viewers interested.

6. Reactive: Tesla is known for responding rapidly to client feedback and continually updating the software in its electric vehicles to improve the user experience.

7. Useful/Helpful: Google provides a myriad of products and services that are extremely useful in everyday life, such as Google Search and Google Maps.

8. Visually Beautiful: Apple's product design is frequently praised for its visual attractiveness, with its sleek and minimalist appearance.

my answer

# How to improve marketing:

You already know what content marketing is and what the attributes of good content are. For your final activity, you will develop a short report in which you will audit FGC of a firm of your choice and make suggestions on how the firm can improve its content marketing.

1. First you will need to select your firm.
2. Next you will need to conduct a desk research and identify the FGC and review it.
3. Finally, you will consider how your selected firm can improve their content marketing strategy.

Using the above information, you will produce an audit report structured as follows and post it online in the Padlet:

- Introduction – provide an overview of a firm you selected (maximum 100 words).
- Current content strategy – report on your content audit, you may provide specific examples of good content and content that should be improved (maximum 100 words).
- Content strategy improvement – provide suggestions how your selected firm can improve content (maximum 100 words).

Tips! In this activity you may want to think about:

- Firm's target consumers and their information needs
- Firm's brand – its personality and value
- Firm's resources
- Any Online platforms the firm uses and their functionality

When you finish, post your report in the Padlet and take time to review the reports shared by your peers.

The Padlet board has the following sections:

- Mercedes**:

Mercedes-Benz, a historic name in the automobile world, represents elegance, innovation, and quality. Mercedes has been synonymous with automotive craftsmanship for almost a century, pioneering safety standards, performance, and beautiful design on a global scale.

**Current Content Strategy:** Mercedes-Benz's current content strategy focuses on exhibiting its broad vehicle lineup across a variety of traditional and digital media. The company routinely distributes multimedia content, like as films, blog articles, and social media updates, all with the goal of emphasizing the detailed features, cutting-edge technology, and immaculate aesthetics that distinguish its automobiles. While Mercedes has a significant online presence, there is untapped potential to engage with its audience in a more dynamic and effective manner.

**Content Strategy Enhancement:** Mercedes-Benz should consider the following strategic enhancements to boost its content marketing efforts:

  - Mercedes-Benz may establish an interactive multimedia ecosystem that immerses customers in the brand, such as virtual test drives, 360-degree car tours, or augmented reality experiences, giving them a physical feel for their vehicles.
  - Mercedes can weave storylines that form emotional relationships with its audience by embracing the power of storytelling, revealing stories of craftsmanship, creativity, and the individuals powering Mercedes-Benz into the future.
  - Customer participation in the form of images, videos, and testimonials can be actively encouraged. This generates a sense of belonging and genuine brand endorsement.
- Personalization**:

Personalization enabled by data insights allows Mercedes to personalize content to individual consumer preferences, giving relevant information and promotions based on customers' interests and actions.
- Sustainability**:

Mercedes-Benz can highlight its electric and hybrid vehicle alternatives, as well as its broader environmental initiatives, proving its commitment to sustainability.
- Consistency**:

Maintaining brand message and aesthetic consistency across all platforms, both online and offline, increases the brand's identification and resonance.
- Engagement**:

Mercedes-Benz can iteratively develop content strategy, increasing audience engagement and cementing its image as a paragon of luxury and innovation in the automobile sector, by constantly evaluating engagement numbers and listening to



my answer

Customer participation in the form of images, videos, and testimonials can be actively encouraged. This generates a sense of belonging and genuine brand endorsement.

# Good content characteristics:

## What are the characteristics of good content?

Content is one of the most important elements of digital marketing strategy. Successful marketers know how to develop engaging content which will capture their consumers' attention and which will add value to firm's offering.

Good content is clever, current, innovative, inspiring, daring, surprising, reactive, useful and/or helpful as well as being visually beautiful!



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# Digital Marketing Strategy Report:

## Week 2

Last week you were asked to select a firm of your choice and identify its objectives. Please return to this document as you work on the second task.

### Your instructions

For this activity, you will have to first review current (online) value proposition of your chosen firm and identify opportunities where #digital can add value.

Take your time to conduct desk research and understand what is the product offered by your selected firm

Upon completion of this task you will have to add the following to your working document:

- Summary of product offered by a firm.
- Audit of the product where you will identify how your firm can add digital value to its offering.



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When you finish, conduct a review of the firm's content marketing. Remember content is a type of information product offered by your firm, it can add value to products your firm offers. You should carry out a content audit and identify examples of good content and content that should be improved.

Take your time to reflect on your findings. Think how does product offered by your chosen firm contribute to its marketing objectives and KPIs. How does digital add value to products your firm offers? How does content marketing contribute to digital marketing objectives?

When you finish save your document on your computer, you will add to it next week when you will be asked to complete another task.

# Mock Week 2:

## MCQ 1

1/1 point (graded)

What is value proposition?

A set of propositions that answer consumers questions

A set of beliefs that aim to satisfy consumer needs

The overall value of firm



Correct Feedback

Value proposition refers to the combined set of beliefs that is offered to the prospective consumers to solve a problem they have and satisfy their needs.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

## MCQ 3

1.0/1.0 point (graded)

How can firms add digital value to their products?

Provide additional product information online

Provide expert reviews online

Publish consumer reviews online

All of the above



Correct Feedback

Digital adds value to products. Firms can add digital value to their products and provide consumers with additional product information, expert product reviews, or consumer reviews. All of these add value to products offered.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

## MCQ 5

1.0/1.0 point (graded)

What is influencer marketing?

Marketing activity that influences consumers

Marketing activity which involves influencers

Activity where consumers influence the firm

None of the above



Correct Feedback

Influencer marketing is a form of marketing activity which involves influencers developing information products. This can include endorsements and product placement.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

## MCQ 2

1.0/1.0 point (graded)

What is the definition of product?

Product is a combination of core and augmented product

Product is a core product only

Product is an augmented product only

Product is brand



Correct Feedback

Product is a combination of a core product which are the functional elements that aim to satisfy consumers' needs. It also includes augmented product which can be described as everything else consumers receive in addition to core product features.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

## MCQ 4

1.0/1.0 point (graded)

Which of the following is a product?

Information

Service

Book

All of the above



Correct Feedback

Product has many forms and all of these are examples of product. It can be a physical product such as a book which can satisfy a consumer's needs. Information can also satisfy a consumer's need for knowledge and information. Additionally, a service can serve as another example of product.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

→ 5/5 ⇒ 1.00

# Week 3 - the impact of digital value on value proposition

## Let's talk about price and place:

Welcome to Week 3 of this course during which we will continue to explore (online) value proposition.

Last week you learnt about the impact of digital on a firm's offering. We discussed how firms can add digital value to products they offer, and how they can develop information products and satisfy consumers' needs for information and knowledge. Importantly, we discussed the role of content and we identified key attributes of firm-generated content, or FGC, which forms the basis of content marketing.

If you want to refresh your knowledge, please remember that you can return to the previous week's activities at any time!

This week we will explore the three remaining elements of (online) value proposition: price, place, and promotion, and discuss the impact of digital on each of those elements.

Let's start with price! Please watch the video and learn what price is and what is the impact of digital on price.

### Defining Price:

- ↳ impact digital on price
- ↳ same things, different prices
- ↳ Dynamic Pricing
  - ↳ update price online for demand
  - ↳ plain tickets  $\Rightarrow$  demand, market
- ↳ Aggregators  $\rightarrow$  price comparison sites

# Price Comparison Websites :

There are many price comparison websites. Founded in 2003, SkyScanner is one of the first aggregators which allows price comparison of airline tickets.

In the tourism sector, there are many price aggregators, including:

- [www.booking.com](http://www.booking.com)
- [www.expedia.co.uk](http://www.expedia.co.uk)
- [www.hotels.com](http://www.hotels.com)

Let's explore those price aggregators and see how they work!

Using the links provided above, can you search for prices of hotel accommodation in Edinburgh during the Fringe Festival? The Fringe is the largest arts festival in the world, you can learn about it [online](#).

What are the prices of hotel rooms during Fringe? Are those prices similar or do they differ? Use discussion forum to discuss price aggregators. Do you find them useful? If so, what makes them useful? What are the drawbacks of price aggregators?

Question

Discussion

Topic: Let's discuss hotel prices!

Title \*

Price Aggregators |

Discussion \*

Price aggregators can be extremely valuable tools for both travelers and shoppers. They make it easier for customers to compare and locate the best bargains by aggregating pricing information from numerous sources. This not only saves time but also frequently results in cost savings. Price aggregators are very useful for locating discounts, special offers, and promotions. However, there are some disadvantages to consider. They may not always have the most recent information, and prices displayed may change owing to factors such as availability and third-party costs. Excessive reliance on price aggregators may also result in the loss of unique deals supplied directly by providers. To get the most out of price aggregators, utilize them as a starting point for research and double-check prices with the source or service provider for accuracy, particularly during high events or seasons.

Post discussion

→ my answer /

# Case Study : More on Price

Price transparency is a challenge to many firms. This is because it enables consumers to directly compare product prices against their competitors. This can make consumers focus on a product price rather than on other extended product elements such as brand and added value while making their purchase decision.

Price transparency can put pressure on firms to reduce product price in order for the product to be competitive in the marketplace.

Marketers have to be mindful of this in order to reduce or dilute the possible negative impact of price transparency. For this activity, you will have to investigate two UK supermarkets and how they deal with price comparisons:

- Tesco
- Sainsbury's

What is the approach chosen by these two supermarkets to deal with price comparison? What are strategies you would suggest to a competitor UK supermarket, such as M&S or Waitrose, to tackle the problem of price transparency?

For this activity, let's try something new! You will have to record a 2 minutes audio in which you will pitch your suggestion to a selected UK supermarket. You can use your PC, laptop, table or smartphone to record a voice note or audio.

When you finish, upload your audio file and post it on the Padlet and listen to suggestions made by your peer.

- Which pitch is the most convincing?
- Use Padlet to vote on your favourite pitch. How many votes did your pitch get?

Tip! A marketing pitch is the presentation of an idea which aims to persuade or convince a business partner or a consumer to implement it.

1

Let's delve into the fascinating world of UK supermarkets and how they handle the tricky issue of price comparison. Tesco and Sainsbury's, two retail giants, have historically employed different approaches.

Tesco, for a long time, operated its "Price Promise" program. This program compared the prices of customers' baskets to those at competing supermarkets. If a customer's basket was found to be cheaper elsewhere, Tesco would issue a voucher for the difference. However, in 2016, Tesco decided to shift gears. They focused more on offering everyday low prices and simplified promotions. This marked a significant departure from the price comparison approach.

On the other hand, Sainsbury's had its "Brand Match" program. This program compared the prices of branded products in a customer's basket to those at Tesco and Asda. If the basket was cheaper at these competitors, Sainsbury's would provide a coupon. But, like Tesco, they also discontinued this program in 2016. Instead, they opted to allocate more resources toward reducing prices directly.

Now, let's talk about strategies for competitors like M&S (Marks & Spencer) and Waitrose. To tackle the challenge of price transparency, these premium supermarkets could adopt several approaches.

Firstly, they could compete on quality and value. Emphasizing the superior attributes of their products, such as sourcing, organic options, and ethical considerations, can justify premium pricing.

Secondly, they could invest in loyalty programs. Offering exclusive discounts, rewards, and personalized offers to loyal customers can help retain price-conscious shoppers.

Additionally, expanding private label (store brand) offerings could be a strategy. Highlighting their quality and value proposition gives more control over pricing and margins.

These supermarkets could also consider selective price matching, focusing on key, high-volume items. This would convey a commitment to competitive pricing without devaluing the brand.

Creating bundled deals or packages to encourage customers to purchase multiple items at a slightly discounted price when bought together can drive up the average basket value.

Moreover, a strong focus on customer experience, store ambiance, and online shopping experiences can create differentiation beyond price.

Communicating transparently about the reasons behind pricing decisions, such as quality, sourcing, and sustainability, is vital, as is using digital tools and apps to engage customers and provide exclusive online discounts.

Highlighting locally sourced and unique products that can't be easily compared to competitors can foster a sense of exclusivity.

In conclusion, for competitors like M&S and Waitrose, finding the right balance between price competitiveness and maintaining a premium brand image is crucial. Adaptation to changing market conditions and consumer preferences is key to thriving in this challenging landscape.



my answer

# Defining Place:

In the past the only way to access the product was to purchase it from a brick and mortar store. This is not the case anymore as consumers can do it online!

Digital changed where firms can sell their products and where consumers can access them. Please watch the video to learn about the impact of digital on place.

- ↳ Amazon → online marketplace
- ↳ e-commerce Website //
- Wide range of products → one place
- No need for physical stores.
- Designing website is important.
- Useful website → easy to buy
- Adopted to both computers - devices
- Payment products - address protection
- Spend more time on the website.

# Digital impact on Place:

Small and Medium Enterprises, also referred to as SMEs, in particular can benefit from the impact #digital has on place.

Whiskyframes is a family run SME. They do not have a physical store. Instead they sell their products online via their [website](#) and online marketplaces such as Amazon and Etsy.

Please take your time to explore the online place of Whiskyframes. Next, use the forum to discuss which online place is the most beneficial for SMEs such as Whiskyframes?

Title \*

Small and Medium Enterprises

Discussion \*

The best online platform for SMEs like WhiskyFrames is determined by their individual demands and target audience. Popular choices to examine include e-commerce platforms, social media, marketplaces, and email marketing. For optimal results, it is critical to link the decision with corporate goals and to frequently analyze performance.

"The Rustic Spoon," a small restaurant specializing in farm-to-table cuisine, is an excellent example of a SME successfully utilizing online platforms. They use social media sites such as Instagram and Facebook to highlight their locally sourced ingredients, delectable cuisine, and engage with the local community. Their use of visually appealing information and frequent updates is ideally aligned with the restaurant industry's desire to entice customers with visuals and timely promotions. They also keep a Google My Business profile to guarantee their restaurant shows in local searches, increasing foot traffic. This highlights how SMEs in the food business may use online platforms to increase their visibility and attract customers.

Post discussion

my answers

SME  $\Rightarrow$  Small and medium Enterprises

# Let's Talk About Promotion!

## Defining promotion:

The final element of marketing mix that we will explore in this course is promotion.

Promotion refers to a firm's communication with consumers and other stakeholders aimed at providing them with information about a set of beliefs offered by the firm. The aim of online promotion is to deliver timely and relevant information via online communication channels.

- ↳ How consumers get aware of products,
- ↳ inform consumers about offers and etc...
- ↳ Search Engine optimization
- Website is another element of promotion.
- Adding digital value.
- Social media presence.
- Communicators with consumers.
- Online must be integrated with offline promotion
  - ↳ Both must be used.

# Let's Hear from Innis & Gunn.

Website, social media and search marketing are just a few examples of digital promotion. Let's hear from Innis & Gunn, our Edinburgh-based case study firm, about their approach to online promotion and benefits deriving from online communication tools

## About the firm

As an independent beer company born in Scotland that has grown to compete with the big boys of brewing, Innis & Gunn know the value of original thinking, craft and innovation. We never shy away from putting in the time and the effort necessary to create a different kind of beer (& beer brand). Innis & Gunn doesn't only talk about originality. We actively support it as well.

**INNIS & GUNN**

The one thing that has remained constant throughout our time is our independent spirit. For us it's never been about standing out or fitting in, it's about doing what we believe is right. Above all we try to stay true to ourselves, believe in what we are doing and do what we do best; be a group of individuals who challenge the norms in pursuit of different, better beer.

Please review the following [case study](#) from Innis & Gunn and learn about their 'Remember pints?' campaign created in response to restrictions in Scotland and the wider UK due to Covid-19.

After you review the case study materials, you can view the final campaign advertisements below:

- Innis & Gunn: Remember Pints
- Innis & Gunn: Welcome Back, Old Friend

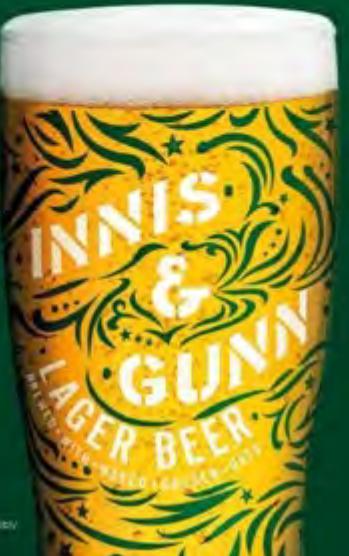
<https://youtu.be/WAJFCeyTh-8?feature=shared>

<https://youtu.be/Jg07PDifF79A?feature=shared>



Remember pints?

Remember  
pints?



### Remember pints?

The humble pint.  
568ml of cold, liquid gold.  
Worth the wait at the bar, new or old.  
The sticky tables and the wobbly stools.  
The couples chit-chat and the groups of fools.  
Scanning the taps and list of beers,  
'Mine's a lager, thanks. Cheers'.

Be it set solo or handing out your round.  
Severing sips or accidental spills to the ground.  
That moment of quiet when most needed.  
A tough swallow after the third goal conceded.  
To the rounds of cheers!  
Celebrations or commiserations.  
Or the one in the airport en route to a tropical destination.

Set in the sun, or a dimly-lit pub.  
Torn open crisp packets, and microwaved grub.  
But what is a pint without someone to drink it?  
Alone or together. Sober or blithered.

Here's to the post-work pint drinkers,  
guilty of turning a 'quick one' into four.

The friends who live for Saturday sessions,  
and being the last ones out the pub door.

Those dusting themselves off for Sunday's haul of the dog,  
telling themselves that's the last night for a while on the grog.

To the round-dodger; always thirsty but never at the bar.  
To the one who's had too many, everyone watches from afar.  
To the first-timer, not yet accustomed to the taste.  
(How do people sink these?)  
It'll come after a few more tries, we need for hosts.  
To the craft dabbler, always coming back to what he knows.  
To the 'I'll drink anything', taking whatever goes.

As the bell rings for last orders, we're all drinking up.  
This delicious golden liquid, from the bottom of our cups.

Never will we take jabs and pints for granted again.  
Heads you back at the bar, as soon as they tell us when.

INNIS & GUNN  
Please drink responsibly

Please drink responsibly

# Remember Pints?

## Campaign Case Study

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Innis & Gunn



THE UNIVERSITY  
of EDINBURGH

## ABOUT INNIS & GUNN

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Hey! Have we met before? You might have seen us down at the pub – we all know how much you like the pub!

We're Innis & Gunn, an Edinburgh born craft beer company, first established in 2003. We're particularly well known for our Lager and barrel-aged beers – such as The Original, our flagship bourbon barrel scotch ale; but we brew lots of other beers too – such as fruity IPA's and dark imperial stouts.

We've got a brewery up in Perth, but we've nearly outgrown it, so we've got plans underway to build a new home in Edinburgh – the biggest brewery the capital's seen in over 150 years! We've also got four Brewery Taprooms across Scotland; two in Edinburgh, one in Glasgow and one in Dundee.

Our beers are sold in lots of pubs, restaurants and retailers all over the UK; but we also supply lots of other countries too - with Canada, Sweden and France being our biggest international markets.

**text**

Want to know more? Visit our [website](#); or follow us on [Facebook](#), [Instagram](#) or [Twitter](#).



## CAMPAIGN BACKGROUND

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Earlier this year we ran a campaign, which unlike our previous campaigns, lived predominantly online. Usually we like to do fun things in person to encourage people to try our beers – such as pop up a bar at the top of a munro or leave a lorry full of pretty green glasses in the middle of a busy street for people to “borrow”.

But not this time. The restrictions of Covid-19 meant it was pretty much impossible – and irresponsible as a brand – to do any physical sampling this summer. So instead, we turned our full and undivided attention to the online world.

We invested more than ever before into our digital marketing activities, creating unique content across our main channels. The mix included social media, email, website and paid promotion. We created three content themes to focus on during lockdown; Originals (to support the arts), Sales (to account for the explosion of interest in our online shop) and Reasons to be Beerful (to make people smile).

Platform	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook							
Instagram	Creative Originality Global		Sales focus UK audience		Creative Originality Global		
Instagram Stories		Reasons to be cheerful Reactive msg. Scot target, global audience.		Reasons to be cheerful Reactive msg. Scot target, global audience.			
Twitter							
Email Campaign					Sales focus Investor audience	Sales focus UK audience	

## CAMPAIGN BACKGROUND

---

Out of our Reasons to be Beerful theme our Remember Pints campaign was developed.



A video was created that tapped into a common mood of missing friends and the chance to socialise over a pint. The engagement levels on our social video were the best we had ever achieved and we recognised the strength of amplifying the content outside of social with TV advertising – and so, our little video ended up on the big screen! (Well, the telly).

This really set in stone how impactful digital marketing tools can be, if used effectively. A video created for social became Innis & Gunn's first ever TV ad campaign!

So let's take a look at how this campaign was rolled out, from the initial idea to the closing results...

 **Innis & Gunn** @innisandgunn

Remember pints?

5:58 PM · May 12, 2020 · Twitter Web App

[View Tweet activity](#)

38 Retweets and comments 269 Likes

 **Elaine** @elainemjk · May 12  
Replying to @innisandgunn  
@claireista 😭

1 reply 1 like

 **Gus Bracks** @GusBracks93 · May 12  
Replying to @innisandgunn  
Oh yes #PleaseAndThankYou

1 reply 4 likes

 **Mark McWilliams** @markmcwilliams · May 12  
Replying to @innisandgunn  
No, sorry; what's a pint? 🤔🍺

1 reply 1 like

 **Benjamin McElwee** @benjmce · May 12  
Replying to @innisandgunn  
TINS (The Pleasure Formerly Known As Pints)

1 reply 1 like

## THE IDEA

---

It's been a while since we've all had a pint,  
and it's looking like it'll be a little while longer until we'll have  
another.

With pubs closed, we're getting our fix with bottles and cans at  
home which let it be known, is better than no beer,  
but there's no denying that nothing beats a fresh pint.

We've been spending our days fantasising about when that first  
post-lockdown pint will be, and moreover, how we'll never take  
the humble pint or the pubs that serve them for granted again.

