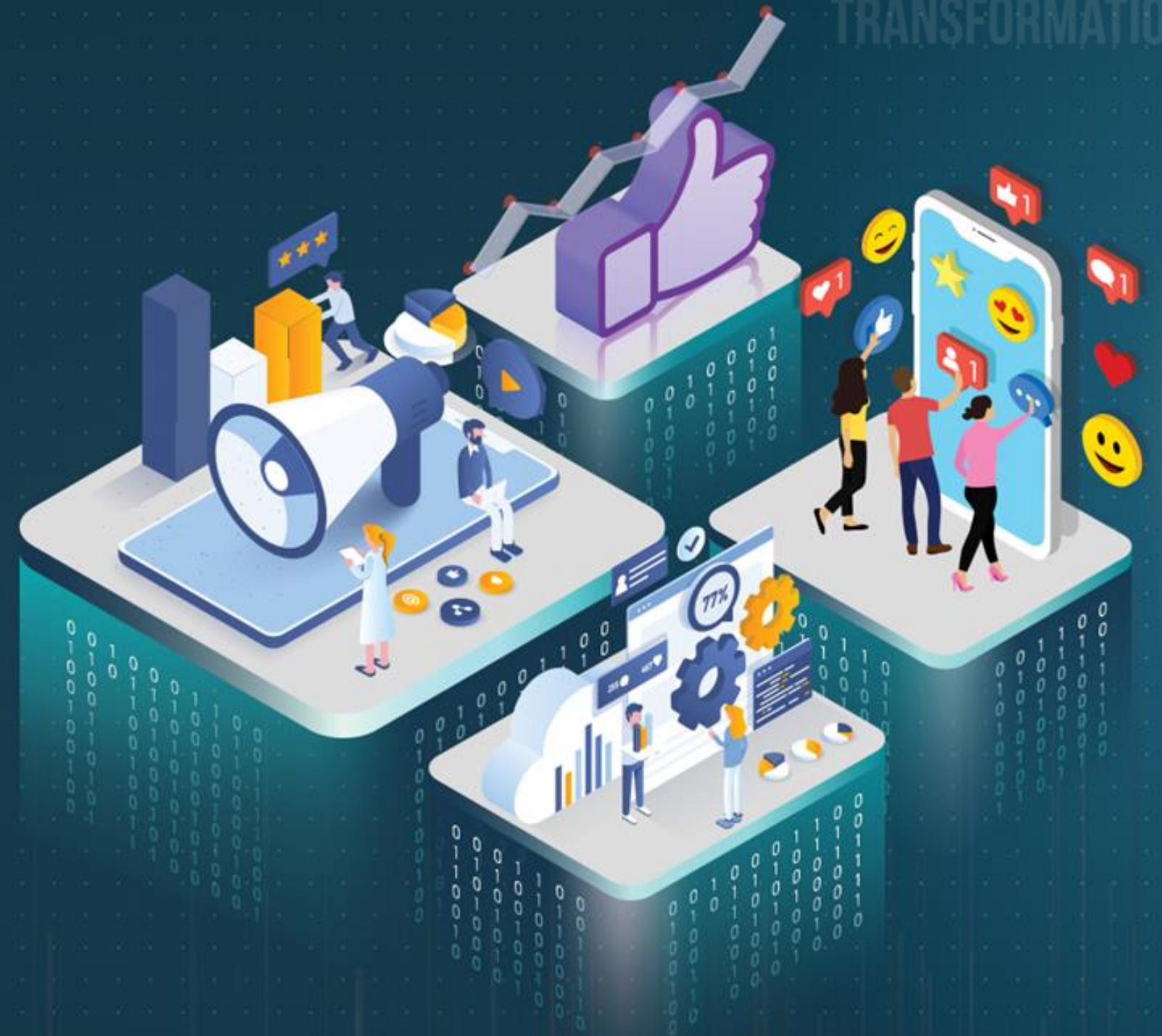


Digital Transformation for Leaders



Digital Marketing



Learning Objectives

By the end of this lesson, you will be able to:

- 👁 Define digital marketing
- 👁 Describe the importance of remarketing
- 👁 List the trends in digital marketing
- 👁 Describe how digital marketing impacts industries



Overview of Digital Marketing

Digital Marketing: Definition

Digital marketing is a type of marketing that utilizes internet and online-based digital technologies to promote products and services.



