

Module 1: Digital Media and Marketing Principles

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[Course Introduction](#)

Course Introduction

[MUSIC] We're living in a world that is increasingly mediated by communication technologies.

**U.S. adults spend about
12 hours per day
connected to media**

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Time flies: U.S. adults now spend nearly half a day interacting with media

According to recent data provided by Nielsen, a company that has tracked media audience around the world since 1923, American adults now spend nearly 12 hours per day listening to, watching, reading, or generally interacting with various media content. The number is shocking, right? Does that mean we all stare at a screen for more than

half of each day? Most of you will probably disagree with this interpretation of the data. Modern consumers indeed spend most of their day interacting with digital information on various screened devices. However, these media platforms and communication devices provide more than just passively displayed and curated information and entertainment content. Today, we carry our media and communication devices everywhere we go. Through these devices, we are literally connected to knowledge and information of the whole world. We perform nearly all types of social activities on our devices, meeting new friends, learning new skills, researching a product we like to buy, and completing banking and legal transactions.

Marketing Communication Before the Digital Era

Traditional Mass Media

Few options

High cost

Compartmentalized

Third-party service providers



Before the digital era, media communication merely carried and delivered information and provided entertainment to audiences. The traditional mass media outlets offered only a few options for marketers to disseminate product information and directly reach consumers, often at a high cost.

Specific marketing activities including promotion, sales, communication, customer relations and brand management are typically managed by different teams under separate departments in a business.

Each of these marketing functions had its own goals and objectives, budgetary considerations, performance indicators and measures for success.

Given the high cost of limited media channels, and the large scale marketing campaigns, most businesses would turn to third party service providers, such as media companies, or marketing and communication agencies to design, develop and carry out marketing campaigns at scale.

Marketing Communication Digital / Social Media

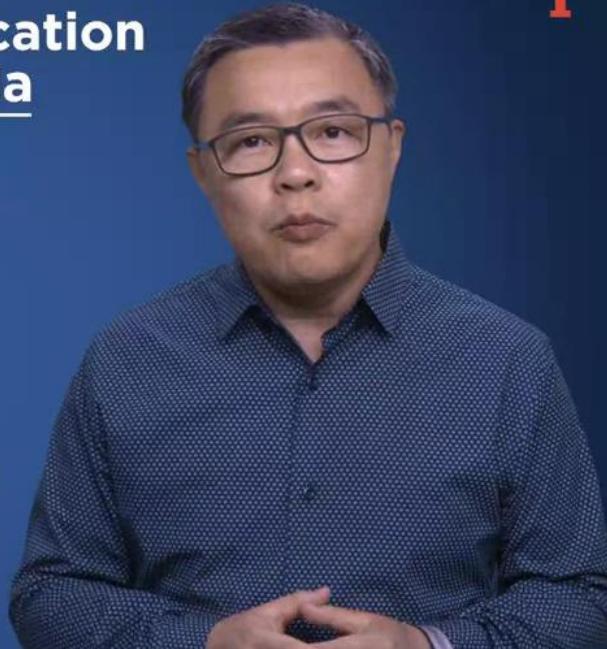
More options

Low cost

Integrated operation

Data analytics & automation

In-house agencies



Today, companies can leverage the power of digital and social media platforms to directly but cheaply engage billions of prospective customers. Data analytics and marketing automation offer businesses unprecedented opportunities to personalize marketing tactics for each individual customer at a global scale. More and more brands are creating their own in-house agencies and managing their own media outlets. At a minute's request, millions of online influencers in every corner of the world can be mobilized to build brand awareness, promote a product, or defend a brand's reputation. Disruptions from digital technologies have forced marketers to reevaluate the tactics and the effectiveness of marketing communication strategies from the mass communication era.

They're also forced to question the fundamental assumptions behind the functions of marketing communication.

”Should I invest my business resources
in an email marketing campaign
or a social media strategy?”

Instead of asking, should I invest my business resources in an email marketing campaign or a social media strategy?

Or, “How can I successfully conduct
an email campaign.”

Or, how can I successfully conduct an email campaign?



Digital marketers today should ask:

Digital marketers today should ask,



”Why do I need to conduct an email marketing campaign or develop a social media presence to begin with?”

why do I need to conduct an email marketing campaign or develop a social media presence to begin with?

“What strategic goals would these activities achieve?”

What strategic goals would these activities achieve?

“Given these business goals, are there alternatives and more effective means to achieve the objectives?”

Given these business goals, are there alternatives and more effective means to achieve the objectives? To become a creative and strategic digital marketer, you need to know more than how to perform specific marketing tasks, using a specific tool on a specific digital platform.

You Must Understand...

Assumptions

Principles

Processes

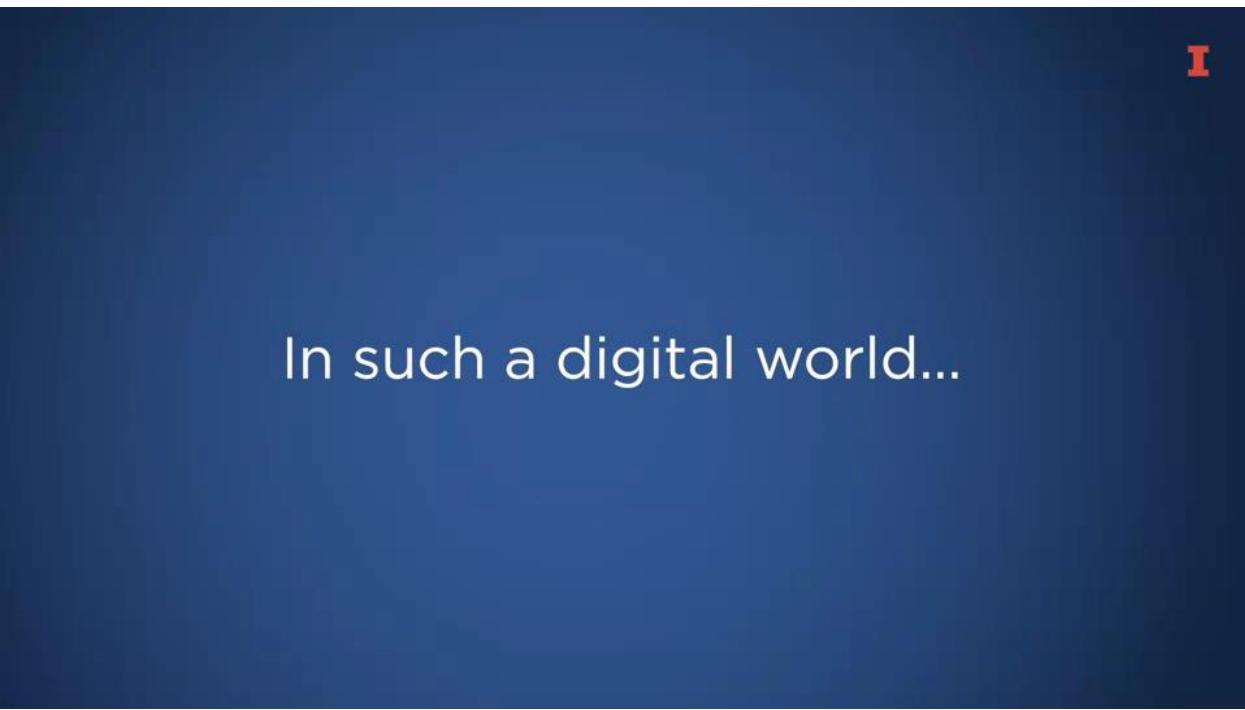
Technologies



You must understand the underlying assumptions, principles and processes of marketing communication in the marketplace powered by digital technologies.

**Today's businesses must
think about technology
mediated world as a
virtual market!**

Instead of thinking about communication and media platforms as channels for delivering marketing information and messages, today's businesses must think about technology mediated world as a virtual market.



In such a digital world...



Marketing IS Communication!

In such a digital world, marketing is communication, and all communications should be parts of your marketing effort.

Course Objectives

Learn the ability to develop an integrated digital marketing strategy by selecting the right digital media platform and communication channel.

Understand how to reach and engage with the right consumers with the right message at the right time on the right scale.

Evaluate effectively the success of digital marketing campaigns.

This course is designed for business managers in marketing professionals who wish to look beyond the endless and ever changing platforms, tactics and technological tools available in the world of digital marketing today. Upon the completion of this two part course, learners will have the ability to develop an integrated digital marketing strategy by selecting the right media platform and communication channels to reach and engage with the right consumers, with the right message, at the right time, on the right scale, and evaluate the success of their digital marketing campaigns.

Topics

An integrated digital marketing framework

Principles and concepts of digital media and marketing communication

Consumers and digital assets

Affordances of digital media platforms

Communication channels

In this course, I'll introduce an integrated digital marketing framework from a strategic communication perspective.

You'll first learn about the fundamental principles and key concepts of digital media and marketing communication.

Next, you will learn about the impacts of digital communication on the functions, goals and practice of marketing. I'll then introduce and discuss a few dominant digital marketing channels within this integrated framework.

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We will end the first part of the course with insights into how to leverage the unique features offered by the different digital media platforms and select the appropriate communication channels to reach and engage our consumers.

Lesson 1: Marketing as Communication

[Lesson1.1: Marketing as Communication Part 1](#)

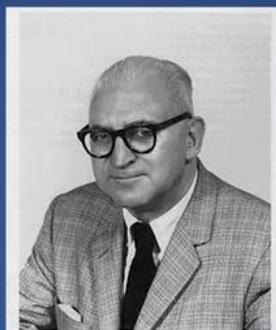


Communication is one of the most essential activities in human society. Through a shared system of language, signs, symbols, and behavior, people can exchange their thoughts, feelings, and knowledge with each other. Humans store and preserve knowledge across space and time using many communication mediums, books, paintings, photographs, broadcast, and electronic media, and more recently, computers.

I
Human Communication is...