So much so, it's driven us to writing an ode to the things we miss  
**... Remember pints?**

## ENSURING THE IDEA IS "INNIS & GUNN" ENOUGH

---

Ideas can be great marketing ideas but still not right for your brand. It's vital that you ensure any idea is reflective of your brand position, values and can be executed in your own tone of voice.



Be You. Stay Original

**Brand Positioning**

We Are Our Own True Selves (**Innovative**)

*We are obsessed by what is achieved by thinking original, acting original, and tasting original*

We Choose Character Over Reputation (**Authentic**)

*Consistently doing what we believe is right gives us confidence. It's reinforces our authentic character and authentic character beats reputation every time*

We Have The Courage Of Our Conviction. (**Confident**)

*Mistakes might happen but we learn, we persevere, we innovate, and we find a way forward*

We Act with Respect (**Respectful**)

*We choose progresses through independent action not through judgement or criticism and never because of the expectations of others.*

We Are Unique And Together (**Inclusive**)

*We are individuals united by our pursuit of the authentic and our appreciation of the original.*

A video ad made during lockdown in a melancholic but amusing tone

Support the people who have supported you all your life, don't just jump on a bandwagon of "help"

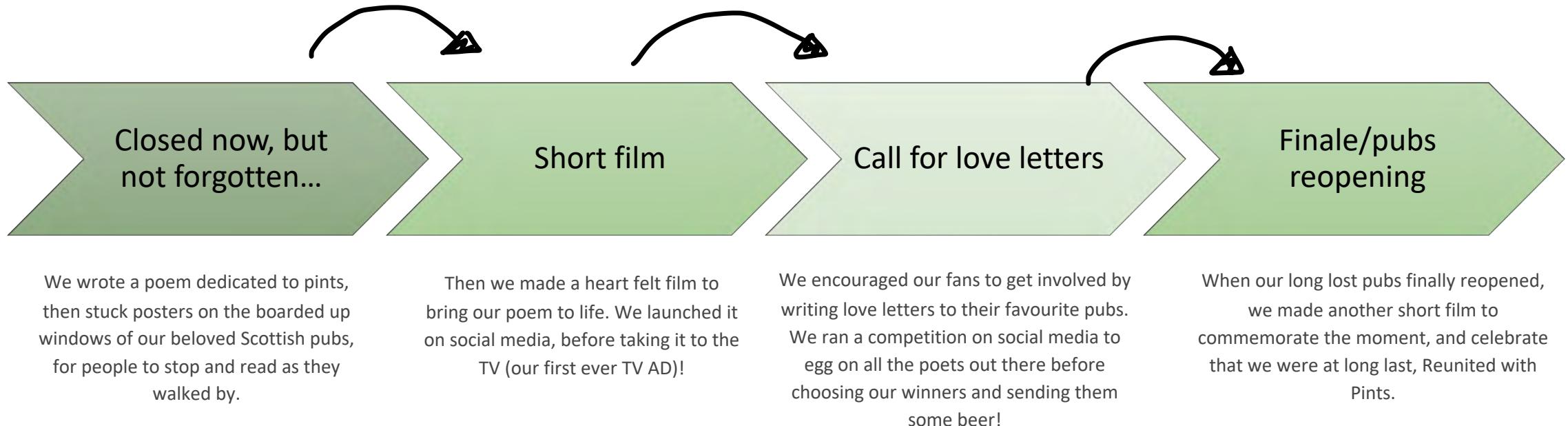
It's about empty pubs. Could fall flat on it's face

A reaction to the challenges of lockdown unlike anyone else's

Unites via insight of a common guilt of longing for a pint during lockdown

## THE IDEA – 4 STAGES

---



## THE IDEA – 4 STAGES

Closed now, but  
not forgotten...

We wrote a poem dedicated to pints, then stuck posters on the boarded up windows of our beloved Scottish pubs, for people to stop and read as they walked by.

The start of our campaign was practical prep for us to shoot the video but also gave us the perfect opportunity to seed the idea, gather organic UGC and start a conversation on our social channels:



## THE IDEA – 4 STAGES

### Short film

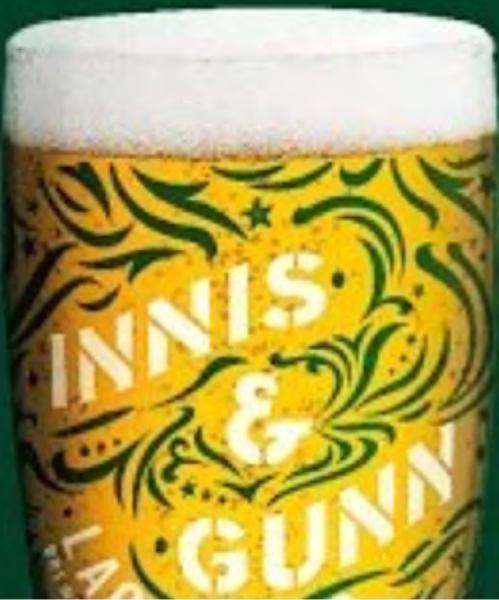
We made a heart felt film to bring our poem to life. We could see the reaction of people as they stopped to engage with the poems as soon as they were displayed on the closed pubs. We launched the film on social media, before taking it to the TV (our first ever TV AD)!



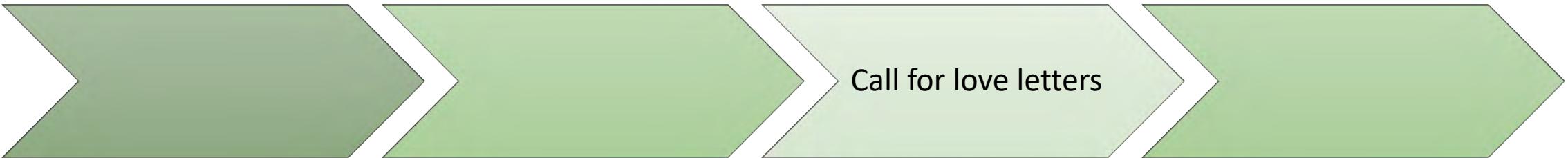
THE VIDEO

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Remember pints?



## THE IDEA – 4 STAGES



The response to the poem and the video was so engaging we asked people to remember who they enjoyed pints with, where they enjoyed pints and we encouraged our fans to get involved by writing love letters to their favourite pubs. We ran a competition across our social channels to inspire all the poets out there before choosing our winners, sharing their poetry and sending them some beer!

Innis & Gunn  
Published by Robert Barthwick (M) - 19 May - 0

We're remembering pints by looking forward to the first one when everything's back to how it should be. We're giving some love to your favourite bars to make sure everything is in place for their glorious return. The big question is, though, which bar will be you be visiting first? The one that holds a special place in your heart or simply the one that's closest by? Let us know! 🍻

Carol Baines Lothian Road Edinburgh ❤️  
Like Reply Message 14w

Aldo S. J. McLaren Edinburgh HOME  
Like Reply Message 14w

Dave Park Lothian Road- pleasantly hammered courtesy of Toasted Oak a few years back. Happy times 😊  
Like Reply Message 14w

Tracy Cameron Lothian Road, few good nights been had in there  
Like Reply Message 14w

Steven Hannah Sandy Bell's 🇮🇪 s  
Like Reply Message 14w

Kevin Crabbe Whenever that glorious day arrives I'll be heading to The Terrace for some ISG Lagers on the basis it's 5min from the house! However it will swiftly be followed by a visit to the Edinburgh Taproom for some quality food and drink!  
Like Reply Message 14w

Andy Groom Lothian Road, our second home when we are back working in Edinburgh.😊  
Like Reply Message 14w

Andrew McCulloch The Brass Monkey  
Like Reply Message 14w

Innis & Gunn @innisandgunn

Remember pints? How could we forget. We wrote an ode to the humble pint, now we want you to pen your own love letter addressed to the bar you miss the most; be it a limerick, a 2-sentence missive or a full-versed ode. The best get some free cans to enjoy in the meantime! Go 🍻🍺

Ross Marshall @marsh\_ross - May 21  
The groaning boozie there ye fill  
Yer glasses with an 80 shill  
Yer cash wid help te fill a till  
In times o need  
While through yer barrels beers distil  
Like amber heid

1 more reply

Chris Marshall @mershdoes - May 21  
Replies to @innisandgunn  
The Allison Arms what a wonderful pub.  
Good beers, nice spirits and nae fancy grub.  
From the midweek relaxer when a day has been long, to the ultimate stop a sesh going strong.  
But I think what I miss more than anything else, is the wonderful greeting o "aw it's yersel!"

neil philip @philipy2e - May 21  
Replies to @innisandgunn  
The pubs are shut, my local spoons closed.  
You can still drink at home.  
There is that I suppose.  
The taste of the pint, the sip of the beer,  
Here's to the pubs, let's all raise a cheer!

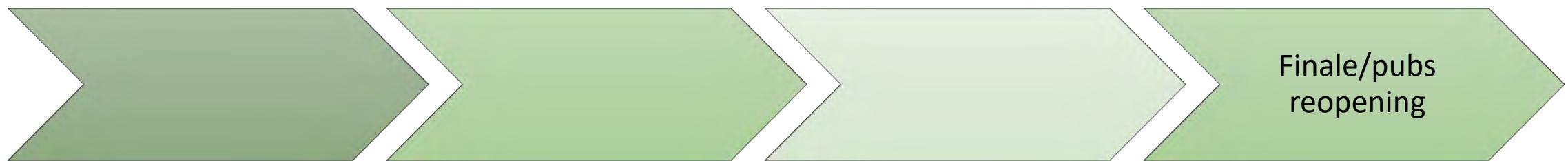
**SHORTLISTED**

**Remember pints?**  
**If I may be so bold**  
**The chill. The smell.**  
**The colour of gold.**  
**A room full of pals.**  
**The music up loud.**  
**Remember a pint?**  
**Remember a crowd?**  
**We'll get back to the pub.**  
**And for that first one,**  
**For the taste and the joy.**  
**It must be Innis & Gunn.**

**A love letter to The Diggers,**  
**by Alan Gibson.**

INNIS & GUNN LAGER

## THE IDEA – 4 STAGES



When our long lost pubs finally reopened, safely and socially distanced, we made another short film to commemorate the moment, and celebrate that we were at long last, Reunited with Pints.



"Never take them for granted again. Remember Pints?  
Welcome back, old friend"

Pubs are open once again across Scotland. Things are different, but pints remain the same, and they are glorious. Go support your local this week, next week and the weeks to come.

Pints are back 🍻



innisandgunn\_ ..

robertpowell79 @innisandgunn\_ best larger ever 🍻 ❤️

6w 2 likes Reply

coffeemagnito That brought a tear to my eye, so happy ❤️

6w 2 likes Reply

marionlambourne Look forward when we can travel north and enjoy. ❤️

6w 2 likes Reply

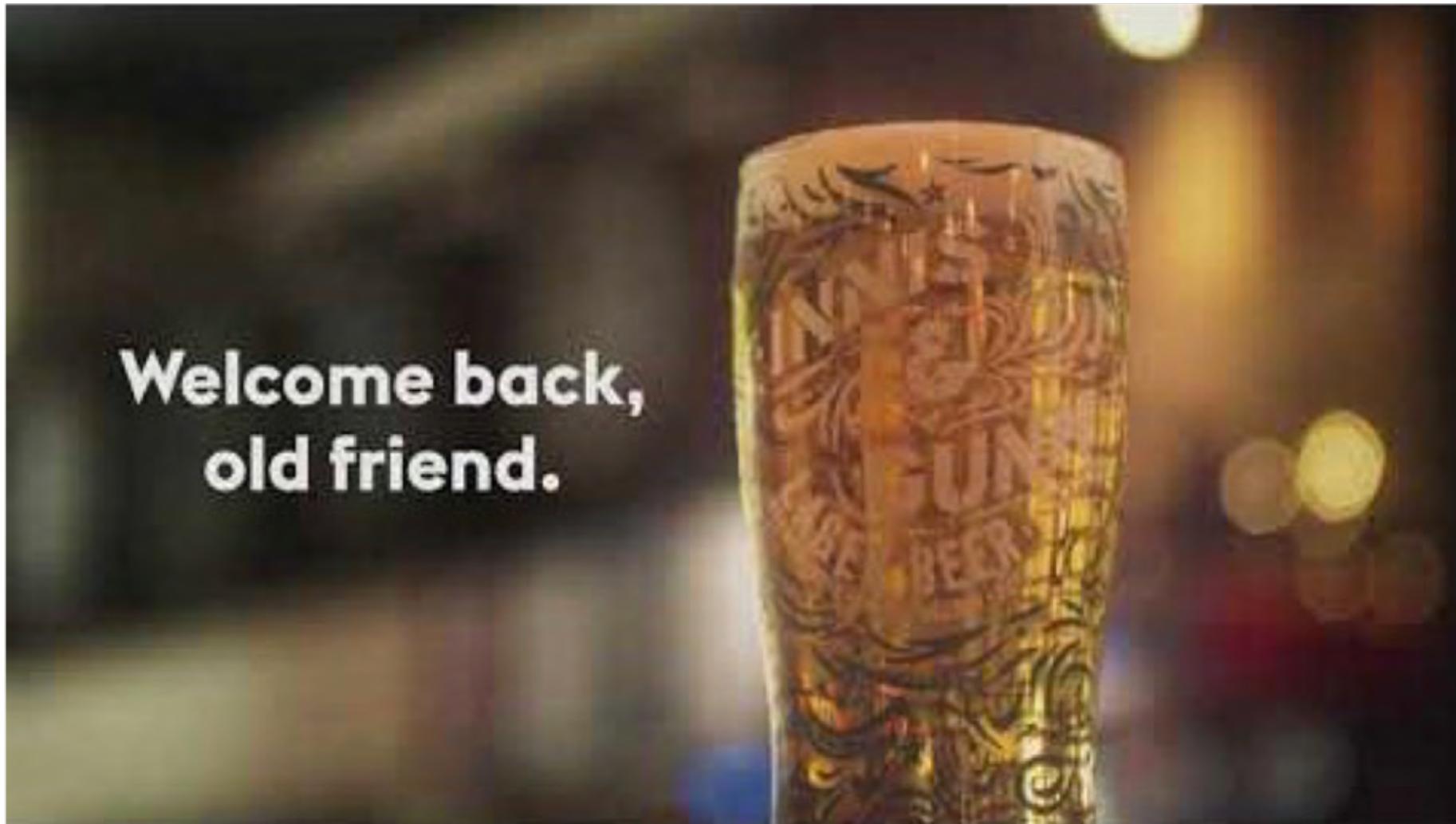
johnniebhoyle1 We love you, I&G!! 🍻

6w Reply



THE VIDEO - REUNITED

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Welcome back,  
old friend.

## MEDIA MIX

Although this campaign was developed on social for a social audience, this idea had a much wider reach. In addition to our TV campaign we utilised press at various stages in the campaign. In addition to our owned media and promotional social.



PR



TV advert



Website



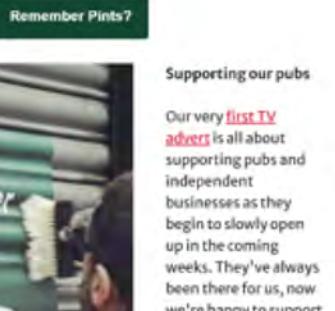
Paid Social



Email



Posters



## OBJECTIVES

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### **AWARENESS**

Of our love and support for pints and pubs

### **ENGAGEMENT**

With consumers, and trade, by meeting on common ground and creating a conversation

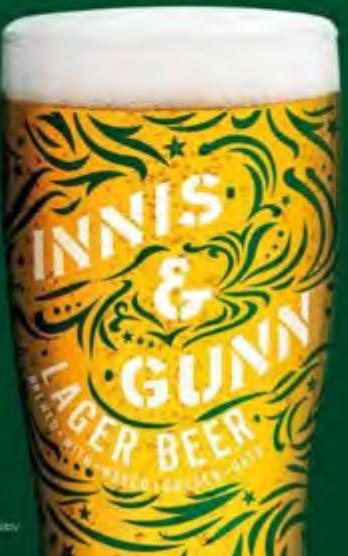
### **CONSIDERATION & RECRUITMENT**

By connecting in a positive way during a difficult time

---



Remember  
pints?



**Remember pints?**

The humble pint.  
568ml of cold, liquid gold.  
Worth the wait at the bar, new or old.  
The sticky tables and the wobbly stools.  
The couples chit-chat and the groups of fools.  
Scanning the taps and list of beers,  
'Mine's a lager, thanks. Cheers'.

Be it set solo or handing out your round.  
Severing sips or accidental spills to the ground.  
That moment of quiet when most needed.  
A tough swallow after the third goal conceded.  
To the rounds of cheers!  
Celebrations or commiserations.  
Or the one in the airport en route to a tropical destination.

Set in the sun, or a dimly-lit pub.  
Torn open crisp packets, and microwaved grub.  
But what is a pint without someone to drink it?  
Alone or together. Sober or blithered.

Here's to the post-work pint drinkers,  
guilty of turning a 'quick one' into four.  
The friends who live for Saturday sessions,  
and being the last ones out the pub door.

Those dusting themselves off for Sunday's heir of the dog,  
telling themselves that's the last night for a while on the grog.

To the round-dodger; always thirsty but never at the bar.  
To the one who's had too many, everyone watches from afar.  
To the first-timer, not yet accustomed to the taste.  
(How do people sink these?)  
It'll come after a few more tries, we need for hosts.  
To the craft dabbler, always coming back to what he knows.  
To the 'I'll drink anything', taking whatever gees.

As the bell rings for last orders, we're all drinking up.  
This delicious golden liquid, from the bottom of our cups.

Never will we take jabs and pints for granted again.  
Has you back at the bar, as soon as they tell us when.

**INNIS & GUNN**  
Please drink responsibly

Please drink responsibly

# AWARENESS

## Campaign Performance

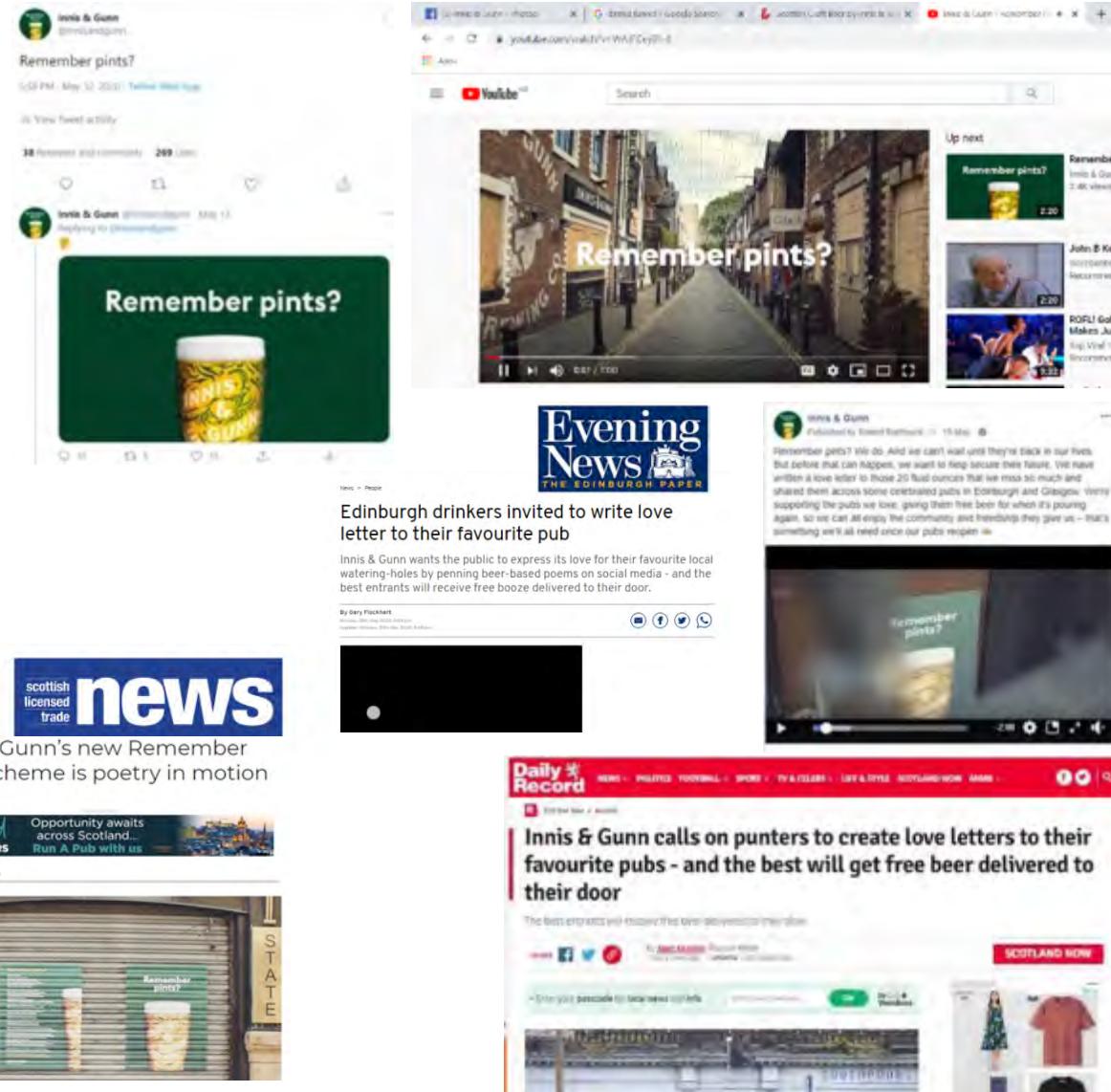
## CAMPAIGN PERFORMANCE - AWARENESS

### Social media

- Our impressions and engagement rates skyrocketed during the 7-week campaign period. At the peak of the campaign, our impressions increased by 175% and our engagements increased by 50% across Facebook, Twitter, Instagram, LinkedIn & YouTube.
- The video quickly became our most popular video across all social networks, with three quarters of a million views.
- To launch the campaign we seeded it on Twitter, with simple text. We then rolled out the Remember Pints identity across all channels to make sure it popped up everywhere our target market would be.

### PR

- We secured press coverage with The Daily Record, Edinburgh Evening News, Glasgow Live and SLTN.



