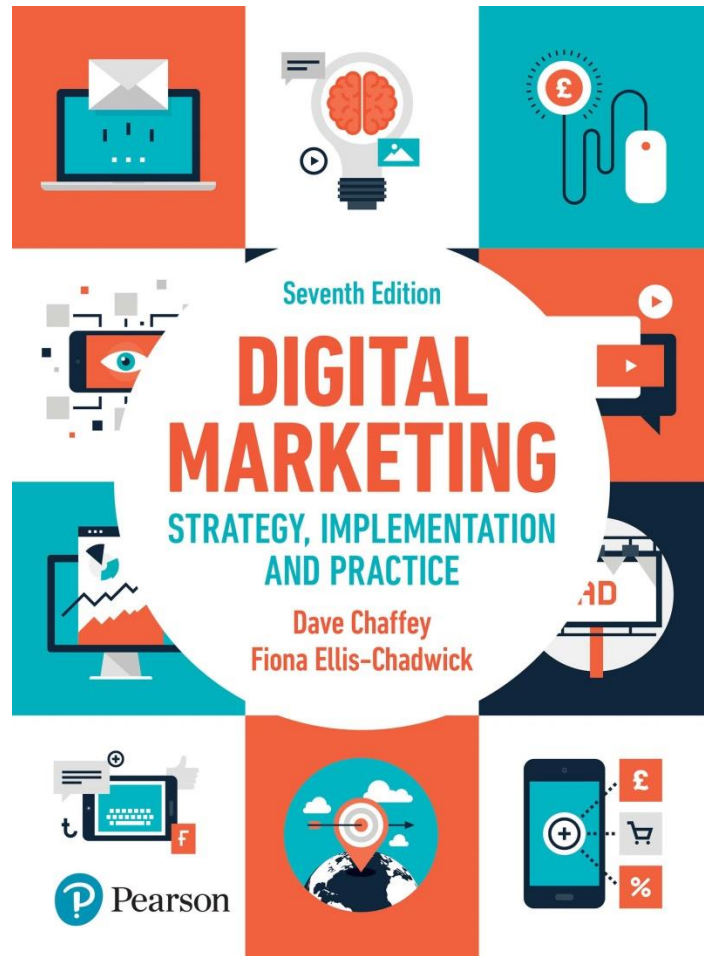


# DIGITAL MARKETING

## STRATEGY, IMPLEMENTATION AND PRACTICE

### Seventh Edition



## Part 1

Digital marketing fundamentals

## Chapter 1

Introducing Digital Marketing

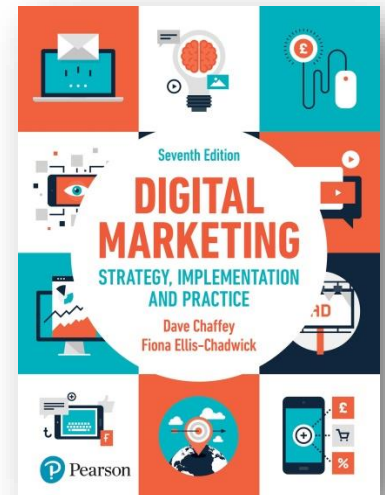
# Chapter 1 – Introducing Digital Marketing

## 1

### Main Topics:

- How digital marketing has transformed marketing
- What are digital and multichannel marketing
- Introduction to digital marketing strategy
- Introduction to digital marketing communications

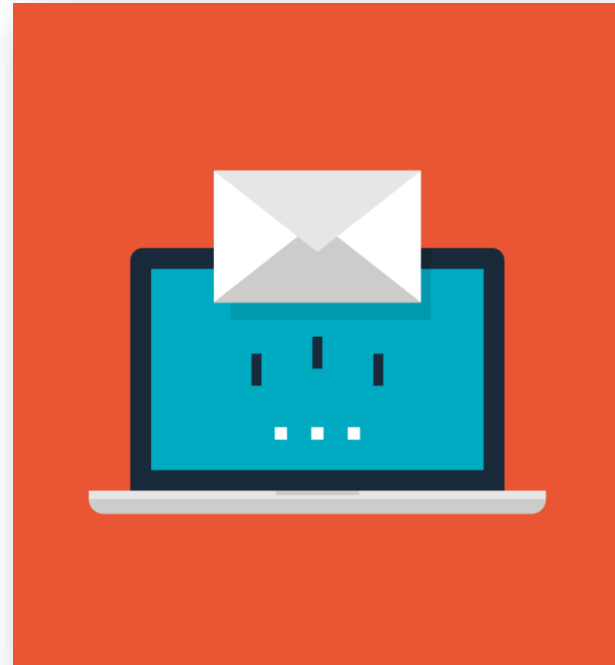
**Case Study:** eBay thrives in the global market place.