What
Why
How
Reception & Perception

Human communication is more than what we say to others. It also includes why we want to say it, how we say it, and how others receive and interpret what we say. Some of you may have heard the philosophical thought experiment. If a tree falls in the forest and no one is there to hear it, does it make a sound? There are many ways to answer this question. However, no matter the answer, it raises a critical consideration in human communication.



**“Who says what in which channel
to whom with what effect.”**

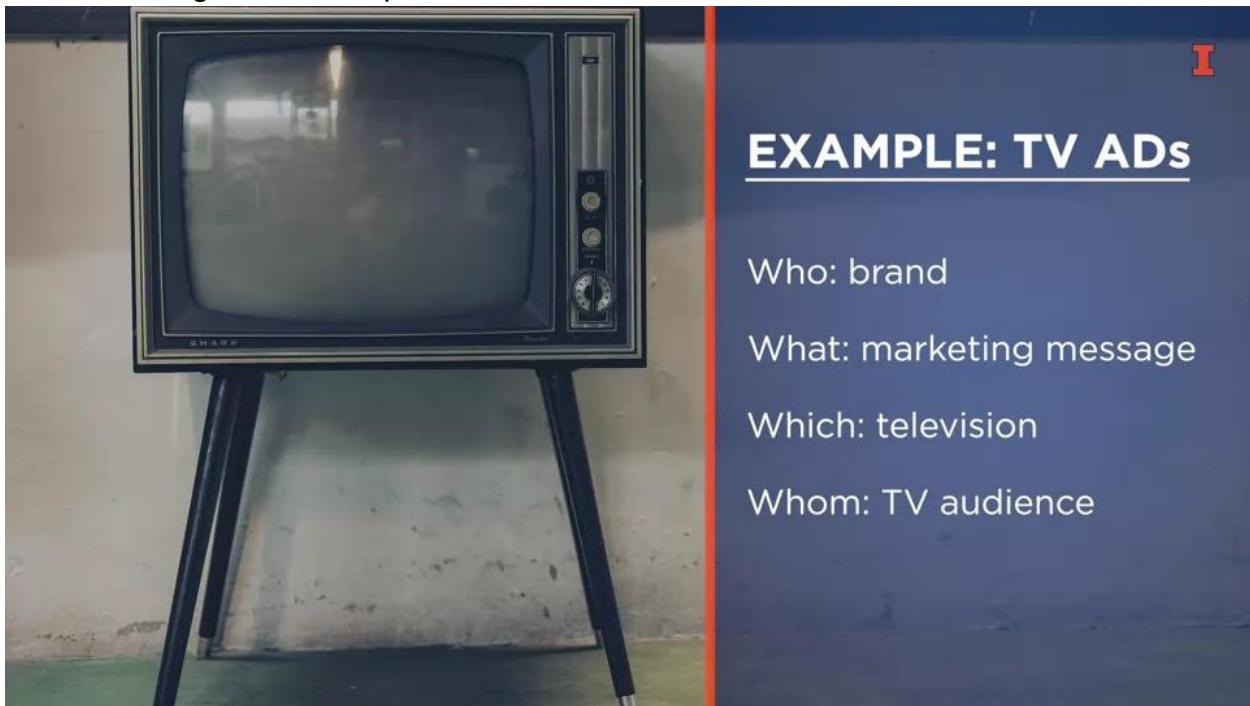
- Harold Lasswell

If I say something but the intended audience didn't hear it or they didn't interpret the way that I intended them to hear it, does it make an impact? In a specific context of marketing communication, when a business shares products' information, conducts promotions, pays for advertisements, or redesigns the brand logo or product packaging, do these activities help their businesses? How do we know? Harold Lasswell, a renowned communications scholar, famously said that communication is about who says what in which channel to whom with what effect. This phrase is also known as the 5W model of communication.





Lasswell's model of communication has five essential components. First, the message sender, then the message itself, the channel through which the message is delivered, the message recipient, and finally, a feedback loop to indicate the reception of the message. This basic model of communication allows us to quickly identify the most critical elements of communication and help us think strategically about them. Let's use TV advertising as an example.



EXAMPLE: TV ADS

Who: brand

What: marketing message

Which: television

Whom: TV audience

In its most basic form, a TV commercial can be understood as a business or brand sending a marketing message via television to an audience of potential product customers.

Example: TV Advertising

- Brand awareness
- New product line
- Attract customers

Depending on the business objective, this form of marketing communication could have many intended effects such as raising brand awareness, introducing a new product line, or attracting customers from competitors. By looking at TV advertising at this fundamental level, companies can look beyond the commonly accepted matrix of TV audience participation such as ratings and product sales. They can develop more accurate and reliable measures for their return on investment. Now, can we apply this communication perspective to analyzing other functions of marketing? Well, let's use pricing as an example.



In a conventional view of the 4Ps model of marketing, where the four P stands for product, promotion, placement, and price. Pricing is a separate function from promotion. It is usually determined by the market condition, cost of production, and many other factors. However, we can also look at pricing from a consumer's perspective as a communication device communicating a brand's market position and self-identity, what kinds of consumers the company tries to attract, and even the company's financial stability. The promotion strategies that different department stores adopt is one of my favorite examples of pricing as communication. For instance, during the Thanksgiving Black Friday sales event, Nordstrom, a major American department store that targets the more affluent shoppers, typically does not join the other retailers to offer deep discounts. Instead, it holds their own separate biannual and annual sales events targeting those loyal customers who are familiar with the retail brand. This strategy communicates the company's market position and brand image of being exclusive to the customers and engenders in them a sense of belonging through self-identification.



2020 Lisa Fotios / Pexels / Black dress on mannequin

I Store Signage Communicates

Financial health

Integrity

Quality of products

Similarly, many retail stores hang signs year-round advertising large discounts. From a consumer's perspective, this promotional tactic could signal a company's financial health, integrity, and the quality of their products and goods, whether those signals were intentionally given or not. We can apply this communication perspective to almost all marketing activities, from storefront design to packaging, and all the way to a company's online reviews.

I Let's give it a try!

Now let's give it a try. Online shoppers have to rely on information about the brands and products themselves to make a purchase decision. For example, on Amazon, a customer not only has to decide what to buy, but also from which brand or vendor they will make the purchase. While they may assess the price and style of the product, they also look for cues about a vendor's credibility, trustworthiness, and quality of customer service. Can you identify some of these cues? From a communications perspective, let's treat these cues and signals as communication messages a customer receives. As a marketer of an online storefront, how would you strategically communicate this message to your prospects that they should buy a product from you?

[Lesson1.1: Marketing as Communication Part 2](#)

Tactical Choices

- Easy-to-find website
- Contact information
- Newsletter
- Email campaign
- Advertising

Over the last century, the business world has reduced the practice of marketing as a business function to a collection of well-defined tasks. Marketing professionals have a set of technical choices and use a few winning formulas to create the best marketing strategy. For example, most businesses now have a website which they make sure can be easily found via a search engine. They usually list their contact information on various online and offline directories, create a regularly published newsletter, and run an email campaign. If their budget allows, they might buy advertisement space on digital, print, and broadcast media platforms.

Tactical Choices

Trendy tactics

Content marketing

Influencer marketing



They might also throw a few trendy tactics into the mix, such as content marketing and influencer marketing on social media platforms.

Without a coordinated, strategic goal,
most of these seemingly routine
marketing communication functions
can become irrelevant quickly.

However, given the pace at which new marketing tools and media platforms are being created and replaced these days, without a coordinated, strategic goal, most of these seemingly routine marketing communication function can become irrelevant quickly.



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By the time you learn how to run a social media campaign on Facebook, you might be told that your consumers are moving to a different platform, such as TikTok.



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Search Engine **OPTIMIZATION**



Just when you finally invested financial and human resources to optimize your company's website for the Google search engine, you might be told that web search has gone less relevant.

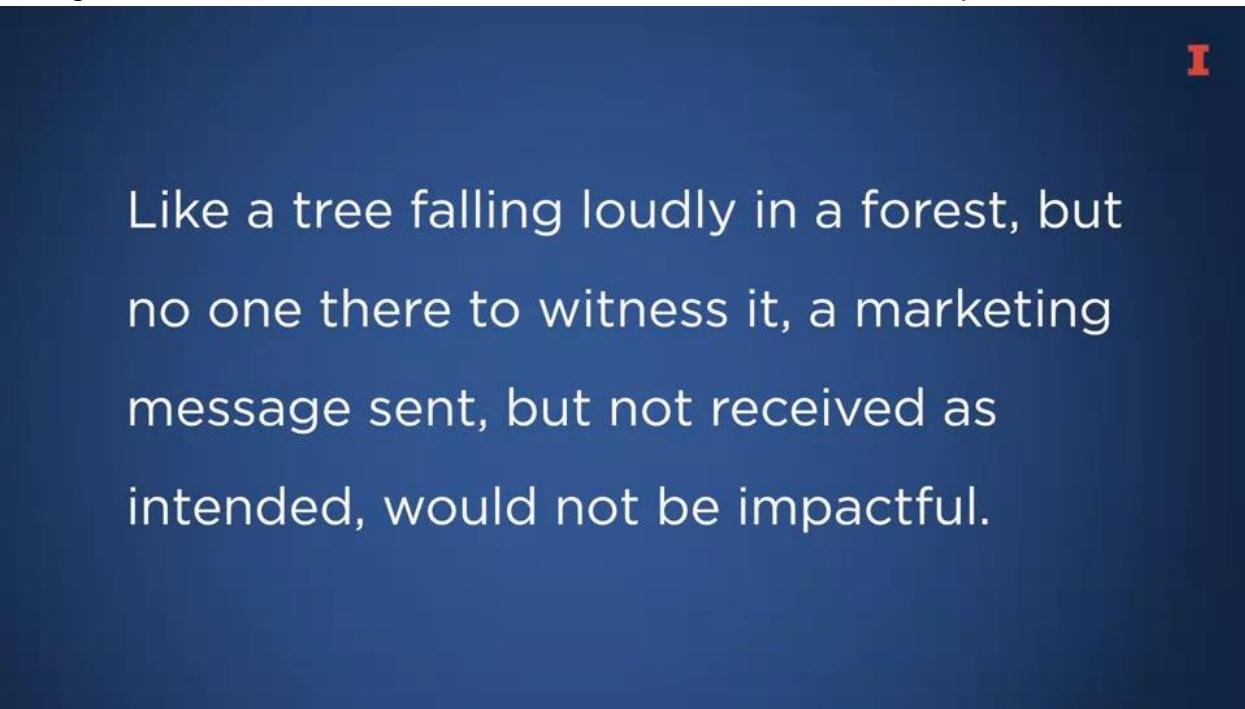
Mobile & Voice SEARCH





Search **STRATEGY** for
Amazon.com

Instead, you need to optimize your site for mobile or voice-based searches and develop a search strategy for Amazon.com. Marketing communication is more than selecting from and completing a checklist of communication tasks. Just because you send a ton of warmly worded emails to a large list of consumers, publish a fancy weekly newsletter, maintain a beautifully designed website full of cool features, and post engaging memes on your social media accounts, if your customers are not listening or you're reaching the wrong audience, all of these efforts are wasteful at best and counterproductive at worst.



