

Topic 1

Digital Marketing Foundations

MKT 485

Topic Objectives

- Define and learn basic concepts of digital marketing.
- Learn basic digital concepts and how digital is changing business practices.
- Describe how computers and servers communicate to enable people to interact with web pages on the internet.
- Name the three objectives of a website.
- Evaluate a website's performance on its three general objectives and identify specific areas for improvement.

What is digital marketing?

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (American Marketing Association 2017)

Digital Marketing: Achieving marketing objectives through applying digital technologies. Chadwick (2016)

Digital marketing

Customer-centric digital marketing involves:

Applying...

*Digital technologies which form online channels...
(Web, e-mail, databases, mobile...etc.)*

to...

*Contribute to marketing activities aimed at achieving
profitable acquisition and retention of customers
(within a multi-channel buying process
and customer lifecycle)*

Source: Internet Marketing

5D's of Digital

The 5D's define the opportunities for consumers to interact with brands and for businesses to reach and learn from their audiences in different ways.

Digital devices – audiences experience brands as they interact with business websites and mobile apps typically through a combination of connected devices including smartphones, tablets, desktop computers, TVs and gaming devices.

Digital platforms – most interactions on these devices are through a browser or apps from the major platforms or services, that's Facebook (and Instagram), Google (and YouTube), Twitter and LinkedIn.

Digital media – different paid, owned and earned communications channels for reaching and engaging audiences including advertising, email and messaging, search engines and social networks.

Digital data – the insight businesses collect about their audience profiles and their interactions with businesses, which now needs to be protected by law in most countries.

Digital technology – the marketing technology or martech stack that businesses use to create interactive experiences from websites and mobile apps to in-store kiosks and email campaigns.

(Chaffey 2020)

How do digital technologies support marketing

Identifying

They can be used for marketing research to find out customers' needs and wants

Anticipating

They provide an additional channel by which customers can access information and make purchases – evaluating this demand is key to governing resource allocation to e-marketing

Satisfying

A key success factor in e-marketing is achieving customer satisfaction through the electronic channel, which raises issues such as: is the site easy to use, does it perform adequately, what is the standard of associated customer service and how are physical products dispatched?

(Chaffey 2020)

