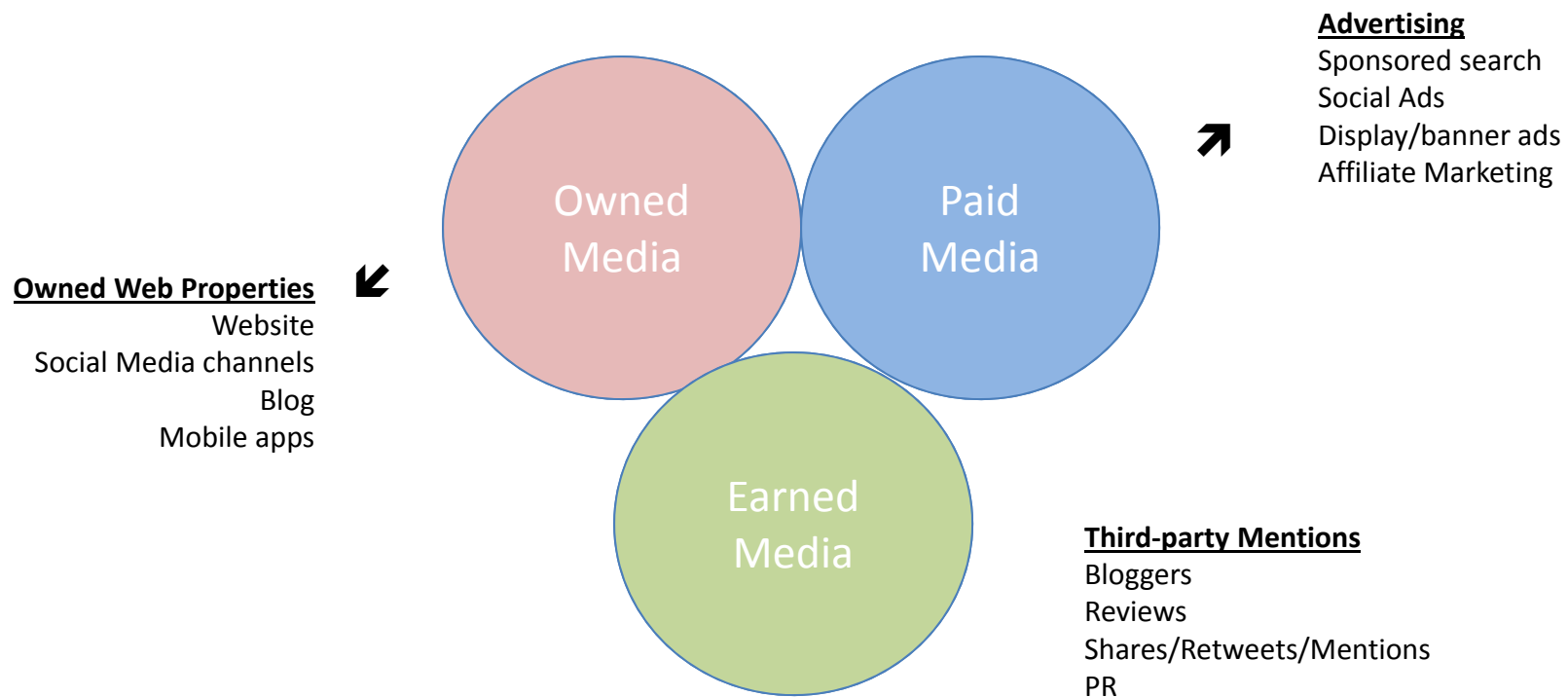


# DIGITAL MARKETING

Professor Kartik Hosanagar



# Digital Marketing Strategies



## Owned Media

- How to design website content to ensure discovery by (and prominent placement) on search engines?
- Which social media platforms to pursue (Facebook, Twitter, LinkedIn, Pinterest, etc) and what type of content to post on each platform?
- How to engage email subscribers with effective email content?
- How to help customers find the right product or content on our website?

## Recommender Systems

- Recommender systems predict which products are best suited to a particular customer
  - “Customers who bought this item also bought....”
  - “People like you bought...”

**Value to  
Consumers:**

- Learn about new products
- Sort through choices

**Value to  
Firms:**

- Convert browser to buyers
- Cross-sell
- Increase loyalty

## Personalized Retail

### Recommended for You



Elements of Writing Fiction... ☒ Paperback by Nancy Kress  
~~\$14.99~~ **\$10.19**  
[\(Why is this recommended for you?\)](#)



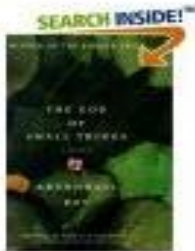
Canon Digital Elph Accessory Kit for... ☒  
~~\$75.84~~ **\$41.40**  
[\(Why is this recommended for you?\)](#)



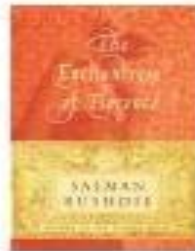
Mathematical Models in Biology ☒ Paperback by Leah Edelstein-Keshet  
~~\$54.50~~ **\$54.50**  
[\(Why is this recommended for you?\)](#)

## Personalized Retail

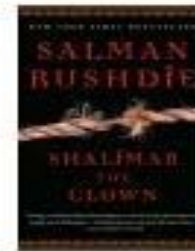
### Customers Who Bought This Item Also Bought



The God of Small Things by  
Arundhati Roy  
★★★★☆ (867)



The Enchantress of  
Florence: A Novel by  
Salman Rushdie  
★★★★☆ (10) \$15.60



Shalimar the Clown: A Novel  
by Salman Rushdie  
★★★★☆ (64) \$10.17

28-35% of sales originate from recommendations at Amazon  
80% origination of Netflix streams

## When/How to Personalize Your Website?

- Personalization systems are crucial for
  - E-commerce companies with large product assortments
  - Media companies which generate revenues from advertising (YouTube, BuzzFeed)
- Several third-party tools provide personalization as a service
  - Vendors such as Monetate, RichRelevance
  - Open source tools such as Apache Mahout

## **Paid Media**

- How much to spend on search engine marketing (e.g. Google), display advertising and social ads (e.g. Facebook)?
- How to manage ad campaigns on these channels?
- Which companies to approach for affiliate marketing partnerships?



## Earned Media

- How do you get customers to discuss your products on social media platforms
- How do you identify and engage influencers?
- Submitting product to third-party reviewers
- Generating media mentions through PR

## Summary

- An effective digital marketing strategy
  - Accounts for available options in terms of owned, paid and earned media
  - Selects individual elements that are well suited for our product and target customer



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ONLINE