## CAMPAIGN PERFORMANCE - AWARENESS

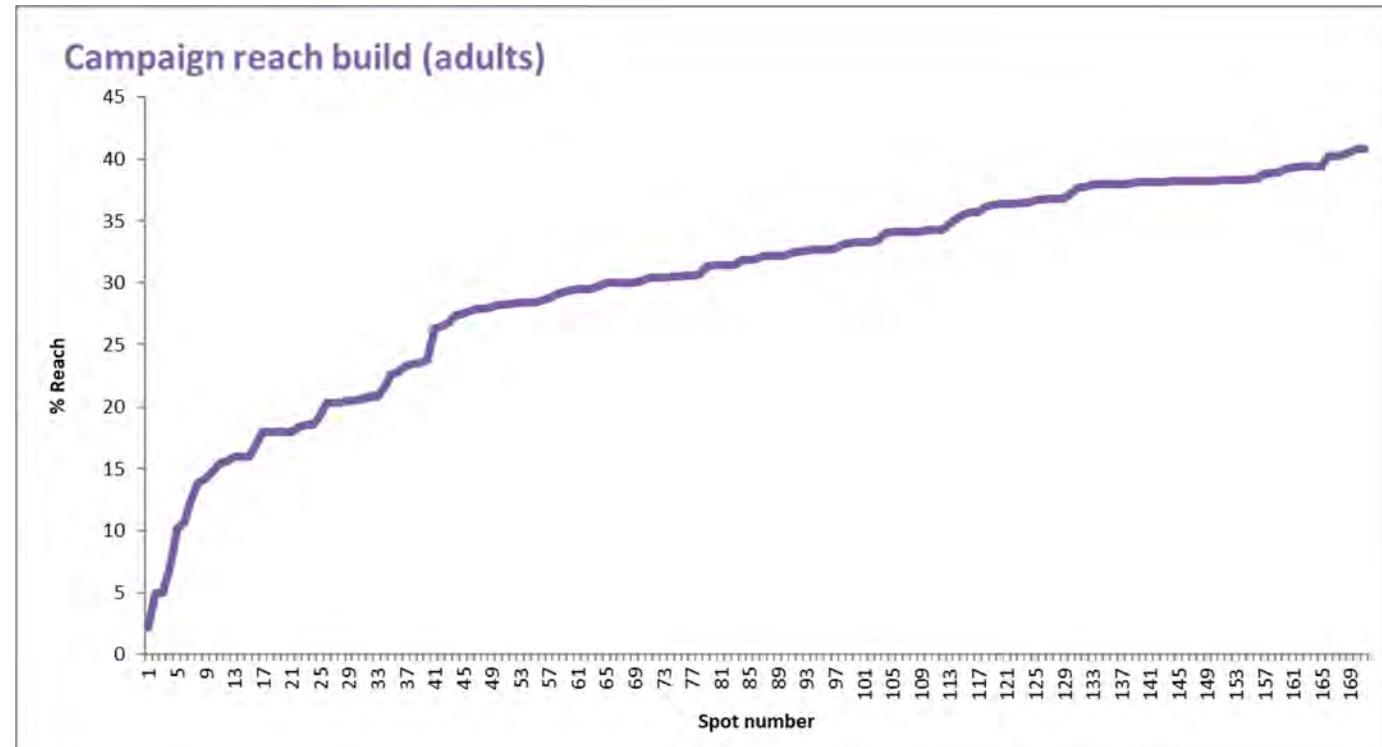
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### TV advertising

- Running across STV and STV player.
- The campaign overdelivered, serving 6.3m impacts, reaching 1.27m adults – a frequency of 5 and 41% of the adult population in Scotland.
- Our advert appeared next to programmes including Coronation Street, The Chase, Britain's Got Talent and Piers Morgan's Life Stories.

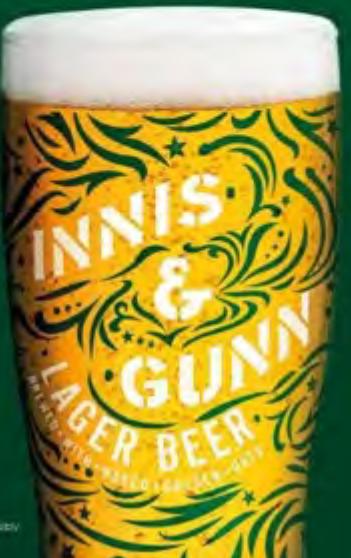
### TEADS Digital Display

- 474,000 views with 109,000 completes (+30s)
- The view through rate was 23%, outperforming the Teads Benchmark of 14%.
- Websites where our advert was served include The Guardian, Sky Sports and The Daily Record.





Remember  
pints?



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As the bell rings for last orders, we're all drinking up.  
This delicious golden liquid, from the bottom of our cups.

Never will we take jabs and pints for granted again.  
Has you back at the bar, as soon as they tell us when.

**INNIS & GUNN**  
Please drink responsibly

Please drink responsibly

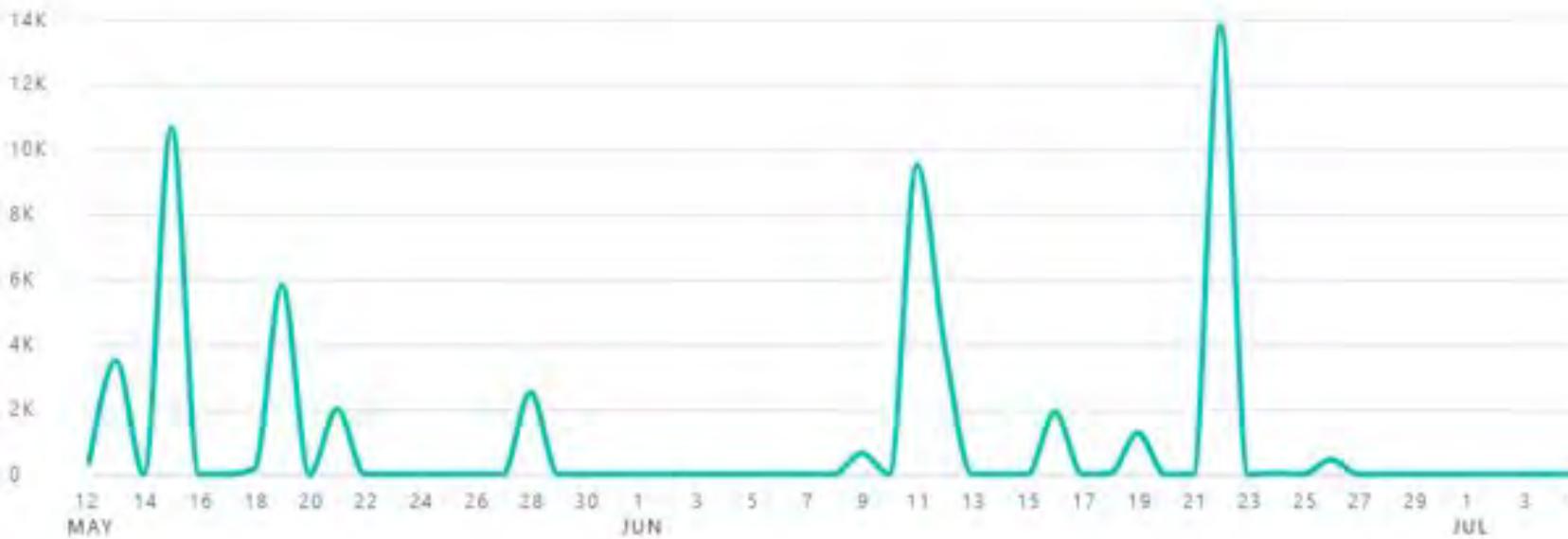
# ENGAGEMENT

## Campaign Performance

# CAMPAIN PERFORMANCE - ENGAGEMENT

Impressions    Engagements    Clicks

Volume, By Day



- Engagement bursts can be seen at the very start when the first video was released, it then peaks in mid June when the TV campaign starts. The end of June engagement focused on pints for poems.



Innis & Gunn  
@innisandgunn

We remembered pints, you remembered too. Here are a few of the best love letters you wrote to your favourite watering holes so far. There's still time to send yours in while we get some well earned Lager sent out.

Cheers! 🍻

**Remember pints?**  
If I may be so bold,  
the chill, the smell,  
the colour of gold.  
A room full of pals,  
the music up loud.  
Remember a pint?  
Remember a crowd?  
We'll get back to the pub,  
and for that first one,  
for the taste and the joy,  
it must be Innis & Gunn.

A love letter by Alan Gibson.

**At the toe of the Terrace,**  
is a place we all know,  
If you're tired and lonely,  
to the Diggers you go.  
For a pint size and pint,  
it's second to none,  
with a glorious pint,  
of Innis & Gunn.

A love letter by Jason Morrison.

**SHORTLISTED**

On a sunny day in the shores of Lettish,  
I pass my favorite ale house and grit my teeth,  
On a day like today,  
an outside seat would be hard to find.  
Today, I can't sit in an empty one  
without making a K&G face,  
A pint of Innis & Gunn please bartender,  
Please make it strong, there's world  
we're in dire motions bartender,  
A mug of nice cold chiller and a side of chips,  
I may as well add to the ever expanding lockdown hips,  
oh come but get us our deer-pals of mine,  
But I will be back it's just a matter of time  
Innis & Gunn stays the wind,  
at the bar I'll be standing,  
Reunited again  
with my beloved Teachers Landing

A love letter to Teachers Landing  
by Cat Eastwood.

innisandgunn  
innisandgunn. You Remember Pint, will remember you. After receiving dozens of fantastic poems about your favourite bars we have decided to work with one lucky winner to create something special.

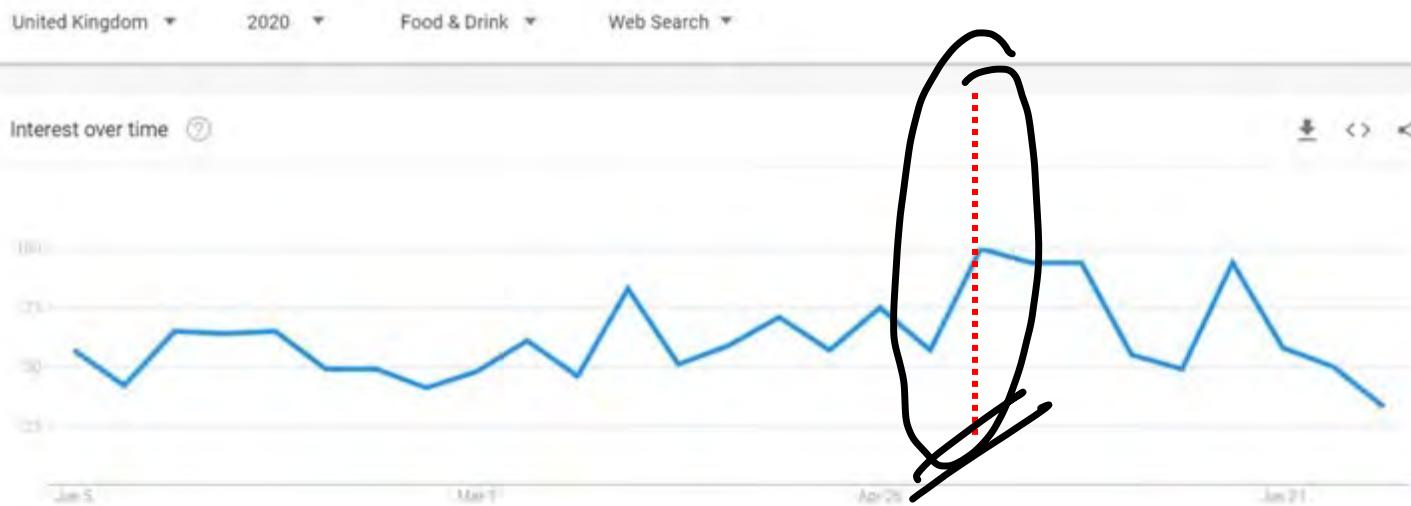
The winner, chosen from one of the below love letters, will get see their winning poem turned into an everlasting work of art. Which poem do you think deserves to become a masterpiece?

Vote in the comments below (e.g. "Cat - Teachers Landing" etc.)

#innisandgunn Lagerbeer #teacherslanding  
Likes by landjake and 281 others  
Leave a comment...

## CAMPAIGN PERFORMANCE - ENGAGEMENT

- Our pints for poems request was answered by over 50 poems from our like-minded fans. The best entries were put to vote, with love letters to Diggers and Teuchters Landing coming out on top. People respond well to incentives, so running an online competition can really help to drive engagement.
- Search engine results show a clear burst of interest in the search term “Innis & Gunn” that coincided with the campaign. Throughout May into June it had a sustained interest higher than seen for the rest of 2020.



## CAMPAIGN PERFORMANCE - ENGAGEMENT



thistlestreetbaredinburgh • Follow ...

thistlestreetbaredinburgh As a bar with I&G IPA, I&G lager and Inveralmond Ossian on tap we're proud to partner with Innis & Gunn to promote the role of your local pub in the community and we look forward to welcoming you all back for a cold one when we eventually reopen. Thanks for your continued support from the team at the Thistle Street Bar. #innisandgunn, #supportsmallbusiness, #craftbeer, #localpub

2d

georgeshepherd46 ❤️  
1d Reply

johnmoran7717 Looking forward

Liked by neilsharp83 and others  
2 DAYS AGO

Add a comment... Post



Black Ivy Bar & Hotel

@blackivyedin

Home  
Reviews  
Photos  
Posts  
Videos  
Events  
About  
Community

Like Liked Following Share ...

Write a comment...

Black Ivy Bar & Hotel  
July 4 at 4:00 PM ·

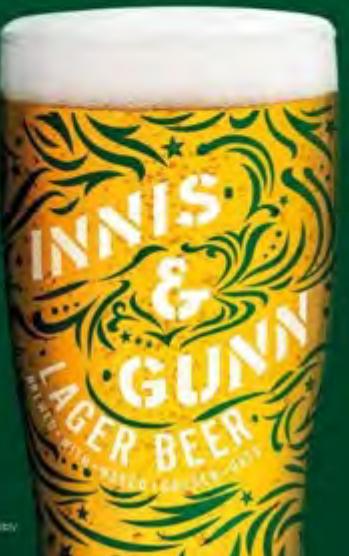
Please Share ❤️  
Remember Pints?  
We are delighted to share the good news that we will be opening our Terrace on Monday 6th July and are taking bookings NOW! ... See More

Remember pints

- Engagement didn't just come from consumers, the trade also responded very positively to our support with Black Ivy and Thistle Street Bar both showing their thanks and engagement on their social channels. This increased the reach of our campaign, through content sharing.



Remember  
pints?



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The couples chatting and the groups of fools.  
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**INNIS & GUNN**  
Please drink responsibly

Please drink responsibly

# CONSIDERATION & RECRUITMENT

## Campaign Performance

## CAMPAIGN PERFORMANCE – CONSIDERATION AND RECRUITMENT

### Advert Impact

**June 2017**



Have seen advert

19%  
81%



Have not seen advert

73%  
27%

- Makes me feel less positive
- Makes me feel no different
- Makes me feel more positive

How does this ad make you feel about Innis & Gunn?

**July 2019**



Have seen advert Have not seen advert

- Makes me feel less positive
- Makes me feel no different
- Makes me feel more positive

**December 2017**



Have seen advert

23%  
77%



Have not seen advert

75%  
25%

- Makes me feel less positive
- Makes me feel no different
- Makes me feel more positive

**June 2018**



Have seen advert

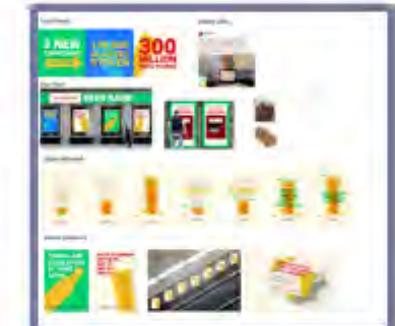
43%  
54%



Have not seen advert

68%  
30%

- Makes me feel less positive
- Makes me feel no different
- Makes me feel more positive



Have seen advert Have not seen advert

- Makes me feel less positive
- Makes me feel no different
- Makes me feel more positive

**July 2020**



Have seen advert



Have not seen advert

- Makes me feel less positive
- Makes me feel no different
- Makes me feel more positive

## CAMPAIGN PERFORMANCE – CONSIDERATION AND RECRUITMENT

### Advert Impact

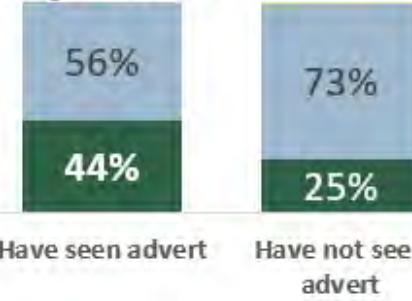
**June 2017**



- Makes me less likely to drink Innis & Gunn
- Makes me feel no different about drinking Innis & Gunn
- Makes me more likely to drink Innis & Gunn

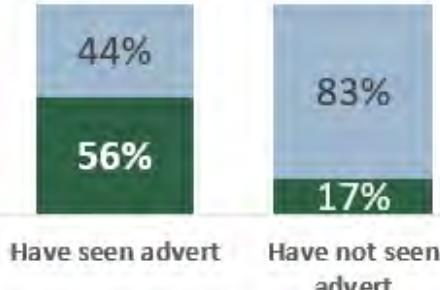


**July 2019**



- Makes me less likely to drink Innis & Gunn
- Makes me feel no different about drinking Innis & Gunn
- Makes me more likely to drink Innis & Gunn

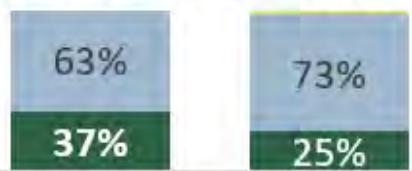
**December 2017**



- Makes me less likely to drink Innis & Gunn
- Makes me feel no different about drinking Innis & Gunn
- Makes me more likely to drink Innis & Gunn

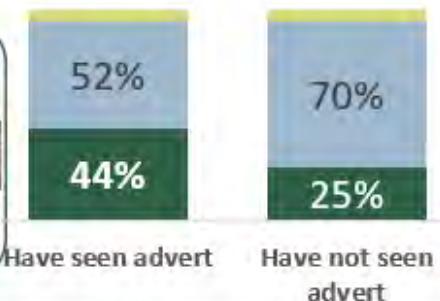


**December 2019**



- Makes me less likely to drink Innis & Gunn
- Makes me feel no different about drinking Innis & Gunn
- Makes me more likely to drink Innis & Gunn

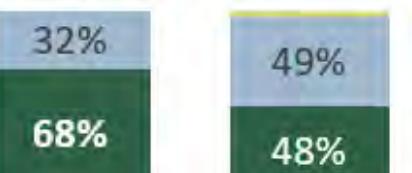
**June 2018**



- Makes me less likely to drink Innis & Gunn
- Makes me feel no different about drinking Innis & Gunn
- Makes me more likely to drink Innis & Gunn



**July 2020**

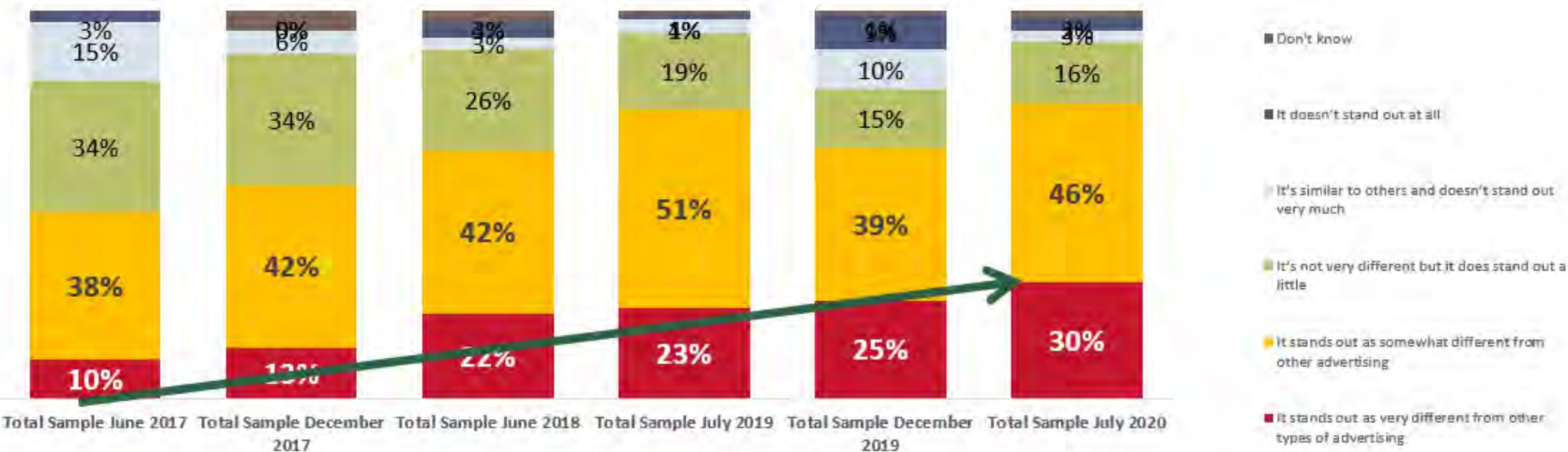


- Makes me less likely to drink Innis & Gunn
- Makes me feel no different about drinking Innis & Gunn
- Makes me more likely to drink Innis & Gunn

Bases: Those who have seen any advertising June 17 (52), December 17 (56), June 2018 (67), December 2019 (93) July 2019 (63) Those who have not seen any advertising June 17 (41), December 17 (52), June 2018 (44), July 2019 (79), December 2019 (110)

## CAMPAIGN PERFORMANCE – CONSIDERATION AND RECRUITMENT

### Advert Salience



## CAMPAIGN PERFORMANCE – CONSIDERATION AND RECRUITMENT

---



The **co-operative** food

- Total UK off trade (supermarket) sales jumped by 11% in the first week of the campaign vs. the week before.
- If we compare our sales volume average during the 7-week campaign period vs. our sales volume average for the 7-week pre-campaign period, there was a steady 7.5% increase.
- Although this campaign was specifically focused on our Lager Beer, there was a halo affect on our other products, meaning that our average ROS increased across the entire portfolio.
- So... does a strong campaign directly impact sales? Absolutely!