Like a tree falling loudly in a forest, but
no one there to witness it, a marketing
message sent, but not received as
intended, would not be impactful.

Like a tree falling loudly in a forest with no one there to witness it, a marketing message sent, but not received as intended, would not be impactful.

Digital marketers today must pay extra attention to the reception and effect of their efforts.

Digital marketers today must pay extra attention to the reception and the effect of their efforts.

Why do we need marketing communication in business?

So how do we navigate this increasingly complex digital media and technology ecosystem while staying relevant and focused?



To help buyers find a seller in a market...



...and vice-versa.

We need to go back to a fundamental question: why do we need marketing communication in business? At its most basic level, all marketing activities serve one core function, to help buyers find a seller in the market and vice versa. Let's use an example to help us understand this idea. Imagine that you're an amateur sculptor and you decided to set up a stand at a local flea market to sell your work. What can you do to increase your sales? Given the market environment, you can do a number of things

to improve your sales. For example, you can set up your stand in a prime location with high foot traffic, showcase your product in an attractive display, hang a large sign with a catchy and creative slogan to draw attention, or pass pamphlets about your work out in the market. You can also contact previous customers of yours and your friends and supporters in advance with information about the event and offer them special discounts. Now, you should definitely walk around to see who your competitors are. Being a savvy seller, you also want to observe how customer react to your products through their conversations, non-verbal expressions, and, of course, your sales. Then you can adjust prices and displays accordingly.

Now imagine that you are the
Chief Marketing Officer of a
Fortune 100 global company.

Now, imagine that you are the Chief Marketing Officer of a Fortune 100 global company.



The market is not a local swap meet, but the whole world, and you have a marketing budget of the tens of millions.



Will your marketing strategies and tactics change?

Will your marketing strategies and tactics change?



Not really!

Not really.



Secure a prime location by
building a highly visible website
that appears at the top of the
search results page.

You can secure a prime location by building a highly visible website that appears at the top of the search result page. You can make your website content more engaging and attractive. You can buy banners and digital ads that use catchy and creative messaging.

Send out emails to a mass contact list. Distribute digital coupons.

You can send out emails to a mass contact list, and you can distribute digital coupons. No matter how big the market is in scale, how complex the marketing environment, how many marketing channels and tactics are available to you, or the size of your marketing budget, your objectives and communication strategies remain the same. In any given market, sellers and buyers exchange goods and services. To facilitate such activities, the sellers must first develop a marketing strategy based on the nature of their products, the cost and profit margin, and the market condition.

Objectives & Strategies

Exchange goods & services

Marketing strategy

Cost & profit margin

Market condition

Buyer's characteristics

Buyer's characteristics, motivation, knowledge, and capacity, also would influence the strategy. Once a general strategy is set, it's critical for the sellers to develop and execute a marketing plan.

The sellers can reach potential buyers with product information through promotional and persuasive outbound communication.

The sellers can reach potential buyers with product information through promotional and persuasive outbound communication.

Monitor the market condition, seek feedback from buyers, and build customer loyalty.

They should also monitor the market condition, seek feedback from the buyers, and build customer loyalty.

Create opportunities for new customers to discover the business on their own through inbound and post-purchase contacts.

They should create opportunities for new customers to discover the business on their own through inbound and post-purchase contacts.

At its core, marketing is about communication

At its core, marketing is about communication. Though successful marketing communication can bring great value to a firm, there are several challenges.

To effectively reach consumers, marketers must:

Identify the right communication target

Create a compelling message based on the target

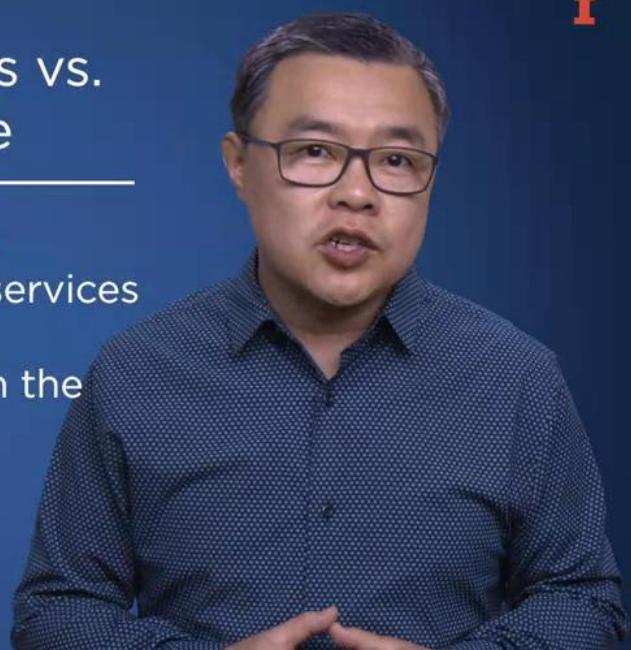
Deliver the message in the right channel at the right moment

To effectively reach consumers, marketers must identify the right communication target, create a compelling message based on the target, and then deliver the message in the right channel at the right moment. When considering the target of marketing communication, marketers must differentiate between consumers and audience. Consumers might be interested in a firm's products or services.

Product Consumers vs. Media Audience

Consumers are interested in marketed products or services

Audience are interested in the media content



While the audience may or may not be interested, but can be reached via communication channels and can potentially be persuaded. Marketers must also consider the unique characteristics of prospective customers.

Media Audience as Producer Consumers

- Understand their characteristics as consumers
- Understand their communication and media-use habits and needs

They should understand the prospects communication and media-use habits and needs in order to effectively reach them. But this time as consumers of media products such as news website or a TV show. After identifying the communication target, the next important step in marketing communication is creating the right message for the right audience. For marketing communication to succeed, the message must be interesting enough to capture the audience's attention.

Right Message

Creating the right message
for the right audience

Persuasive and strategic



An attractive marketing message must also be persuasive and strategic. Marketers also need to find the right moment to deliver their message.

Right Moment

Deliver the message at the
right moment



Will the communication targets be paying attention, ready to make a purchase, and be knowledgeable enough about intended products and services when they receive the marketing message? How will they react? How will you know?

Media & Audience Data

Traditionally, rely on media audience viewing data: TV show rating and print subscriptions



To address these critical questions, marketers have historically relied on media and audience data provided by the publishers and media companies. In the past, advertisers use audience data, such as TV-show ratings and the number of print subscriptions to predict when and where audiences pay attention to media. While this audience data may still provide important insights to marketers today, it cannot tell marketers whether or not a consumer is considering making a purchase. Marketers often utilize other sources of consumer and marketing intelligence provided by third party agencies.

Media / Audience Data

Traditionally, rely on media audience viewing data: TV show rating and print subscriptions

Nowadays, leverage behavioral data to gain consumer insights



In today's digital age, the Internet and digital technologies offer marketers unprecedented access to data about audience and consumer behavior, and target them with the right marketing message at the right moment through search engines, interactive websites, and social and mobile media platforms. We will further explore these data-driven marketing strategies in later lessons.

Right Channel

Select the appropriate communication channel and media platform

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2017 YouTube / Public Domain / Wikimedia / YouTube Logo 2017

Once a marketer has delivered a message and received feedback, their next challenge is selecting the appropriate communication channel and media platform. Not that long-ago, marketers only needed to manage a dozen or so dominant marketing channels, such as out-of-home displays, direct to consumer mails and coupons, and various print and electronic media outlets. However, just in the last two decades, human society has seen the explosion of new media technologies that have led to the creation of millions, if not billions, of new communication channels. Every Facebook page, online video, and mobile app is now a potential vehicle to carry marketing information.