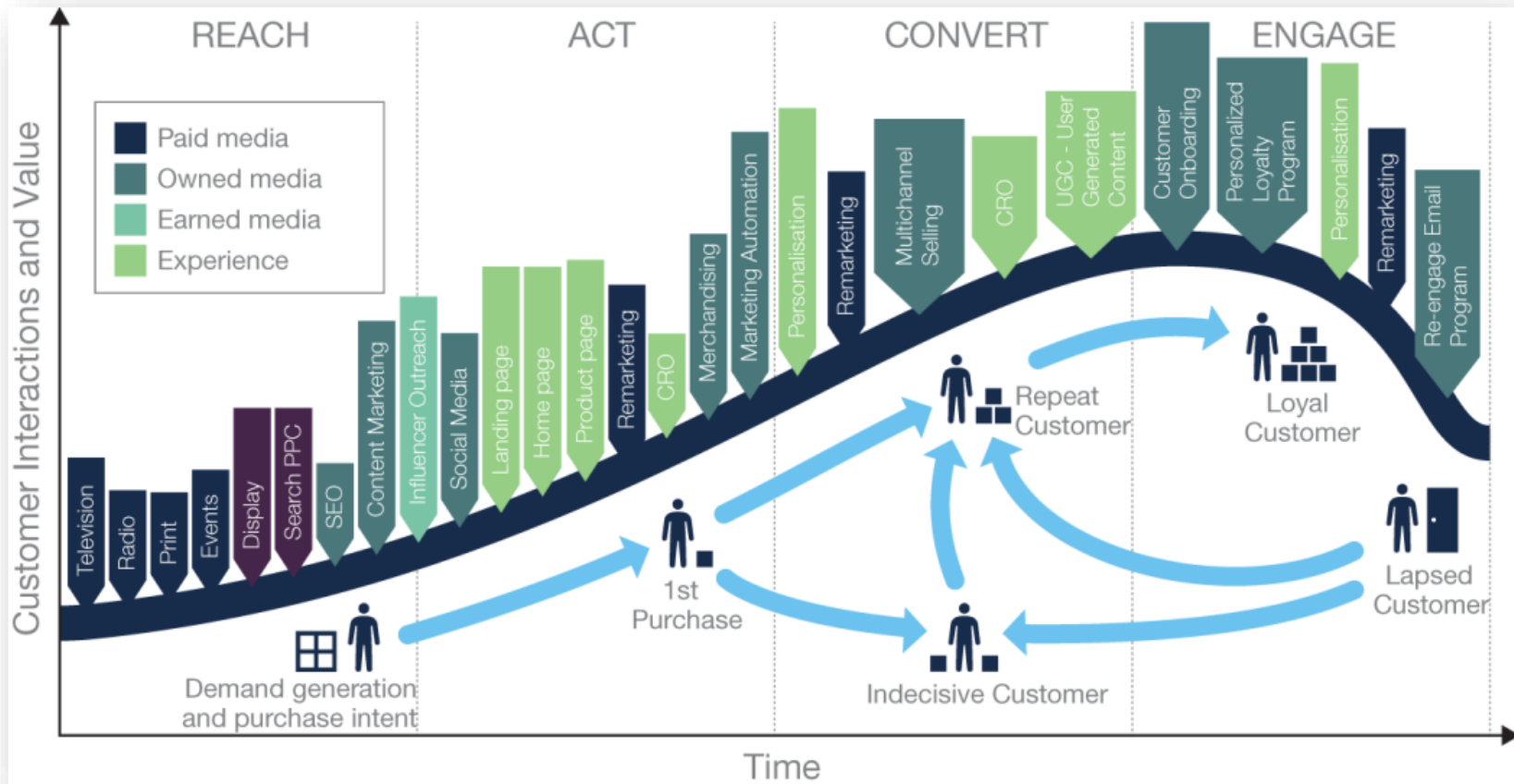
# How digital marketing has transformed marketing

Digital marketing is about:

- Audiences
- Digital devices
- Digital platforms
- Digital media
- Digital data
- Digital technology



# Figure 1.1 Customer lifecycle marketing touchpoint summary for a retailer



Source: Smart Insights (2017)