## SUMMARY – DIGITAL LEARNINGS

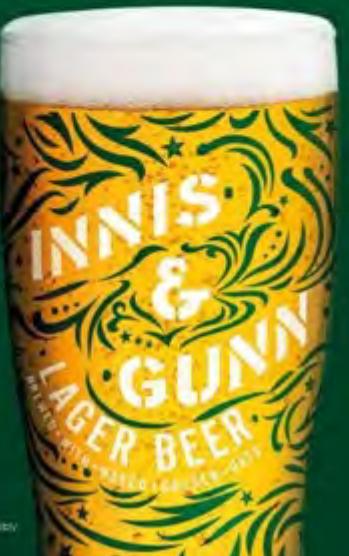
---

- The number of impacts/impressions soared during the campaign across key channels – TV, PR, Digital, Social.
  - Integrating campaigns across several channels helps achieve both scale and frequency.
- Our engagement levels on social media skyrocketed during the campaign, as did our follower numbers on social but also on email subscriptions.
  - Content is king – ensure the message is clear and relevant to your brand and target market. Own a consistent campaign identity across all channels and mix up your content to keep people engaged and encourage them to join the conversation (e.g. videos, images, GIFs, stories and competitions).
- The campaign was well received by trade, who shared our content on their own channels, extending campaign reach.
  - Positive and compelling messaging strengthens brand perception in the market.
- People responded well to our competitions and promotions.
  - Use a clear call to action on all promotions. Are you emailing people to drive sales? Make sure there is a visible ‘buy now’ button!
- TV advertising is one of the most effective methods of raising broadcast awareness, helping us to reach over 40% of the adult population through this channel alone.
  - It’s an expensive media method – but worth the investment! Social media can be a great tool to test whether your ad is TV worthy.
- Brand tracking research shows positive results against impact on brand perception, purchase intent and brand salience – highlighting that the message strongly resonated with people.
  - Strong ideation and messaging leads to strong brand perception. Objectives, idea and messaging should always lead media selection.
- Analyzing digital performance data on a daily/weekly basis helps you to refocus your campaign where it’s performing best.
  - It also helps you to identify new opportunities – such as video engagements levels that are worthy of a TV ad!



Remember pints?

Remember  
pints?



### Remember pints?

The humble pint.  
568ml of cold, liquid gold.  
Worth the wait at the bar, new or old.  
The sticky tables and the wobbly stools.  
The couples chittering and the groups of fools.  
Scanning the tops and lists of beers,  
'Mine's a lager, thanks. Cheers'.

Be it set solo or handing out your round.  
Severing sips or accidental spills to the ground.  
That moment of quiet when most needed.  
A tough swallow after the third goal conceded.  
To the rounds of cheers!  
Celebrations or commiserations.  
Or the one in the airport en route to a tropical destination.

Set in the sun, or a dimly-lit pub.  
Torn open crisp packets, and microwaved grub.  
But what is a pint without someone to drink it?  
Alone or together. Sober or blithered.

Here's to the post-work pint drinkers,  
guilty of turning a 'quick one' into four.  
The friends who live for Saturday sessions,  
and being the last ones out the pub door.

Those dusting themselves off for Sunday's heir of the dog,  
telling themselves that's the last night for a while on the grog.

To the round-dodger; always thirsty but never at the bar.  
To the one who's had too many, everyone watches from afar.  
To the first-timer, not yet accustomed to the taste.  
(How do people sink these?)  
It'll come after a few more tries, we need for hosts.  
To the craft dabbler, always coming back to what he knows.  
To the 'I'll drink anything', taking whatever gees.

As the bell rings for last orders, we're all drinking up.  
This delicious golden liquid, from the bottom of our cups.

Never will we take jabs and pints for granted again.  
Heads you back at the bar, as soon as they tell us when.

INNIS & GUNN  
Please drink responsibly

Please drink responsibly

# Remember Pints?

Campaign Case Study  
Innis & Gunn



THE UNIVERSITY  
of EDINBURGH

# Promotions in the real world ↳ online //

Digital promotion uses a number of online communication channels to engage consumers. Consumer engagement is defined as repeated interactions with consumers aimed at strengthening consumer-brand relationships. Although beneficial, consumer engagement is a challenge digital marketers face.

Let's explore how firms engage with consumers online.

For this activity you will have to document how a firm engages consumers via online communication tools and develop a schedule which depicts engagement points. The schedule should include date and a screenshot depicting firm's online communication.

1. Start by choosing a product you have not searched for before, or one you have not searched for recently. For example, 'red coat' or 'blue dress' and type the product into a search engine such as Google. Take a screenshot of the search results.
2. Based on the search results, select one firm that offers the product and explore its website. Take a screenshot of the landing page. You may want to explore the website further and record its design features aimed at consumer engagement such as a prompt to 'Register for newsletter' or any messaging around email offers.
3. Does the website ask you to enable cookies? Sign-up to the newsletter or enable cookies to see what happens. If it's an e-commerce website put an item in a cart, or set up an online account. Record all your interactions.
4. Next, explore the firm's social media – how does the firm uses social media to engage consumers?
5. Try to explore other webpages – does your firm use display advertising? If so, take a screenshot of display ads you can see.
6. Check your email. Did you receive any email communication from firm yet?
7. What are the other online communication tools the firm is using?

When you finish your desk research, develop a map or a poster where you depict all engagement points, and post it on the Padlet. You can use a programme such as Word, PowerPoint or Canva to develop your timeline using the screenshots you took.

Poster is on the next page :)

blue dress

All Shopping Images Videos News More Tools

About 8,270,000,000 results (0.37 seconds)

Images for blue dress

Product Product Product Product Product

Product Product Product Product Product

Product Product Product Product Product

View all → Feedback

Trendyol https://www.trendyol.com › blue-dresses-x-r9-c56

Blue Dresses Styles, Prices

Trendyol Collection Dress - Blue - Bodycon (5821) 44,99 € 5 sizes available. Free shipping. Favorite button of Trendyol Collection Dress - Blue - Bodycon

Zara makes use of a variety of internet communication platforms to improve client interaction and manage corporate operations. Traditional email is used for communication, social media platforms like as Facebook, Instagram, and Pinterest are used for marketing and community participation, and messaging apps such as WhatsApp or Facebook Messenger are used for customer enquiries and support. Furthermore, video conferencing platforms such as Zoom and Microsoft Teams make remote meetings and team collaboration possible. For effective internal communication and work coordination, the brand is likely to use collaboration and project management tools such as Slack, Trello, or Asana. Customer data management and engagement are most likely handled by Customer Relationship Management (CRM) software such as Salesforce or HubSpot, with Zara's website and e-commerce platforms serving as key hubs for communication via product listings, online shopping, and customer reviews.

Zara https://www.zara.com › woman-dresses-blue-11677

Women's Blue Dresses | Explore our New Arrivals

Our collection of blue women's dresses runs the gamut from smart to sporty and statement-making to subtle. Creating a style to suit every occasion from weddings ...

**ZARA**

VIEW ALL | MIDI | MAXI | SHORT | JUMPSUITS | GOING OUT | SHIRT DRESSES | SATIN | KNITWEAR | SLIP DRESS | TULLE

COLOUR | SIZE | PRICE

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LOG IN HELP SHOPPING BAG (0)

Learn More

3,250 likes

zara Discover the Autumn/Winter 2019 campaign now

ZARA Follow Message

4,140 posts 57.9M followers 108 following

ZARA Official For Men collection check @zaramen Kids collection @zaramini Discover new collection go zara/review

New In Lingerie Beachwear Beauty Zara Ings Zarawallpaper Zara origins

POSTS REELS GUIDES TAGGED

# Promotions in the real world ↳ offline

The key to effective communication is to develop coherent messages both online and offline.

Using an example of online engagement from the previous activity, can you identify and add to it evidence of the firm's offline promotion efforts? In order to do that you will need to identify how your selected product is promoted offline. For example, via printed advertising in a newspaper or a magazine, billboard or TV advertising.

If you can and have time, you are encouraged to go out and take a picture of a billboard, magazine ad or a leaflet. Alternatively, you can google the firm's offline promotion activities. Make a note of offline promotion and incorporate it into your engagement schedule. Can you see a full spectrum of promotion activity the firm engages with?

When you finish, add a summary statement highlighting the core message the firm wants to communicate with the consumer.

Post the updated document on the Padlet. If you have time, explore documents posted by your peers and learn how other firms engage with their consumers online and how do they integrate online and offline communication.

X - Publish

## Zara Offline Promotion

Zara uses a number of offline promotional initiatives to supplement their internet presence and engage clients in physical locations. In-store displays and visual merchandising are one of the company's most visible techniques. Zara stores are well-known for their meticulously crafted window displays and interior layouts that exhibit the current fashion trends, resulting in a pleasurable shopping experience. These initiatives demonstrate Zara's attention to visual attractiveness, which draws customers into its physical locations.

Zara also frequently hosts in-store events for devoted consumers, such as fashion displays or exclusive shopping nights. These events not only promote a sense of community, but they also motivate customers to return to the store. Zara's participation in local fashion weeks, as well as collaborations with high-profile designers, help to boost its offline campaigns. These collaborations and fashion events demonstrate Zara's commitment to staying on the cutting edge of the fashion industry. Zara also uses traditional advertising methods such as billboards, print media, and TV ads to reach a wider audience. Offline advertising initiatives help to strengthen the brand's image and product offerings.

In conclusion, Zara's offline promotions are mostly focused on aesthetically appealing in-store displays, exclusive events, and traditional advertising methods. These efforts highlight the brand's commitment to provide a comprehensive and engaging purchasing experience while remaining visible in the physical world.

My answers

# Achieving Digital Marketing Objectives

In Week 1, you were asked to complete a Padlet activity on KPIs of a firm of your choice identifying its marketing and digital marketing objectives. You can return to that activity below.

Online communication tools are used to help firms achieve their digital marketing objectives. For example, by using online tools firms can:

- Develop product awareness
- Engage with consumers
- Build brand-consumer relationships
- Encourage consumers to visit the website
- Increase visitor number and/or reduce bounce rate
- Encourage visitors to spend more time exploring the website
- Increase conversion rate and increase leads and sales
- Ensure repeated purchase

these must be  
done in  
Mercedes.

Can you map which online communication tools your selected firm should use to achieve the digital marketing objectives you have identified?

If you would like to change or amend objectives previously identified, you can do so.

When you finish take a look at your Padlet. Can you show how digital is used to support marketing and business objectives?



University of Edinburgh (2020), CC BY 4.0

## Mercedes - Eren Esinler

Mercedes, like many other brands, may successfully use a variety of online communication channels to fulfill their digital marketing goals. Let's go down each goal and talk about how they can use these tools:

### 1. \*\*Product Awareness:\*\* - \*\*Social Media Marketing:\*\*

Mercedes may develop and maintain active pages on platforms such as Facebook, Instagram, Twitter, and LinkedIn to showcase their automobiles, offer product information, and execute targeted advertising campaigns.

- \*\*Content Marketing:\*\* Raising awareness can be achieved by publishing blog entries, films, and infographics about their products, developments, and industry trends.

### 2. \*\*Interact with Customers:\*\* - \*\*Live Chat Support:\*\*

Having live chat available on their website allows for real-time consumer interaction and support.

- \*\*Social Media Engagement:\*\* Responding to consumer comments, messages, and reviews on social media channels as soon as possible helps increase engagement.

### 3. \*\*Create Brand-Consumer Relationships:\*\* - \*\*Email Marketing:\*\*

Sending individualized newsletters and updates to customers can keep them informed and interested.

- \*\*Online Communities:\*\* Creating and maintaining online communities or forums where Mercedes lovers may share their experiences and tips can help to build strong brand loyalty.

### 4. \*\*Increase Conversion Rate:\*\* - \*\*Search Engine Optimization (SEO):\*\*

Improving organic traffic and conversion rates can be achieved by optimizing their website for search engines.

- \*\*Pay-Per-Click (PPC) Advertising:\*\* Using platforms such as Google Ads to run targeted PPC ads can increase visitors with a higher conversion potential.

### 5. \*\*Increase Leads and Sales:\*\* - \*\*Lead Generation Forms:\*\*

By incorporating lead capture forms into their website, businesses can collect visitor information for follow-up marketing efforts.

- \*\*Remarketing:\*\* The use of tools such as Google Remarketing to re-engage users who have previously interacted with their website or products.

my answer

# Digital Marketing Strategy Report

## week 3

Last week you were asked to conduct a desk research and understand the first element of value proposition offered by your selected firm. Please return to this document, and review three other elements of value proposition: price, place, and promotion. Consider the impact of digital on all three elements.



© Pixabay (2016) CC0

### Your instructions

Continue your desk research from last week in which you looked into the product(s) offered by your selected firm and how it could benefit from digital.

This week your task is to research your firm's price, place, and promotional activities, and then identify how your firm uses digital to add value. You should identify how those elements of (online) value proposition contribute to the business objectives.

Does your firm take a full advantage of digital? Check your findings and consider how your selected firm can further benefit from the impact digital has on product, price, and promotion.

When you finish update your document and save it on your computer. This concludes your audit of the firm's value proposition.

# Mock week 3

## MCQ 1

1.0/1.0 point (graded)

What are the key components of value proposition?

- Product, Pictures, Promotion
- Product, Place, Pictures
- Pictures, Price, Promotion, Personality
- Product, Price, Place, Promotion



Correct Feedback

There are four elements of value proposition: these include product, price, place, and promotion.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

## MCQ 5

1.0/1.0 point (graded)

What type of message should digital marketers develop?

- Funny message
- Online message only
- Offline message only
- Coherent message



Correct Feedback

The key to effective communication is to develop coherent messages both online and offline.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

## MCQ 3

1.0/1.0 point (graded)

!  $\Rightarrow$  5/5  $\Rightarrow$  %.100

What is s-commerce?

- Social-commerce



Correct Feedback

S-commerce is a form of e-commerce where products are sold on social media sites.

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

## MCQ 2

1/1 point (graded)

What is meant by price transparency?

- See-through prices
- Price comparison
- Process of product pricing
- None of the above



Correct Feedback

Price transparency enables consumers to compare product prices online. This is a challenge digital marketers face.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

## MCQ 4

1/1 point (graded)

What is the definition of consumer engagement?

- Firm's repeated interactions with consumers
- Firm's use of digital tools
- Firm's engagement with marketing activities
- All of the above



Correct Feedback

Consumer engagement is defined as repeated interactions with consumers.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

# Week 4: changes in technology a marketer has to be aware of

## What about technology?

This week marks the halfway point of this course. This is a good time to check how are you doing. Are you able to keep up with the course pace? Do you have enough time to complete all course activities? Perhaps you want to adjust your schedule to ensure that you can fully engage with the course.

As you know digital matters. It allows firms to meet their marketing and business objectives. It adds digital value to the marketing mix.

However, #digital changes constantly. In order for firms to fully benefit from opportunities that digital offers, firms have to monitor changes and adjust their digital marketing strategies accordingly.

You will learn about those changes and their impact on digital marketing strategy. Specifically, this week you will explore changes in technology which can impact digital marketing strategy and firms' (online) value proposition.

You are already familiar with the impact of technologies on marketing mix, where changes in technologies create new opportunities for firms to add digital value to products firms offer or provide firms with an opportunity to sell products online via e-commerce.

Perhaps the biggest change in technology was an introduction and subsequent evolution of the Internet.

Just think about it, the Internet was first introduced in 1960s. It was used to connect a handful of companies in the US for research and military purposes only. It was not what we know the Internet to be nowadays!



© energopic.com (2016) CC0

Changes in technologies resulted in the introduction of World Wide Web, which since the 1990s has been used for commercial purposes. It allowed firms to introduce their branded websites. Increase in connectivity, digital literacy and internet use encouraged many firms to establish their online presence, while new online firms emerged taking advantage of new opportunities the Internet offered. This period in history is known as the dot-com bubble - a bubble which eventually burst.

# The dot-com Bubble Burst!

Now it's time to conduct online research and identify reasons why the dot-com bubble eventually burst. Was it possible to avoid the crash?

Please use following forum to post your research findings. If you are the first person to post on the forum:

- Select 'Add a Post'
- In the 'Title' box type a reason you identified
- In the 'Your question or idea' box explain what could have been done to avoid this situation

If there are already posts in the forum, before adding a new post, review existing forum threads. Did someone already post a response with a similar answer?

If not, select 'Add a Post' to add new reason to the forum.

As you post reasons for the dot-com bubble burst, you may want to provide specific examples of dot-com companies that suffered from the crash or those that managed to survive it.

As you post your reasons, and explore reasons suggested by your peers you should realise that changes in technology have a huge impact on firms. In order to ensure success, firms need to monitor those changes and be able to respond to them. In fact, they have to develop 'strategic agility' which is a process which enables the firm to gain a competitive advantage by capitalizing on changes including but not limited to technologies.

Question

Discussion

Topic: Let's discuss the dot-com bubble burst!

Title \*

Dot-com Bubble

Discussion \*

The dot-com bubble, which occurred in the late 1990s and early 2000s, was a stock market speculative frenzy fueled by the fast expansion of internet-related enterprises. Massive quantities of capital were pumped into these companies, frequently without consideration for their profitability or business concepts, resulting in inflated stock values. Several reasons contributed to the bubble's eventual demise. For starters, many online companies were overvalued, with unrealistic profit projections. Second, there was an excessive amount of speculation, with investors purchasing equities primarily on the promise of future growth. Furthermore, the lack of regulatory control allowed for deceptive accounting techniques and exaggerated earnings claims. More responsible investing, tighter regulatory monitoring, and a better knowledge of the fundamental concepts of investing could have prevented the dot-com catastrophe. The impact of the bubble could have been reduced if investors had focused on companies with solid business plans and real profitability rather than chasing speculative hype. Similarly, regulatory organizations may have imposed tougher accounting and reporting requirements to avoid misleading information from boosting stock values. Overall, a mix of good investing techniques and regulatory measures could have prevented the dot-com boom from bursting.

Post discussion

my answer //

# The internet:

The introduction of the Internet was the first big technology change for digital marketers. Improvements in internet speed was another change and continues to be one that markets have to account for as it has a direct impact on their digital marketing activity.

Let's consider one aspect of this change: mobile internet and its evolution.

OG or 1G were radio telephone systems based on analogue telecommunications standards. They were replaced by 2G, a second-generation cellular network, which allowed users to send texts and pictures and had some internet capabilities. 3G allowed for video calls and it offered faster Internet speed. 4G offered even faster internet connection, which enabled users to access required information in seconds. 5G is even more advanced. It is not only faster than 4G, but it also has a better reach which allows more users to access the network.

Can you think about the impact those changes in the Internet have on digital marketing strategies? Think about how firms could communicate with their consumers using 1G and how can they communicate with 5G users.

For this activity use the Padlet below and provide examples of firm communication for each type of network.

When you finish, think how 6G may look like. What the capabilities of 6G could be like? How firms and marketers could benefit from them?

White

## 1G to 6G

Communication technology advancements, from 1G to 5G, have significantly impacted how organizations and marketers connect with their target customers. During the 1G era, which began in the 1980s, communication was confined to basic voice chats, confining marketing efforts to traditional advertising. With the introduction of 2G, text messaging provided new chances for businesses to engage customers through SMS marketing. Mobile internet access facilitated by 3G enabled businesses to reach audiences through mobile websites and early mobile apps. Mobile marketing expanded even further with the arrival of 4G, as faster internet speeds permitted video advertising and location-based marketing. The most recent advancement, 5G, has transformed communication by enabling lightning-fast data transfer speeds and low latency. This has enabled businesses to use augmented reality (AR), virtual reality (VR), and the Internet of Things (IoT) for creative marketing efforts. Marketers may provide immersive augmented reality experiences, customised real-time content, and targeted advertising based on precise location data. Looking ahead, 6G is expected to push connection to an even higher level. Theoretical features like terabit-level data rates and near-instantaneous communication could provide corporations and marketers with previously unimaginable capabilities. Immersive holographic marketing experiences, ultra-precise geolocation targeting, and real-time data analytics for hyper-personalized marketing tactics are all possibilities.

# SEO – Search Engine Optimization!

Search engines are one of the most frequently changing technologies. It is important that marketers understand and keep up with those changes, as search engine optimisation, or SEO in short, is one of the most important elements of digital marketing.

Please watch the video and learn about changes in search engines, and why is it important to respond to those changes in a prompt manner.

- ↳ firm directory
- ↳ telephone directory } in past

Google is a search engine

- ↳ search via keyboard
- ↳ page must appear at the top!
- ↳ nothing more than search algorithm

→ Relevance with user

→ changed every year in Google.

↳ Also with quality of content.

→ Page layout algorithm.

→ Mobile friendly → local businesses

# Let's Hear from Attacat!

Watch this video from Attacat our Edinburgh-case study firm as they will explain to you the difference between SEO and PPC (pay-per click).

## About the firm

Attacat grows businesses. They seek to do it in a way that adds to the lives of all involved from customers to teams, suppliers and of course business owners. With a focus on "helpful marketing" that actually benefits those being marketed to, Attacat emotionally invests in creating great careers and producing rewarding work that delivers results. They do it by being a digital marketing agency in Edinburgh.

attacat

Tim Barlow is the founder and managing director of Attacat with more than two decades of digital marketing experience, much of which was centred on getting customers found in Google.

## SEO (search engine optimization)

↳ Pay to be on top → pay per click (PPC)

SEO → is natural    PPC → paying to be ads

→ Google Analytics : important,

↳ Tip : Be the best answer. SEO //

Tip : know what a sale is worth to you & measure.

# The Social Media Landscape:

Social media is yet another technology which changes frequently. Every year new social media sites emerge, or new features are added to existing social media platforms. Firms have to keep up with those changes and adjust their social media strategies accordingly. This is part of strategic agility!

For this activity you will investigate changes in the social media landscape that took place over the last 10 years and consider the impact on your chosen firm.

To complete this activity, you will have to identify social media sites used by a firm of your choice and map the changes the firm had to adopt based on the evolution of this social media channel. Please consider the impact of those changes on the firm's social media marketing activities. Your findings will serve as the basis for the activity below.

## Instructions

To depict those changes, please develop a timeline where you will mark key changes to social media and its impact on your chosen firm. When you finish post it on the Padlet.