Applications of digital marketing

An advertising medium

A direct-response medium

A platform for sales transactions

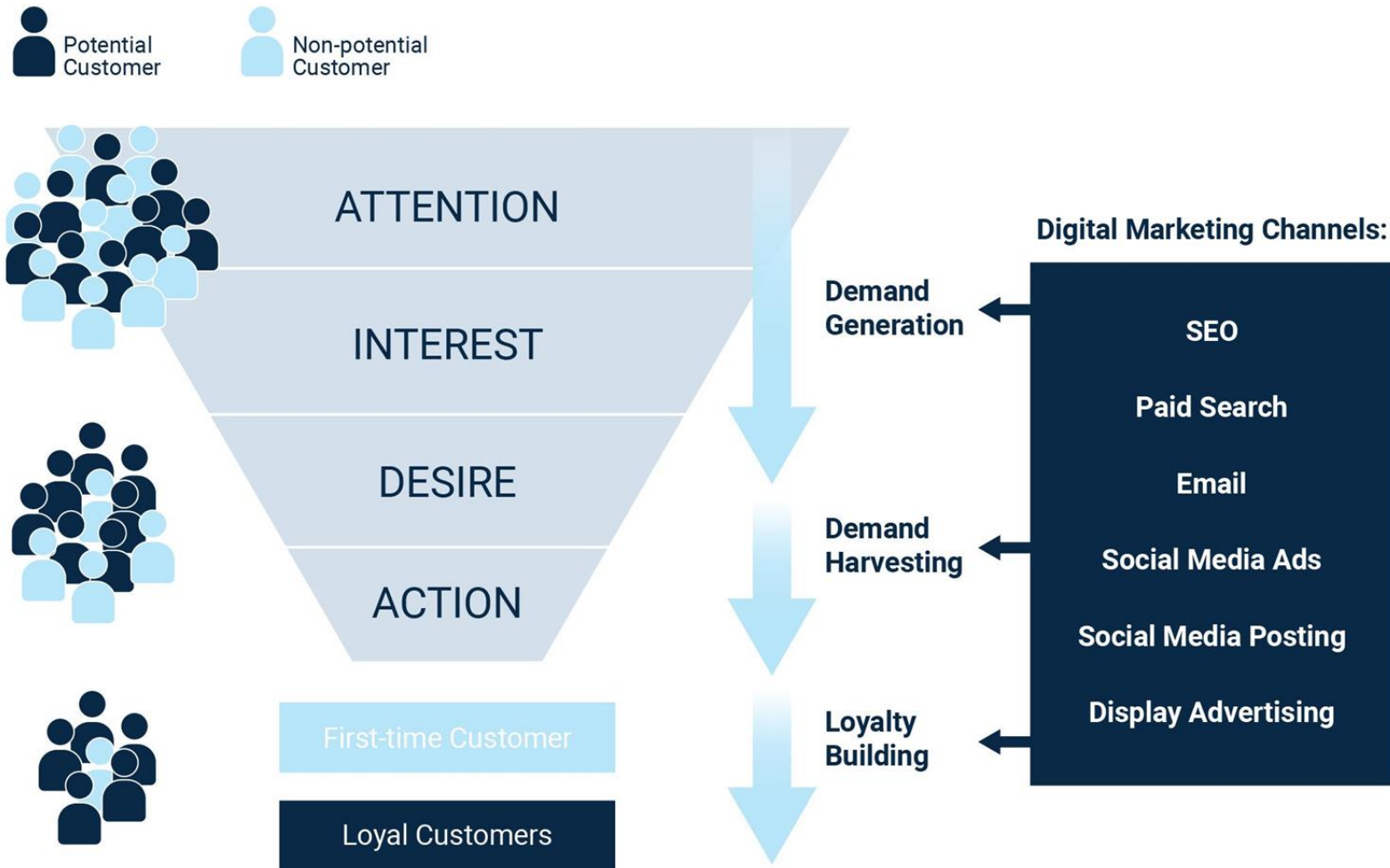
A lead-generation method

A distribution channel

A customer service mechanism

A relationship-building medium

Strategy Framework (AIDA)



Why is a digital strategy needed?

To set clear goals for digital channels

To align with business strategy (avoid ad-hoc approaches)

Create a specific online value proposition (OVP)

Specify communications tools to drive visitors

Integrate digital and traditional channels

Manage customer lifecycle (e.g. through email marketing)

(Chaffey 2019)

Technical Terms

- URL (Uniform Resource Locator)
- Domain name
- IP address (Internet Protocol)
- Server
- Cookie
- Server-side programming language
- Client-side programming language
- Web browser
- Transport layer security (TLS)
- Web hosting

Remember

URL and Domain name are different.

URL is converted into IP address to locate the information destination.

Cookies are pieces of data stored on the user's computer by the web browser to tailor and improve his/her browsing experience.

Server is a computer connected to the internet to handle information requests within a network.

A **browser** is a software that enables the user to access the information on the World Wide Web.

Transport layer security (and its predecessor, secure sockets layer, or SSL) prevents third parties from being able to access the information being passed.

URL vs. Domain Name

URL: <https://amazon.com>

Domain name: "amazon.com".


What about?

https://www.amazon.com/b/?node=16225007011&pf_rd_r=4MJH515JQG3JWgTTXN3F&pf_rd_p=da67e2af-3930-4aa9-9ced-7c541705ee2b


Server




Cookies


 Deliver to **Nasser Dhahran**

All ▾




 Hello, Nasser
Account & Lists ▾

Returns & Orders


 Cart

All Today's Deals Customer Service Browsing History ▾ Nasser's Amazon.com Buy Again Gift Cards Sell Registry


