

# Digital Marketing 101: Marketing Technology

Study Guide

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## Section Overview

Digital Marketing is a comprehensive amalgamation of several disciplines. The Digital marketing landscape is continuously changing. Marketers have to cope with the changing trend to be effective in achieving the desired results and objectives.

In this section, you will learn about fundamental features of “mobile relating to Digital marketing” as well as some unique aspects of Internet of Things (IoT), which encompasses any device connected to the Internet. You will be familiarized with best practices of mobile marketing and will identify trends in the mobile technology landscape. The section also discusses future prospects, risks, and implications of Internet of Things.

Digital Marketing cannot be dissociated from Digital Analytics. The two go hand in hand to achieve efficiencies and demonstrate value. In this section, you will also learn about analytics as an important technology in marketing and understand the broad categories of metrics useful to marketers.

It is known that consumers don't make a distinction between their online and offline experience. They think of a brand as a whole. This is why this section also focuses on offline—online challenges in marketing. You will be able to compare channel-centric and customer-centric approaches of digital marketing. In this section, you will also learn about challenges of offline attribution in an online world

## Lesson 1— Mobile and Internet of Things

# Objectives and Learning Outcomes

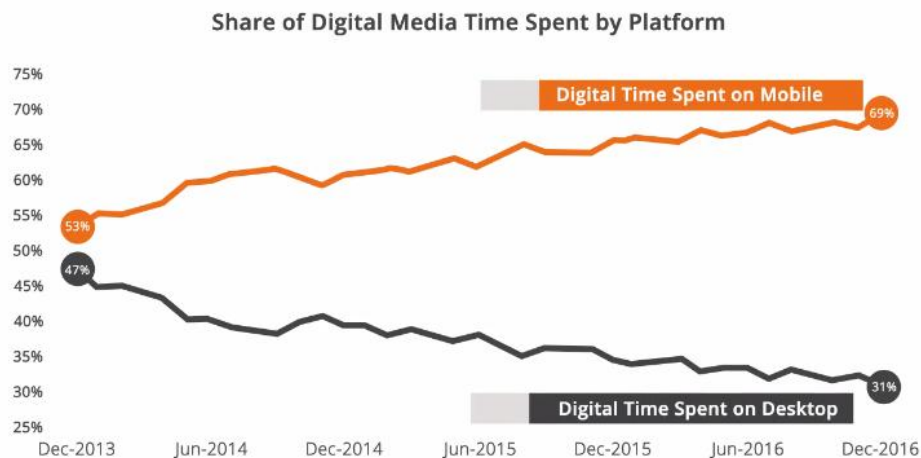
- Identify the best practices of mobile marketing
- Identify unique trends in the mobile technology landscape
- Identify the vast possibilities of the Internet of Things (IoT)
- Discuss the risks and implications of IoT and mobile technologies

## Key Takeaways

### Mobile: A Platform of Its Own

Latest surveys show:

- Mobile accounts for almost 7 out of 10 digital media minutes.
- Smartphone apps alone account for half of the digital time spent.
- Mobiles and tablets account for well over 60% of the traffic to a website.



- Is your customer experience compatible or optimized for mobile and tablets?
  - While many vendors in the customer engagement industry look at mobile as a communication channel for customers, most customers do not.
  - A convincing and appealing mobile customer experience must leverage all channels available on a mobile device, so it is misleading to consider “mobile” a channel.
- Mobile is not a channel like Paid Search, Banners, or Affiliates, but many marketers mistakenly treat it as one.

### Mobile Marketing Best Practices

- Some marketing tactics specifically adapted for mobile are:

- Optimize content for micro-moments—short and specific to user goals
- Use hyperlocal marketing to connect with the right audience at the right time and the right place
- Leverage social media marketing (people spend a huge amount of time on Facebook on mobile)
- Use text/SMS marketing (if opted in)
- Incorporate QR codes (although possibly on a decline)
- Go paperless (send invoice by email)
- Send time-sensitive service alerts and notifications
- Use SMS-based coupons
- Adopt Apple Passbook, Google Android Pay, Google Wallet, Amazon Pay, etc.
- Provide apps, mobile cards, and membership benefits
- Leverage Augmented reality apps, such as Pokemon Go