Digital Marketing: Marketing Automation

- Automation is the process of using software to automate marketing actions.
- Repetitive tasks such as sending emails, posting on social media, and other website actions are automated by many marketing departments.



Marketing Automation: Example

Companies are leveraging digital technology in their business.

Mumsnet, one of the largest parenting sites in the UK, creates personalized experiences through automation.

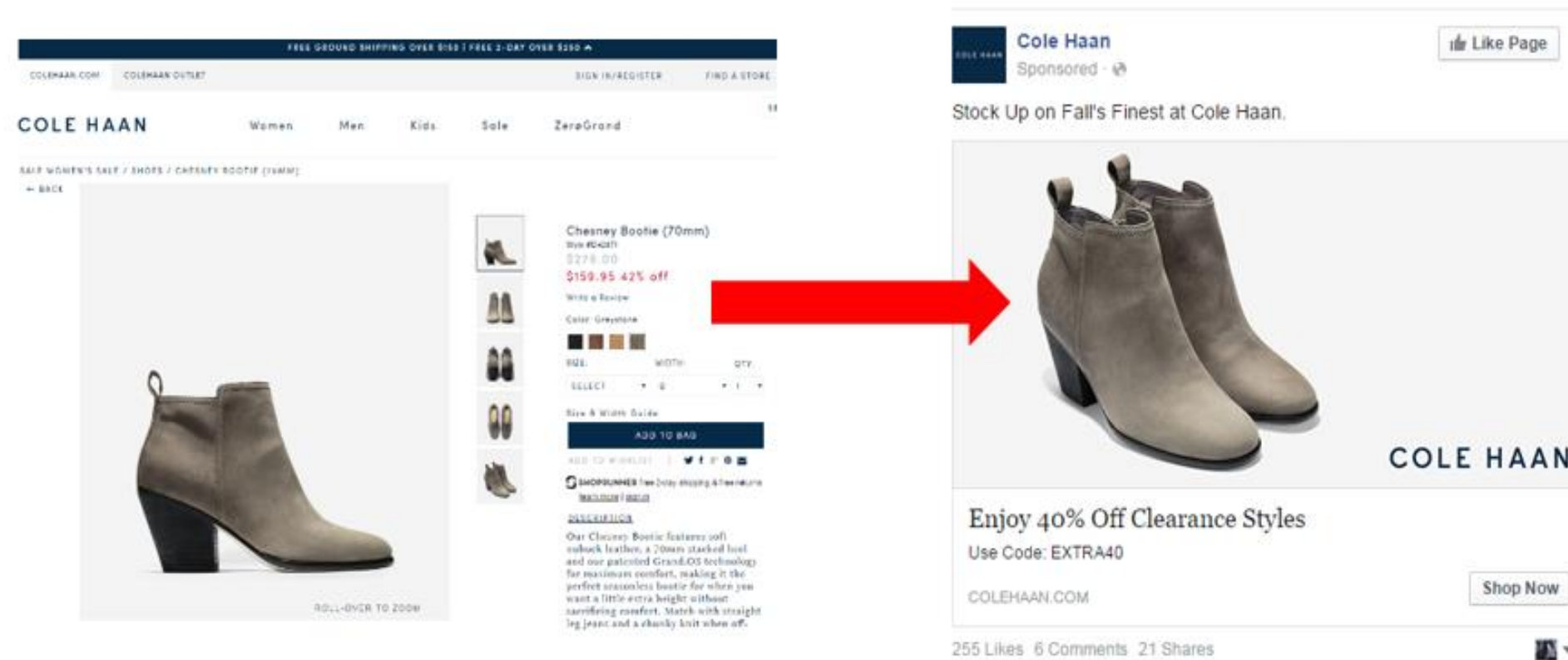


Mumsnet's pregnancy newsletter uses mother's due date to share relevant emails.

Overview of Remarketing

Remarketing: Definition

Remarketing is a tool that allows marketers to continue the conversation with a user. It increases the likelihood of a sale and enhances the customer lifetime value.



A user who searches for boots on Cole Haan's website receives ads about the product on his facebook account.

