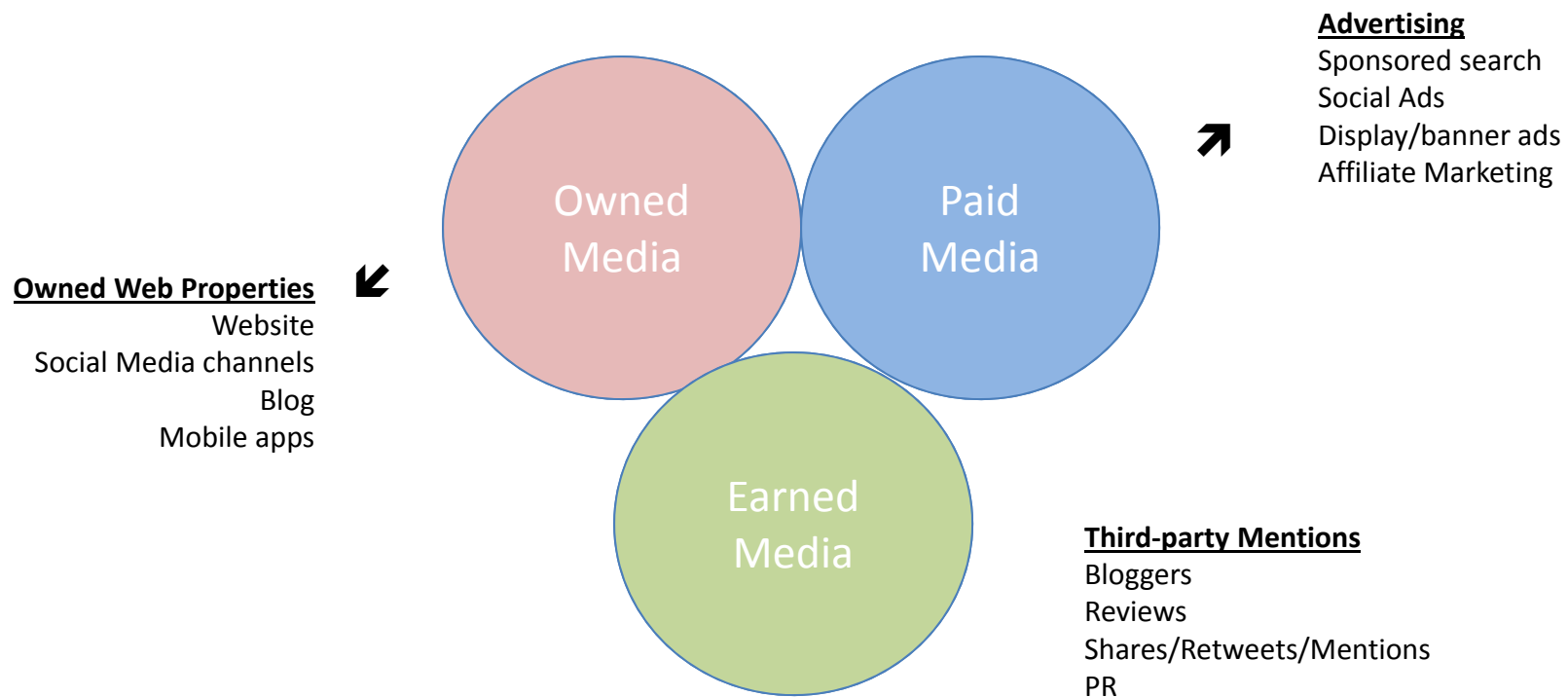


DIGITAL MARKETING

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**
[\(Why is this recommended for you?\)](#)



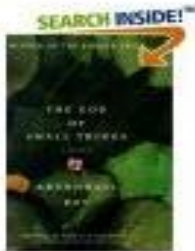
Canon Digital Elph Accessory Kit for... ☒
~~\$75.84~~ **\$41.40**
[\(Why is this recommended for you?\)](#)



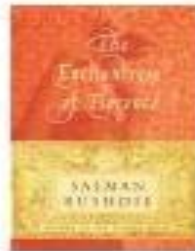
Mathematical Models in Biology ☒ Paperback by Leah Edelstein-Keshet
~~\$54.50~~ **\$54.50**
[\(Why is this recommended for you?\)](#)

Personalized Retail

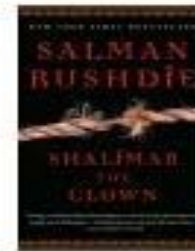
Customers Who Bought This Item Also Bought



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



ONLINE