### Mobile Trends

- There are a number of mobile trends:
  - Tracking users, not devices, which is only possible through user authentication
  - Using progressive Web Apps (instead of native apps)
  - Google-backed project for AMP (Accelerated Mobile Pages)
  - Marketing automation
  - Location-based marketing
  - Voice search and activation
  - Mobile security and privacy
- Mobile trends overlap with other aspects of today's digital marketing practice.
- Tracking users is relevant and useful regardless of the platform.
- Progressive web apps and AMP are equivalents of today's modern, responsive, and fast-loading websites.
- Marketing automation is just across the board.
- Voice activation appears to be the next major milestone.
- Security and privacy aren't unique to mobile.

### Internet of Things

- The Internet of Things (IoT) is the network of physical devices, vehicles, and other items embedded with electronics, software, sensors, and network connectivity which enable these objects to collect and exchange data.
- The most common IoT devices are Amazon Echo and Google Home.
- IoT devices can be activated by voice and can help with many common tasks like:
  - Listen to music
  - Get weather forecast
  - Hear latest news
  - Manage to-do-lists
  - Set up timers and alarms
  - Set up calendar
  - Book restaurants or movies

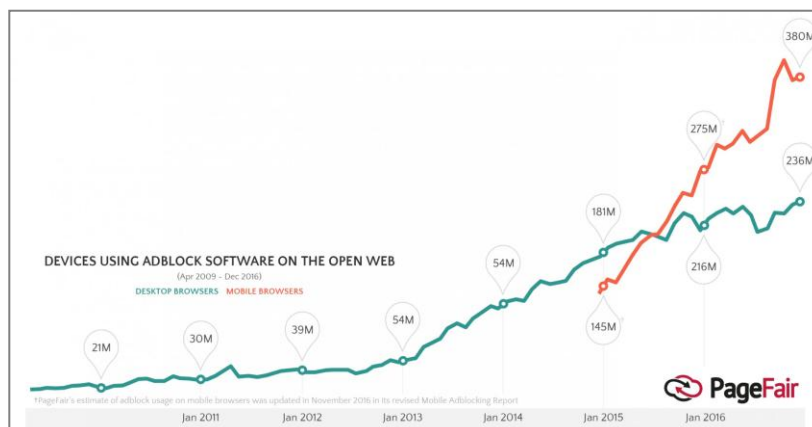
- Find answers on web
- There's also a plethora of devices—some of them with dubious selling propositions—ranging from smart home devices, key finders, and security devices to lawn-mowing robots and a whole lot more.
- Some devices can't or shouldn't be used for marketing purposes, but they all share something in common:
  - They all attempt to answer or create new consumer needs, are connected, and collect a ton of data
- The advancement in technology is bound to transform the way we live and the way marketers do their work. In some ways, marketers are becoming data scientists.

### Risks of Automation and IoT

- The ubiquitous presence of connected devices raises concerns for privacy and security.
- **Example:**
  - Vizio, a popular TV brand, had to pay a fine of \$2.2 million as their TVs were tracking what their owners were watching and sending the data to company's server. They sold it to advertisers, hence violating the privacy policies.
- **Example:**
  - Burger King's TV advertisement purposely triggered a home assistant device (Google Home). The TV ad clearly said the words "Okay Google what is Whopper Burger" that would wake up the Google Home device. If the device was close enough to the TV, then this would open the Wikipedia page and the device would start reading about the Whopper burger.
- Apart from logging your normal web activities, the IoT devices (Amazon Echo and Google Home) also keep a crumb trail of queries, except with snippets of your voice.
- In order to work, the mics of the devices are constantly on, but they only send requests once they get activated by the famous "Alexa" or "Ok Google" triggers.
- In case of an unfortunate event, marketers have the difficult task of defending and reinforcing the brand positively.

### Privacy and Ad Blocking

- Digital marketing has often been associated with "spying on user behavior" and annoying ads. As a result, ad blocking is growing at a pace of 30% year over year, reaching 615M devices in early 2017.