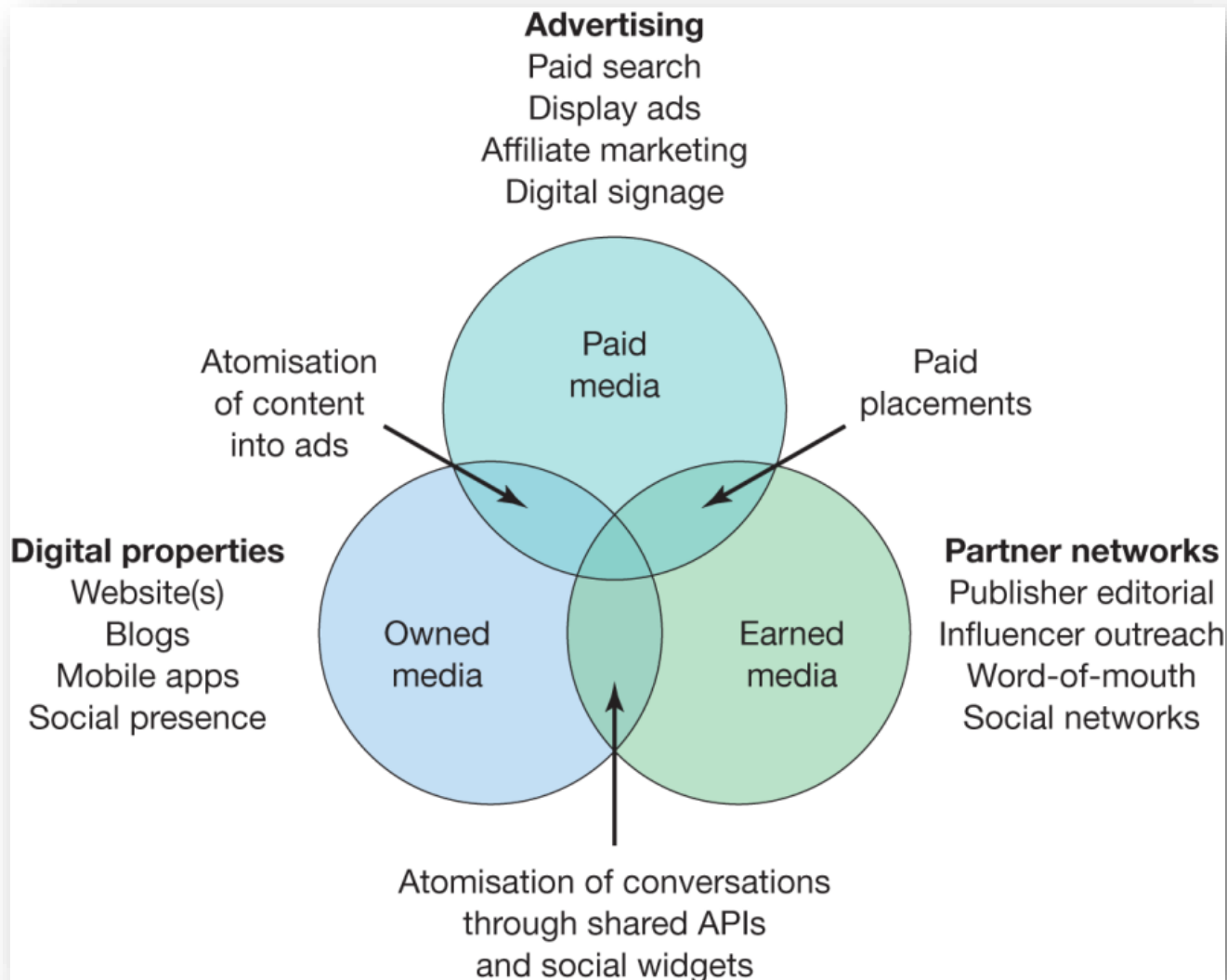
# What are digital and multichannel marketing?

Digital marketing can be defined as:

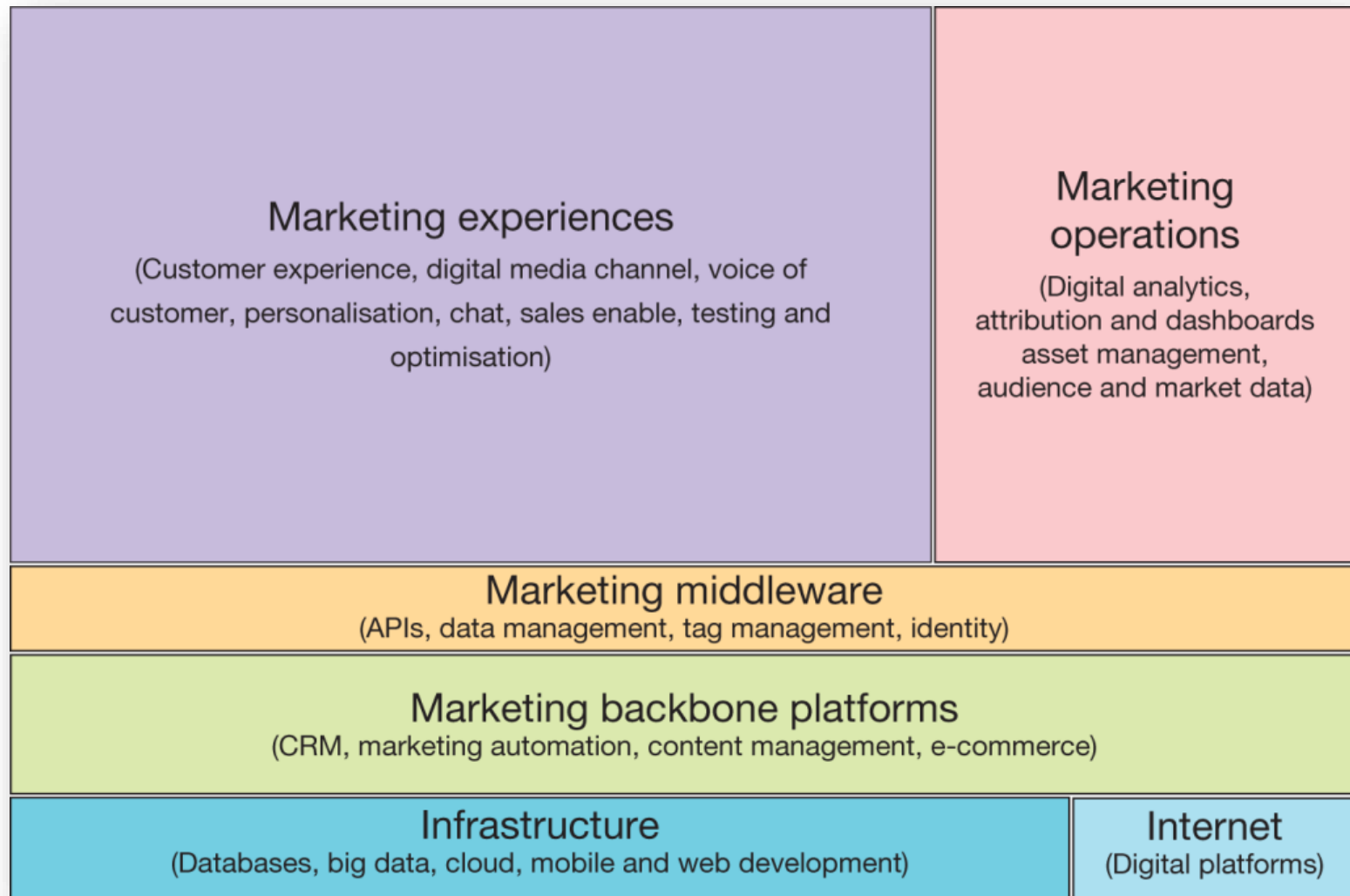
Achieving marketing objectives through applying digital media data and technology



# Paid, owned and earned media



# The marketing technology landscape



Source: With permission – **Chiefmartec.com**

# Introduction to digital marketing strategy

Key considerations:

Key features of digital marketing strategy

Applications of digital marketing

Benefits of digital marketing





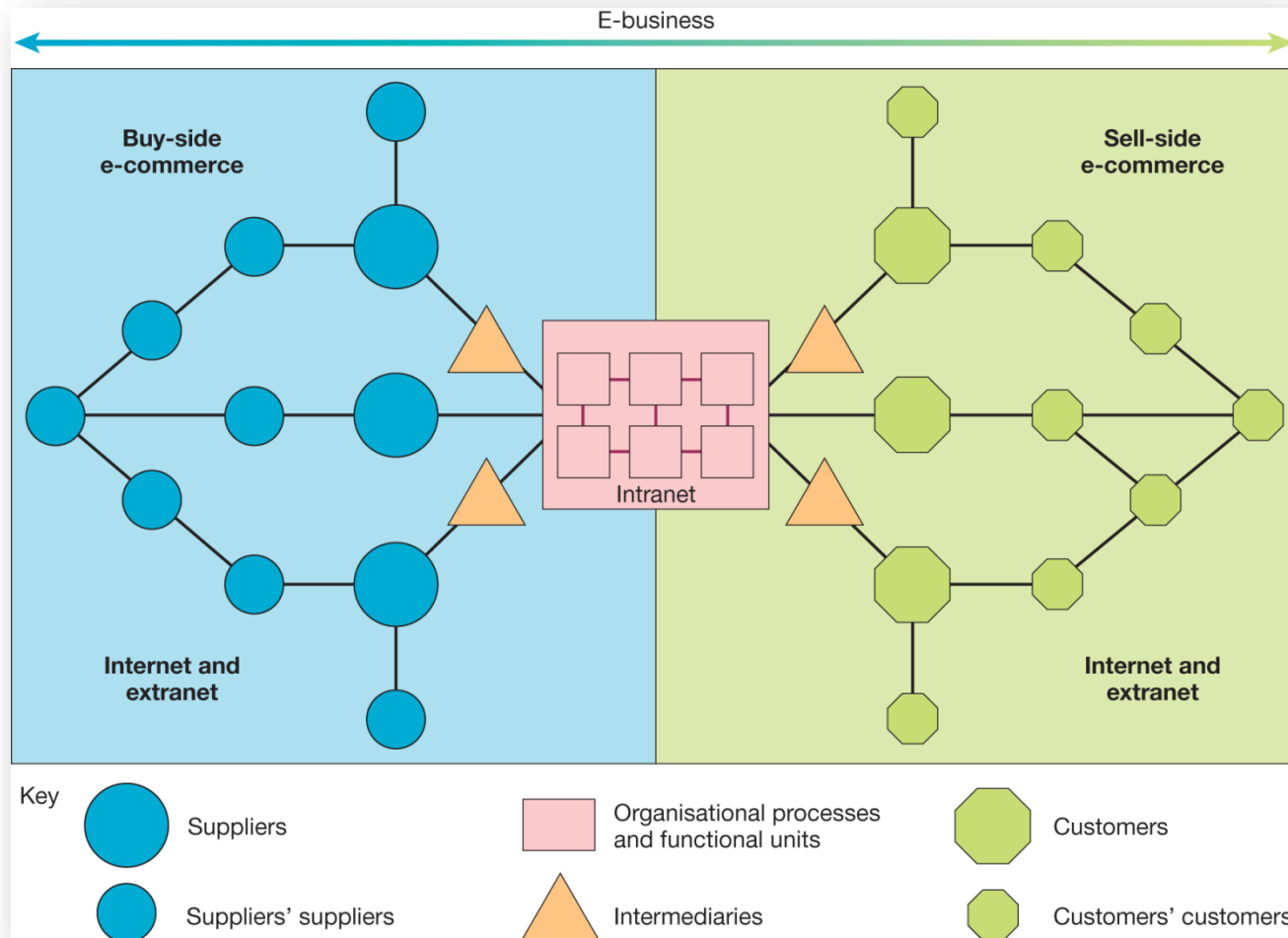
# Mini Case 1.2 Zalando exploits the power of digital media and distribution to grow a multi-billion Euro business in less than 5 years.