You can use a programme such as Word, PowerPoint or Canva to develop your timeline and may want to include screenshots or image examples.

If you have time, please explore timelines developed by your peers. You should pay attention to the impact social media changes had on firms they have selected.

Consider what would happen if the firm did not adapt its strategy to social media changes. What would the consequences be?

# TIMELINE EVOLVE OF MERCEDES



1

## EARLY 2000'S

Mercedes-Benz maintained a minimal online presence with a company website in the early days of the internet. This was primarily an informative platform, with product specifications, business information, and dealership locations.



2

## MID 2000'S

Mercedes began giving online tools for consumers to configure and price their vehicles as e-commerce grew in popularity. This enabled prospective purchasers to research their alternatives and even begin the purchasing process online, while many still went to dealerships for test drives and final transactions.



3

## EARLY 2010'S

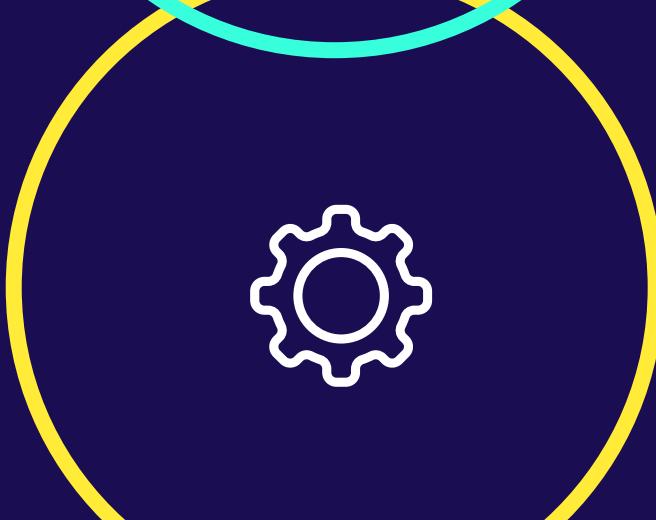
Mercedes-Benz's online presence has extended to encompass social media platforms such as Facebook, Twitter, and YouTube. They used these channels to establish their brand, share promotional information, and interact with customers. This innovation made it possible to conduct more participatory marketing and solicit client feedback.



4

## MID 2010'S

The company has shifted its focus to content marketing, producing educational and entertaining content such as films, essays, and interactive experiences. This strategy aimed to deliver value to potential purchasers while also establishing Mercedes-Benz as an industry authority.

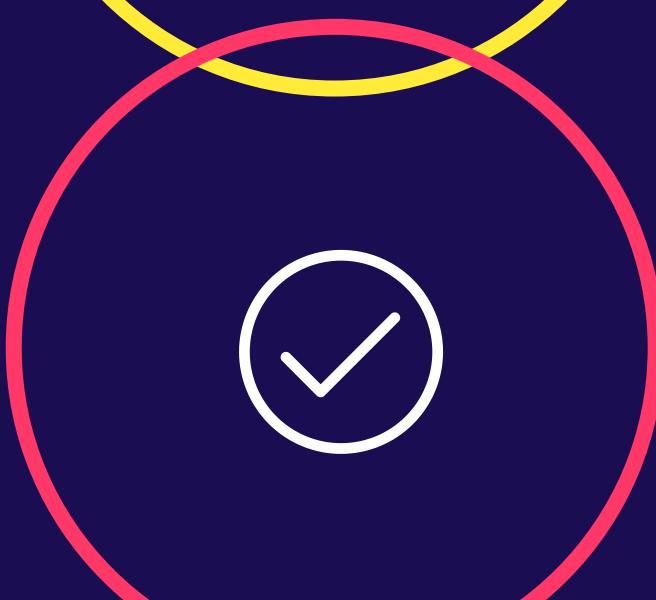


5

## ONGOING

Mercedes investigated augmented reality (AR) and virtual reality (VR) for immersive product experiences and created mobile apps to improve the customer journey as technology advanced.

Data analytics were used by the corporation to personalize marketing messages, adapting content and offers to specific customer interests and habits. Mercedes-Benz's marketing approach has evolved from a static online presence to a dynamic and engaging digital experience.

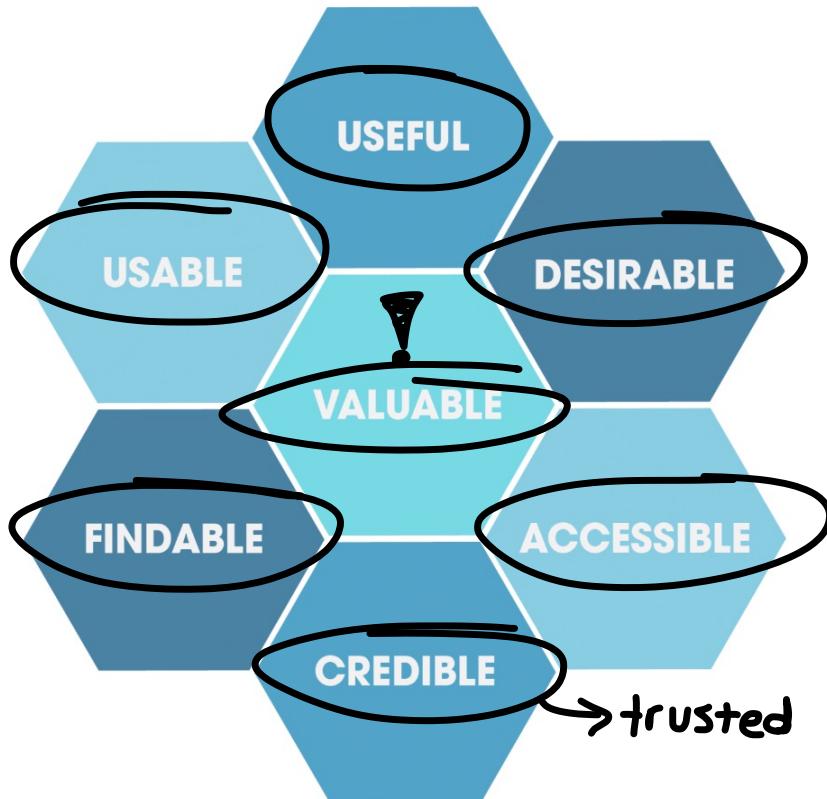


# User Experience (UX)

Technology is changing rapidly. This signifies not only technological advancements but also a drive to improve user experience (UX). Online user experience refers to the quality of user interaction in an online environment.

Digital marketers should strive to provide users with positive and rewarding user experience. UX consists of a number of elements, which are depicted in the UX Honeycomb diagram presented below.

Please explore the different elements of UX and consider how each provides the user with a positive online experience.



©Customer journey with touchpoints English by Andrew Lehti (2019), Wikimedia Commons, CC BY 4.0 (Modified image)

# Let's Hear from Wallscope!

Please watch the video where Wallscope, one of our Edinburgh-based case study firms.

## About the firm

Wallscope's vision is to build a world without barriers to knowledge. We believe we can only achieve this through collaboration, and this is how we work with our clients and partners. We know that technology - especially AI - is always evolving. Our flexible approach allows us to offer the best possible service in this dynamic landscape. Wallscope's platform and data integration services provide users with access to advanced AI capabilities through our Machine Learning toolkit, coupled with a powerful Visualisation Studio.



Wallscope

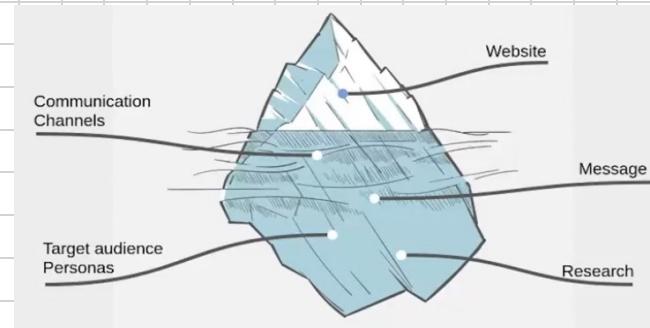
After you watch the video, explore Wallscope website, and as you do, think about the following two questions:

1. Is it evident that the firm implemented UX principles?
2. Is your browsing experience positive and enjoyable?

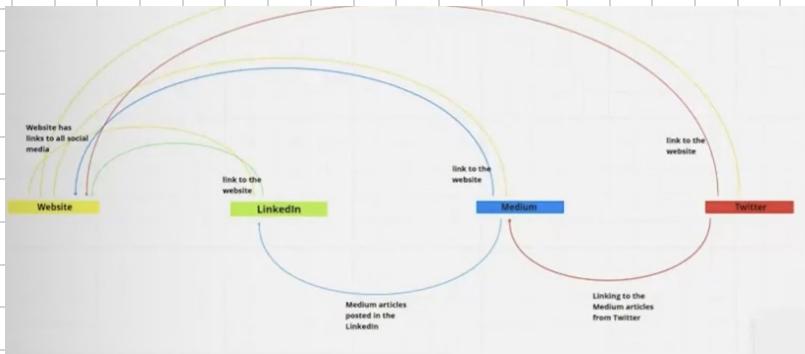
Website is ongoing project

→ Website design

↳ Product is just the top of an iceberg.



→ Target Audience and Persona ?



} be consistent  
↑  
use cases analysis  
↑

} update website  
↓  
data

# Weekly Summary :

During this week we discussed changes in technology. Those included changes in the Internet and speed with which consumers can access information, search engines updates, and new features of social media. All those changes were aimed at improving user experience and helping to ensure that consumers enjoy using technology.

Marketers have to keep up with those changes and update their digital marketing strategies accordingly. By keeping up with technological advancements they can set their enterprise apart.

## Digital Marketing Strategy Report! Task 4

Please return to your working document.

This week you learnt that digital technologies change frequently and firms have to develop strategic agility to be able to respond to the occurring changes. Does your firm adopt strategic agility?

### Your instructions

For this week's task you will have to identify technologies which your firm uses and conduct desk research to identify how those technologies changed within last 12 months.

When you finish, you will then need to investigate if your firm adapted their digital marketing strategies when these changes occurred. What are the opportunities that derive from those changes? Are there any threats your firm should be aware of?

To conclude this task, develop a table:

- In the first column, list technologies used by your firm.
- In the second column, list technology changes that occurred within last 12 months.
- In the third column, identify how your firm responded to changes in technologies.



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Add the table to your document and save it on your computer.

# week 4 - mock

## MCQ 2

1.0/1.0 point (graded)

What does PPC stand for?

Pay Per Click  
 Product Price to Consumer  
 Postage Per Consumer

✓

Correct Feedback  
PPC stands for Pay Per Click which is a paid form of SEO.

Submit

You have used 2 of 2 attempts

Show answer

## MCQ 3

1.0/1.0 point (graded)

What is the term that refers to the quality of user interaction online?

UW  
 UX  
 UZ  
 U2

✓

Submit You have used 2 of 2 attempts

Show answer

Show answer

5/5



1.100



## MCQ 1

1/1 point (graded)

What is strategic agility?

Being able to strategically choose technologies  
 Ability to respond to changes  
 Being able to strategically choose marketing activities  
 Easy and simple digital marketing strategy

✓

Correct Feedback

Strategic agility is a process which enables firms to gain a competitive advantage by responding and capitalizing on changes including but not limited to technologies.

Submit

You have used 2 of 2 attempts

Show answer

## MCQ 4

1.0/1.0 point (graded)

Which of the following is **not** an element of UX honeycomb?

Accessible  
 Valuable  
 Findable  
 Memorable

✓

Correct Feedback

Although web designers should ensure that website features - and how to use them - are easy to remember, memorability is not an attribute of UX honeycomb.

Submit

You have used 2 of 2 attempts

Show answer

## MCQ 5

1.0/1.0 point (graded)

Which of the following technologies do **not** change?

SEO  
 Social media  
 The internet  
 None of the above

✓

Correct Feedback

All technologies change. So it is important that digital marketers monitor changes as they occur and respond to them accordingly.

Submit

You have used 2 of 2 attempts

Show answer

# week 5 – digital policies

## what about the other factors?

In addition to changes in technologies, which we have discussed last week, **marketers have to consider other factors** which have an **impact of their digital marketing activities**. Those factors are part of an environment in which firms operates. Successful marketers are able to recognise those factors and identify their impact on marketing and digital marketing strategies. The aim of this week's course is to **explore those factors**. With that in mind, let's start week 5 of the course.

Each country **has its unique policies and regulations which govern the digital marketplace**. They determine how firms can use technologies, and they aim to protect consumers online. If the country in which a firm operates is a part of a **trading union (for example the European Union)**, marketers have to be aware **of its policies, which adds further complexity to the assessment of the impact of political and legal factors on firms and their digital marketing activities**.

The aim of this week's course is to **explore some of the political and legal issues marketers have to be aware of**. You will be encouraged to consider policies and legal regulations of your own country and learn about policies and legal **regulations of your peers' countries** – this is important if you plan to develop international marketing strategy.

## China + Digital Marketing:

China is a good example to demonstrate the **impact of a country's policies on firms and their digital marketing activities**.

China is one of the world's **largest economies** and an attractive marketplace for many firms. Yet doing business in China **can be challenging**.

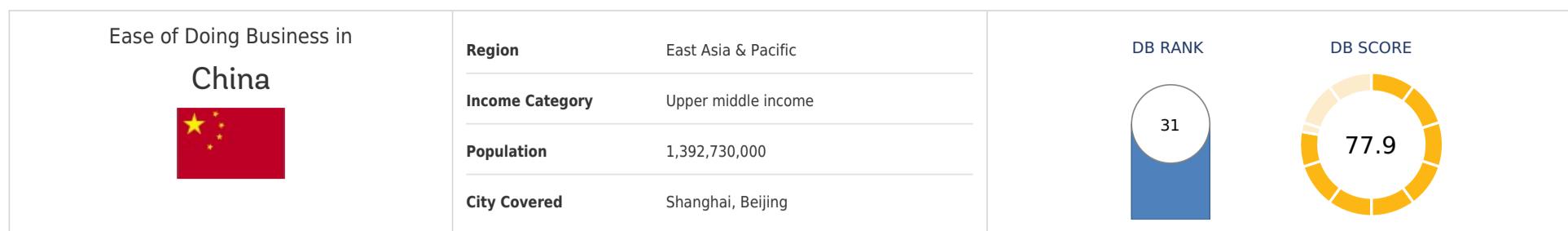
Please take time to explore this report prepared by **the World Bank** to familiarise yourself **with the business environment in China**. If you have time you can read a full report [here](#).

How does the Chinese business environment compare to your country? Use the World Bank website to review the **business environment of your country**. You can select a country from the 'Economy Snapshots' dropdown menu.

You may also want to check the World Economic Forum Global Competitiveness index to run your comparison, which you can access [here](#).

<https://www.worldbank.org/en/businessready>

<https://www.weforum.org/reports/#economy=CHN>

**Rankings on Doing Business topics - China****Topic Scores**

✓ <b>Starting a Business (rank)</b>	27
Score of starting a business (0-100)	94.1
Procedures (number)	4
Time (days)	9
Cost (number)	1.1
Paid-in min. capital (% of income per capita)	0.0
✓ <b>Dealing with Construction Permits (rank)</b>	33
Score of dealing with construction permits (0-100)	77.3
Procedures (number)	18
Time (days)	111
Cost (% of warehouse value)	2.8
Building quality control index (0-15)	15.0
✓ <b>Getting Electricity (rank)</b>	12
Score of getting electricity (0-100)	95.4
Procedures (number)	2
Time (days)	32
Cost (% of income per capita)	0.0
Reliability of supply and transparency of tariff index (0-8)	7
<b>Registering Property (rank)</b>	28
Score of registering property (0-100)	81.0
Procedures (number)	4
Time (days)	9
Cost (% of property value)	4.6
Quality of the land administration index (0-30)	24.0

✓ <b>Getting Credit (rank)</b>	80
Score of getting credit (0-100)	60.0
Strength of legal rights index (0-12)	4
Depth of credit information index (0-8)	8
Credit registry coverage (% of adults)	100.0
Credit bureau coverage (% of adults)	0.0
✓ <b>Protecting Minority Investors (rank)</b>	28
Score of protecting minority investors (0-100)	72.0
Extent of disclosure index (0-10)	10.0
Extent of director liability index (0-10)	4.0
Ease of shareholder suits index (0-10)	5.0
Extent of shareholder rights index (0-6)	5.0
Extent of ownership and control index (0-7)	6.0
Extent of corporate transparency index (0-7)	6.0
✓ <b>Paying Taxes (rank)</b>	105
Score of paying taxes (0-100)	70.1
Payments (number per year)	7
Time (hours per year)	138
Total tax and contribution rate (% of profit)	59.2
Postfiling index (0-100)	50.0

✓ <b>Trading across Borders (rank)</b>	56
Score of trading across borders (0-100)	86.5
Time to export	
Documentary compliance (hours)	9
Border compliance (hours)	21
Cost to export	
Documentary compliance (USD)	74
Border compliance (USD)	256
Time to export	
Documentary compliance (hours)	13
Border compliance (hours)	36
Cost to export	
Documentary compliance (USD)	77
Border compliance (USD)	241
✓ <b>Enforcing Contracts (rank)</b>	5
Score of enforcing contracts (0-100)	80.9
Time (days)	496
Cost (% of claim value)	16.2
Quality of judicial processes index (0-18)	16.5
✓ <b>Resolving Insolvency (rank)</b>	51
Score of resolving insolvency (0-100)	62.1
Recovery rate (cents on the dollar)	36.9
Time (years)	1.7
Cost (% of estate)	22.0
Outcome (0 as piecemeal sale and 1 as going concern)	0
Strength of insolvency framework index (0-16)	13.5

# Let's discuss government regulations!

China, similar to other countries, has a number of laws and regulations in place that have a direct impact on #digital.

Have you ever heard about Chinese firewall?

The Chinese government regulates the Internet domestically. Can you conduct desk research and consider the impact of those regulations on digital marketing activities?

For this activity use the discussion forum. If you are the first person to post in the forum:

- Select 'Add a Post'
- In the 'Title' box type the title of your post
- In the 'Your question or idea' box explain what the potential impact of Chinese government regulations on digital marketing activities is.

If there are already posts in the forum, before adding a new post, review existing forum threads and try to respond to them providing your argument. Don't forget to click submit!

Topic: Let's discuss government regulations!

Title \*

Chinese Firewall

Discussion \*

Stringent laws imposed by the Chinese government, as well as the Great Firewall, which regulates internet access within the nation, have had a substantial influence on digital marketing operations. These rules particularly affect foreign firms attempting to operate in China's large market. Companies are frequently required by Chinese legislation to retain customer data on Chinese servers, subjecting them to severe data protection requirements and government inspection. Censorship and content limitations further limit the types of information and messaging that may be used in digital marketing efforts. This limits businesses' capacity to advertise certain products or express specific beliefs. Furthermore, the Firewall prevents access to popular global platforms including as Google, Facebook, and Twitter, forcing users to rely on Chinese alternatives such as Baidu, WeChat, and Weibo. As a result, businesses must tailor their marketing tactics to these distinct platforms, which may have varying advertising formats and user behavior. Overall, the Chinese government's laws make it difficult for digital marketers to operate, needing careful consideration of both legal and cultural concerns.

Post discussion

# China Ready Programme :



In China, social media sites such as Facebook or Twitter are not accessible, but China has its own digital ecosystem. There are social media sites such as WeChat which has over a billion active users.

Have you heard about WeChat? If not, now is your chance to learn how Edinburgh Tourism Action Group utilises it for marketing purposes.

Please read the case study [here](#) and learn why Edinburgh-based businesses use WeChat to target Chinese social media users.

Note: If you want to learn about Edinburgh China-Ready programme you can access more information on the [ETAG website..](#)

on the other page



# **China Ready Programme - case study**

## ***What is China Ready Programme?***

Edinburgh's China Ready Initiative was launched in November 2015 by Edinburgh Tourism Action Group (ETAG). With Edinburgh Castle alone welcoming approximately 200,000 Chinese nationals in 2019, Edinburgh is already the most popular UK destination for Chinese visitors after London.

Our aim is to increase the volume and value of Chinese visitors through industry training and familiarisation, joint marketing activities and promotions and by supporting efforts to increase air connectivity between China and Scotland.

As of 2019, Edinburgh has seen a 43% increase in Chinese visitors since 2015, and air passengers from China to Scotland over the same period have increased 60%. The tourism industry is working hard to welcome, develop and grow this business - over 600 industry professionals attended briefings or training events on Chinese consumers and culture.

## ***How do you promote Edinburgh to Chinese visitors?***

Since November 2015, ETAG has delivered a series of offline activities such as the first ever China Ready briefing event, China themed conference as well as a dedicated China Ready Business Opportunities Guide etc. in order to raise the awareness of the China market towards local tourism businesses. Based on the success of those activities and following a fact-finding learning journey to China in 2015, run by the World Tourism Cities Federation (WTCF), ETAG prioritised digital engagement as the key consumer marketing pillar in its efforts to promote Edinburgh to Chinese visitors. ETAG launched Edinburgh's first-ever Chinese Social Media Campaign at the end of 2016 as part of the overall China Ready Programme to ensure that Edinburgh was positioned as a must-visit destination and one of the most China-Friendly destinations in the UK.

The campaign is a wide-ranging and hugely successful collaboration. It was co-funded and managed by a large number of public and private sector partners across the city, all keen to benefit from and contribute to the capital's growing Chinese inbound market. The project delivered multi-media marketing campaign on Edinburgh's official Weibo and WeChat accounts, established strategic partnerships with Chinese travel and media partners such as WTCF (World Tourism Cities Federation), Mafengwo and iQIYI. In addition, we've hosted exclusive student events at Universities in Edinburgh, Manchester and London to welcome and encourage Chinese students to explore Edinburgh.

In less than 4 years, Edinburgh's Weibo and WeChat have attracted over 93,000 followers, with inspiring tourism content reaching over 211 million views. Edinburgh's Weibo and WeChat feature in the Top 10 global official destination accounts as independently ranked by Dragon Trail Interactive. The most recent ranking for Q2 2020 placed Edinburgh's Weibo and WeChat accounts as no.3 and no.4 in the world respectively.

## ***Why do you use Chinese social media?***

Social media platforms like Facebook, Instagram, Twitter and WhatsApp do not work in China due to restrictions. Instead, the ecosystem of Chinese social media is completely different and unique, so we use Chinese social media platforms to reach our target market.