- When marketers' desire to collect data is not aligned with consumers' expectation of privacy, there is growth in the number of ad blockers.
- Growth of ad blocking shows that traditional advertising strategies do not work anymore. So, you must:
  - Emphasize on relevance and value
  - Personalize one-on-one experience

## **Lesson 2—Analytics**

### **Objectives and Learning Outcomes**

- Define the terms “analytics” and “analysis”
- Identify the three core components of successful analytics
- Understand the broad categories of metrics useful to marketers
- Recognize the complexity of the digital analytics technology stack

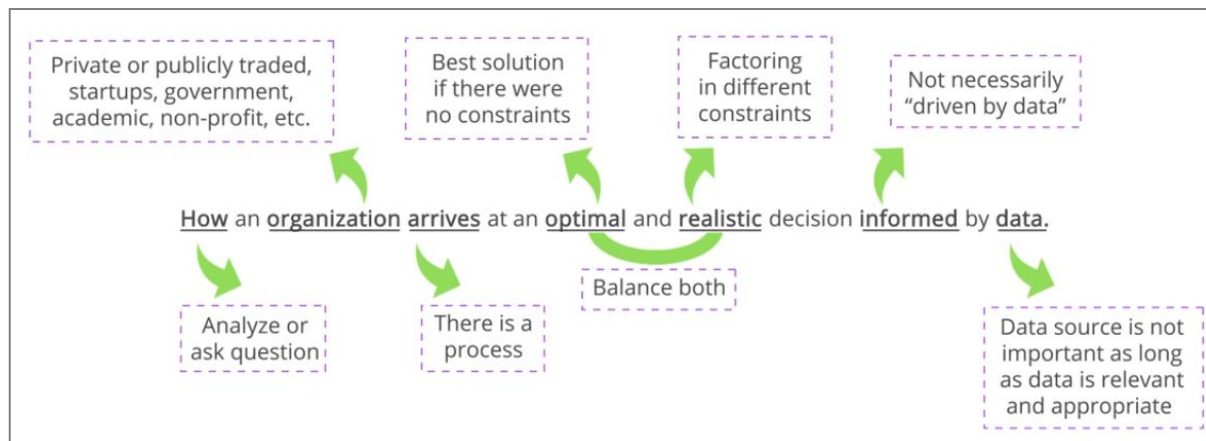
### **Key Takeaways**

#### **What Is Analysis?**

- Analysis is the process of breaking a complex topic into smaller parts to gain a better understanding of the topic.
- If you understand a topic, you can measure and optimize it.
- To optimize your marketing campaigns or your business outcome, it is important to understand how small parts make up a big picture. The goal of analysis is to make a complex subject simple and meaningful.
- Simpler, smaller, faster benefits = exponential outcomes

#### **Measuring Success through Analytics**

- Analytics is the science of analysis.
- “The analysis of qualitative and quantitative data from your website and the competition to drive a continual improvement of the online experience that your customers and potential customers have, which translates into your desired outcomes” – Avinash Kaushik
- According to Digital Analytics Association “Web Analytics is the measurement, collection, analysis, and reporting of Internet data for the purposes of understanding and optimizing Web usage.”



### Three Elements of Analytics

- Analytics requires three key ingredients in order to lead to great benefits.
  - **Context:** What is the problem or opportunity?
  - **Data:** Which type of data is available—online or offline, quantitative or qualitative, internal or external?
  - **Creativity:** Best practices allow you to provide the initial output, but creativity will lead to original solutions.
- Managers can influence all three components of creativity: expertise, creative-thinking skills, and motivation.

### Popular Metrics Among Marketers and CMOs

- There are hundreds of possible metrics to use. Here are a few categories of metrics popular among marketers and CMOs:
  - Demographics and interests reports: help you understand your audience
  - Reach: measures your ability to reach and engage your audience segments
  - Channel effectiveness: shows how people find you through Paid, Earned, Owned media
  - Engagement: reveals how people interact with your content and you through social media, ratings, reviews, comments, etc.
  - Performance: Identifies technical constraints which might come in the way of the user experience
  - Lead Generation and conversion data: represent the desired outcome from your marketing activities
  - Revenue: plays a big role in financial viability
  - Satisfaction: fuels long-term sustainability and growth