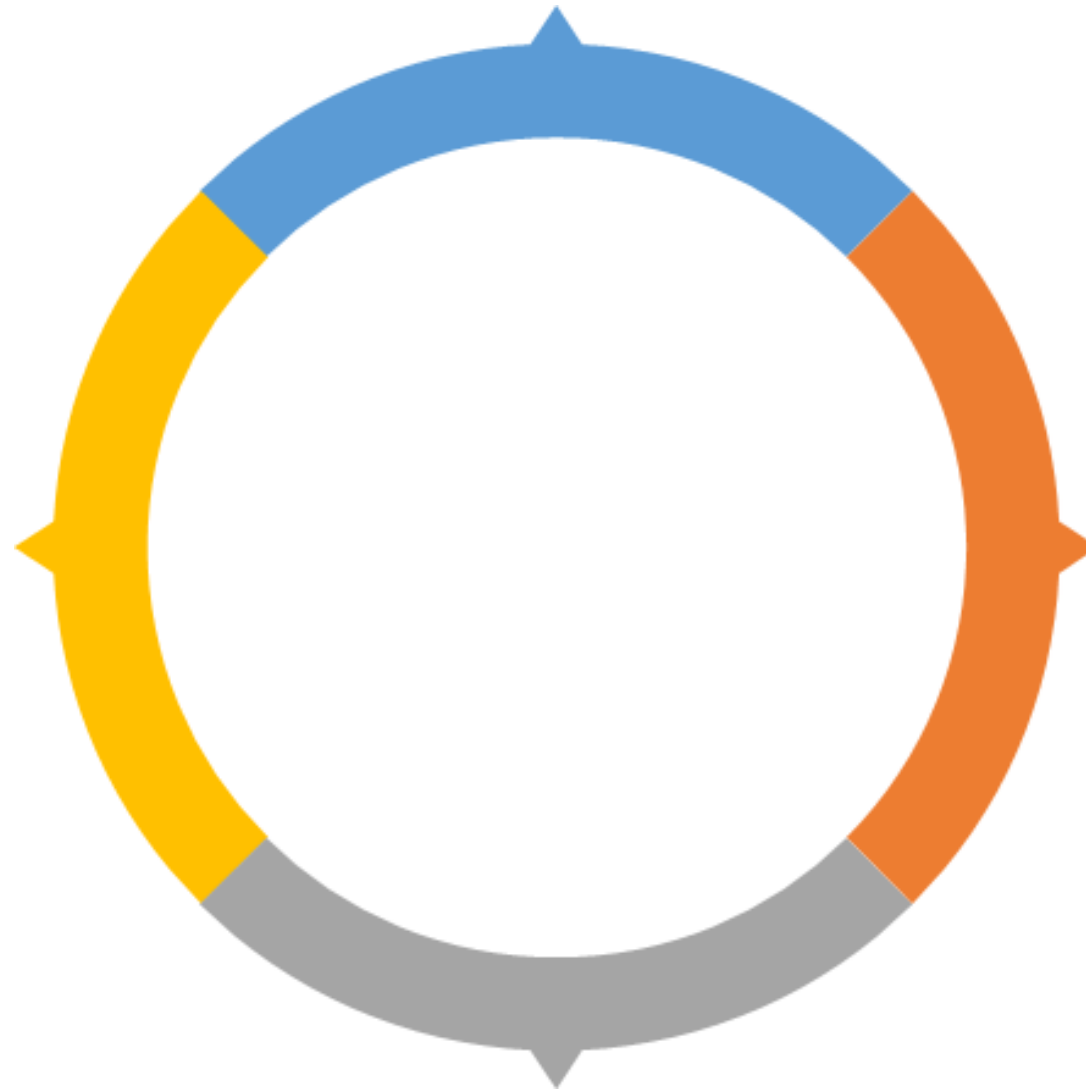
Remarketing: Advantages

Allows companies to recapture users

Traps users online and promotes efficient communication

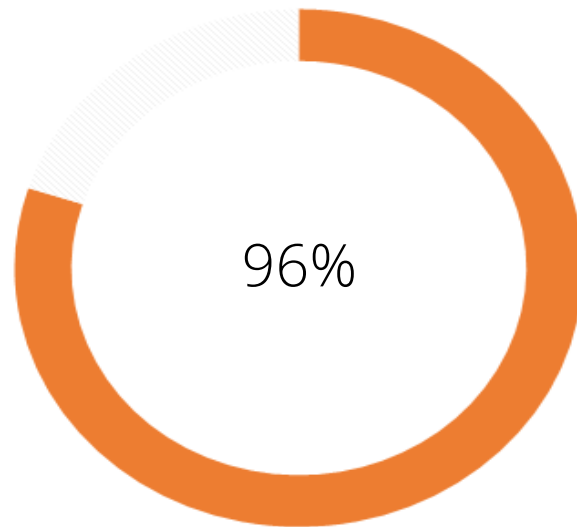
Measures and improves offline campaigns

Provides insight into offline performance

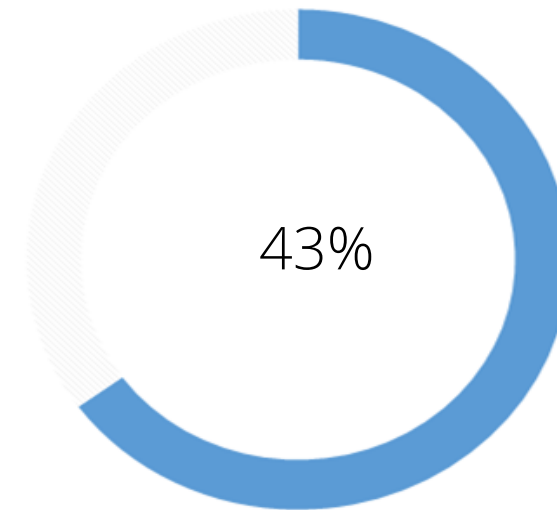


Remarketing: Importance

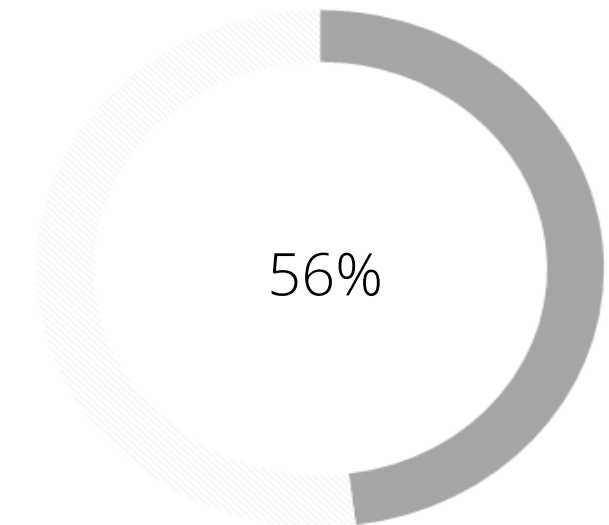
Remarketing reduces visitor abandonment by providing relevant, value-adding products to your target audience.



Visitors leave without converting



Companies use remarketing for online brand awareness and recognition



Companies use remarketing to attract customers

Trends in Digital Marketing

Digital Marketing: Trends

Industries leverage digital marketing by:

Integrating marketing activities into the customer life cycle

Integrating personalization into customer experience

Integrating machine learning into marketing automation

Integrating social messaging apps into communication

Integrating video into the customer journey

Integrating content marketing into the customer journey using a customer engagement strategy

Integrating search marketing into your content marketing activities

Integrating marketing technology

Integrating different data sources

Integrating digital marketing insights

Digital Marketing: Trends

Integrating marketing activities into the customer life cycle

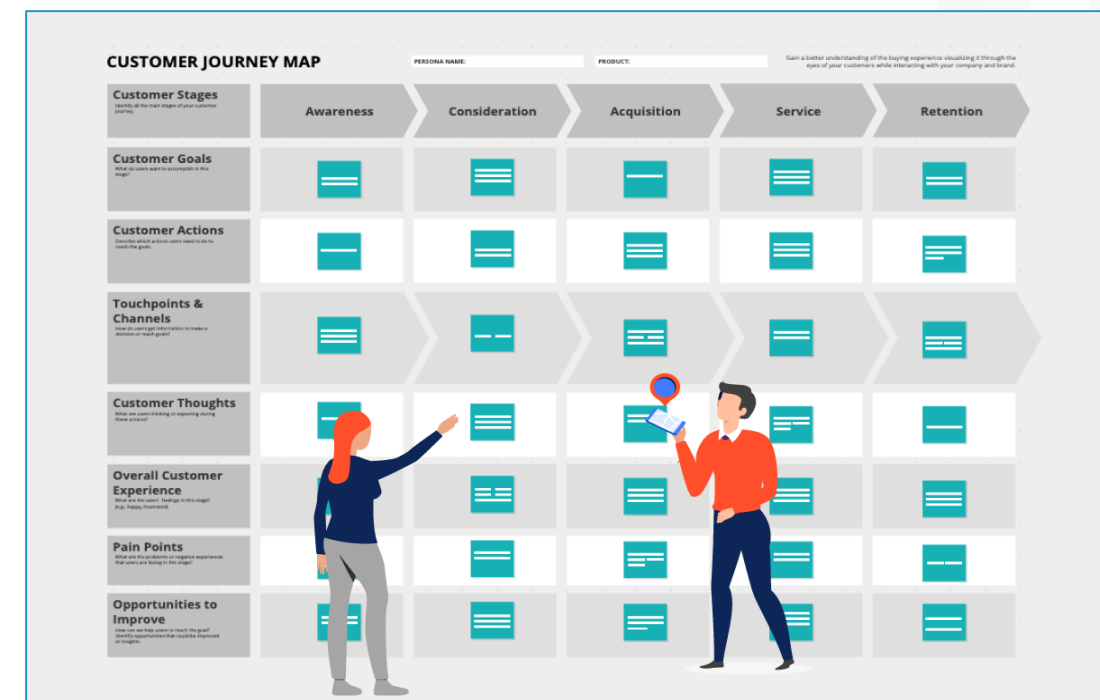
Integrating personalization into customer experience