We use WeChat and Weibo as the two major Chinese social media channels to promote Edinburgh. WeChat is an all-in-one super app. It's your WhatsApp, Facebook, Uber, PayPal etc all combined. Weibo is like a combination of Twitter and Instagram, where you can do micro-blogging, follow trending news, share nice photos and videos. Importantly, WeChat as well as other Chinese social media platforms would still be the major apps used by Chinese visitors and students on a daily basis, even when travelling abroad. For this reason, hundreds of destinations and tourism businesses have launched official accounts on WeChat and Weibo, making it a very competitive marketplace.

All our contents are written in Mandarin with inspiring and detailed information about the city. These posts are therefore easy to access for Chinese visitors on their preferred platform without any language barrier.

Chinese social media also helps us to better understand the market and our visitors. We've learnt about things that are most attractive to Chinese visitors in Edinburgh by comparing the performance of different contents, looking at user-generated content about the city and reading the comments and sentiments from followers showing their genuine feelings about the city.

### ***What are the most important aspects of your social media marketing in China?***

There are four important aspects of our social media marketing in China:

1. **Targeted content.** We post both destination content and co-promotional content about our campaign partners, all written in-house in Mandarin and carefully tailored for the audience. Stunning images and videos of Edinburgh, and content with emotional value always performs well.
2. **Follower engagement.** We use a lot of user-generated content – images, videos, sentiments as a way to encourage followers to explore the city and eventually to inspire other followers to come to Edinburgh. We've also run multiple online campaigns for followers to win amazing prizes like return flights, festival tickets etc.
3. **Working with KOLs.** We've welcomed over 20 high-profile key opinion leaders (KOLs) to the city, in order to reach a wider audience as part of a collaborative, cost-effective approach. In 2019, a renowned Chinese film star Yong Mei was named as the first-ever official Chinese Ambassador of Tourism in Edinburgh. To find out more about working with KOLs, please check out: <https://www.etag.org.uk/2019/02/working-with-chinese-kols/>
4. **Working with students.** There are over 100,000 Chinese students in the UK each year, who are not only Edinburgh's potential visitors, future ambassadors, but also a huge driver of visiting friends and relatives. We've hosted multiple exclusive offline Chinese Student Welcome Events in collaboration with the University of Edinburgh, and extended the event model across the UK to promote Edinburgh, launched online student campaigns to

discover UK-based student KOLs and hosted a trip for them to visit the city as Chinese Student Ambassadors of Edinburgh. Furthermore, we've recruited students from the university as our part-time content assistant to ensure the tone of our social contents is consistent.

### ***How does social media marketing in China differ to social media marketing in the UK?***

China is a massive country with the world's largest population. It is one of the biggest and most important consumer markets in the world given its size and economic growth. China also accounts for one quarter of the world's mobile and smartphone users, which means social media and e-commerce are central to Chinese daily life.

It is a rapid changing dynamic in China in terms of social media marketing. New social media platforms become trendy every year, each requiring a completely different content strategy in order to target different user base. There's no "one size fits all" solution for destinations and brands. It is also a much more competitive market compared to the UK – on one hand, consumers' attention are divided into so many different social media platforms; on the other hand, destinations and brands have to prioritise the marketing resource towards a much larger and faster-changing social media ecosystem.

The popular format of social media content changes quickly too. Vlog and short videos have been the "dark horse" on Chinese social media platforms over the last few years, and suddenly from 2019, livestream is booming in China. Although being China's omnipotent all-in-one super app, WeChat also updates its function and algorithms regularly. Therefore it is really important to keep a close eye on all the new platforms, new trends and changes in social media marketing in China.

### ***Where can we learn more about Chinese market and Chinese consumers?***

There are specialised online resources that you can subscribe for the latest trends and insights about the Chinese tourism market, such as [Dragon Trail Interactive](#) and [Jing Travel](#).

Despite all the online resources, I have to say that the best and easiest way to learn about the Chinese market and Chinese consumers is to go to China when possible, to be an observer and to experience daily life for yourself. It would also be helpful to download and try to use Chinese social media platforms like WeChat, and to make Chinese friends!

# General Data Protection Regulation

In 2016, General Data Protection Regulation (GDPR) was introduced. It is a regulation in European Union (EU) law, which aims to ensure data privacy of the Internet users. It includes guidance to consent and user rights under GDPR, which firms operating in the EU have to comply with.

Please review the guide to GDPR [here](#).

GDPR includes the following:

- Right to be informed
- Right of access
- Right to rectification
- Right to erasure
- Right to restrict processing
- Right to data portability
- Right to object
- Rights related to automated decision-making including profiling

“düzelme, doğrulama”

Select one of the above principles of GDPR, summarise it and indicate how firms adhere to its regulations.

Develop a short bullet point summary and indicate what should firms do to ensure that they comply with this specific regulation.

When you finish post your summary in Padlet, and explore the summaries prepared by your peers. This will help you to learn about the other GDPR regulations and what firms should do to adhere to them. This is a great example of collaborative learning and knowledge sharing!



Publish

## Right of Access

Right of Access (GDPR): Under the GDPR, individuals can request access to personal data stored by companies.

- Companies must make this information clear, succinct, and transparent.
- It includes information on the purposes of data processing, recipients, and retention periods.
- Firms shall respond to access requests within one month and at no cost.

Firms Must Adhere: - Firms must develop a mechanism for handling access requests in a timely manner.

- Keep a detailed record of all data processing actions.
- Put in place security measures to safeguard the personal information they hold.
- Inform employees on data protection standards and how to handle access requests.

To ensure compliance, appoint a Data Protection Officer (DPO) who will be in charge of controlling access requests.

- Create explicit policies and procedures for dealing with access requests.
- Audit and update data records on a regular basis to maintain accuracy.
- Make it easy for individuals to request their data.
- Educate personnel on GDPR compliance and data privacy on an ongoing basis.

my answer

# Don't Forget Accessibility:

## ↳ Web Content Accessibility:

You are already familiar with political and legal regulations of international markets, for example, China, as well as those imposed by trading unions such as the European Union. Each country however has its own policies and laws which regulate #digital. Let's look at some of the UK's regulations which impact #digital.

The UK government clearly indicates that #digital has to be accessible to everyone. Governments' accessibility requirements depict accessibility standards firms have to adhere to.

The Web Content Accessibility Guidelines provides a list of four principles aimed at ensuring website accessibility:

1. Perceivable - Information and user interface components must be presentable to users in ways they can perceive.
2. Operable - User interface components and navigation must be operable.
3. Understandable - Information and the operation of user interface must be understandable.
4. Robust - Content must be robust enough that it can be interpreted by a wide variety of user agents, including assistive technologies.

### ↳ strong

Please take your time to review those principles [here](#).

Please check how the University of Edinburgh ensures that its website meets accessibility standards. You can access it [here](#).

- What does the University do to meet accessibility standards?
- Is there anything that surprises you?

Topic: Let's discuss accessibility!

Title \*

University of Edinburgh Website

Discussion \*

In the website of University of Edinburgh. There are FAQ pages and support services to make the website perceivable. The user interface is designed to make user surfing easier and the website operable. Also, this makes the user interface understandable. The principle robust is acquired with implementing every element to the website. So, it could be said that the website of University of Edinburgh is very strong.

Post discussion

my answer

# Digital Strategy for Scotland:

The University of Edinburgh as well as other Edinburgh-based businesses have to develop their digital marketing strategies and adhere to UK regulations as well as regulations of the Scottish Government.

You can access a full Digital Strategy for Scotland report [here](#) as published by the Scottish Government.

In summary, the Scottish Government digital strategy is aimed at:

- offering digital support for businesses to help them become internationally competitive
- supporting digital transformation by delivering public services that meet the needs of the public
- making sure we are well positioned to support change and innovation through the effective use of data
- developing a robust, secure and trustworthy digital identity mechanism so that an individual can demonstrate their identity online
- developing standards and assurances that will help others meet digital best practice standards
- improving and extending our broadband and mobile networks to benefit communities and businesses across Scotland
- increasing digital participation by helping communities develop digital skills and confidence
- making sure Scotland is a world leader in cyber resilience, with a global reputation for being a secure place to work, learn and do business
- introducing the Digital, Data and Technology profession in the Scottish Government and striving to attract, recruit and retain diverse talent in our digital workforce
- using data linkage to realise the value of existing data.



## References

Scotland's Digital Strategy Evidence Discussion Paper, by The Scottish Government, Open Government Licence v3.0 (2017).

# Regulations in your home country

## Turkey ←

There are a number of regulations firms have to adhere to and those differ across countries and regions. To complete this week's course can you review policies and legal regulations that affect #digital in your country?

For this activity you have to develop a report in which you will provide a list of regulations and their summary.

- Your summary report should be no more than one A4 page.
- When you finish please post your report within the map on Padlet below.

Please review reports posted by your peers and familiarise yourself with the regulations of different countries. Who knows maybe one day you will have to develop a digital marketing strategy for international markets!

X - ⊕ Publish C

## Regulations in Turkey

Turkey has a number of policies and regulatory restrictions that have an impact on the digital landscape. The following are a collection of major regulations, along with brief summaries:

1. Data Protection Law (KVKK): Enacted in 2016, this law oversees the handling of personal data while protecting individuals' privacy rights.
2. Electronic Commerce Regulation: This regulation establishes guidelines for e-commerce transactions, such as consumer rights, disclosure standards, and dispute resolution methods.
3. Cybersecurity Law: Enacted in 2016, this law requires businesses to deploy cybersecurity measures in order to protect key infrastructure and personal data.
4. Personal Data Protection institution (KVKK): Created to supervise data protection, this institution enforces the KVKK and issues compliance standards.
5. Internet Law (Law No. 5651): This law empowers authorities to regulate internet content, block damaging websites, and monitor online activities, raising worries about free speech and expression.
6. Electronic Signature Law: Ensures the legal legitimacy of electronic signatures, allowing digital transactions and contracts to be completed.
7. E-Commerce Law: This type of law governs different aspects of e-commerce, such as electronic contracts, consumer rights, and dispute resolution methods.
8. Telecommunications Law: Regulates the telecommunications industry, which includes internet service providers (ISPs) and telecommunications firms.
9. Digital Service Taxation: Turkey has imposed tariffs on digital services provided by foreign corporations, affecting worldwide tech giants.
10. Personal Data International Transfer Guideline: Provides guidance on cross-border personal data transfers while assuring compliance with international data protection regulations.

These policies create Turkey's digital landscape collectively, prioritizing data protection, cybersecurity, and e-commerce while also raising worries about online censorship and privacy. To effectively navigate Turkey's complicated regulatory landscape, organizations and individuals operating in the digital arena must keep knowledgeable about and comply with these requirements.

⊕ Beytepe, Enpark Konutları, Enpark Konutları, Çankaya/Ankara

White



# Digital Marketing Strategy Report

## Task 5:

Please return to your working document.

This was a long week! There are many policies and regulations digital marketers have to be aware off.

### Your instructions

For this week's task, please consider the environment in which your chosen firm operates and policies and regulations it must adhere to.

Can you develop a list of policies and legal regulations your firm must comply with?

When you finish add the list to your working document and save on your computer.

Take a moment to reflect on the impact of those regulations and your firm and its digital marketing activities. What is the impact of those regulations on a marketer's ability to reach KPIs?



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# Mock : week 5

## MCQ 1

1.0/1.0 point (graded)

Which of the following does **not** affect digital marketing?

- Country policies and regulations
- Trading union policies and regulations
- Firm policies and regulations
- Competitor policies and regulations



Correct Feedback

A firm's digital marketing activities are subject to country policies, as well as policies for trading unions. Each firm has its own policies to follow. Firms do not have to follow competitors and their regulations.

[Submit](#)

You have used 2 of 2 attempts

## MCQ 4

1.0/1.0 point (graded)

Which of the following is **not** a principle of the Web Content Accessibility Guidelines?

- Operable
- Understandable
- Robust
- Duplicable



Correct Feedback

There are four principles of the Web Content Accessibility Guidelines: Perceivable, Operable, Understandable, and Robust.

[Submit](#)

You have used 2 of 2 attempts

## MCQ 3

1.0/1.0 point (graded)

When was GDPR (General Data Protection Regulation) introduced?

- 2015
- 2016
- 2019
- 2020



Correct Feedback

Since 2016 firms have to ensure that they follow General Data Protection Regulations.

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

→ 5/5 ⇒ 100

## MCQ 2

1.0/1.0 point (graded)

What is WeChat?

- Edinburgh-based firm
- Chinese social media
- EU regulation
- None of the above



Correct Feedback

WeChat is a Chinese social media platform, which firms should use if they want to target Chinese consumers.

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

## MCQ 5

1.0/1.0 point (graded)

Which of the following is a principle of GDPR?

- Right to rectification
- Right to reassurance
- Right to return
- Right to reimbursement



Correct Feedback

GDPR is based on many principles. Right to rectification is one of them.

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

# Week 6: the persona and its journey

## Who are the consumers:

Welcome to week 6 of the course! How are you doing?

So far you have learnt about macro-level factors such as technology as well as political and legal regulations that determine what digital markets can and cannot do.

This week we will discuss micro-level factors, and specifically we will focus on consumers. It is important to understand consumers as it is the role of marketing to satisfy their needs. The better marketers know who their target consumers are, the more accurately they can develop an (online) value proposition that will appeal to them. This is a key to successful business!

Let's learn about the consumer then. Are you already? If so, please watch the video below.

- ↳ deliver set of beliefs for consumers.
- ↳ Has a problem → needs solution = consumers
- ↳ Every target can have different wants.

Younger Generations

Older Generations

Through social media. Printed, TV.

\* Demographic Factors

\* Socioeconomic Factors

\* Geographical Factors/Locations

\* Psychographical Factors → Choices

# Consumer Behavior Analysis:

To understand consumer behaviour online, marketers will conduct a consumer behaviour analysis. This involves research into **why** and **how** consumers use digital.

The first step to develop insights into consumer behaviour is to understand their use of digital. As you already know, this differs according to their geographical locations. For this activity, you are required to conduct research into how consumers use digital in the country you are from.

You should use reports and statistics available online. For example, you may find it useful to explore information available on [Statista](#) and other websites.

To complete this activity on consumer behaviour analysis, identify the following information:

- E-commerce adoption rates
- Products mostly bought online
- Social media usage rates
- Most popular social media sites used
- Internet speed
- Internet average cost

Share your findings in the Padlet. Afterward, explore the results of your peers' research and learn about consumers in different countries around the world!

The image shows a screenshot of a Padlet board titled "Turkey - Eren". The board has a dark background and contains the following content:

**Turkey - Eren**

1. E-commerce in Turkey had substantial growth in 2020, particularly during the COVID-19 pandemic. Adoption rates increased significantly as more consumers turned to internet purchasing for a variety of products.

2. Products Most Commonly Purchased Online: Popular online purchases in Turkey included electronics, apparel, cosmetics, and home appliances. The pandemic also increased internet purchases of groceries and health-related items.

3. Social Media Usage Rates: In 2020, millions of Turkish individuals used platforms such as Facebook, Instagram, Twitter, and YouTube for social networking, communication, and content consumption.

4. Most Popular Social Media sites: Facebook, Instagram, and Twitter were among the most popular social media sites in Turkey in 2020. Instagram, in particular, has seen rapid growth.

5. Internet Speed: In 2020, internet speed in Turkey varies according to geography and service provider. Broadband connections in urban areas were often faster, with rates ranging from 10 Mbps to 100 Mbps or more. Rural areas may have had slower internet access.

6. Average Internet Cost: The cost of internet access in Turkey varied depending on the kind of connection and service provider. Broadband internet services were available at several price points in 2020, with monthly rates ranging from 50 to 200 Turkish Lira (TRY).

→ my answer /

# Personas: → rel, vb..

In order to clearly depict who are the target consumers and how they use digital, marketers develop personas which help them to better their understanding of consumers, their characteristics, and behavioural patterns. Although personas are generalisations of the overall population they offer great insight for marketing teams.

A persona is a representation of consumer and its characteristics which include:

- Demographic characteristics - including age, gender, education, occupation, geographic location, etc.
- Psychographic characteristics - including attitudes, beliefs, values, motives, goals, etc.
- Webographic characteristics - including digital use, usage frequency, device used, etc.



Marketers use personas in order to develop consumer centric digital marketing strategies which are key to success!

Below you have an example of a persona for a supermarket. You can also download a PDF version [here](#).

# MELISSA

*It's not about me,  
it's about my girls.*



## SKILLS

Age: 41  
Location: Chicago, USA  
Divorced with two kids  
Corporate Procurement Manager

## NEEDS

- Social connection
- Wants to start dating again
- Exercise and personal time
- Wants more time to rest, but is often so busy that simply unwinding feels wrong

## Motivators

Family - Doing what's right for her kids and looking after her parents are the most important things in her life.  
Being helpful & appreciated - She gets a lot of pride from feeling productive, effective, and helpful. Being thanked and acknowledged is her motivation to keep going.  
Feeling happy & grateful - Melissa gets frustrated and frazzled from always running, but she values being happy and takes time to appreciate the things in her life.

## Behaviours

Tightly schedules the day - She is busy with the school run in the morning before work. After work is equally scheduled. Whenever her children are with their father, she plans her free time carefully.  
Volunteering - Volunteers at her children's school and with her church.  
Family first - She lives near her parents and sister. Weekends are spent at her extended family's houses or she hosts them.  
Stay connected - She likes to catch up with friends and family over the phone. She is often scrolling on Facebook right before bed to stay connected with others.

# Developing your own persona:

Using the persona example from the [previous activity](#), develop a persona for the firm of your choice. Remember to include:

- Demographic characteristics - including age, gender, education, occupation, geographic location, etc.
- Psychographic characteristics - including attitudes, beliefs, values, motives, goals, etc.
- Webographic characteristics - including #digital use, usage frequency, device used, etc.

When you finish, post the profile of your persona on the Padlet, and explore other personas developed by your peers.

Tip! Personas are a means of representing consumer characteristics in a clear and concise manner.

There are numerous free software available to create your own persona. Such as [Canva](#), PowerPoint, Word or any preinstalled graphics or drawing tool on your laptop PC or tablet.

## Demographic Characteristics:

- Age: 35-50
- Gender: Male or Female
- Income: High income bracket (\$100,000+ annually)
- Marital Status: Married or in a committed relationship
- Education: College degree or higher
- Occupation: Professionals, business owners, or executives

## Psychographic Characteristics:

- Lifestyle: Leads a sophisticated and upscale lifestyle, values luxury and premium experiences.
- Personality: Discerning, status-conscious, and appreciates the finer things in life.
- Interests: Enjoys luxury travel, fine dining, and high-end fashion.
- Values: Values quality, performance, and prestige in their possessions.
- Hobbies: May have an interest in automotive culture, attends car shows, and appreciates automotive craftsmanship.
- Social Status: Aspires to maintain or elevate their social status through the brands they associate with.

## Webographic Characteristics:

- Online Behavior: Actively researches and follows luxury automotive news, reads car reviews, and engages in online forums and communities related to Mercedes-Benz.
- Social Media: Follows Mercedes-Benz on social media platforms like Instagram, where they can see the latest models and innovations.
- Preferred Websites: Visits automotive publications such as Car and Driver, Motor Trend, and luxury lifestyle websites like Robb Report.
- Online Shopping: Comfortable making high-end purchases online, possibly customizing their Mercedes-Benz vehicle through the official website.

My answer

# Online consumer journey:

Each persona undergoes a journey starting from recognising the need for the product to purchasing it. We refer to it as the consumer (or customer) journey.

An online consumer journey depicts the patterns of how consumers become aware of products, search for products, and purchase them.

Below you can see an example of online consumer/customer journey. You can also download a PDF version here.

It starts with awareness, or need recognition, where consumers become aware that they have a need to be satisfied. At this stage, marketing activities may also trigger need recognition. For example, consumer may see a sponsored post on social media or pop-up ad on a webpage which will trigger the need for the product. At this stage it is important to assess 'what they see'.

## What will the consumer do?

Once consumers recognise that they have a need for a product, they will start their product search. At this stage it is important to know what the consumer will do - how do they search for products? You already know that most consumers will use search engine for product search. They may also use social media or review websites.

## What should we provide to the consumer?

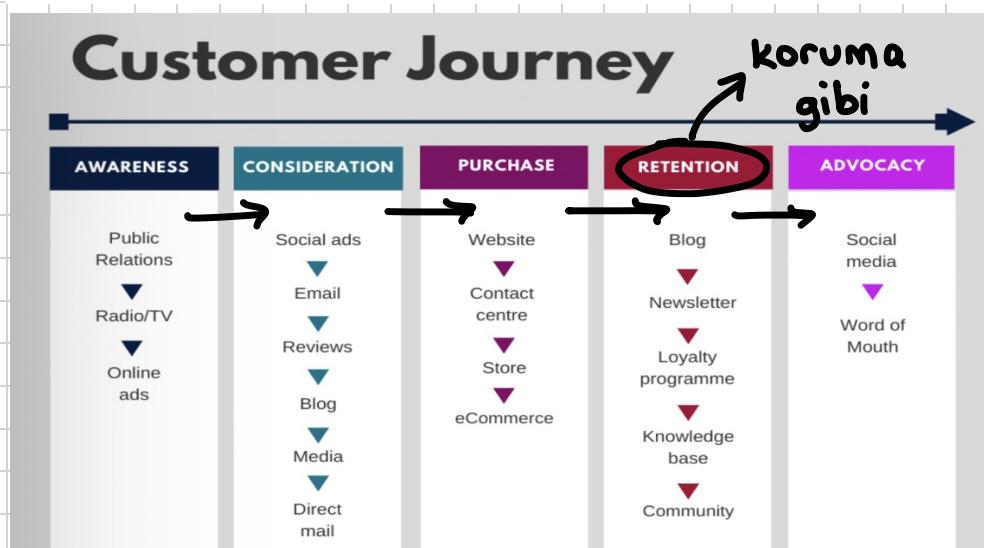
To stimulate interest in the value proposition, marketers need to add digital value to their offering. Can you remember what digital value is? Digital vale refers to content marketers provide consumer with - it is important that marketers understand what content to provide.