### Tools of the Trade

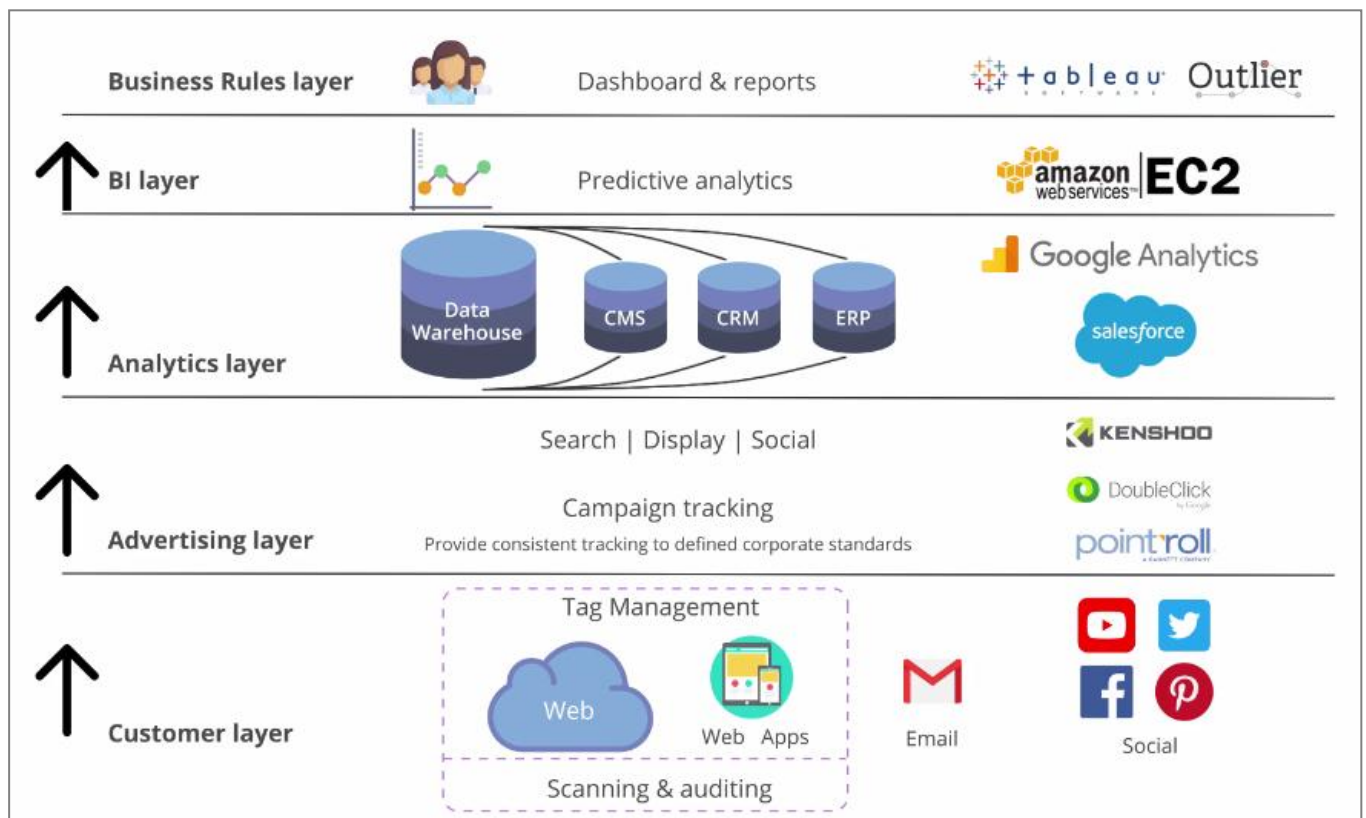
- While digital analytics is often the central hub of behavioral data, each social media platform has its own analytics.
- There are a few market leaders, like Google Analytics and Adobe, as well as a multitude of niche solutions.
- The leading platforms show a lot of similarities, and it is often difficult to differentiate the

essential features from the “nice-to-have” features.