Integrating machine learning into marketing automation

Integrating social messaging apps into communication

Integrating video into the customer journey

it involves techniques such as mapping customer journeys to personas.



Digital Marketing: Trends

Integrating marketing activities into the customer life cycle

Integrating personalization into customer experience

Integrating machine learning into marketing automation

Integrating social messaging apps into communication

Integrating video into the customer journey

It refers to the website personalization.



Digital Marketing: Trends

Integrating marketing activities into the customer life cycle

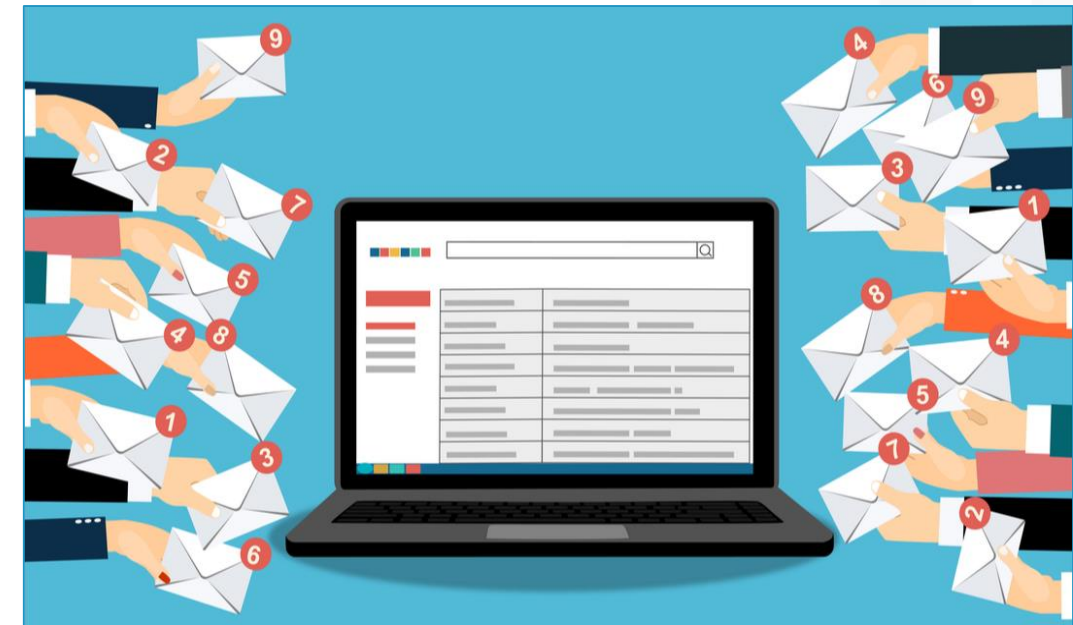
Integrating personalization into customer experience

Integrating machine learning into marketing automation

Integrating social messaging apps into communication

Integrating video into the customer journey

It involves integrating email automation into the business.



Digital Marketing: Trends

Integrating marketing activities into the customer lifecycle

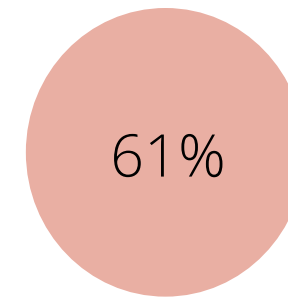
Integrating personalization into customer experience

Integrating machine learning into marketing automation

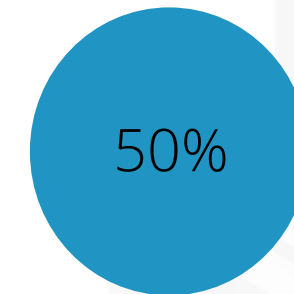
Integrating social messaging apps into communication

Integrating video into the customer journey

According to the latest Ofcom communications market research:



Facebook



WhatsApp

Social messaging apps can be integrated into communication for better reach.