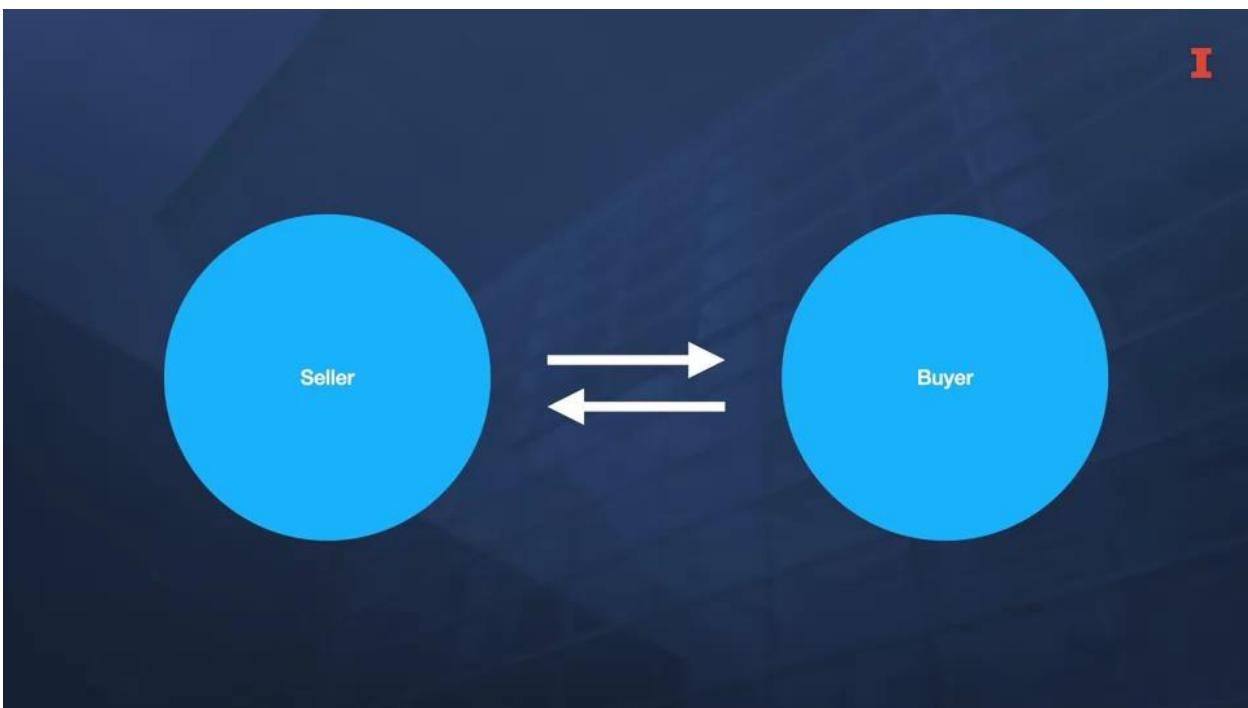


Communication is more than creating and sending messages.



It is not a one-way persuasion from businesses to customers.

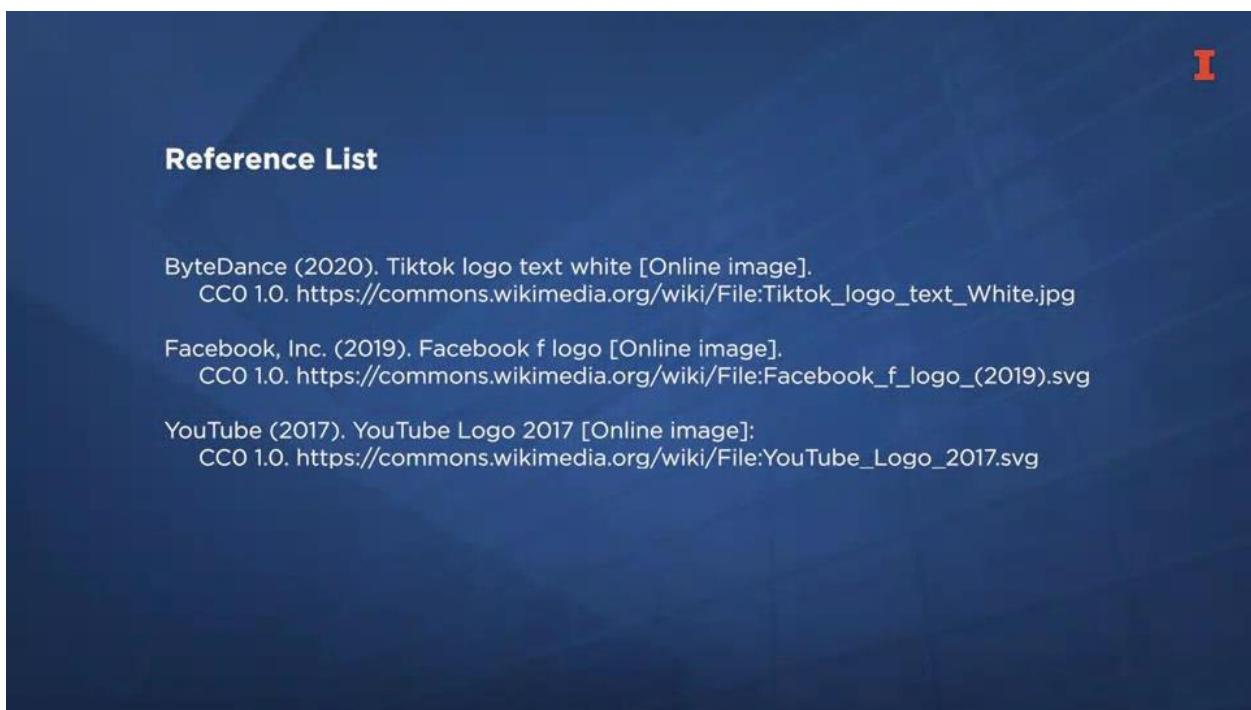
Finally, as marketers, we need to keep in mind that communication is more than creating and sending messages, and it is not a one-way persuasion from businesses to customers.



It moves both ways and can be used to build long-lasting relationships that will further a brand's success.

**The cost of bringing back
a lost customer is 5 to 6
times higher than initial
acquisition.**

It is estimated that the cost of bringing back a lost customer is 5-6 times higher than initial acquisition. Digital marketing today should be more about relationship-building than persuasion. In interpersonal contexts, we use all sorts of tools to express our ideas, convey meanings, and maintain relationships. What we say matters, but how we say it in what contexts may directly affect the recipient's response.



This is also true in marketing.

Lesson 2: Media Revolution

Lesson 2.1. Media Revolution Part 1

[MUSIC]

For nearly a century, out of necessity and technological limitations, businesses relied on a few well established mass media institutions, to disseminate marketing messages. The sheer size of post Industrial revolution global markets, demanded that businesses distribute product information widely and quickly, across geopolitical boundaries. The mass communication model, that powerful media systems enabled was the efficient way to reach large groups of consumers simultaneously, at a relatively low cost.

Today in the world, powered by digital technologies, however, brands and businesses can directly reach billions of potential customers on various digital platforms and devices.

They're no longer bound to the few mass media outlets and communication channels.

In this lesson, I'll briefly walk through the evolution of marketing media, from mass communication systems to a digital ecosystem, for mass personalization.



Broadly speaking, a communication medium is any medium that carries, conveys, and transmits information. Conventionally however, people tend to use the word MEDIA, a plural form of the word medium, to refer to a handful of mass media systems.

New York Times Newspaper



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Such as television, radio, newspapers, and the social and commercial entities, that controls these outlets through mass media.

New York Times Building



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Wikimedia / New york times building

Powerful individuals, like political candidates in social institutions like large companies can directly reach a broad audience, with persuasive messages. Those in the audience who are affected by these messages, known as opinion leaders, can then indirectly influence around them.

Two-Step Flow of Communication



Paul Lazarsfeld Elihu Katz

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This two step model of mass communication was first developed by sociologist, Paul Lazarsfeld and Elihu Katz in the 1950s. Social scientists use the theory to explain how mass media systems, such as the television and newspaper came to shape people's political opinions and actions.

The same principles can be used to understand marketing communication and the effects of mass advertising.

The same principles can be used to understand marketing, communication and the effects of mass advertising.

For example, a TV viewer may directly learn about a product, from a TV commercial and then, indirectly share this information with her friends and relatives. The channels, bandwidth, and the capacity of broadcast and electronic mass media are limited. It is also costly to create and distribute high quality content. As such, when media was confined to print and broadcast, a few companies controlled the supply of media space. And held most of the power to deliver communication messages, to a large audience. Back in the 1950s and 60s, marketers had relatively few choices of channels to choose from, for communication. These included direct mail and telephone marketing, print publication, such as newspapers and magazines, outdoor billboards.

Mass Media: 1950s to 1960s

- Few channels and choices
- Direct mail & telephone marketing
- Print publication
- Outdoor billboards
- TV & radio networks



A few major broadcast television networks, and a handful of local over the air radio stations.

Mass Media: 1970s to 1990s

More channels and content
24-hour cable TV



The next 30 years saw the growth of cable television, 24-hour cable TV provided marketers, a few more channels to disseminate marketing information.
In the 1990s, the internet and the World Wide Web became available for commercial use, digital information technologies exploded overnight.

Online and Digital Media: 1990s

Media space and outlets
no longer a scarce resource
Global reach
More channels to
directly reach consumers
Emails, text messaging
& World Wide Web



In a matter of few years, the number of websites grew from a handful to millions, media space for advertising and marketing was no longer a scarce resource. Instead of using few dozen traditional media outlets, marketers could directly reach millions of

consumers via emails, text messaging services, and the World Wide Web. Although, the first generation of the internet and digital communication technologies increased, the supply of media space. And expanded the number of marketing communication channels significantly, the mass communication mindset of promotional marketing didn't change much.

Instead of mailing consumers printed flyers and coupons, marketer jammed their email inboxes, with spam messages.

Online and Digital Media: 1990s

The mass marketing mindset
didn't change

Media based marketing
was primarily informational

Mass distribution of product
information to consumers
via media channels



Instead of placing classified ads in the local newspaper, business turned to display advertising on online classified websites, such as Craigslist.



Online and Digital Media: 1990s

Digital marketing: creating marketing messages in digital format and delivering them on digital channels.

The term digital marketing at that time, referred to creating marketing messages in digital format, and delivering them on digital channels. To reach large groups of consumers, reliably and predictably, marketers still relied heavily on legacy media channels, such as television.

While the Internet had a direct and detrimental impact, on advertising revenue of newspapers and print publishers, it didn't kill television and radio, as many technologists predicted, at the time. The growth of social media and mobile communication in the last 15 years, has truly moved marketing communication into the digital era.