## How do we convert the consumer?

The next step is to develop a desire for product and ensure that the consumer will purchase the product. At this stage of the journey marketers need to ask a question - how do we convert the consumer?

## Finally, what is next for the consumer?

When the consumer purchases the product, marketers have to think about what is next.



# Your consumer journey :

Now let's reflect on your own personal consumer journey.

Using an example of a product you purchased recently, reflect on your consumer journey. How did you come to decide your purchase? Which of the [five stages](#) most affected or influenced your journey?

1. Awareness - public relations, TV/radio, online ads
2. Consideration - social ads, email, reviews, blog, media, direct mail
3. Purchase - website, contact centre, store eCommerce
4. Retention - blog, newsletter, loyalty programme, knowledge base, community
5. Advocacy - social media, word of mouth

For this activity use the discussion forum. If you are the first person to post in the forum:

- Select 'Add a Post'
- In the 'Title' box type the title of your post
- In the 'Your question or idea' box explain what areas are most relevant to your purchasing decisions and consumer journey.

If there are already posts in the forum, before adding a new post, review existing forum threads, and try to respond to them providing your argument. Don't forget to click submit!

Title \*

My Consumer Journey

Discussion \*

Product: Bang & Olufsen

Awareness: The problem that I have faced is, my ~~Airpods~~ have resulted in headaches in long use, so I was looking for a new earphone. One day I was walking in Bodrum, Turkey and I saw a pop-up store of Bang & Olufsen and I was stunned by the sound quality.

Consideration: When I came home, I researched about it and I have watched tons of review videos from YouTube since this is an expensive earphone.

Purchase: After some time, I decided to buy the earphone and I have searched it from internet and found out they have a local store in Ankara. So, I purchased from their local store.

Retention: After my purchase, I signed up and downloaded their app. I signed up to their newsletter and communities to keep updated from latest developments.

Advocacy: Now, I am suggesting this earphone whenever I can, especially in social media. |

Post discussion

my answer

# More on consumer journey:

The consumer journey is a complex process. This is because consumers navigate between online and offline environments. This means that although they may develop interest in the product online, they may decide to purchase it in store rather than via e-commerce.

For this activity you will have to develop your own persona and its online/offline journey.

To complete this task, you are required to select a retailer and develop a persona that will match the profile of this retailer's consumer.

So far you were asked to conduct desk research, let's try something new.

Try to identify at least three individuals that match this profile and conduct short interviews with them:

- Your first aim is to understand their consumer journey from need recognition to product purchase.
- Your second aim is understand how they navigate between online and offline environments as they undergo the journey.

Tip! Before you conduct your interviews, prepare an interview guide or a list of questions you will ask all three individuals. Use the guide to make sure you ask all the questions you need!

When you finish your research, take your findings and create a poster. Your poster should present a persona and its journey from need recognition to product purchase. When you finish designing your poster posit it on the Padlet.

There are numerous free software available to create your own persona. Such as Canva, PowerPoint, Word or any preinstalled graphics or drawing tool on your laptop PC or tablet.

If you have time, explore other posters developed by your peers and learn about different consumer journeys.

Brand: Nike			
	Persona 1	Persona 2	Persona 3
People:	Eren, 18: Influencer, looking for stylish and limited sneakers.	Ege, 25: Playing football professionally and looking for football shoes.	Mustafa, 38: Playing basketball professionally and looking for basketball shoes.
Awareness:	Through social media advertisements.	Through billboards and TV advertisements.	Through the sponsored tournaments that the brand organized.
Consideration:	Rely on the latest trend and popularity of the sneakers.	Rely on TV advertisements and reviews in communities.	Rely on the other users and influencers that reviewed and used them.
Retention:	Subscribed for newsletter and social media sites.	Subscribed for newsletter to keep learning about the brand.	Knowledge based retention.
Advocacy	Social media.	Surveys.	Word of mouth.

→ my poster & activity & answer.

# Let's Hear from QueryClick!

To finish this week please watch this presentation from QueryClick who discuss 'session stitching', a tool that helps them to understand how consumers navigate between online and offline environments.

## About the firm

Founded in 2008, QueryClick are an independent digital marketing agency focused on data-driven insights. We deliver multi-channel insights and strategic consultancy so businesses can maximise growth. We work with well-known brands such as BT, EE, and Quiz, treating our clients as partners and putting their business objectives at the heart of what we do.



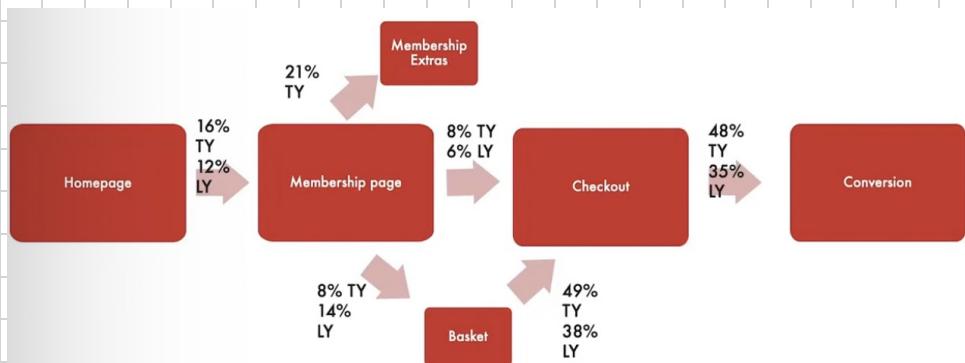
The QueryClick vision: reinventing the future of marketing by delivering results that no one else can. The core of that exists in our machine learning powered attribution software Corvidae.

Corvidae allows users to focus on taking action to improve and optimise their marketing performance. Corvidae tracks users throughout their journey with an online retailer and performs processing that provides the client with instantly understandable value, and obvious paths to improving the effectiveness of their marketing efforts.

If you would like to learn more about QueryClick please check their website out [here](#).

- Digital marketing agency
- Revenue attribution
- Heat maps //
- \* Conversion Rate Optimisation → CRO
- Creates, investigates personas .
- ↳ Google Tag Managers → Google Analytics

EX:



# Digital marketing Strategy Report

## Task 6:

Please return to your working document.

Your task is to develop a persona and map persona journey for your chosen firm.



© Startup Stock Photos (2016) CC0

### Your instructions

This week you learnt about consumers, and you identified unique characteristics of consumers and developed a persona. You also conducted research to understand consumer journey and how consumers navigate between online and online environments as they move from need recognition to product purchase.

Let's apply those new skills into practice and explore persona and its journey of the firm you selected

You are required to develop a persona and identify its characteristics. You then must develop insights into consumer journey and depict it in a graphic. When you finish,

update your document.

Next week, you will be asked to complete the last task before you will produce a report which will depict a digital marketing strategy that will set the enterprise apart!

# Mock Week 6:

## MCQ 1

1/1 point (graded)

What is a persona?

- A tool that allows marketers to understand their target consumer better
- A tool that provides a visual representation of a target consumer
- A tool that allows to identify consumer characteristics
- All of the above

Correct Feedback

A persona is a tool that allows marketers to develop a good understanding of their target consumers. It is a visual representation of a consumer and it includes information about consumer characteristics, behaviours, etc.

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

## MCQ 3

1/1 point (graded)

What is the starting point of consumer purchase journey?

- Need recognition
- Information search
- Evaluation of alternatives
- Product purchase

Correct Feedback

Consumer journey starts from need recognition and finishes with product purchase.

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

## MCQ 5

1/1 point (graded)

Why is it important for marketers to understand consumers?

- To provide them with value proposition
- To be able to satisfy their needs
- To outperform competitors
- All of the above

Correct Feedback

Successful marketers understand their consumers and are able to provide them with a value proposition that will satisfy their requirements and/or needs better than competitors.

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

## MCQ 2

1/1 point (graded)

Which of the following is **not** considered to be a webographic characteristic of persona?

- Use of digital tools
- Frequency of digital use
- Device used
- Consumer age

Correct Feedback

Webographic characteristics include digital use, usage frequency, device used, etc. However, consumer age is an example of demographic characteristics of persona not webographic.

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

## MCQ 4

1/1 point (graded)

Which of the following is **not** a form of research?

- Desk research
- Interviews
- Observations
- None of the above

Correct Feedback

Research has many forms. It includes desk research as well as interviews and surveys. Additionally, marketers can learn about their consumers by observing how they behave.

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

⇒ 5/5  
↓  
1.100 //

# Week 7: competitor analysis

## what about competitors ?

Hello and welcome to Week 7 of the course! This is the last taught week of the course. The eighth week is dedicated to developing your digital marketing strategy. It will be an opportunity to synthesise your learning into a fully realised digital marketing strategy report. But before then, let's learn about the final component of digital marketing strategy.

As you already know, the role of marketing is to satisfy consumers' needs. In order to be successful, and set the enterprise apart, marketers have to serve their consumers better than the competitors. This week you will learn about competitors. Please watch the video now.

- ↳ Competitors ⇒ similar value proposition/
  - ↳ Satisfy consumers
- must understand competitors.
- More competitors on digital.
- reviews are important

# Let's Hear from Camera Obscura:

Let's hear from Camera Obscura which is another one of our Edinburgh-based firms. You can read their case study [here](#) before continuing on with this week's learning materials.

In the case study, you will learn how Camera Obscura has captured the consumer experience and gain insight from their own competitor analysis.

## About the firm

Camera Obscura & World of Illusions is Edinburgh's oldest purpose-built visitor attraction, established in 1853. It offers five floors of over 100 interactive, mind-bending optical tricks, illusions and puzzles as well as a demonstration of the Victorian Camera Obscura and breath-taking panoramic city views from its Rooftop Terrace. There is something for all ages to get involved and have fun from the spinning vortex tunnel, to the magical mirror maze and infinity corridor.

You can learn about Camera Obscura online:

- Website
- Facebook
- Instagram
- TripAdvisor



# CAMERA OBSCURA



## About Camera Obscura & World of Illusions

Camera Obscura & World of Illusions is Edinburgh's oldest purpose-built visitor attraction, established in 1853. It offers five floors of over 100 interactive, mind-bending optical tricks, illusions and puzzles as well as a demonstration of the Victorian Camera Obscura and breath-taking panoramic city views from its Rooftop Terrace. There is something for all ages to get involved and have fun from the spinning vortex tunnel, to the magical mirror maze and infinity corridor. Situated beside Edinburgh Castle, allow 2 hours for a visit. Open late every day.

You can learn about Camera Obscura online:

- Website: [www.camera-obscura.co.uk](http://www.camera-obscura.co.uk)
- Facebook: <https://www.facebook.com/camobscura/>
- Instagram: <https://www.instagram.com/camobscura1/>
- TripAdvisor: [https://www.tripadvisor.com/Attraction\\_Review-g186525-d213416-Reviews-Camera\\_Obscura\\_and\\_World\\_of\\_Illusions-Edinburgh\\_Scotland.html](https://www.tripadvisor.com/Attraction_Review-g186525-d213416-Reviews-Camera_Obscura_and_World_of_Illusions-Edinburgh_Scotland.html)

## Competitor Analysis based on Sentiment and Thematic Analysis of TripAdvisor and Instagram

Camera Obscura & World of Illusions has always understood the importance of direct customer feedback and is now using new digital methods to understand the visitors' experience at the attraction. This is then used to conduct competitor analysis.

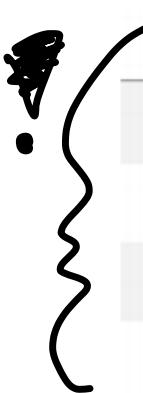
The table below shows how Camera Obscura's UPS in comparison to its competitors:



	<i>Camera Obscura</i>	<i>Dynamic Earth</i>	<i>Whisky Experience</i>	<i>Tower of London</i>	<i>Eden Project</i>	<i>Museum of Illusions NY</i>
<i>Camera Obscura</i>	✓					
<i>Optical Illusions</i>	✓					✓
<i>Experiential</i>	✓	✓	✓	✓	✓	✓
<i>Interactive</i>	✓	✓	✓		✓	✓
<i>Wide Audience</i>	✓	✓		✓	✓	✓
<i>Visitors Spend about an Hour</i>	✓	✓	✓	✓	✓	✓
<i>Historical</i>	✓	✓	✓	✓		
<i>Educational</i>	✓	✓	✓		✓	✓
<i>Adult Ticket Price</i>	£16	£14.50	£14-75	£24.70	£26	\$19

To compare these competitors in detail, Camera Obscura uses data from review sites and social media platforms. This includes user generated content (UGC) and firm generated content (FGC), both of which help to better understand how visitors relate to the experience offered by Camera Obscura and its competitors. As well as numeric data, sentiment and thematic data is analysed to identify and classify visitors' emotions.

As evident from the table below, Camera Obscura has the highest TripAdvisor rating and similar Instagram statistics to Dynamic Earth. The Museum of Illusions in New York opened at the end of September 2018, explaining the smaller number of Instagram posts.



	TRIPADVISOR AVERAGE RATING	INSTAGRAM FOLLOWERS	INSTAGRAM POSTS
<b>CAMERA OBSCURA</b>	4.6	2,072	1,181
<b>DYNAMIC EARTH</b>	4.4	2,113	897
<b>EDEN PROJECT</b>	3.83	48,618	1,776
<b>MUSEUM OF ILLUSIONS NY</b>	4.15	13,590	123

The competitor analysis reveals that Camera Obscura outperforms every competitor in terms of number of reviews, overall rating of reviews by year and month, and average sentiment score overall and by year.

	CAMERA OBSCURA	DYNAMIC EARTH	EDEN PROJECT	MUSEUM OF ILLUSIONS NY
AVERAGE RATING	4.6	4.4	3.83	4.15
AVERAGE RATING 2018	4.59	4.4	3.82	3.65
AVERAGE RATING 2019	4.61	4.38	3.83	4.27
NUMBER OF REVIEWS 2018 TOTAL	856	141	830	20
NUMBER OF REVIEWS 2018 MONTHLY AVERAGE	122.3	20.1	118.6	6.1
NUMBER OF REVIEWS 2019 TOTAL	584	111	432	80
NUMBER OF REVIEWS 2019 MONTHLY AVERAGE	89.9	17.1	66.46	12.3
AVERAGE SENTIMENT SCORE	0.56	0.53	0.33	0.44
AVERAGE SENTIMENT SCORE 2018	0.55	0.53	0.32	0.35
AVERAGE SENTIMENT SCORE 2019	0.56	0.53	0.34	0.46

This UGC analysis provides an opportunity to understand visitors' opinions and feelings towards Camera Obscura and its competitors through revealing which aspects of these attractions are valued by visitors, insights that may not have been realised otherwise.

Taking into account the predominantly positive TripAdvisor ratings and sentiment scores, Camera Obscura is doing very well, providing a strong consumer experience. The amount of 5-star reviews on TripAdvisor varies month to month, but there are always more 5-star reviews than any other rating. These reviews are essential as this information influences potential visitors' decisions and behaviour to visit the attraction.

Sentiment analysis shows that tourists enjoy their experience while visiting Camera Obscura. The sentiment analysis, reveals specific aspects of the consumer experience that lead to 5-star ratings.

Of the exhibits, the mirror maze, vortex tunnel, and camera obscura are mentioned the most often as visitors' favourite part of their experience. Visitors appreciate the

variety of exhibits, the history behind the attraction, and how it differs from the other attractions around Edinburgh. A variety of new experiences, is something Camera Obscura does particularly well.

Visitors also find that the views from the rooftop are “amazing,” commenting that the all-day ticket allows them to go back and watch the sunset.

One of the positive aspects identified is that visitors mention how this is an attraction for all ages, - ‘something for everyone to enjoy’.

Many of the reviews mention how friendly, helpful, and knowledgeable the staff is and how this really improved their experience at Camera Obscura, this puts Camera Obscura as the leader amongst the competitors,

Overall based on total average ratings and scores, sentiment and thematic analysis of UGC, Camera Obscura leading against competitors. Camera Obscura has the highest volume and value of ratings and positive visitor experience sets the enterprise apart!

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# Competitor Analysis:

Let's conduct a competitor analysis and identify our competitive advantage.

Competitor analysis is a structured review of firms that offer a similar value proposition. Based on the review, it is possible to identify a firm's competitive advantage or the firm's leverage over competitors.

baskı, güc, pressure

For this activity, refer to the firm you used last week for persona development. Can you remember which firm you examined? If not, please return to last week's activities and review the example of firm you were using.

1. First, review your firm's persona and its characteristics:

Mercedes

- What are the needs your persona is looking to satisfy?
- What is the value proposition offered by your chosen firm?

2. Next, identify other firms that can satisfy their consumer needs with a similar value proposition:

- You should identify at least three competitors.
- Please review the value proposition offered by the competitors you identified.

3. For this activity you should develop a table similar to the three tables featured in the [Camera Obscura](#) case study:

- In the first column of the table you should identify at least one attributes of product, price and place elements of the value proposition offered by your chosen firm and competitors. You will use those attributes for comparison purposes.
- In the top row of the table provide details of your firm and list three competitors you identified.
- Complete the table inserting 'X' if firm's value proposition meets attribute specified.

4. Finally, review your table and indicate what is the firm's competitive advantage. Then upload your document to the Padlet below.

If you have time, review your peers' competitor analysis and learn about competitive advantages that their firms offer.

Brands:	Luxury & Prestige	Performance & Innovation	Safety	Comfort	Cutting-edge Tech
Mercedes	X	X	X	X	X
Audi	X	X		X	X
BMW	X	X	X		X
Lexus	X		X	X	
Price and Place:	Regarding "price", specific pricing strategies can vary within each brand and model, so it's not a universal attribute for all products. Also, all of these brands can be accessed all around the world with similar value proposition.				

my answer & poster

# Competitor Analysis! Promotion

In the previous activity you were asked to conduct a competitor analysis of three elements of an (online) value proposition: product, place, and price.

Using your example from the previous activity, can you conduct a competitor analysis of the website and social media sites used by the firm and its competitors?

Remember that both website and social media are elements of promotion which is the fourth element of an (online) value proposition.

Similarly to the previous activity, please complete the table indicating attributes of the website and firms' social media activity and compare the firm's promotion activities against their competitors.

Does your chosen firm promote its products better than competitors or do the competitors have a better online promotion strategy?

You will not share this table but you will use your findings along with your previous competitor analysis to complete the next activity.

Attribute	Mercedes-Benz	BMW (X)	Audi (X)	Lexus (X)
Dynamic Car Configurator	X	X		
Motorsport Engagement		X		
Quattro Technology Focus			X	
Extensive Video Content			X	
Twitter Presence for Quick Updates			X	
Hybrid and Electrified Focus				X
Hybrid Technology Information				X
Customer Stories and Testimonials				X

↳ my answer & poster.

# Pitch your recommendations:

Take a look at your competitor analysis. Can you see which firm has a competitive advantage in the marketplace? Can you tell which firms falls behind competitors?

In this activity, you will have to record a 1-2 minute video presentation in which you will offer recommendations to the least competitive firm (based on your analysis) on how to use digital to set their enterprise apart. Your recommendations should be actionable, which means that your selected firm will be able to implement them and benefit from your insights.

Tip! You can record a video on using a desktop or laptop camera, or smartphone. Information on how to use Padlet to record videos can be found in the 'Getting Started' section of this course.

When you finish, post your video presentation in the Padlet. Pay attention to the recommendations your peers have made. When implemented, will those firms be able to set their enterprise apart? Use the voting system to indicate your thoughts.

Today, I'd want to talk about how Lexus, despite being a dominant participant in the automobile business, may differentiate itself even further using digital initiatives. We discovered some specific chances for Lexus to improve its digital presence based on our comparisons.

1. Focus on Hybrid and Electrified automobiles: As previously stated, Lexus places a great emphasis on hybrid and electrified automobiles. Lexus could build a dedicated area on their website that serves as an instructional centre to capitalize on this. Give detailed information regarding hybrid and electric car technologies, benefits, and sustainability. This will not only attract environmentally aware customers, but will also establish Lexus as a leader in the sustainable automobile industry.

2. Customer Testimonials and Stories: Recognize the importance of customer stories. Encourage Lexus owners to share their social media experiences. Create an official Lexus hashtag and curate these stories on the Lexus website. Real-life testimonials can have a big impact on potential purchasers and establish a sense of community among Lexus fans.

3. Video material: Take a cue from Audi and create significant video material. Lexus should create high-quality videos that highlight its hybrid and electric technology, engineering procedures, and behind-the-scenes looks. These videos can be shared on YouTube, social media, and the Lexus website to reach a larger audience and educate them.

4. Engage on Twitter: Create a strong Twitter presence for quick updates and news. Post about impending hybrid and electric vehicle releases, sustainability initiatives, and industry developments on a regular basis. Build a devoted online community by engaging with followers and responding to inquiries swiftly.

5. Information on Hybrid Technology: Lexus should make sure that its website offers detailed information regarding hybrid technology, including comparisons to traditional engines. To educate potential consumers about the benefits of Lexus hybrid automobiles, use infographics and simple language.

Conclusion: Implementing these digital methods would not only distinguish Lexus, but will also boost their brand image as a pioneer in hybrid and electric vehicle technology. Lexus can develop a distinct and attractive online presence by focusing on education, consumer engagement, and frequent updates.

My answer

# Providing Feedback:

To conclude this week's activities, you will have an opportunity to offer some peer feedback – an important skill to have in the business world. Providing feedback and acting upon it is also a useful skill in the workplace.

Select one video made by your peers, review their recommendations and provide them with feedback by commenting on the presentation. You can access the videos below.

Your feedback should highlight both your peer's strengths and the areas that need to be improved. For example, you could assess whether their recommendations are clear, or if firms will be able to take immediate actions to implement them.

When you finish, check if your video presentation has been selected by your peers. If so, what can you learn from the feedback provided?



I agree with you. Your points are very clear. Amazon is an online shop that I use a lot and I think that it is the leading online shop in the world. In this activity, your strength was explaining the reason behind Amazon's success. It would have been better if you identify the weaknesses of Amazon or another competitor and give clear recommendations. This could be your main weakness in this activity. Have a nice day :)

my feedback  
to a peer, :)

# Course Summary:

Congratulations! You have successfully completed the Digital Marketing Strategy course. We hope you enjoyed learning about how digital can be used to set an enterprise apart. Please watch this last video of the course to conclude your learning journey.