Digital Marketing: Trends

Integrating marketing activities into the customer lifecycle

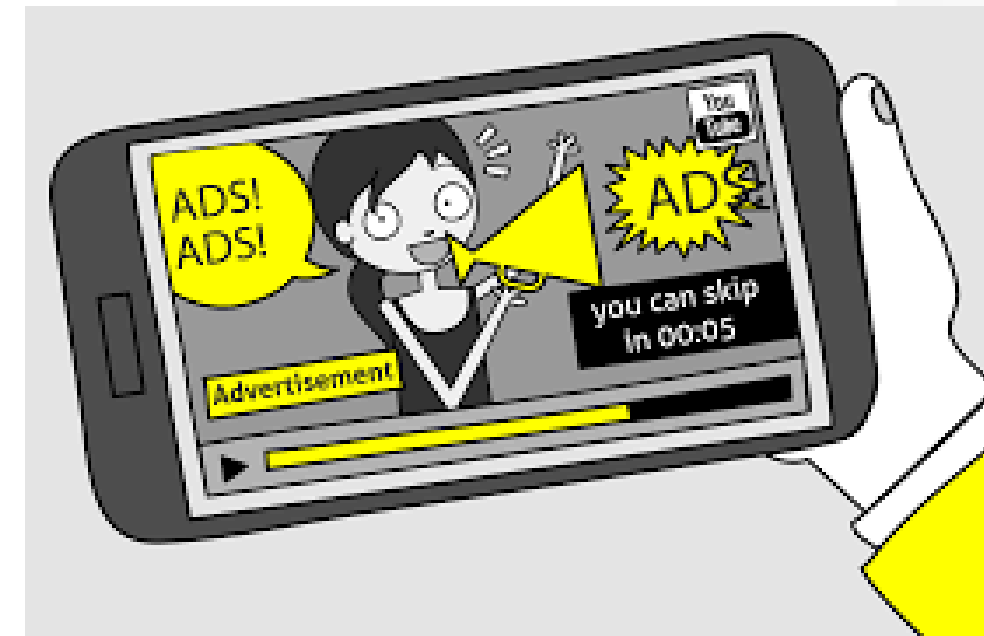
Integrating personalization into customer experience

Integrating machine learning into marketing automation

Integrating social messaging apps into communication

Integrating video into the customer journey

It provides opportunities to use video marketing throughout the customer life cycle.



Digital Marketing: Trends

Integrating content marketing into the customer journey using a customer engagement strategy

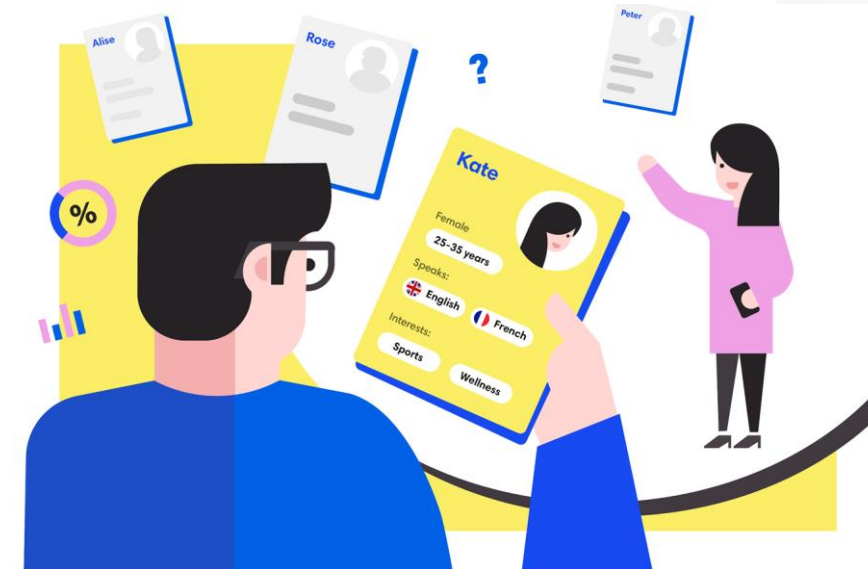
Integrating search marketing into your content marketing activities

Integrating marketing technology

Integrating different data sources

Integrating digital marketing insights

It involves developing a customer engagement strategy using different media and developing content for different audience.