Social Media & Mobile Communication



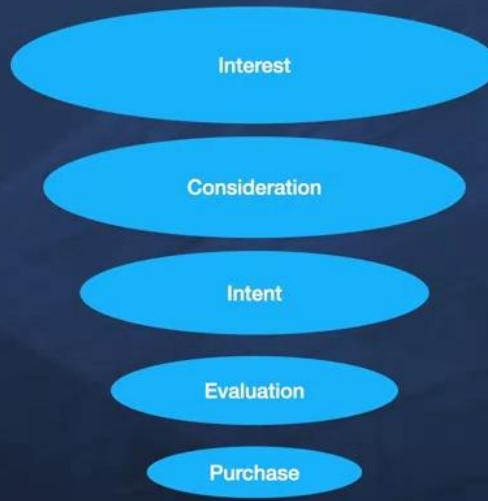
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2017 YouTube / Public Domain / Wikimedia / YouTube Logo 2017=

For the first time in human history, the participatory and relational nature of social media platforms, like Facebook and YouTube offered an average individual the same privilege. And the power previously held, by only the richest, and the most powerful people in a society.

They can reach the billions of other users, on these platforms for little to no cost. The smart and mobile communication devices, that people carry in their pockets everywhere, allow marketers to reach them anytime, anywhere. Hundreds of thousands of online publishers offer available virtual space, for displaying digital ads. Search engines can target individual consumers, based on their past behavior, and display only the information most relevant to them, in a competitive market. In such a digital media ecosystem, there are endless opportunities for marketers to discover and reach a consumer, with specifically tailored messages. And each consumers digital footprint can be traced and analyzed.

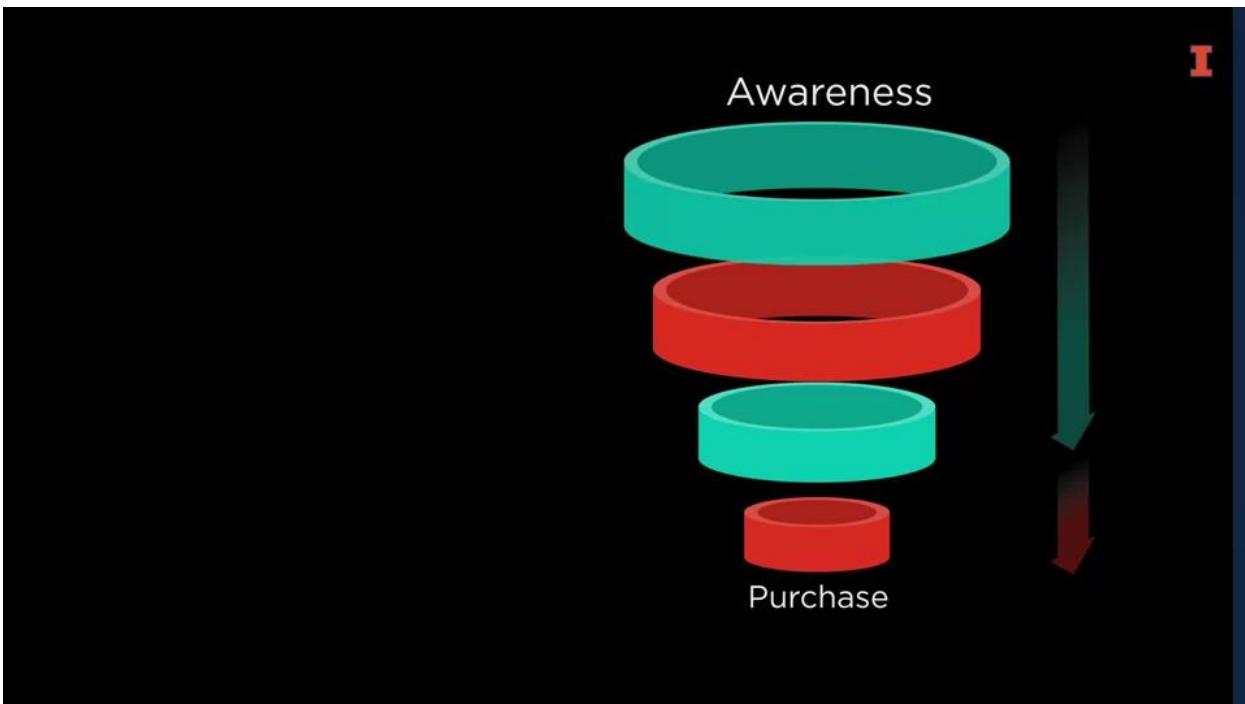
Communication Strategy In the Era of **I** mass Communication



So, the mass marketing communication mindset, and the mass media era strategies, marketers inherited from their mentors, have quickly become obsolete. With a mass communication mindset, marketers developed communication strategies linearly.

Follow the different stages of consumers journey from awareness, through interest, consideration, intent, evaluation, and finally, purchase.

Through each of these stages, marketers gradually found their most valuable consumers, those who are most likely to make a purchase, through a funneling process. At the top of the marketing funnel, brands and businesses would leverage marketing vehicles, such as paid advertising. To capture the attention of potential customers, in the middle of the funnel, marketers typically would reach a smaller group of interested customers. With more targeted communication tactics, such as email campaigns and newsletters, near the bottom of the funnel.



As customers prepared to make a purchase, promotional tactics, such as discounts, coupons, and tasters, were most effective.

Because the number of mass marketing channels was finite, marketers targeted individual consumers, as part of a larger segment.

The goal is to gradually narrow the pool of prospective customers at each stage of the funnel.

The goal is to gradually narrow the pool of prospective customers, at each stage of the funnel. The marketers controlled the communication process, at each stage of the

marketing funnel, with advanced planning and preparation. Based on the demographic and social characters of the market segment.

Marketing campaign are largely designed with minimal and delayed feedback, from consumers. Each of the marketing function such as paid advertising, direct to consumer marketing, and sales, and promotion. We're also typically managed separately, by different departments and agencies, the result was a fragmented consumer experience. On the receiving end, an individual consumer going through the funnel process, would typically find these marketing tactics disconnected from each other.

For example, the audience would see many TV commercials promoting various consumer brands, but only a few of them, would be relevant to them.

They might see the same brands again in the magazine, and encounter them again in a supermarket, or on a billboard on the highway. They might also receive some coupons, or a catalog in the mail, which contained the brands. However, these marketing touch points are not connected, not personalized, and do not add value to one another, beyond a simple additive effect from the multiple exposure.

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Lesson 2.1. Media Revolution Part 2

In marketing, business cannot afford to assume that such random and piecemealed approach will yield results. There's simply too much content and too many distractions in the digital world. Today's consumers armed with smart and mobile devices and connected to a wealth of information and knowledge 24/7, are spontaneous and expect a seamless marketing experience with immediate feedback. If your brand or product is not there when the consumer needs it, you have messed up.

**Communication Strategy
in Digital Marketing**

Anticipate consumer needs
Stay in touch
Maintain relationship
Remind presence

The key to a winning digital strategy is to anticipate your consumers needs. Be there in the right moment and follow their digital journey to provide a useful suggestions at each step. Regardless of their final decision about buying a product, you should stay in touch, maintaining a positive relationship and gently reminding them of your presence. What does this strategy remind you of? A good friend, a personal shopper, or a trusted tour guide. Well, the answer should be all of the above. Think of a positive in-store shopping experience that you have had in the past where a salesperson helped you find and purchase a product. Now, make a list of the things that made this experience memorable and pleasant. Was it the friendly attitude and conversations? Was it the product knowledge? Was it the way in which they pitched the products to you? Okay, now switch your perspective and think like a marketer.

Personalized Marketing in NOT a New Idea

How can you replicate this positive consumer experience in the digital world? For example, if you listed being helpful but not pushy as a reason for the positive experience you listed, then, would you create this experience in digital marketing? Personalized marketing is not a new idea. When I waited tables at a small town Chinese restaurant back in college, the owner knew who would come in on what day of the week, knew their food preferences and allergies by heart, and he greeted each of his regulars by name. He would write them personalized greeting cards during the holidays and would create a customized dishes and menus for his favorite customers. The business was listed in the phone directory, but never needed to pay for any other advertisement, and it still did very well.

Savvy shop runners know the value of a customer-centered approach to sales and marketing.

Savvy shop runners know the value of a customer-centered approach to sales and marketing. The problem has always been that this approach is hard to scale up when a business faces millions of customers in a huge marketplace. Today, digital marketers can track what each consumer has seen and heard about a product.

From Mass Comm to Mass Personalization

Digital marketers can track:

What
When
Where
Which devices



When they saw it, where in on which device, they use technologies like programmatic advertising, behavioral targeting, and marketing automation to discover and precisely target each customer.

...allow brands and businesses to reach individual consumers at any moment at the same large scale that only a few mass media outlets could offer just a decade ago.

These strategies, which we will expand in later lessons, allow brands and businesses to reach individual consumers at any moment, at same large scale that only a few mass media outlets could offer just the decades ago.

Marketers can achieve this level of personalization on a global scale for millions of consumers.

Just like my former boss at that small restaurant, digital marketers today can tailor their conversations to each customer, except instead of a small town business with a few 100 customers, marketers can achieve this level of personalization on a global scale for millions of consumers. Enabled by digital media platforms and communication technologies, marketing communication has made a transition from mass communication to mass personalization.