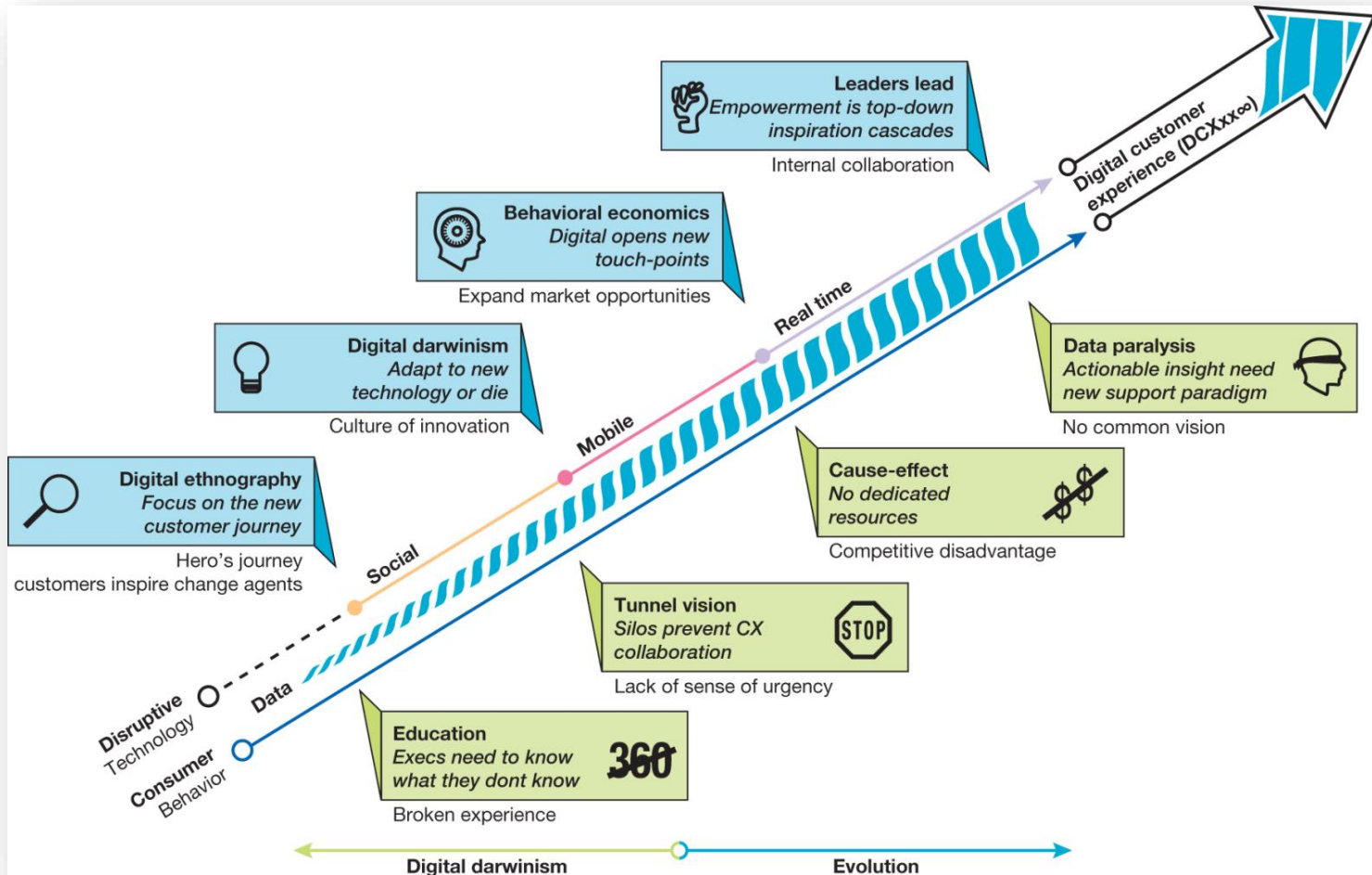
# Figure 1.5 Summary and examples of transaction alternatives between businesses, consumers and governmental organisations

