6MARK017W

Digital Marketing, Social Media and Web Analytics

Tutorial 1: The aim of this tutorial is to introduce tutorials, explain the teaching schedule and the topics we'll cover in this module as well as to explore more the topic of 'digital marketing' with exercises, research, and further reading.

Part A: Introduction to the module

You should first families yourself with the module site and read the following items.

- Module Handbook (Blackboard → Welcome and Module Handbook)
- Reading lists (Blackboard → Learning Resources → Reading List)
- Software required (Blackboard → Software Required)

Each weekly tutorial will be based on the topics covered in the previous lecture but will generally include.

- Exploring key topics in more detail
- Exercises that improve understanding
- Practical use of relevant online tools or software
- Students' presentation on the coursework for feedback purposes
- Work on the coursework

For several exercises you are expected to work independently e.g. do your own research or reading

Part B: Digital marketing

1) Exercise 1: Clarify terms (Type of activities: presentation, discussion, reading. Students work with the rest of the class and on their own) [**Time: approx. 10 minutes**]

> Using this week's lecture material and by conducting your own research, define the following terms:
> - Consumer value
> - Suspect
> - Prospect
> - Lead
> - Retention
> - Customer life-time value

Each of your definitions should use an appropriate example.

2) Exercise 2: Acquisition Methods ((Type of activities: reading, search, discussion. Students work on their own and with the rest of the class) [Time: **approx. 10 minutes**]

In this week's lecture we discussed the importance of acquisition. Read the PP file 'acquisition_methods.pptx' that you can find on BB and make sure you understand the six key acquisition methods available to web marketers.

For each of these acquisition methods identify examples of where they have been used and provide a screenshot.

3) Exercise 3: Ash's funnel and Miller's buying circle. (Type of activities: introduction by the tutor, reading, discussion. Students work on their own) **[Time: approx. 10 minutes]**

The following two figures describe the 'Ash's funnel' and 'Miller's buying circle' models.
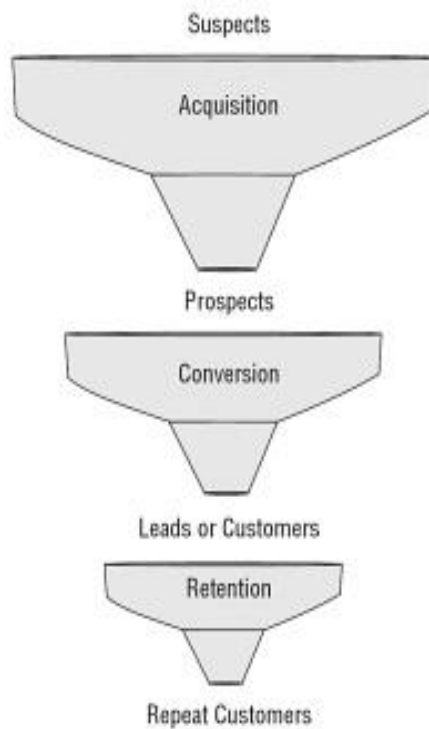
Ash's funnel
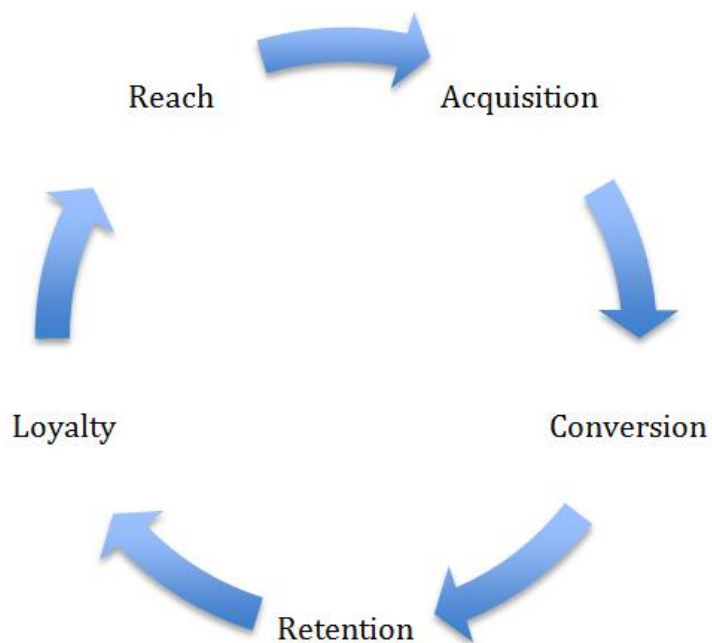
Miller's buying process

➢ Compare and discuss the above figures / models:
  • What are the key differences?
  • What are the main similarities?
  • In your opinion, which model best represents the reality of digital marketing and why?
    o In your answer should reflect on how you behave as an online prospect, lead, customer
    o Do these models work for any type of conversion action or company?

4) Exercise 4: Landing pages (Type of activities: reading, search. Students work on their own) **[Time: approx. 10 minutes]**

Read the Blackboard file 'Landing Pages Types and Examples' – explore the web addresses given in this file and note the key differences between a landing page and a microsite.