What is Digital Marketing ?

1. Explain what Digital Marketing is.
   - Promotion or advertising of products/ services/ message using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.
   - Digital Marketing includes managing different forms of online company presence, such as company websites and social media company pages in conjunction with online communications techniques like search engine marketing, social media marketing , online advertising, e-mail marketing and partnership arrangement with other websites.

2. Describe the drivers for Digital Marketing.
   - Rise of the Digital Age
     - The world has transitioned into a very digital environment. Not only are magazine going digital, we perform many of our daily tasks such as banking online and much of our reading is done on e-readers
   - Mobile is the preferred media channel
     - Based on the survey by Publicis Media in 2017, Singaporeans spent the most number of hours on their mobile phones compared to other media channels.
     - More than 4 in 5 consumers rely on their mobile phones and devices for shopping.
     - This is an incredible opportunity for companies to enhance the power of digital and deliver great customer experiences at each point of the customer's journey
   - Changing Consumer's Expectations/Preferences
     - Traditional approach of winning customers by extolling the benefits of a company's products or services no longer works. "Hard-sell" methods such as approaching customers on the streets to sell them products and services like credit cards or loans with better rebates or interest rates are no longer effective. In fact, such traditional methods may turn off customers.

3. Describe the benefits of Digital Marketing.
   - Better Accessibility
   - More Cost-Efficient
   - Easier Tracking & Measuring of ROI
   - Higher Interactivity
   - Able to collect feedback data

4. Read the following articles and answer the questions below:
   1. https://www.digitalvidya.com/blog/case-study-on-coca-colas-share-a-cokecampaign/
   2. https://www.webfx.com/blog/marketing/case-study-coca-cola-marketing/
   3. https://www.investopedia.com/articles/markets/100715/what-makes-share-cokecampaign-so-successful.asp

Coca-Cola launched a "Share-a-Coke" campaign in Australia in late 2011. It became so successful that it was later expanded to other global markets such as the UK in 2013 and US in 2014. "Share-a-Coke" became one of the best-performing marketing campaigns in Coca-Cola's history.

a. Describe Coca-Cola's "Share-a-Coke" marketing campaign.
- The 'Share a Coke' campaign first launched in Australia in 2011, and involved changing the traditional wrapping around the Coca-Cola bottle to say 'Share a Coke with…' and a popular name. The purpose of the campaign was to create a more personal relationship with consumers and inspire shared moments of happiness.

b. Provide some statistics to show how successful Coca-Cola's "Share-a-Coke" campaign is.
- During the trial period in Australia, there was a 7% increase in consumption of Coca-Cola products by Australian young adults, and the ad campaign earned well over 18 million impressions via social media. In terms of Facebook specifically, Coke's page earned 39% more followers and visitors to the page shot up by 870%.
- (i) The ratio to young to adult consumption of Coca-Cola was up by 7%.
- (ii) The campaign earned around 18.3 Lakhs media impressions.
- (iii) The Facebook website saw traffic increased by 870% while the Facebook page, on the other hand, grew by 39% in terms of fans.
- (iv) Around 76,000 virtual Coke cans were shared online.
- (v) A total of 378,000 custom Coke cans were printed across the country.
- (vi) The campaign created a positive image of Coca-Cola as a brand.

c. Explain the key reasons why the "Share-a-Coke" campaign is so successful.
- The Brand personally connected with consumers
- 'Share a Coke' had a powerful CTA
- The campaign is regularly updated