		From: Supplier of content/service		
		Consumer or citizen	Business (organisation)	Government
To: Consumer of content/service	Consumer or citizen	<b>Consumer-to-consumer (C2C)</b> <ul style="list-style-type: none"> <li>eBay</li> <li>Peer-to-peer (Skype)</li> <li>Blogs and communities</li> <li>Product recommendations</li> <li>Social network (Bebo™, Facebook, Google+)</li> </ul>	<b>Business-to-consumer (B2C)</b> <ul style="list-style-type: none"> <li>Transactional: Amazon</li> <li>Relationship-building: BP</li> <li>Brand-building: Unilever™</li> <li>Media-owned – News Corp</li> <li>Comparison intermediary: Kelkoo™, Pricerunner™</li> </ul>	<b>Government-to-consumer (G2C)</b> <ul style="list-style-type: none"> <li>National government transactional: tax – HM Revenue &amp; Customs</li> <li>National government information</li> <li>Local government information</li> <li>Local government services</li> </ul>
	Business (organisation)	<b>Consumer-to-business (C2B)</b> <ul style="list-style-type: none"> <li>Priceline</li> <li>Consumer feedback, communities or campaigns</li> </ul>	<b>Business-to-business (B2B)</b> <ul style="list-style-type: none"> <li>Transactional: Eurooffice</li> <li>Relationship-building: BP</li> <li>Media-owned: Emap business productions</li> <li>B2B marketplaces: EC21</li> <li>Social network (LinkedIn, Plaxo™)</li> </ul>	<b>Government-to-business (G2B)</b> <ul style="list-style-type: none"> <li>Government services and transactions: tax</li> <li>Legal regulations</li> </ul>
	Government	<b>Consumer-to-government (C2G)</b> <ul style="list-style-type: none"> <li>Feedback to government through pressure groups or individual sites</li> </ul>	<b>Business-to-government (B2G)</b> <ul style="list-style-type: none"> <li>Feedback to government businesses and non-governmental organisations</li> </ul>	<b>Government-to-government (G2G)</b> <ul style="list-style-type: none"> <li>Inter-government services</li> <li>Exchange of information</li> </ul>

# Figure 1.6 The distinction between buy-side and sell side of e-commerce



# Strategic framework for developing a digital strategy



Source: Altimeter Consulting (2014)