Amazon's response to COVID-19





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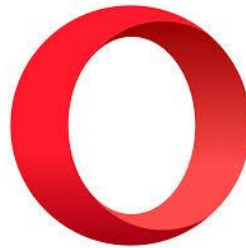
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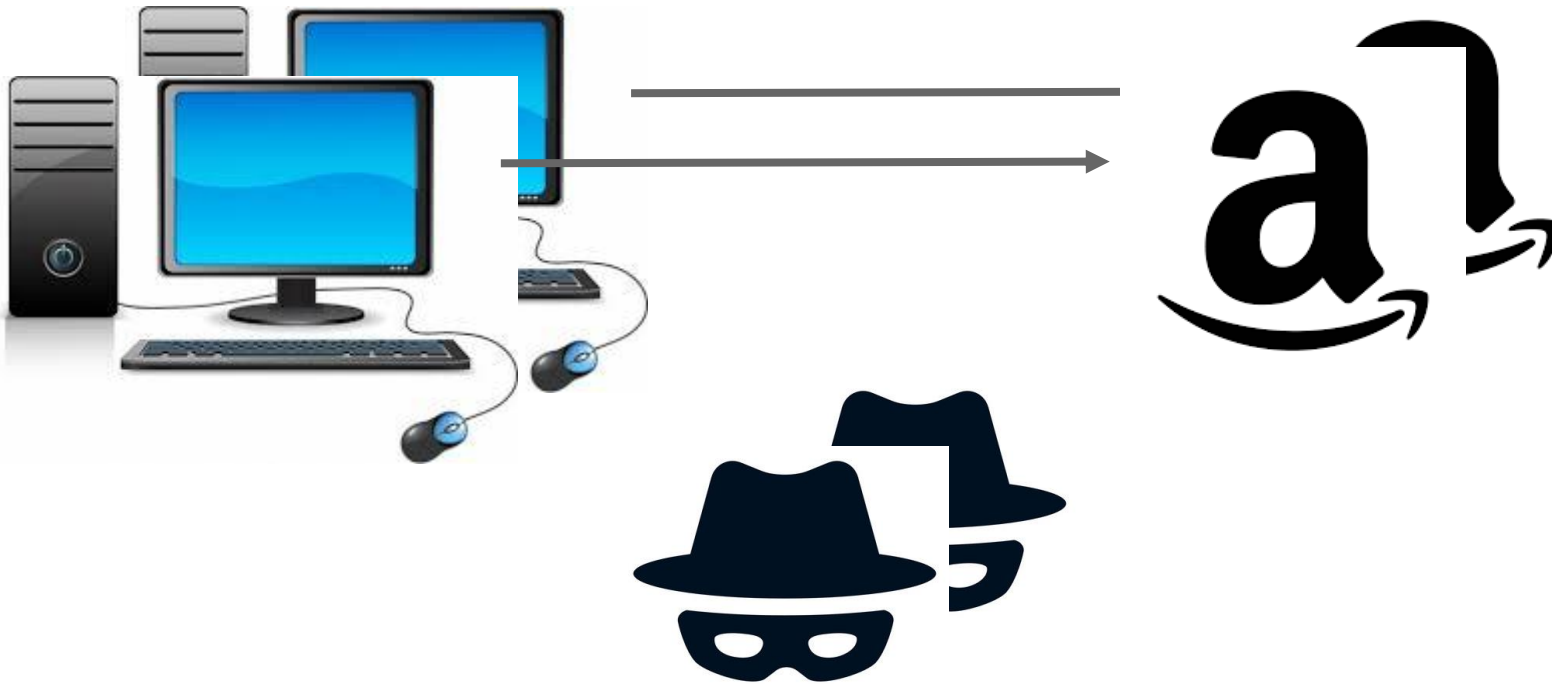
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Browsers



Transport Layer Security



Web hosting

Web hosts (like GoDaddy) allow users to “rent” small portions of a server to be always available to internet users, as the website creator doesn't need to have an entire server for his/her small website. Eventually, if a website gets too large or it starts to attract a huge amount of traffic, it will either have to upgrade its hosting or purchase and set up its own servers.

[Home](#) / [Servers](#) / [Dell PowerEdge T630 - tower - Xeon E5-2620V4 2.1 GHz - 16 GB - 300 GB \(31M12\)](#)



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Part Number: 31M12

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New Price: \$2,612.99 (You save \$2,408.01)

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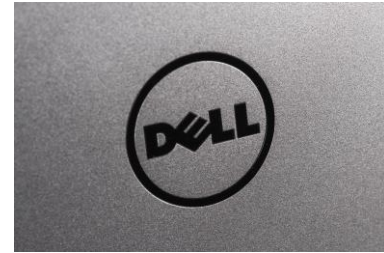
Participation Question

_____ are small batches of data that are used by the other end to tailor the user's browsing experience.

- a) Servers
- b) URL's
- c) Domains
- d) Cookies

Primary Website Objectives

Earn money through online sales.



Other Primary Website Objectives

Advertising



Commissions



Subscriptions



Other Primary Website Objectives

Provide info to generate/support offline sales



المراعي
Almarai



Support a cause



Provide Customer Support



Important Terminologies

Traffic

Leads








Lead generation

Conversion

Referral

Can you define each of these jargons?

Conversions

	Website Type	Primary Conversion	Secondary Conversions
	Retail (eCommerce)	Purchase	Create account Sign up for emails Pay for premium account
	Lead Generation	Lead (Phone call or form submission)	Sign up for emails
	Search Engine	Booking (e.g. hotel reservation)	Click on ad Sign up for emails
	Media	Engagement	Page views Video views Create account
	Social Media	Create account	Content creation (tweet, post) Content interaction (like, favorite, re-post)
	Affiliate Marketing	Click affiliate link	Purchase
	Marketplace	Posting item for sale / Making a purchase	Create account



Analyzing Success

Consider this scenario:

Your friend starts a website, nothingbutflags.com, which is not making money. Your friend asks you to help generate more traffic. What do you advise your friend?



Analyzing Success

Continue this scenario:

You ask your friend how much traffic the website had last month.