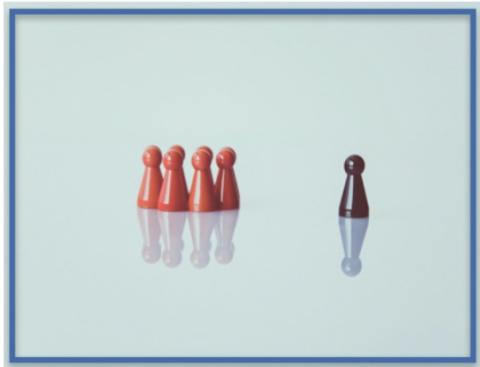
Good luck with the assignment next week!

- ↳ why digital matters
- ↳ add value, enables communications  
cells ←
- use digital tools → changing technology  
strategy ←
- competitors are important.  
~~~~~
- analysis of marketplace.

# Digital Marketing Strategy Report : Task 7!

Please return to your working document.

Your final task for your digital marketing strategy report is to conduct a competitor analysis.



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## Your instructions

Identify at least two competitors of your selected firm that offer similar value proposition. Conduct desk research to compare and contrast value proposition offered by your firms. Structure your findings in a table to have a clear overview of your competitor analysis.

Does your selected firm have a competitive advantage or is it outperformed by competitors? How can the firm use digital to set their enterprise apart?

When you finish add your table to your working document and save it.

As you prepare for the last week of the course you may want to review your working document and the findings of analysis of value proposition, marketplace, consumers and competitors. You will return to it next week when you will be asked to produce a digital marketing strategy report.

# MOCK WEEK 7:

## MCQ 1

1/1 point (graded)

A structured review of firms that offer similar value proposition refers to:

- Competitor analysis
- Competitor comparison
- Competitor synthesis
- Competitor summary



Correct Feedback

Competitor analysis is a structured review of firms that offer similar value proposition.

Submit

You have used 2 of 2 attempts

## MCQ 2

1/1 point (graded)

What is competitive advantage?

- Firms' leverage over competitors
- Competitors advantage over firms
- The advantage deriving from firms competing for consumer
- None of the above



Correct Feedback

Competitive advantage refers to firms' leverage over competitors.

Submit

You have used 2 of 2 attempts

Show answer

## MCQ 5

1/1 point (graded)

How can digital marketer set an enterprise apart?

- By adding digital value to products offered
- By developing personas
- By conducting a competitors analysis
- All of the above



Correct Feedback

Successful marketers know how to use digital to add value to a firm's offering. They also have a good understanding of the consumers and their needs and are able to identify a firm's competitive advantage. All these are important in setting an enterprise apart!

Submit

You have used 2 of 2 attempts

Show answer

Show answer

## MCQ 3

1/1 point (graded)

Which of the following can **not** be considered to be competitors?

- Three coffee shops
- Two coffee shops and a sandwich bar
- A coffee shop, a sandwich bar and a restaurant
- A sandwich bar, a restaurant and a nightclub



Correct Feedback

Those firms that offer similar value proposition can be considered to be competitors. A coffee shop, a sandwich bar and a restaurant can satisfy consumers need for food, but a nightclub offers an entirely different value proposition.

Submit

You have used 2 of 2 attempts

Show answer

## MCQ 4

1/1 point (graded)

For firms to benefit from a competitor analysis, its recommendations should be:

- Actionable
- Insightful
- Ambitious
- Creative



Correct Feedback

Recommendations offered by a marketer should be insightful, ambitious and creative, but to actually be of benefit they should be actionable so that firm can implement them and set an enterprise apart!

Submit

You have used 2 of 2 attempts

Show answer

↳ 5/5 ⇒ 100

# Week 8: Digital Marketing Strategy

During this final week of the course you will put your newly acquired knowledge and skills into practice as you develop a digital marketing strategy report capable of setting an enterprise apart!

Before you start writing your strategy report, please review the document you have been working on over the last seven weeks of this course. Each week you were asked to complete a task which helped you to develop a better understanding of your selected firm, its value proposition and the marketplace in which it operates. All of this is needed in order to develop an effective digital marketing strategy.

Although the course tutor will not be able to check or assess your report, you are free to ask any general questions concerning the report and its individual sections in the forum below or by navigating to the 'Discussion' tab in the menu above.

Please remember each report will be different! It will be tailored to individual firm and marketplace it operates in. Do not try to copy other reports or use ready examples. Be creative and showcase your new skills!

Here is a suggested structure of the report which you may find useful:

- Executive summary (150-200 words)
- Firm overview & objectives (100-150 words)
- Value proposition (300-400 words)
- Persona & consumer journey (200-250 words)
- Competitor analysis (300 words)
- Digital marketing strategy objectives (100-150 words)
- Recommendations (300-400 words)



We hope you will enjoy developing a bespoke digital marketing strategy that will set your chosen firm apart! Although this report will not be assessed, you will find writing and editing the report an opportunity to practice your skills and utilise your recently attained knowledge.

# Parts:

The first section of your strategy document should provide an overview of the firm and its objectives. The firm overview & objectives should be no more than 100-150 words.

Please refer to the first task in your document where you were asked to identify the firm's KPIs and review your findings. Use this information to clearly articulate the firm's objectives, marketing objectives, as well as digital marketing objectives.

The second section of the report should consist of the review of value proposition offered by your selected firm. This section should be no more than 300-400 words.

Please refer to your working document and your findings following Weeks 2 and 3 of the course. Provide a summary of product, price, place and promotion and identify how your selected firm uses digital to add value to its offering

Next, insert your persona and consumer journey into the next section of your report. This section should be no more than 200-250 words.

You have already developed a persona and identified its journey in Week 6. Please remember that you can always edit the results of your analysis as you develop a better understanding of your firm and its value proposition.

Next, insert the results of your competitor analysis which should be no more than 300 words.

Using the table you developed in Week 7, you should conclude this section by evaluating the firm's competitive position in the marketplace.

## Objectives:

Based on the results of the analysis of value proposition, consumer analysis and competitor's analysis you now need to state the objectives of your digital marketing strategy which will set the enterprise apart.

Keep your digital marketing strategy objectives concise as this section should be no more than 100-150 words.

Remember that these objectives should be SMART, meaning they should be specific, measurable, attainable/achievable, relevant and time bound. You can learn more about SMART goals or objectives [here](#).

You will use those objectives to evaluate the success of your strategy once implemented.



# Recommendations :

The final section of your strategy report is to make recommendations how firm can achieve SMART objectives using #digital.

While making the recommendation you should remember about the impact technology has on firms and regulations it needs to adhere to. Please refer to your working document and findings following Weeks 4 and 5 to assess what your firm can and cannot do in light of these regulations.

Be creative and think 'out of the box' how firm can take advantage of #digital to set an enterprise apart. At the same time please remember that your recommendations should be actionable - your firms should be able to implement your recommendations.

This final section should be no more than 300-400 words.

# Review and Executive Summary :

Now it's time to read your report and copy edit it. It is important that the final version of the report is presented in a professional manner.

On the first page of the report, you need to provide an executive summary which is a summary of key findings and recommendations. This section should be no more than 150-200 words.

Writing the executive summary at the end is helpful because you now understand what your report entails and can summarise the most important points for your firm.

Now that you have completed your digital marketing strategy report, you may want to offer your report to the firm you selected. This could help them improve their digital marketing strategy, or you may want to use it as you apply for jobs as digital marketer to demonstrate your new skills.

Whatever you choose to do, having these newly attained skills will prove fruitful in the real world.

# Pitch your Strategy :

Your final task is to produce a 2-minute video pitch in which you will explain why the firm should implement your strategy.

- When you finish, post your pitch in the Padlet and review the other videos developed by your peers.
- Use the voting system to provide your peers with feedback.

We hope you enjoyed the course, and good luck with your future endeavours!

# Goodbye:

Congratulations on completing the course!

Well done for all your hard work. We have covered a lot in the last eight weeks and we hope you've enjoyed learning with us.

We've looked at a range of useful approaches to marketing and how to set your enterprise apart from competitors. Specifically, we covered the digital marketing landscape and how digital technologies can be used to help businesses identify opportunities and minimise risk. You explored case studies that demonstrated how digital is used to support business objectives, and how it can set your enterprise apart.

Finally, you have familiarised yourself with many practical tools to apply marketing to your business or yourself.

We wish you the best of luck on your future endeavours!

-Ewelina and the course team

## So, what's next?

This is the final course in this Professional Certificate in [Digital Marketing Fundamentals](#). If you are interested in pursuing the Professional Certificate programme, you will need to complete the verified tracks of both [Introduction to Marketing](#) and this course if you have not already done so.

Now that you've reached the end of the course, if you have not already done so, we ask that you complete a short survey to help the course team better understand the demographics of this learning community. We appreciate your feedback as this will help us to improve future iterations of this course. Thank you!

# Survey !

**Please complete the following survey questions.**

We thank you for your time spent taking this survey.  
Your response has been recorded.

# my final project:

## Digital Marketing Strategy Report



**Brand:** CentralLinks (a clothing brand that I found, located in Turkey)

### Executive Summary:

CentralLinks, a clothing brand founded by Eren Esinler in 2021, is located in Ankara, Turkey. Its main goal is to provide a platform for people worldwide to express their creativity through unique designs and materials. CentralLinks believes in offering high-quality products at reasonable prices, as its primary objective is not to make a profit but to facilitate self-expression.

CentralLinks is a pioneering clothing brand dedicated to redefining the fashion scene for the dynamic demographic of 17-30 year olds. We infuse inventiveness and edginess into every outfit we design by drawing inspiration from iconography. The aim to enable individuals to accept their uniqueness through gear that transcends traditional bounds is at the heart of our goal.

CentralLinks distinguishes itself by fusing cultural influences with artistic design, resulting in wearable masterpieces that express personal tales. We are proud of our environmentally sensitive production methods, which contribute to a greener industry.

### Objectives:

CentralLinks aspires to be a fashion industry pioneer, producing cutting-edge, innovative designs and printed garments that relate with the dynamic tastes of individuals aged 17-30. Our objective is to encourage self-expression through one-of-a-kind clothing that bridges the gap between streetwear and high fashion. We hope to build a global community of trendsetters that value artistry, quality, and uniqueness.

### Overview:

CentralLinks is a brand that values innovation and diversity. We are inspired by the spirit of labels such as Les Benjamins, Metafang, and Suicide Hotline, fusing artistic flair with streetwise aesthetics. Our designs incorporate cultural influences and aesthetic expressions, resulting in clothes that are more than just apparel; they serve as a canvas for personal stories. CentralLinks strives to push boundaries, upset traditions, and empower our audience to proudly embrace their individual style. Join us as we redefine modern fashion for the daring and visionary, one thread at a time.

### Value Proposition:

CentralLinks' value offer is based on creativity, innovation, and a strong dedication to our target demographic of 17-30 year olds. We recognize that today's fashion-conscious folks want more than simply clothing; they want a distinct identity, a sense of belonging, and a blank canvas on which to express themselves. Here are some of the reasons why CentralLinks is the brand that satisfies these desires and stands out in the fashion landscape:

**1. Cutting-Edge Design:** We are at the forefront of fashion innovation, creating designs that push the boundaries of what is possible. CentralLinks clothing is a combination of ethnic inspirations, artistry, and current trends. Our designs are more than just clothes; they are wearable works of art that ignite dialogues and resonate with the daring and visionary.

**2. Individuality and Inclusivity:** We value diversity and uniqueness. CentralLinks enables everyone to embrace their individuality and boldly display their identity. Our brand offers a welcoming environment for people of all genders, races, and backgrounds. Fashion, we feel, is a universal language, and we speak it fluently.

**3. Environmental Stewardship:** We are more than simply a fashion brand; we are environmental stewards. CentralLinks stresses sustainability throughout the manufacturing process. We are committed to decreasing our carbon footprint and contributing to a greener, more responsible industry, from procuring eco-friendly products to minimizing trash.

**4. Quality Control:** We never sacrifice quality. CentralLinks clothing are meticulously created with premium fabrics that assure durability and comfort. CentralLinks are long-lasting, adaptable items that are well worth the investment.

**5. Community Building:** CentralLinks is more than just a brand; it's a community of trendsetters, artists, and individuals who cherish self-expression. To build a sense of belonging that extends beyond fashion, we sponsor events, interact with local artists, and engage with our audience.

**6. Ethical Methods:** As part of our commitment to ethical production, we use fair labor methods and source responsibly. We collaborate closely with our partners to guarantee that every CentralLinks product adheres to the highest ethical and integrity requirements.

**7. Global Insight:** Our brand draws influence from various civilizations and aesthetic trends around the world. CentralLinks embodies the idea of a worldwide community, crossing geographical borders to provide fashion with a global perspective. CentralLinks is more than just a clothing line; it is a way of life, an attitude, and a movement.

**Persona:**

**Demographic:**

- Age: 17-30
- Diverse gender (Male, Female, Non-binary, etc.)
- Occupation: Varying (college students, creatives, professionals) - Location: Trendy urban neighborhood

This character is a fashion-forward trendsetter who is constantly one step ahead of the competition. They are well-known in their neighborhood for their excellent taste and innovative fashion choices.

**Characteristics:**

- **Fashion Enthusiast:** They live and breathe fashion, and are frequently the go-to person among their peers for the newest trends and styling suggestions.
- **Individualistic:** They are proud of their uniqueness and enjoy expressing themselves through their dress, and they are not afraid to stand out and make a statement.
- **Sustainability Advocate:** They are highly concerned about the environment and gravitate toward firms that value sustainability and ethical practices.
- **Socially Active:** They are very active on social media, sharing fashion adventures, style inspirations, and communicating with their followers. They value inclusivity and like being a part of fashion networks that encourage variety and self-expression.

**Shopping Habits:**

They purchase for clothing that reflects their distinctive style and values, and they are prepared to invest in quality pieces with a story that make them feel like individuals, not simply customers. They frequently discover new brands on social media, particularly ones that share their beliefs and provide creative, sustainable, and outstanding fashion options.

This persona portrays an ideal consumer aged 17-30 who values CentraLinks' emphasis on creativity, sustainability, and individualism. CentraLinks is more to them than a clothing brand; it's a community that shares their ideals and allows them to exhibit their individual fashion vision.

#### **Consumer Journey:**

##### **1. Discovery Phase:**

- Social Media Exploration: CentraLinks is discovered by aesthetically appealing and creative content posted on channels such as Instagram, TikTok, and Pinterest by potential consumers aged 17-30.
- Influencer Engagements: Influencers and fashion lovers exhibit CentraLinks items, creating buzz and piqued followers' interest.

##### **2. Initial Interest:**

- Website Visit: Interested consumers visit the CentraLinks website to learn more about the brand's distinctive designs, sustainability initiatives, and the feeling of community it fosters.
- Newsletter Sign-up: Some visitors choose to sign up for CentraLinks' newsletter to remain up to speed on new releases and special offers.

##### **3. Exploration and Investigation:**

- Exploration of the Product Catalog: Customers browse the comprehensive product catalog, examining detailed descriptions and high-quality photos of each garment.
- Commitment to Sustainability: They investigate CentraLinks' sustainable processes and ethical production in order to match with their ideals.
- Reviews and Social Proof: Customers read product reviews and seek validation from other customers' positive experiences reported on the website and social media.

##### **4. Engagement: - Social Media Engagement:** Customers interact with CentraLinks' social media posts, contributing their own style with branded hashtags and entering contests and challenges.

- Community Interaction: CentraLinks community members who participate in conversations in forums or on social media build a sense of belonging.

##### **5. Buying Decision:**

- Cart Filling: Drawn by the brand's distinctive designs and commitment to individuality, consumers add their favorite CentraLinks products to their shopping carts.
- Checkout Process: They move to the checkout page, where they can choose between secure payment and transparent shipping information.

##### **6. Post-Purchase Experience:**

- Order Confirmation: Customers receive a personalized order confirmation, which builds excitement for their CentraLinks products.
- Delivery and Unboxing: The arrival of their neatly packaged order adds to the premium image of the company. Unboxing experiences are shared on social media by customers.

##### **7. Loyalty Building:**

- Follow-up Communication: CentraLinks maintains engagement by sending tailored post-purchase emails, discussing styling ideas, and providing unique offers.
- Loyalty Programs: Loyalty programs provide discounts and early access in exchange for recurrent purchases.

**8. Advocacy:** Satisfied customers become brand advocates, sharing their great experiences with friends, family, and on social media.

- Community Building: CentralLinks organizes events and collaborations to develop its fashion-forward community.

**9. User Input:** CentralLinks aggressively seeks user input via surveys and social media, including recommendations and improvements.

#### **Competitor Analysis:**

CentralLinks caters to clients aged 17-30 who are looking for original, one-of-a-kind clothes in a very competitive fashion market. Here's a quick rundown of the top rivals in this space:

1. Les Benjamins: Les Benjamins is a powerful competitor known for its combination of streetwear and cultural elements. They have a significant international presence and work with well-known artists.

2. Metafang: Metafang is notable for its edgy looks and emphasis on digital art. They appeal to tech-savvy customers and have a cult following in the fashion industry.

3. Suicide hotline: Through fashion, this brand promotes mental health awareness. Their distinct approach to a social cause appeals to customers who seek meaning in their clothes purchases.

4. Off-White: Off-White is a key player in the streetwear market, offering high-end streetwear with a cult following. They have merged luxury and urban aesthetics successfully.

5. Supreme: A streetwear behemoth, Supreme has a devoted following and frequently collaborates with artists and designers. They thrive at building anticipation for limited edition releases.

CentralLinks' competitive advantage stems from its dedication to sustainability, community building, and the seamless integration of art and fashion. CentralLinks must continue to innovate, engage with its target audience, and identify itself through its distinct brand values in order to succeed in this landscape.

#### **Digital Marketing Strategy Objectives:**

CentralLinks' goal for the next year is to enhance brand visibility and interaction within the 17-30 age group by 25%. Our major goal is to promote CentralLinks as the go-to brand for innovative, environmentally friendly apparel. We will accomplish this by developing a complete digital marketing plan that combines social media, influencer alliances, and content marketing to build a loyal audience, increase website traffic, and increase online sales. Furthermore, we hope to promote awareness of our sustainability activities by demonstrating our dedication to ethical fashion methods and attracting environmentally conscious customers. We seek to solidify CentralLinks' status as a leading force in the fashion industry while expanding our brand's global reach through creative online marketing and meaningful involvement.

### **Recommendations:**

Consider the following tips to help CentralLinks achieve SMART goals through digital marketing:

#### **1. Specific (S):** Define digital marketing goals precisely:

- Specific Goal: Within the following year, increase website traffic and interaction within the 17-30 age group by 25%.

Recommendations:

- Identify the platforms where your target audience is engaged, such as Instagram, TikTok, and Pinterest.
- Establish critical interaction indicators like likes, comments, shares, and click-through rates.

#### **2. Measurable (M):** Create measurable measures to track progress:

Recommendations: - Track website traffic and user behavior using tools like Google Analytics and social media insights.

- Use social media management tools to track engagement metrics and overall performance over time.

#### **3. Attainable (A):** Ensure that goals are realistically attainable:

- Set attainable growth targets by reviewing industry benchmarks and analyzing prior performance.
- Set aside a budget for paid advertising, influencer collaborations, and content production to help you achieve your goals.

#### **4. Relevant (R):** Align your digital marketing goals with your overall company mission:

Recommendations:

- Ensure that CentralLinks' dedication to innovation, sustainability, and originality is reinforced through the digital marketing approach.
- Create content that reflects the brand's values and appeals to the interests of your target audience.

#### **5. Temporal (T):** Establish a defined timetable for achieving goals:

Recommendations:

- Create a content schedule with campaign and promotion launch dates.
- Review and alter your approach on a regular basis based on performance data to keep on track to accomplish the one-year target.

To summarize, it is critical to be detailed in defining your goals, use measurable metrics to evaluate progress, create realistic targets, guarantee alignment with your brand's mission, and provide a clear timescale for attaining outcomes when employing digital marketing for CentralLinks. Monitor and change your plan based on performance data on a regular basis to stay on track toward your digital marketing goals.



**vrindanarain3** (Staff)  
3 days ago

How would you suggest they improve their services in the future?

0 Votes

Report

Add a comment



**vrindanarain3** (Staff)  
3 days ago

Good points! Is there a firm whose content you really like?

0 Votes

Report

Add a comment



**vrindanarain3** (Staff)  
3 days ago

do you find that you're more receptive to businesses that have a strong online presence compared to those that rely solely on traditional advertising?

0 Votes

Report

Add a comment



**vrindanarain3** (Staff)  
3 days ago

Any examples you'd like to share?

0 Votes

Report

Add a comment



**vrindanarain3** (Staff)  
3 days ago

You're absolutely right. Changing trends and the dynamic nature of social media can pose significant challenges for businesses in the digital space. Staying relevant and adaptable to shifts in user preferences and behavior is crucial for maintaining a strong online presence. It requires continuous monitoring, data analysis, and the ability to adjust marketing strategies quickly. Businesses that can effectively navigate these changing trends are more likely to succeed in the digital landscape.

**vrindanarain3** (Staff)  
56 minutes ago

good point! Price aggregators are efficient for comparing prices and finding discounts. However, they may not always have the latest information, and relying solely on them could mean missing out on exclusive deals from providers. Double-checking prices with the source is advisable for accuracy, especially during peak times.

0 Votes

Report

Add a comment

**vrindanarain3** (Staff)  
2 days ago

Would you add anything to it?

0 Votes

Report

Add a comment

**vrindanarain3** (Staff)  
2 days ago

Thanks for sharing! How do you make the suggestions? Via stories/posts and which social media?

0 Votes

Report

Add a comment

**vrindanarain3** (Staff)  
3 days ago

Welcome to the course!

0 Votes

Report

Add a comment



**vrindanarain3** (Staff)  
6 hours ago

How do you think businesses can effectively navigate these challenges and tailor their marketing strategies to comply with both legal and cultural aspects in China?

0 Votes

Report

Add a comment



**vrindanarain3** (Staff)  
5 hours ago

What lessons have we learned as marketers from the dot com bubble burst?

0 Votes

Report

Add a comment



**vrindanarain3** (Staff)  
5 hours ago

How can WhiskyFrames similarly leverage platforms to enhance their visibility and engage their target audience effectively?

0 Votes

Report

Add a comment