Lesson 3: Understanding Marketing Media

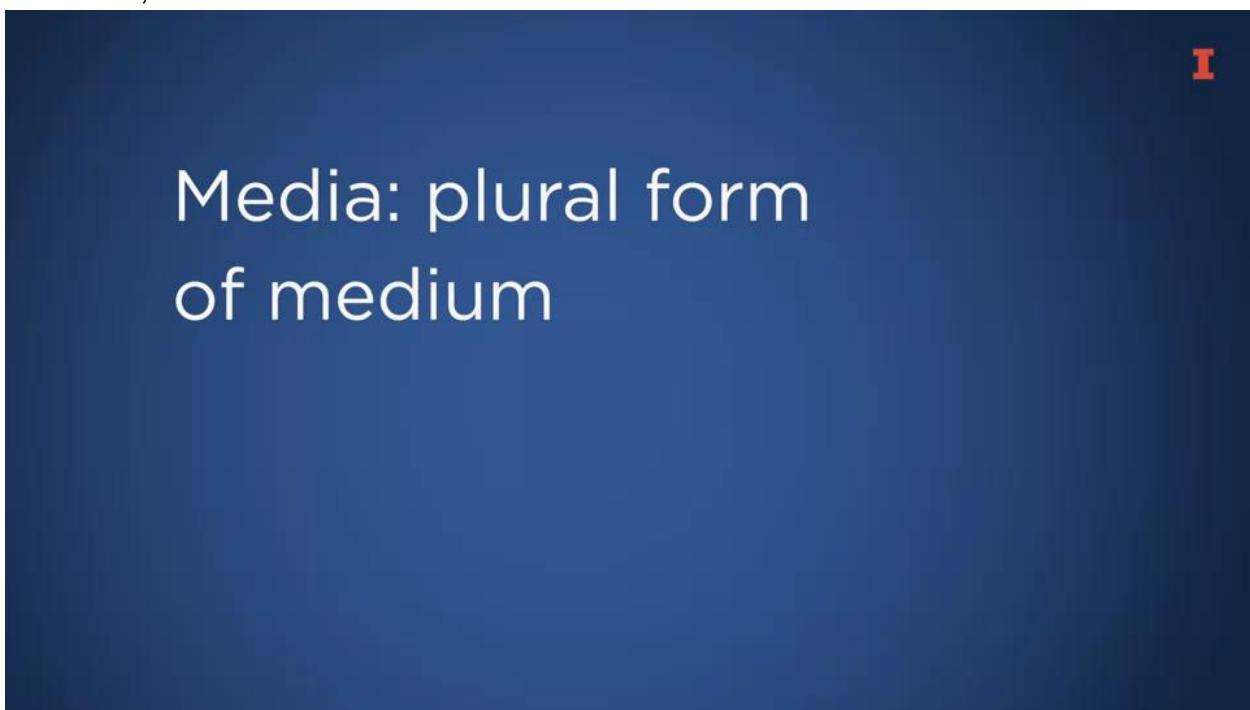
[Lesson 3.1: Understanding Marketing Media](#)



Being a professor and a researcher of media, I often ask my students, what is media? They usually wonder why I would start my class with such a simple question when the answer is so obvious. However, usually after they think about this question more, they'd realize it's not as easy to define this broad and abstract concepts as they thought. For example, students typically list The New York Times as an example of media.



When I press further, marketing and advertising students tend to see The New York Times as a business entity and content platform that sells advertising spaces. But students from journalism, political science and other social science disciplines often see the same institution as a pillar of democratic society, a trusted social and political institution, and an unbiased source of information.



What is media, exactly? In English, the word media is a plural form of the word medium, which has several meanings. People often use the word media very casually to refer to a variety of things.

Media: news organizations and journalists

Today, many American politicians often use media to refer to news organizations and journalists in blanket attacks. In this view, media includes news and entertainment companies, TV, radio programs, and groups of people.

In the context of Marketing & Advertising

Media is any communication channel

**Print
Broadcast
Digital media
Billboards**

In the context of marketing and advertising, we often think of media as any communication channel, including print, broadcast and digital media, as well as outdoor billboards. As professional communicators, we must be careful not to let the inconsistent use of the term media to affect our professional judgment. To help our thinking, I would like to differentiate between several conceptualizations of the word media. Since this is a marketing class, I'm going to limit the discussion to that context.



Media:
**anything that carries and
transmits information**

First, I want you to think about media broadly as anything that carries and transmits information. It could be a person who tells you to buy something, a piece of paper, a wall, a display window in a shop, a video, an email, a text message, a phone call, a website, a social media page or a smartphone app.

Communication channels that deliver marketing messages

Media in this case means simply communication channels through which marketing message and information can be delivered. Now please take a moment to think about this definition of media and list as many digital marketing communication channels as you can.

Media: pieces of information

What did you come up with? Now next, I want you to think about media more specifically as pieces of information that you can deliver via the various communication channels you just listed.

Messages are often:

- words
- symbols
- images
- audio
- video signals



Now you will find that communication messages are often encoded in words, symbols, images, audio, video signals and many other formats. You will see that some mediums have a larger capacity for delivering different kinds of content, while other mediums are limited to delivering a specific type of information. For example, what can you communicate on a piece of paper? Perhaps a picture, a string of words, maybe some symbols, but not sounds or videos. In contrast, digital mediums such as a web page can display multimedia content in audio, video, and interactive games. In communication and media research, we use concepts such as capacity, bandwidth, mobility, or interactivity to describe the varying quantity, quality and a variety of information that a communication channel can transmit. Media is not only a communication medium for storing and transmitting information.

Media: Providers of communication channels

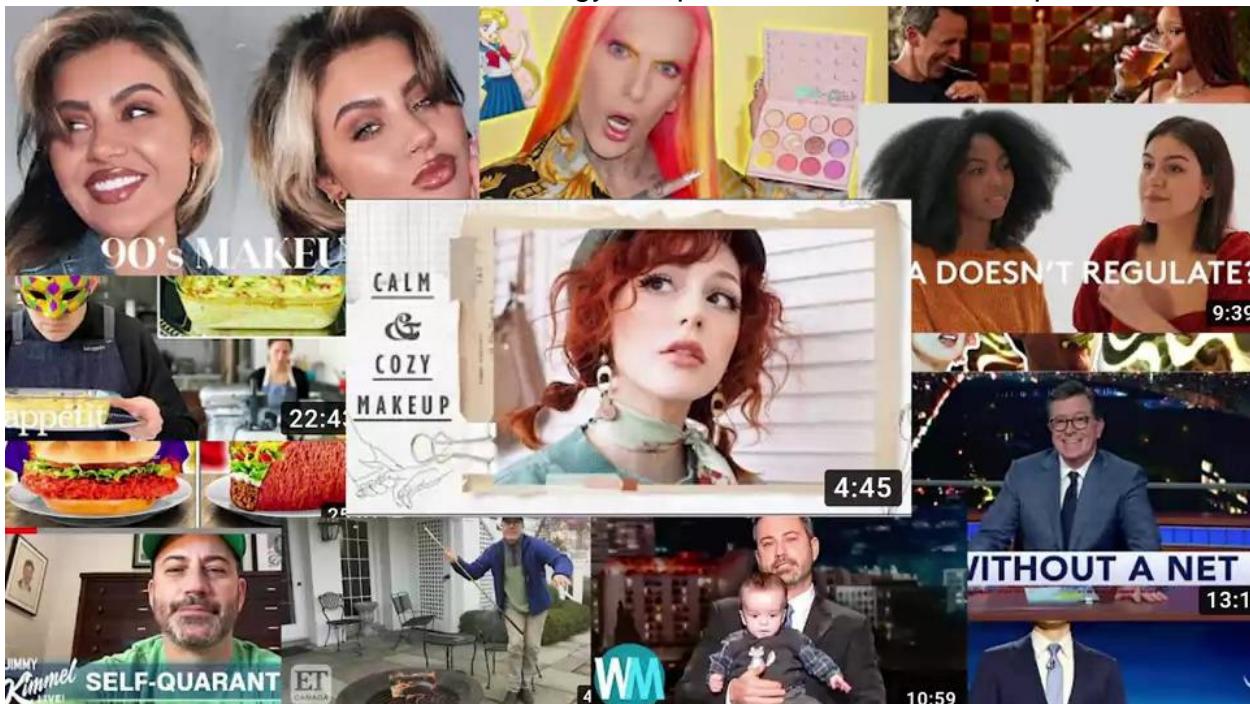
You can also include in its definition the providers of communication channels.



For example, if a daily paper is the medium for delivering news, then its provider is the newspaper publisher.



If a communication channel that you listed earlier was a type of social media, then the provider of that channel would be a technology company such as Facebook or Twitter. Let's now think about the difference between traditional and digital media in terms of its content creators for a moment. In a newspaper, an article is often written by professional journalists, but the ads are created by agencies and businesses. However, in the case of social media, the technology companies control the media platform.



They provide a space for users to share information. But it's the users who generate content by sharing their thoughts, pictures or videos for others to consume. This distinction is hugely important for digital marketers to recognize because it fundamentally changes the way in which marketers can use content-rich strategies, such as storytelling and consumer education in the marketing mix. I will further elaborate on this point later in this course. Finally, let's consider both the media's delivery channel and the content together.

The video frame shows a man with glasses and a blue patterned shirt speaking. In the background, there is a thumbnail image of a New York Times front page from January 2013. The thumbnail includes a large photo of a fire at night, several news headlines, and a small advertisement for a bottle of perfume.

We can then ask, what media outlets or devices would a particular consumer use? What type of content will they receive, and how will they receive it? A person can read a news article in a newspaper, on a mobile phone, or on a computer. They can also listen to an audio program on a radio, phone, computer or even a television. In these scenarios, the concept of media refers not only to the information that is being displayed, but also the channel through which the content is delivered and to the device that the consumer uses to access the information.



In the era of mass media,
different types of mediated
content could only be delivered
using designated channels.