“500 visits.”

“How many flags did you sell?”

“10, from two purchases.”

What do you advise your friend?

Average ecommerce
conversion rates are 1% – 2%

Conversion Rate = Total number of conversions / Total
number of sessions * 100

He has a problem with
conversion NOT traffic!!



Analyzing Success

Traffic:

- Direct
- Unpaid referral
- Paid referral
- Unpaid search traffic
- Paid search traffic

Conversion:

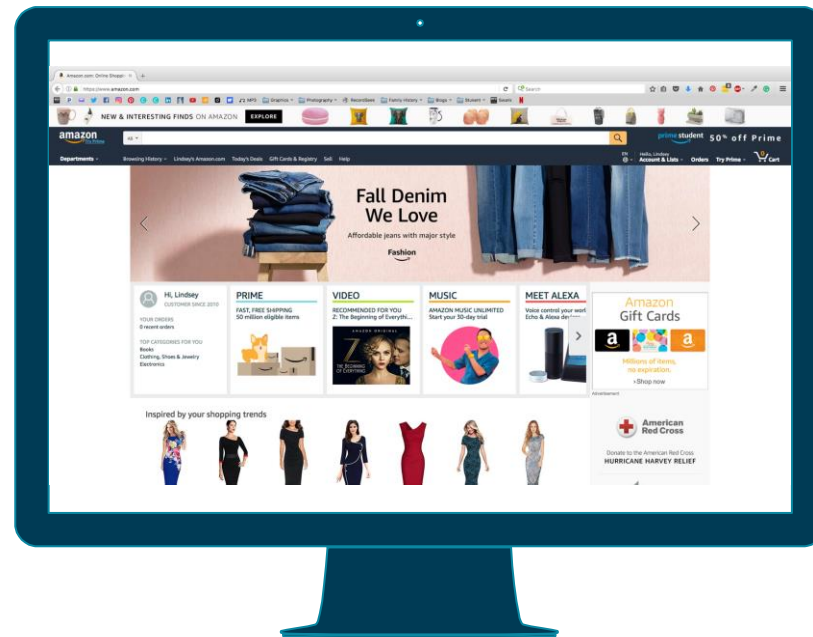
- Purchase
- Lead
- Engagement
- Account creation
- Click-through

Revenue (per conversion)

Appendix




Analyzing the Success of AMAZON.COM




Direct Traffic

- Recognizable brand
- Easy-to-remember URL
- Mobile app
- Email marketing

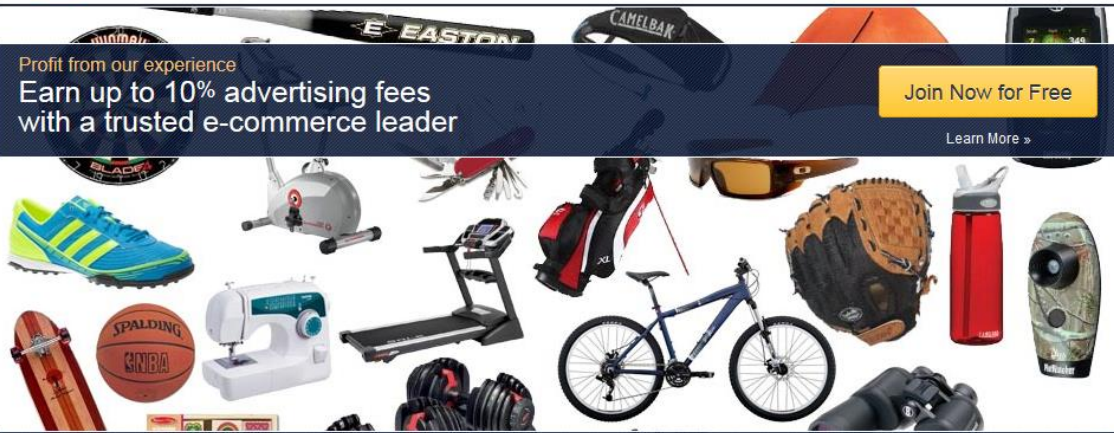
Paid Referral Traffic – (Affiliate Marketing)





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Paid Referral Traffic

- Banner ads
- Text ads
- Video ads
- Affiliates
- Link purchases (not recommended)

Unpaid Referral Traffic – Amazon

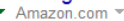
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
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
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Tuesdays with Morrie is a magical chronicle of their time together, through which Mitch

Tuesdays With Morrie

Book by Mitch Albom


★★★★★ 4/5 - [Goodreads](#)
★★★★★ 4.5/5 - [Barnes & Noble](#)