- The leader also provides a whole suite of tools besides the core web analytics features.
- Apart from Google Analytics and Adobe Analytics, there are other providers that offer unique services such as:
  - Personalized services
  - Marketing automation capabilities
  - Greater focus on privacy
  - Stronger presence in specific geographic areas

#### Digital Analytics Stack: Example

- As with the mar-tech landscape discussed earlier, visualizing your digital analytics stack will help understand the complex links and ramifications of data within your organization and uncover untapped opportunities.
- This can be represented in multiple layers.
  - **Customer Layer:** Data is collected at this layer. The data includes your web analytics solution, social media analytics, and email campaigns data.
  - **Advertising Layer:** Data is obtained from the advertising platform and campaign tracking.
  - **Analytics layer:** All the data is stored and manipulated in the Analytics layer, where it can be combined with sales and CRM data
  - **Business Intelligence layer:** Machine Learning and predictive tools are involved at this layer.
  - **Business Rules layer:** At this layer, results and reports are presented in dashboards.



## **Lesson 3—Challenges of an Offline–Online Experience**

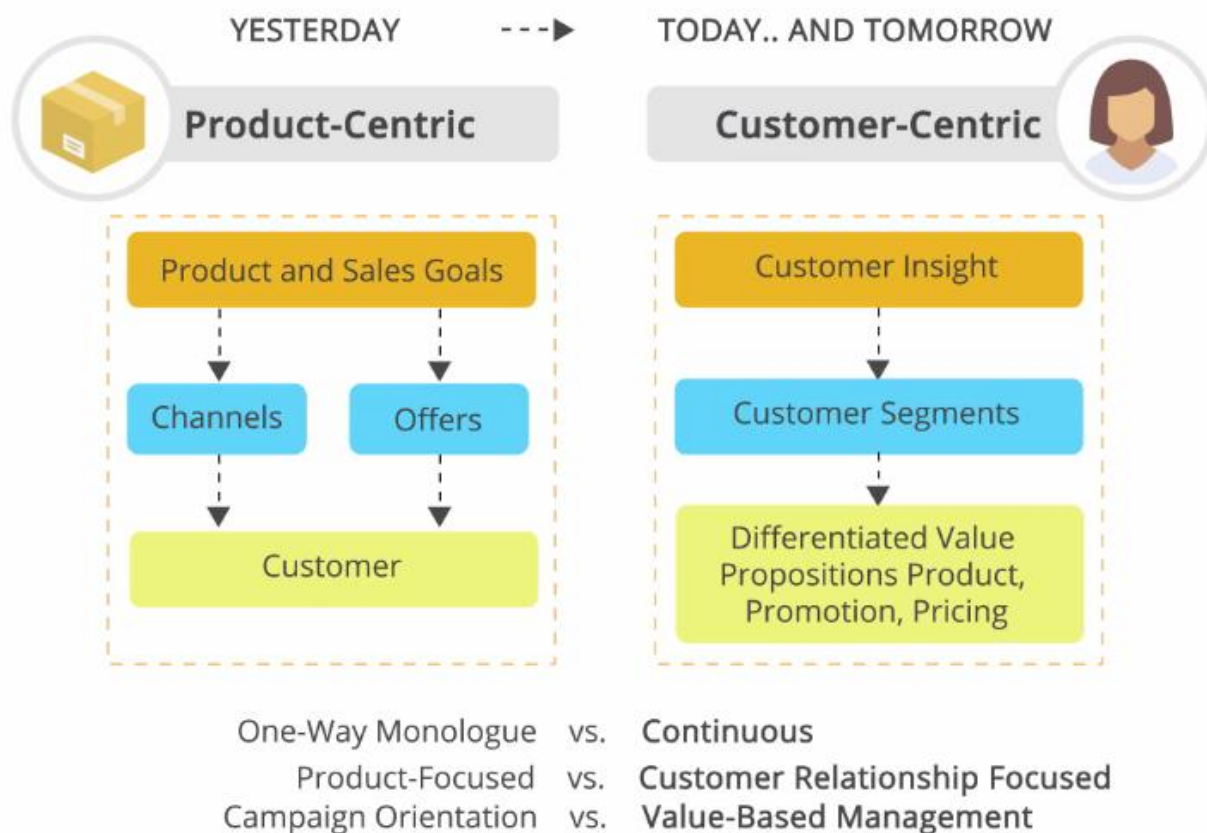
### **Objectives and Learning Outcomes**

- Compare channel-centric and customer-centric approaches of digital marketing
- Discuss the “Brick and Click” model of purchase
- Explain offline lead generation
- Explain the challenges of offline attribution in an online world

### **Key Takeaways**

#### **Channel-centric vs. Customer-centric Approach**

- A clear indication of digital maturity is whether the marketing team still talks about individual products, offers, and ways to promote them or if they talk about customer needs, segments, and personas.