# Summary of organisations challenges in digital marketing

Strategy

Structure

Systems

Staff

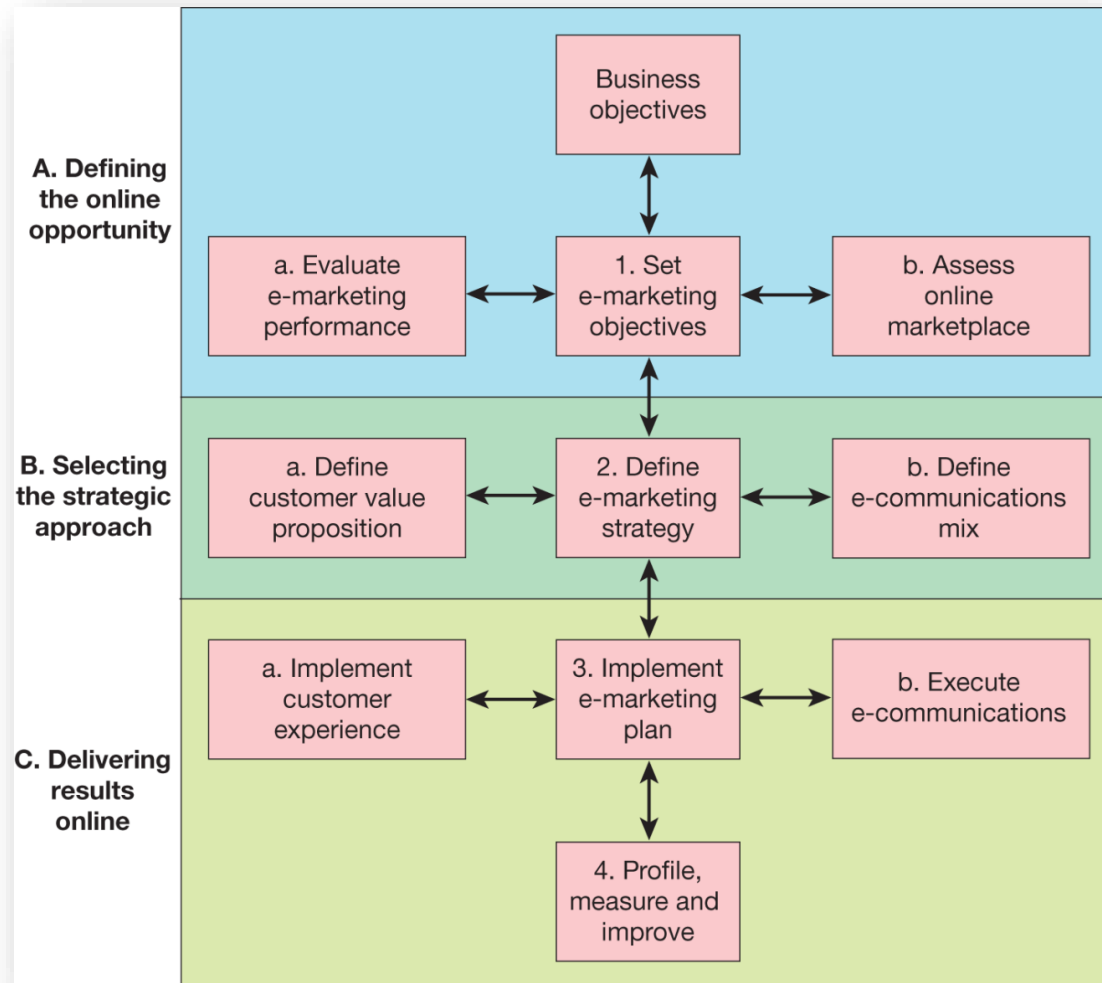
Style

Skills

Superordinate goals

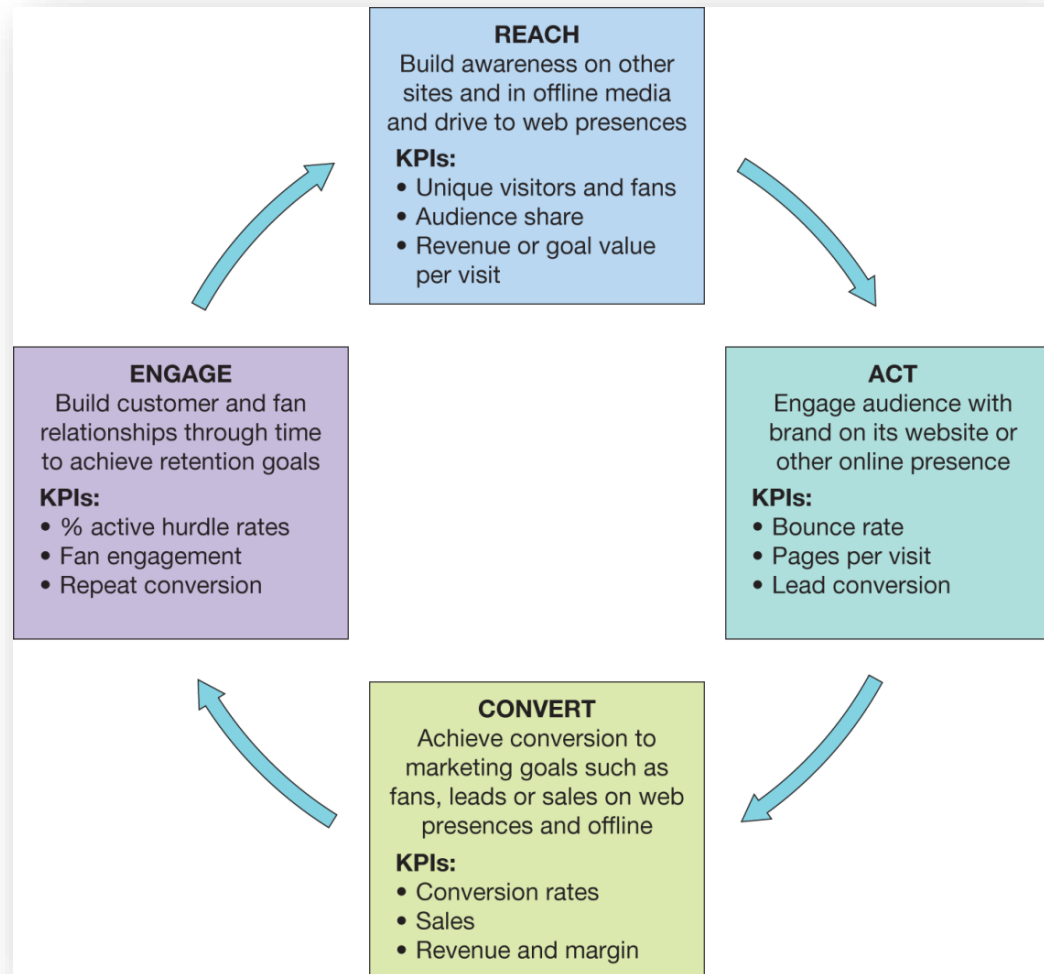