Tuesdays with Morrie is a memoir by American writer Mitch Albom. The story was later recreated by Thomas Rickman into a TV movie of the same name directed by Mick Jackson, which aired on 17 December 1999 and starred Jack Lemmon and Hank Azaria. [Wikipedia](#)



Published: 1997
Author: [Mitch Albom](#)
Adaptations: [Tuesdays with Morrie \(1999\)](#), [Tuesdays with Morrie](#)
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Search Traffic

- Unpaid search traffic comes by being well-ranked on commonly searched terms
- Alternatively, unpaid search traffic comes with good rankings on a lot of less popular search terms
- Paid search allows a company to target driven customers
- Expense of paid search varies by keyword

Conversion – Amazon

Search

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weightlifting

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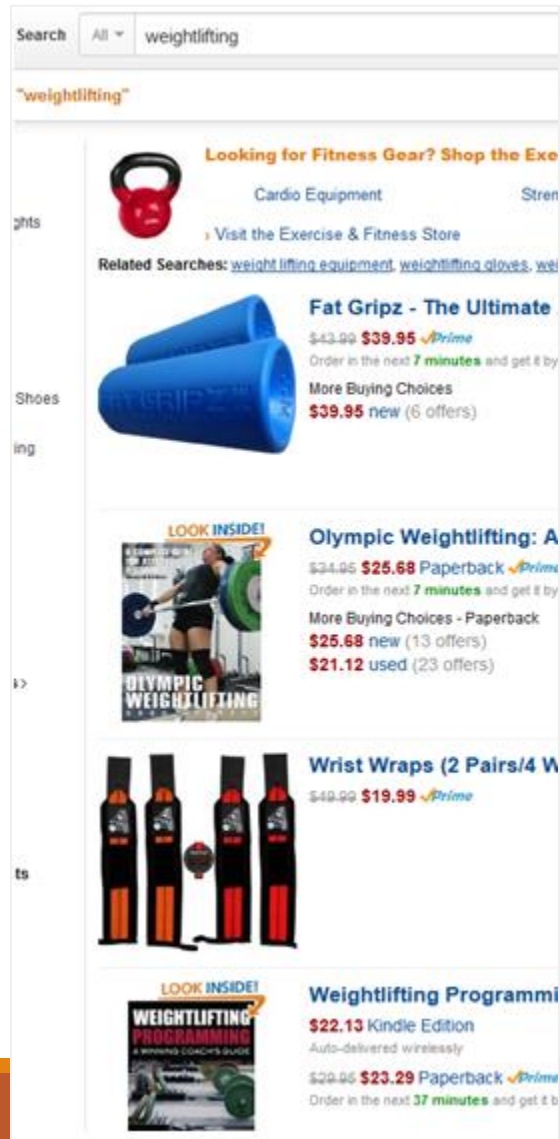
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- Superior search function helps customers find products quickly
 - Superior to other retail websites ("Results not found")
 - Tailored to user (shopping history)
 - Refined by millions of searches

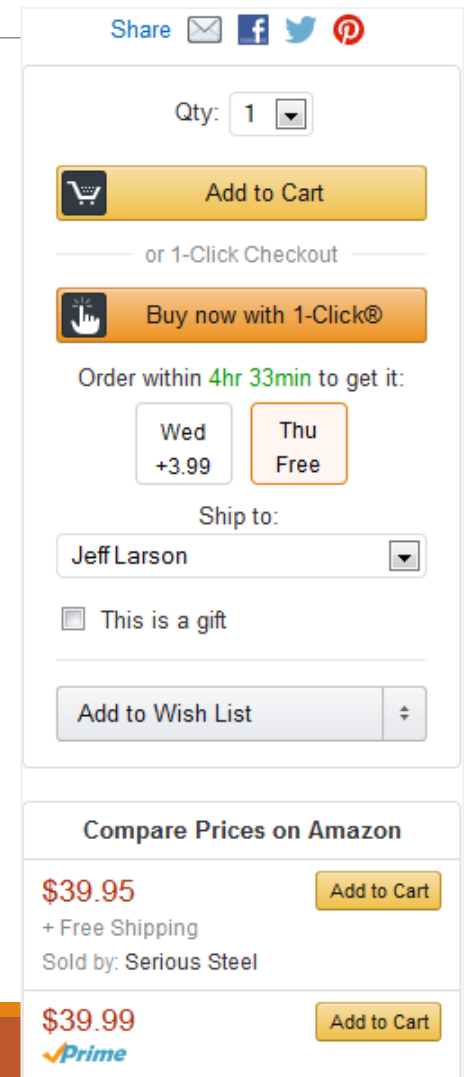
Conversion – Amazon





- Information layout is key to conversion on any site
 - Provides thorough sense of product with multiple pictures
 - Answers most potential questions at top of page