Digital Marketing: Trends

Integrating content marketing into the customer journey using a customer engagement strategy

Integrating search marketing into your content marketing activities

Integrating marketing technology

Integrating different data sources

Integrating digital marketing insights

It helps in the organic development of the business.



Digital Marketing: Trends

Integrating content marketing into the customer journey using a customer engagement strategy

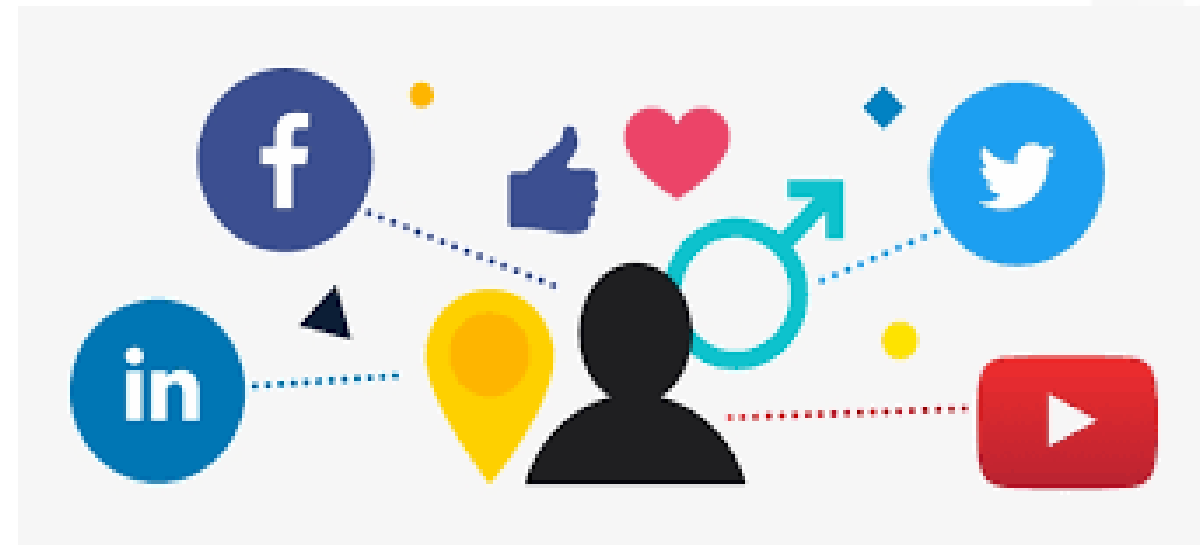
Integrating search marketing into your content marketing activities

Integrating marketing technology

Integrating different data sources

Integrating digital marketing insights

It refers to integrating insights from different paid media ad serving tools.



Digital Marketing: Trends

Integrating content marketing into the customer journey using a customer engagement strategy

Integrating search marketing into your content marketing activities

Integrating marketing technology

Integrating different data sources

Integrating digital marketing insights

It involves simplifying the integration process using different insights and automation tools.



Digital Marketing: Trends

Integrating content marketing into the customer journey using a customer engagement strategy

Integrating search marketing into your content marketing activities

Integrating marketing technology

Integrating different data sources

Integrating digital marketing insights

It involves an analytical approach to work on difficult problem and can be done using:



Impact on Industries in Digital Marketing

Digital Marketing in Fashion

Vogue teamed up with Deepika Padukone for a social media awareness campaign on women's choice for equality.



Digital Marketing in Housing

Housing.com created the campaign *Look up* and underwent a change with a new logo and an optimistic brand identity.



Digital Marketing in Insurance

Aviva's Customer Marketing Director, Lindsay Forster, is leading the insurance company through its first global brand positioning strategy as it moves to a digital first approach.

"This is the first initiative to be launched under Aviva's new global brand strategy, Good Thinking, and we believe safe driving really epitomises what we are trying to achieve here."