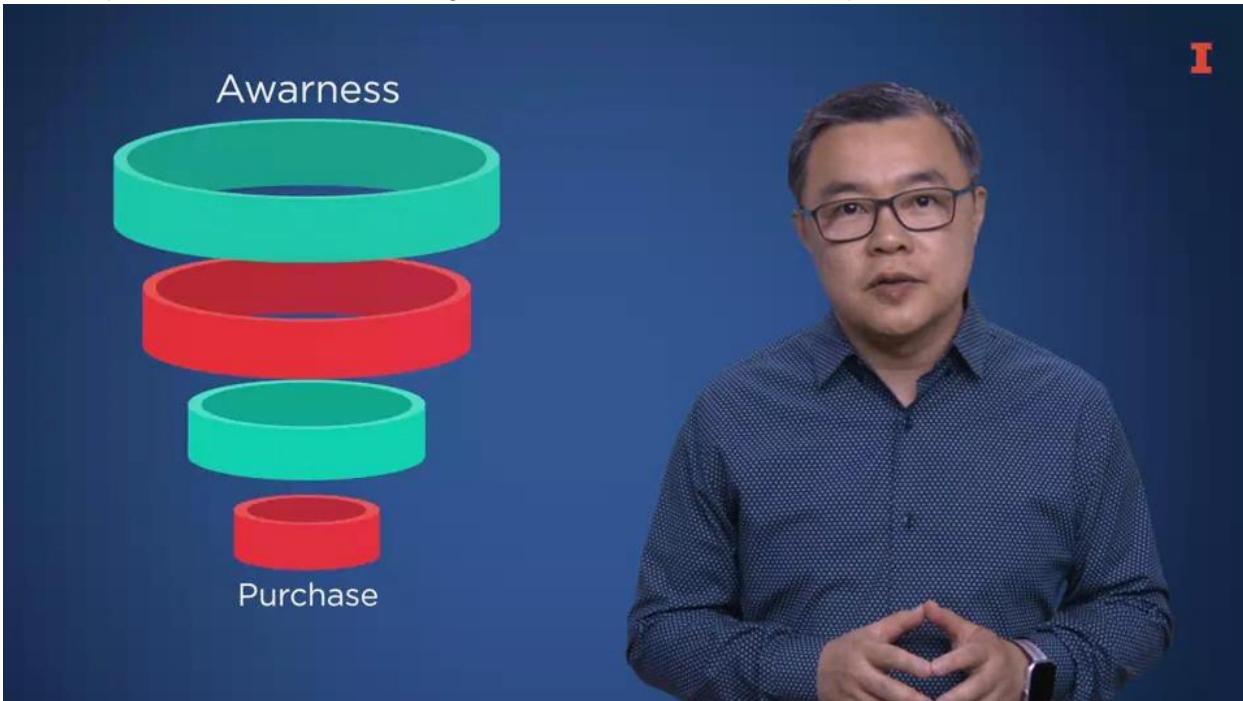
In the era of mass media, different types of mediated content could only be delivered using designated channels. As such, the media landscape was traditionally been defined by media channels such as print, broadcast, telecommunication. Only a few content owners and communication channels held the power of communication in this era. In the United States, a few commercial institution called conglomerates controlled traditional media, such as large publishers, entertainment companies and technology providers. Advertisers and audiences support the conglomerate in a dual product marketplace. In the digital era, however, the entire media landscape has shifted in being redefined. Thanks to the Internet and other digital technologies. Consumers can access media content on a variety of platforms and devices anywhere at any time. In the next lesson, we will explore the impact of digital technologies on advertising media and marketing communication more deeply.

[Standalone Topic 1: The Marketing Funnel](#)

The Marketing Funnel

Module 1: The Changing Landscape

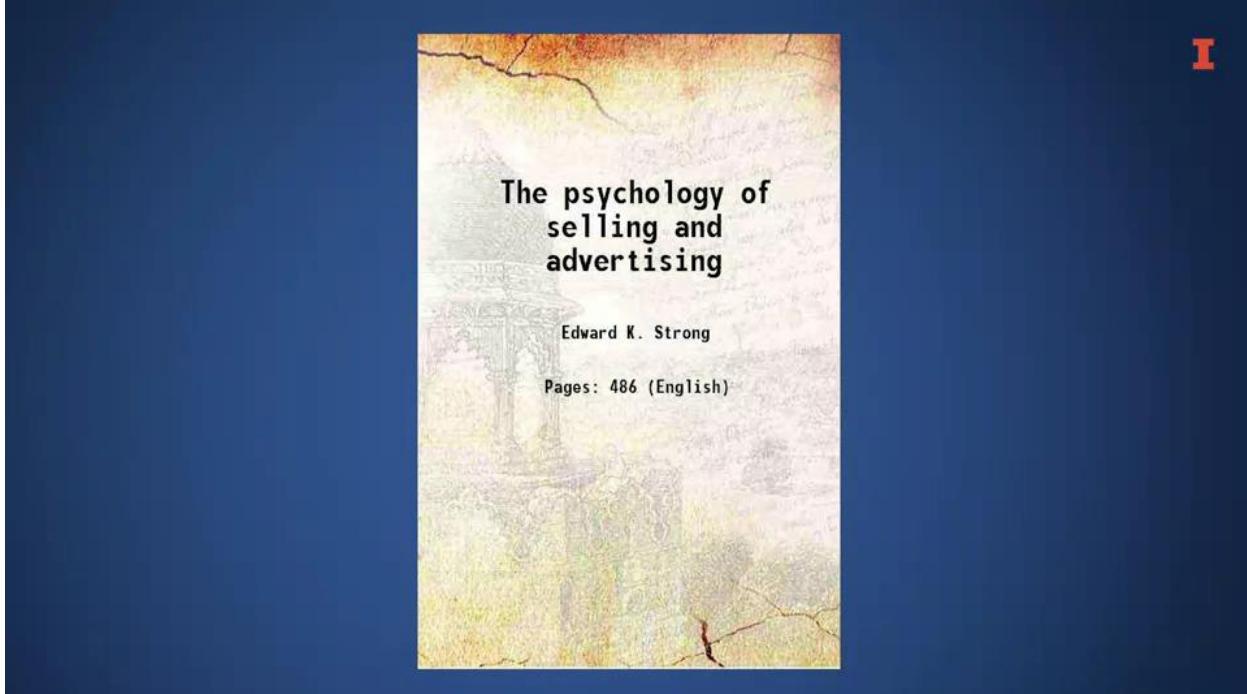
The funnel is a metaphor used by marketing professionals to guide their strategies. The most basic representation of a marketing funnel has two essential components.



First, it describes a consumer's journey in several stages from their first awareness of a product or service through the moment they make a purchase.



Second, it uses an inverse cone shape to represent both the consumers decision making process and the funneling process businesses use to discover and convert a prospective customer. Believe it or not the basic principles behind the marketing funnel was articulated more than a century ago.



In 1925, Edward Strong, a psychologist, published a book titled *The Psychology of Selling and Advertising*. This book helped pave the way for the consumer psychology guided marketing and advertising strategies that we're familiar with today.

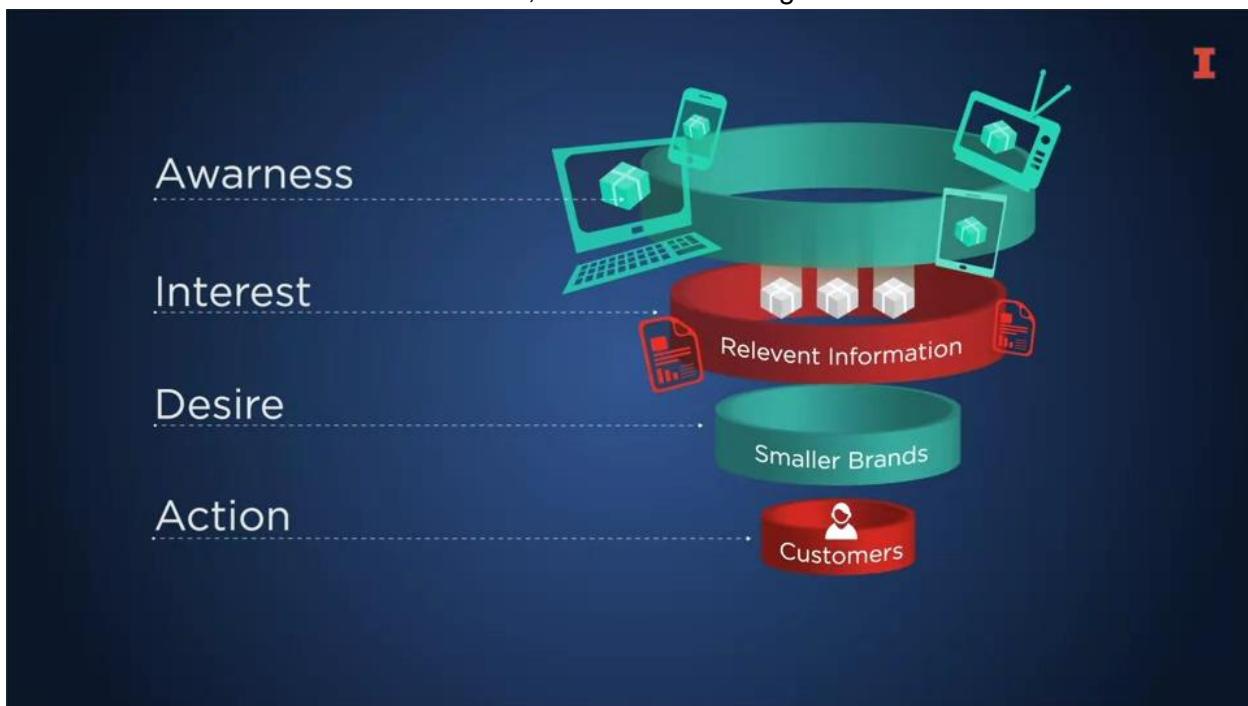
AIDA MODEL

Awareness
Interest
Desire
Action



Elias St. Elmo Lewis

In his book, strong attributed the origin of the AIDA model, to the advertising Hall of Famer Elias St. Elmo Louis. The AIDA model indicates that every purchase involves Awareness, Interest, Desire and Action. During the Awareness stage, prospective customers become aware of a problem and are seeking solutions. At this stage, businesses can raise consumer's awareness about their products or services and offer them as potential solutions to the problem. At this point, marketers would try to reach as many prospective customers as possible through cost effective means of mass communication, such as advertising on mass media channels.



This stage is also referred to as top of the funnel. During the interest stage, the prospective customer enters the middle of the funnel. They narrow their interest to a group of services and products and started to gather more information. At this stage, it is the marketer's job to target and engage the prospect with relevant information and position their product or services above that of competitors. Next, the funnel gets narrower and moves to desire. The prospect begins to identify and evaluate a smaller list of vendors and brands. Here, since the pool of prospects is smaller, the marketing team can utilize more direct and personalized means of communication with them. They can find out who the prospects are and what they need, and can then offer incentives to nudge them towards action. Finally, the prospects take action to make a purchase. This is the bottom of the funnel, where marketers can make the final push to convert a prospect into a customer. Over the last century, various iterations of the funnel have been developed in adopt to suit the unique needs of different industries and prototypes. For example, the desire stage has been further divided into smaller steps, Consideration, Intention and Evaluation to help marketers develop more nuanced sales tactics. Now, you understand the definition of a marketing funnel and how it can help marketers address consumers informational and psychological needs at different stages of their journey. Can you come up with a few marketing communication strategies for each stage? I'll give you a few minutes to think about it.