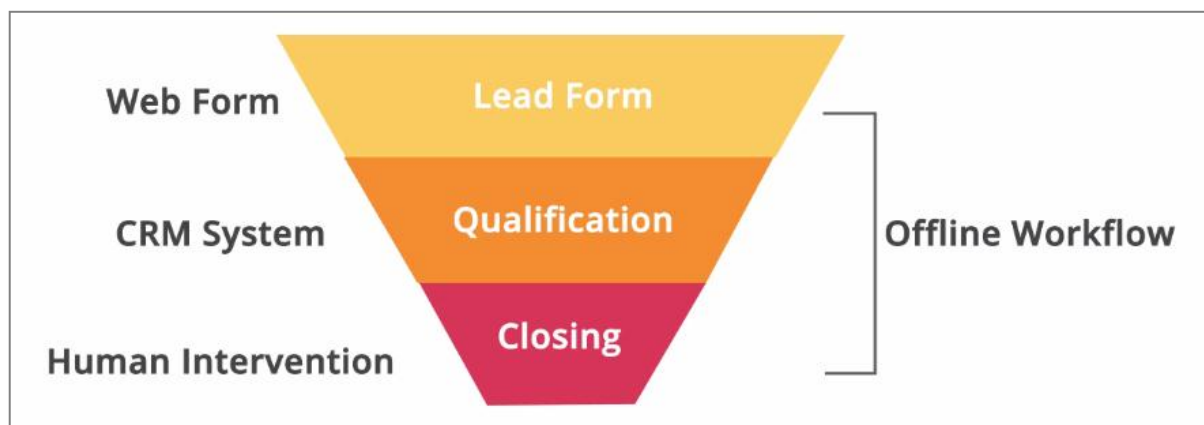
- This shift in approach shifts communication from a traditional one-way monologue to a continuous conversation, often enabled through social media or user-generated content such as reviews and comments.
- It also changes desired outcomes from “product unit sold” to “customer lifetime value.”

#### Brick and Click Model

- Excessive focus on online sales can blur the overall business value of your website.
- This is a common scenario when customers Research Online/Buy Offline (ROBO).
- **Online Shopping/Offline Purchase:** Metrics such as product detail views might serve as a “proxy” for overall product interest.
- **Drive to Store:** Metrics such as a store locator function should be tracked as key outcome.
- **Build and Price:** Websites primarily act as a consideration experience; the tipping point is the successful completion of a build and price tool (e.g., Car configurator).

#### Offline Lead Generation

- In cases where the purchase happens offline, the real challenge is how to track customers’ progress through the funnels that you identify.



- Lead generation is a scenario where the complete funnel might span multiple systems and a long time period, making it difficult to track progress.

#### Offline Attribution

- Digital analytics isn't an exact science. You often have to work with approximate data, proxies, and assumptions, which doesn't mean you shouldn't try to track offline conversions.
- You can use the following tactics to attribute conversion to the right mix of marketing channels when the outcome happens offline:
  - Call tracking
  - Coupons
  - Post-sales survey
  - Points or cards
  - User authentication or other identifiers
- Apart from the above tactics, ask your customers where they heard about you or what incentivized them to purchase.

#### Three Elements of Analytics

- Leroy-Merlin Italia is a good example of the challenges of online and offline integration.
- Leroy-Merlin Italia is a major actor in the do-it-yourself market, targeting residents and homeowners with home-improvement projects.
- They have products which can be:
  - Purchased online
  - Ordered online and then picked in store
  - Purchased only in store
- Stores automatically get credit for sales made online, through click and pick, or in store.

#### TravelAlbera.com: Attribution (almost) Impossible!

- TravelAlbera.com is a website promoting the tourism industry in the beautiful province of Alberta, Canada.
- They generate qualified leads for hotels, restaurants, and attractions by serving as an aggregator.

- Their mission is to promote tourism whether the visitors are using online or offline means.
- Their success is measured by:
  - Visitor engagement
  - Click-through Rate
- They also work closely with their partners to close the loop and get data about the leads they shared with the partners and whether they “closed the deal.”