Conversion – Amazon

- Easy-to-navigate purchase process is essential for conversion
 - Prominent “Add to Cart” button
 - 1-Click® shopping prevents consumers from changing their mind




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Qty: 1 


 **Add to Cart**

or 1-Click Checkout


 **Buy now with 1-Click®**

Order within 4hr 33min to get it:


Wed +3.99 **Thu Free**

Ship to: Jeff Larson 

☐ This is a gift

Add to Wish List 


Compare Prices on Amazon

\$39.95 + Free Shipping Sold by: Serious Steel	Add to Cart
\$39.99 	Add to Cart

Conversion – Amazon

- Additional information on product gives customers peace of mind

Product Description



FAT GRIPZ
THE ULTIMATE ARM BUILDER
THICKER BAR • FASTER MUSCLE

Fat Gripz The Ultimate Arm Builder!

Secret Of The Pros
"Using a thick-handled bar is one of the very best things you can do to develop maximum muscular size and strength. It develops levels of upper body power virtual bars" ♦ Brooks Kubik, multiple world record holder and author of Dinosaur Training

Fat Gripz are Even Better than Thick Bars
Fat Gripz are the new worldwide training phenomenon which help add muscle and strength to your body in record time. They have been described as "the biggest t Gripz instantly convert barbells, dumbbells and chin-up bars into THICK BARS (twice as thick) so that you can train the way many pro athletes do.

Why Fat Gripz Have Become Famous
Fat Gripz have over a quarter of a million Facebook fans (250,000+) are now used by members of the US Special Forces, British Royal Marine Commandos, NFL team enforcement officers, elite powerlifters, Crossfit athletes. Fat Gripz have been featured by Men's Health Magazine, Men's Fitness magazine, Ironman magazine, Flex Development magazine, Muscle & Fitness magazine, the New York Times #1 Best Seller, The 4 Hour Body by Tim Ferriss and many more.

Fat Gripz Really Work!
[View larger](#)

Fat Gripz Are As Easy As 1, 2, 3
[View larger](#)

You Are Only As Strong As Your Weakest Link
Example: if your big bench-pressing muscles (pecs, delts, triceps) can handle 400lbs but your hands and forearms can only handle 200lbs, then your bench press is 200lbs. The biggest weakness almost every lifter and athlete has is in the hands and forearms. Think that's not a problem? Think again. The hands and forearms are your point of

Fat Gripz Are The New Worldwide Training Phenomenon Which Help Add Muscle & Strength To Your Upper Body (Especially Your Arms) In Record Time.
The science of thick bar/fat bar/axle bar training has been around for years but due to the high cost of these barbells and dumbbells the general public has been deprived...until now!

Instantly Convert Regular Bars Into Thick Bars/Fat Bars/Axle Bars
Fat Gripz are made from a rubber-like, military-grade, high-density compound - they grip barbells, dumbbells, chin-up bars, cable attachments like a clamp and don't compress.

Increased Muscle Activation
[View larger](#)

Muscle Size & Grip Strenth
Whether you want to build muscle for MMA, CrossFit, team sports, or your training results.

The Increased Muscle Activation
The thicker handles stimulate muscle in the upper arms and whole upper body and strength gains because your

Less Imbalances & Injuries
Thick bars/Fat Gripz shift the strain from the hands and forearms to the thicker handle spreads the weight pressing with a thicker bar compresses the forearms extensors (the muscles

Conversion – Amazon

- Technical product information uses same format in all categories
 - Easy to find, even with glut of information
 - Additional peace of mind

Product Details

Product Dimensions: 5 x 2.2 x 2.2 inches ; 1.2 pounds

Shipping Weight: 1.3 pounds ([View shipping rates and policies](#))

Shipping: This item is also available for shipping to select countries outside the U.S.

Origin: USA

ASIN: B005FIS14Y

Item model number: 01

Average Customer Review: ★★★★★ ☒ (465 customer reviews)

Amazon Best Sellers Rank: #307 in Sports & Outdoors ([See Top 100 in Sports & Outdoors](#))

Would you like to [give feedback on images](#) or [tell us about a lower price?](#)

Conversion – Amazon

- Customer reviews are very convincing for most internet shoppers

Customer Questions & Answers

▲
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votes
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Q: Is this for a pair of Fat Gripz? everything in the description leads me to believe that this is a pair.

A: Yep. It's for a pair of them and they work great
[See all 10 answers](#)

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votes
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Q: Any benefit to these other than potential forearm strength increase?Does training with these increase strength on the same lifts with smaller bar?