I

A marketing funnel simplifies the customer's journey and makes it easier for companies to follow.

A marketing funnel simplifies the customer's journey and makes it easier for companies to follow. It is a planning tool almost universally accepted by marketing professionals today. However, since it was developed more than 100 years ago, the model may have its limitations. The original AIDA funnel has been criticized for not including post purchase behavior and customer relations. To address this problem, marketers add new stages to the bottom of the funnel, such as brand loyalty and product advocacy.

ADIA Model Limitations

Not including post-purchase behavior and customer relations

Should be altered to suit marketing context



The funnel should also be altered to suit the needs of different marketing contexts. For example, in B2C marketing, customers often navigate the funnel alone, but they may also be influenced by their friends and family. But the decision making during a B2B purchase may be affected by the company and industries culture. B2B customers are typically more knowledgeable about the products involved, and have more negotiation power than B2C customers. While these limitations call for marketers to be flexible and adaptive in their use of the funnel. Fundamental principles of and the underlying assumptions about the market condition in the purchasing process have not changed much in the last century. And neither has the consumer behavior of the AIDA model. However, the recent and the rapid pace of innovation in e-commerce digital and mobile communication, data analytics, and automation have not only disrupted how marketers discover, reach, and engage their consumers. But also disrupt consumers information seeking and purchasing behavior. Some might even argue that the utility of the funnel has reached its limit as a powerful and intuitive metaphor to guide marketing planning. It is time for marketers in the digital era to break from the conventional thinking and look beyond the funnel. What do you think? Please take a few minutes to think about how the funnel might be applied in e-commerce and online shopping. With the stages in the AIDA model still capture the consumer journey, is the funneling process still a good guide for businesses to plan and develop their marketing strategies.

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Why or why not?

Standalone Topic 2: Dual Product Model of Commercial Marketing Media



[MUSIC]

In the United States, most commercial publishers and media companies follow a dual market business model. This means they make a profit in two separate marketplaces, media and advertising.



In the media market, the publishers and the media producers, also the sellers, offer information and entertainment content. The product to the media audience, who are the buyers, in exchange for direct payment and attention.

Media consumers directly pay for content to entertain and inform them. For example, they buy books from book publishers, pay a subscription fee to newspapers, and purchase tickets to watch movies.

In the advertising market, media producers package and sell the audience's attention to advertisers.

In this case, media producers are the sellers, the audience's attention is the product of media consumption, and the advertisers are a second group of buyers.

In this second market, companies pay publishers to deliver advertisements such as TV commercials, classified ads or magazine inserts, alongside or sometimes in between their media products.

By capturing the audience's attention, the advertisers can raise product and brand awareness and stimulate consumers desire to make a purchase.

Consumer attention
creates a demand for
advertising space and
time...

I

...which media publishers supply and then sell to advertisers.

Consumer attention creates a demand for advertising space and time, which media publishers supply and then sell to advertisers. Major media networks produce TV shows and sell commercial breaks during the show, to advertisers based on the size of the audience the show can attract.

The more popular the show, the more expensive the commercial breaks in this show become.

The more popular a show, the more expensive the commercial breaks in this show become. Because it is costly to produce and deliver mass media content, and the available media space for advertising is limited.

Dual-product Market

Agencies broker spaces

Advertising

Sponsorship

Product placement



Media agencies and creative agencies are set up to serve and support the dual-product commercial media market. Media agencies, broker spaces and opportunities for paid content placement such as advertising, sponsorship, and product placement.

Creative agencies help brands and businesses develop messaging strategies and create content that will influence consumers' attitudes and actions.

Creative agencies help brands and businesses develop messaging strategies and create content that will influence consumers' attitude and actions.

Ecosystem Disrupted

Advertisers

Content providers

Agencies



The rise of the Internet has disrupted a matured commercial media ecosystem of advertisers, media content providers, media and creative agencies.

Tech Companies

Now fulfilling functions



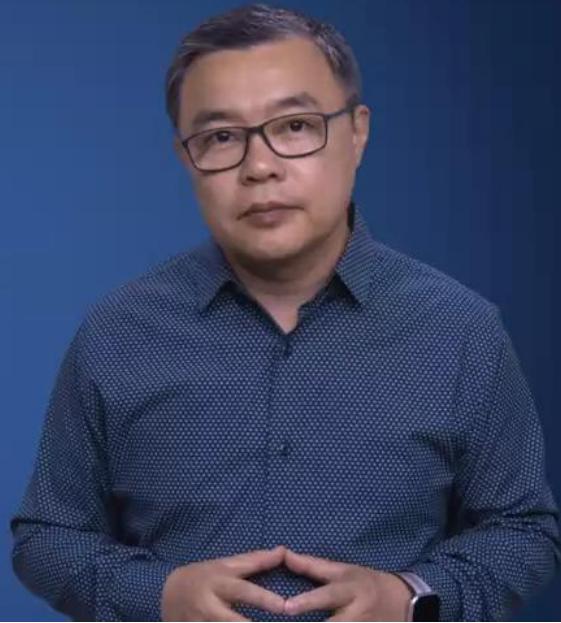
Technology companies increasingly fulfill the functions that media and creative agencies used to serve. The world wide web has theoretically unlimited virtual space for which has taken the inventory of marketing out of the hands of just a handful of media conglomerates and their few hundred channels. And give control to the millions of online publishers and website operators instead.

This shift has given rise to a new sector in the technology industry known as the adtech.

AdTechs

New tech sector

Facilitate buying and selling



These technology companies facilitate the buying and selling of advertising spaces and opportunities in the digital world.

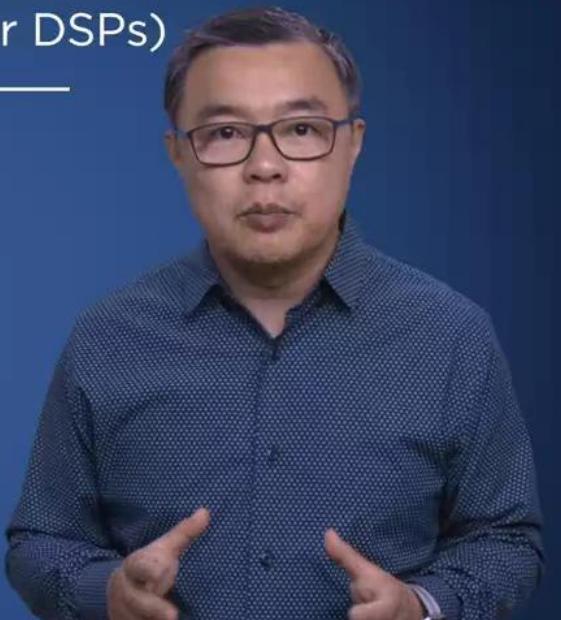
Demand Side Platforms (or DSPs)

Find

Evaluate

Optimize

Secure



For example, on the demand side, the demand side platform or DSPs help business find, evaluate, optimize and secure billions of marketing opportunities on the web.

Supply Side Platforms (or SSPs)

Help consolidate ad space



On the media and the supply side, the supply side platforms or the SSPs help online publishers and websites operators consolidate and list their advertising spaces and inventories.

In the digital world, computer algorithms do much of the advertising, bidding, and selling process...

In the digital world, computer algorithms do much of the advertising, bidding and selling process, often in real time in ad exchanges and ad networks that operates much like the financial markets.

Digital Content Producers



On the creative and a content production side, a slew of digital content producers such as bloggers, social media influencers, YouTubers. And digital media platforms such as social media sites in streaming services have emerged to compete with the traditional media outlets and the creative agencies.

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[Interview with Jan Slater: Rethinking Digital vs. Traditional Media](#)



Do you think it's the tension between the traditional and new media is going to exist for a while or are we evolving into something different that we no longer need to talk about?



This kind of tension because of the business model, the advertising publishing, sort of joined at the hip, yet at the same time hating each other kind of model is changing. Like, you might also imagine the disruption. Yeah, I think there's always going to be a little bit of tension. But I think what's evolving is that the advertisers, the brands, the owners of the brands are finding that they

all moved into digital thinking. You did digital in the same way you did traditional media, you bought something, you created something, you aired something. And even Procter & Gamble took a lot of their business and put it in digital. Lots of places do. I think the differences, we still will have traditional media. People aren't necessarily not watching television. And as you say radio is making a comeback. And there's a lot of online publishing that's happening that is very profitable and very good for brands.

But there's other ways to deal with the social and the non traditional media. And that may not be paid. So we have the new kind of mentality of paid, owned, earned in the media business and not everything has to be paid. We still have the traditional piece of television and newspaper and print and all that. But we have this kind of owned. So we have our own channel, we have our, Hallmark is a perfect example of a company that's owned their media. They've created the Hallmark Hall of Fame which they bought TV time and only aired their own things, but that was their production. So they owned that product. And then we have the earned piece, which is you've done something great that your brand advocates are going to put back into social media, whether it's on Yelp or whether it's on their Facebook page or your Facebook page. So it's about building the strategy around all three things and I think once brands and

Play video starting at 2 minutes 30 seconds and follow transcript2:30

the media channels as well realize it's not one or the other. It's a combination of the paid, owned, earned. I think you'll see a little less tension and hopefully a lot more interconnectivity.

>> Thank you. I think that's a great point to kind of tying an earlier point made by you, which is to not think about them as just delivery mechanism. Or sort of thinking about these medium channels as a specific way of delivering a message, but rather and keep our focus on why we're delivering this message and what message are we delivering and think of them as different ways of getting the messages out. So I think that's a very important takeaway.