*Lindsay Forster
UK & Ireland
Customer Marketing Director
Aviva UK*



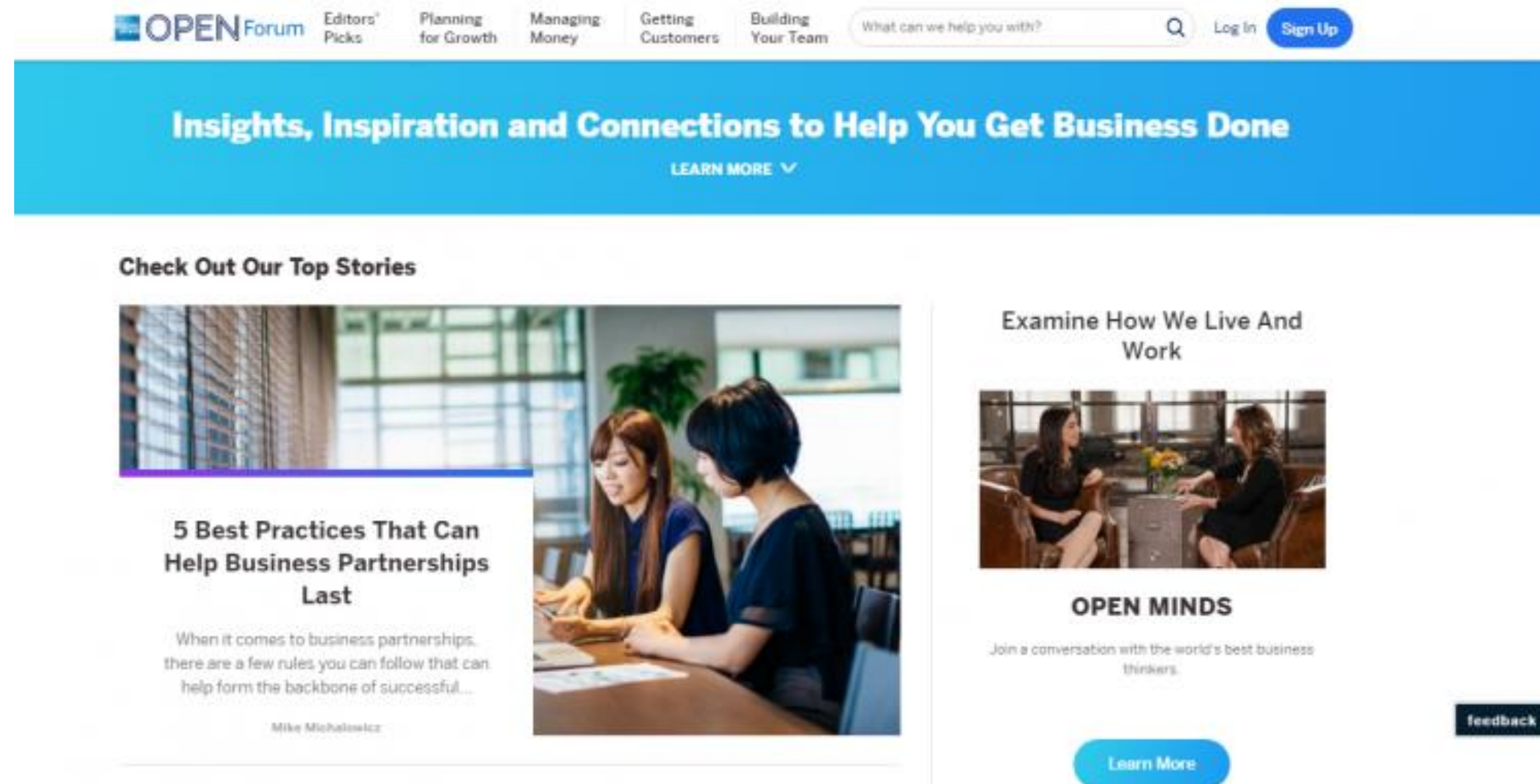
Digital Marketing in Travel

Cleartrip leveraged mobile interface and social media to reach out to the customers, which helped in achieving better results.



Digital Marketing in Banking

- Amex transformed OPEN Forum into a digital magazine that offers analysis, insights, and resources for small business owners.
- The company also launched Connectodox, a networking platform for small business owners to find the right vendors.



Digital Marketing in Healthcare

I-AM Care integrated inbound marketing in its marketing strategy. This helped the company increase total leads by 347 percent.



Key Takeaways

- Marketing automation is the software that automates marketing actions.
- Remarketing is a tool that allows a marketer to continue the conversation with a user. It increases the likelihood of a sale and enhances the lifetime value of a customer.
- Marketing has to be channelized and updated in a timely manner to ensure proper conversion.