A: Utilizing these within your training cycle will increase strength with the same lifts. Rotate using them and not using them, in time you'll be able to lift more in those spec
[See all 4 answers](#)

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Q: Do they open up or are they solid, i.e., do you have to take the plates off the barbell or dumbbell to use them?

A: They open up
[See all 8 answers](#)

[See all 21 answered questions](#)

[Ask owners](#)

Customer Reviews

★★★★★ (465)
4.5 out of 5 stars

5 star	336
4 star	80
3 star	27
2 star	12
1 star	10

[See all 465 customer reviews](#)

Most Helpful Customer Reviews

He said these really help his forearm strength.

Mia Garneau

You can easily use them on the EZ Curl Bar, a barbell, or dumbbells.

Moonlight Graham

They really help improve grip strength and make weight lifting fun again!

Bob

Conversion – Amazon

- Second step of conversion process (following “Add to Cart” click)
- “Proceed to Checkout” prominent
- Related products displayed to maximize transaction value

The screenshot shows the Amazon checkout process for the product 'Fat Gripz - The Ultimate Arm Builder'. At the top, a green checkmark indicates '1 item added to Cart'. The product image and name are shown, along with the price '\$39.95' and a link to 'Learn more'. A checkbox option 'This is a gift' is also present. The order summary shows an 'Order subtotal' of '\$39.95' and '1 item in your Cart'. Buttons for 'Edit your Cart' and 'Proceed to checkout' are visible. Below the order summary, a promotional offer for a '\$20 Instant Gift Card' is displayed, along with a 'Store Card' option. The 'Frequently Bought With' section shows four related products: 'Ader Fitness Arm Blaster', 'Fat Gripz Extreme Hand Strengtheners', 'Captains of Crush Hand Gripper', and 'Manta Ray'. The 'Customers Who Shopped for Fat Gripz - The Ultimate Arm Builder Also Shopped For' section shows four more related products: 'Xifitnessx Grip Bar - Arm Muscle Builder...', 'Iron Bull TGrip 2.0 inch Diameter...', 'Fat Gripz - Ultimate Arm Builder...', and 'ATN Night Spirit-2 Gen 2+ Night Vision...'. Each product in these sections includes a rating, price, and an 'Add to Cart' button.

✓ 1 item added to Cart

Fat Gripz - The Ultimate Arm Builder
\$39.95
☐ This is a gift [Learn more](#)

Order subtotal: **\$39.95**
1 item in your Cart

Edit your Cart Proceed to checkout

Get \$20 Off Instantly upon approval and earn 5% Back Every Day* with the Amazon.com

Store Card
Your current subtotal: \$39.95
Gift Card savings: - \$20.00
Your cost after savings: **\$19.95**

Apply now
*5% Back via monthly statement credit. See details and restrictions.

20 Instant Gift Card

Frequently Bought With *Fat Gripz - The Ultimate Arm Builder*

Ader Fitness Arm Blaster
★★★★★ 43
\$49.99-\$28.39
11 New from \$28.39
Add to Cart

Fat Gripz Extreme Hand Strengtheners, Orange
★★★★★ 38
\$47.00-\$45.00
2 New from \$45.00
Add to Cart

Captains of Crush Hand Gripper
★★★★★ 520
\$22.95 - \$29.95
See buying options

Manta Ray
★★★★★ 190
\$44.95
18 New from \$39.46
Add to Cart

Customers Who Shopped for *Fat Gripz - The Ultimate Arm Builder* Also Shopped For

Xifitnessx Grip Bar - Arm Muscle Builder...
★★★★★ 3
\$39.99-\$24.99
Add to Cart

Iron Bull TGrip 2.0 inch Diameter -...
★★★★★ 25
\$39.00-\$35.00
2 New from \$28.56
Add to Cart

Fat Gripz - Ultimate Arm Builder -...
★★★★★ 7
\$47.00-\$39.95
3 New from \$38.95
Add to Cart

ATN Night Spirit-2 Gen 2+ Night Vision...
★★★★★ 10
\$1,399.00-\$1,299.99
5 New & 1 Used from \$849.99

Conversion – Amazon

- Stored information saves steps (no additional steps for shipping or credit card information)
- **Fewer steps = higher conversion rate**

amazon.com

SIGN INSHIPPING & PAYMENTGIFT OPTIONSPLACE ORDER

Review your order

By placing your order, you agree to Amazon.com's [privacy notice](#) and [conditions of use](#).

Shipping address [Change](#)


Payment method [Change](#)


Gift cards & promotional codes
Enter Code [Apply](#)


Billing address [Change](#)
Same as shipping address

amazon.com

Earn 5% Back Every Day with the Amazon.com Store Card
5% Back via monthly statement credit. See details and restrictions. [Apply now](#)



Fat Gripz - The Ultimate Arm Builder

~~\$39.95~~  **\$39.95**

Quantity: 1 [Change](#)

Sold by: Amazon.com LLC

[Add gift options](#)

Choose your Prime delivery option:

☐ FREE Standard Shipping [--get it Friday, June 13](#)

☒ FREE Two-Day Shipping [--get it Thursday, June 12](#)

[Place your order](#)

Order Summary

Items:	\$39.95
Shipping & handling:	\$0.00
Total before tax:	\$39.95
Estimated tax to be collected:	\$0.00
Order total:	\$39.95

[How are shipping costs calculated?](#)
Prime shipping benefits have been applied to your order.

Do you need help? Explore our [Help pages](#) or [contact us](#)

For an item sold by Amazon.com: When you click the "Place your order" button, we'll send you an email message acknowledging receipt of your order. Your contract to purchase an item will not be complete until we send you an email notifying you that the item has been shipped.

Colorado, Oklahoma, South Dakota and Vermont Purchasers: [Important information regarding sales tax you may owe in your State](#)

Within 30 days of delivery, you may return new, unopened merchandise in its original condition. Exceptions and restrictions apply. See Amazon.com's [Returns Policy](#)


Conversion

- Most important product information at top (“above the fold”)
- Prominent “Add to Cart” button
- Easy-to-navigate checkout procedure
- User profile enables stored shipping and credit card information (and email messages)
- Conversion is higher with fewer steps in the transaction process

Revenue – Amazon











- Millions of transactions enable Amazon to make good product recommendations
- Add-on products are huge source of profit

Frequently Bought Together











 Price for both: **\$68.34**
[Add both to Cart](#) [Add both to Wish List](#)
Show availability and shipping details

☒ **This item:** Fat Gripz - The Ultimate Arm Builder \$39.95
☒ Ader Fitness Arm Blaster \$28.39

Customers Who Bought This Item Also Bought Page 1 of 10

 Captains of Crush Hand Gripper ★★★★★ (520) \$22.95 - \$29.95	 Ader Fitness Arm Blaster ★★★★★ (43) \$28.39	 Fat Gripz Extreme Hand Strengthener, Orange ★★★★★ (38) \$45.00	 Manta Ray ★★★★★ (190) \$44.95	 Iron Bull TGrip 2.0 inch Diameter - 1 Pair - Ergonomic Design - Dumbbell and Barbell ... ★★★★★ (25) \$35.00	 Polypro Dip Belt ★★★★★ (181) \$29.95 - \$32.95	 Eagle Loops ★★★★★ (8) \$41.95	 GripForce Black Reg Strength Weight Gripforce Trainer ★★★★★ (7) \$39.95	 Twist Yo' Wrist ★★★★★ (16) \$45.95	 Body Solid BB23 Bicep Bomber ★★★★★ (161) \$23.81 - \$46.00
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Sponsored Products Related To This Item (What's this?)

 Wrist Wraps (1 Pair/2 Wraps) for Weightlifting/Crossfit /Powerlifting - F. ★★★★★ (11) \$14.95 Prime	 Wrist Wraps (2 Pairs/4 Wraps) for Weightlifting/Crossfit /Powerlifting - F. ★★★★★ (113) \$19.99 Prime	 Rip Toned Lifting Belt - Back Support for Weightlifting - ON SALE NOW - ★★★★★ (16) \$19.47 Prime	 Weightlifting Wrist Wraps & FREE Weight Lifting Straps - Eagle ProFitness... ★★★★★ (15) \$17.99 Prime	 Weight Lifting Straps by Rip Toned Padded for Wrist Comfort - *Limited T... ★★★★★ (171) \$13.97 Prime	 Aqua Cheetah Wrist Wrap \$20.00	 Hero Wrist Wrap ★★★★★ (5) \$20.00	 Wrist Wraps (2 Pairs/4 Wraps) for Weightlifting/Crossfit /Powerlifting - ★★★★★ (113) \$19.99 Prime	 Wrist Wraps (1 Pair/2 Wraps) for Weightlifting/Crossfit /Powerlifting - F. ★★★★★ (11) \$14.95 Prime	 1 Pair Wrist Support Wrap for Power Weightlifting Sport Fitness ★★★★★ (1) \$15.95 Prime
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Revenue – Amazon

- Generally, highly-rated products tend to be more expensive, so providing reviews can increase revenue of each transaction

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Bob

Most Helpful Customer Reviews

Revenue

- Creating a customer is expensive—increasing a customer's spending is much easier
 - Add-on product recommendations
 - Upgrades
 - Product reviews

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STUKENT