# Figure 1.8 A generic digital marketing strategy development process



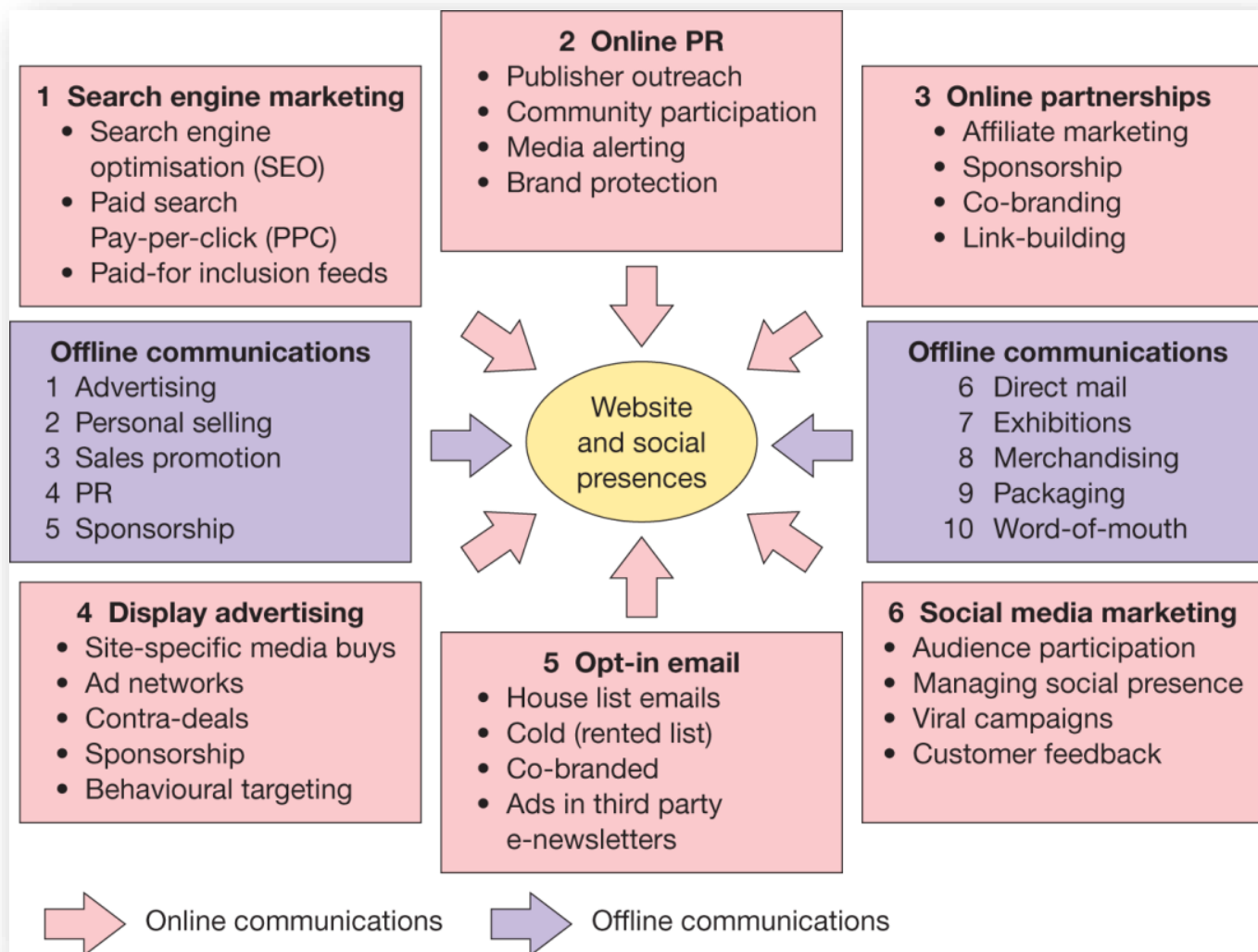


# Introduction to digital marketing communications



Source: Smart Insights (2010)

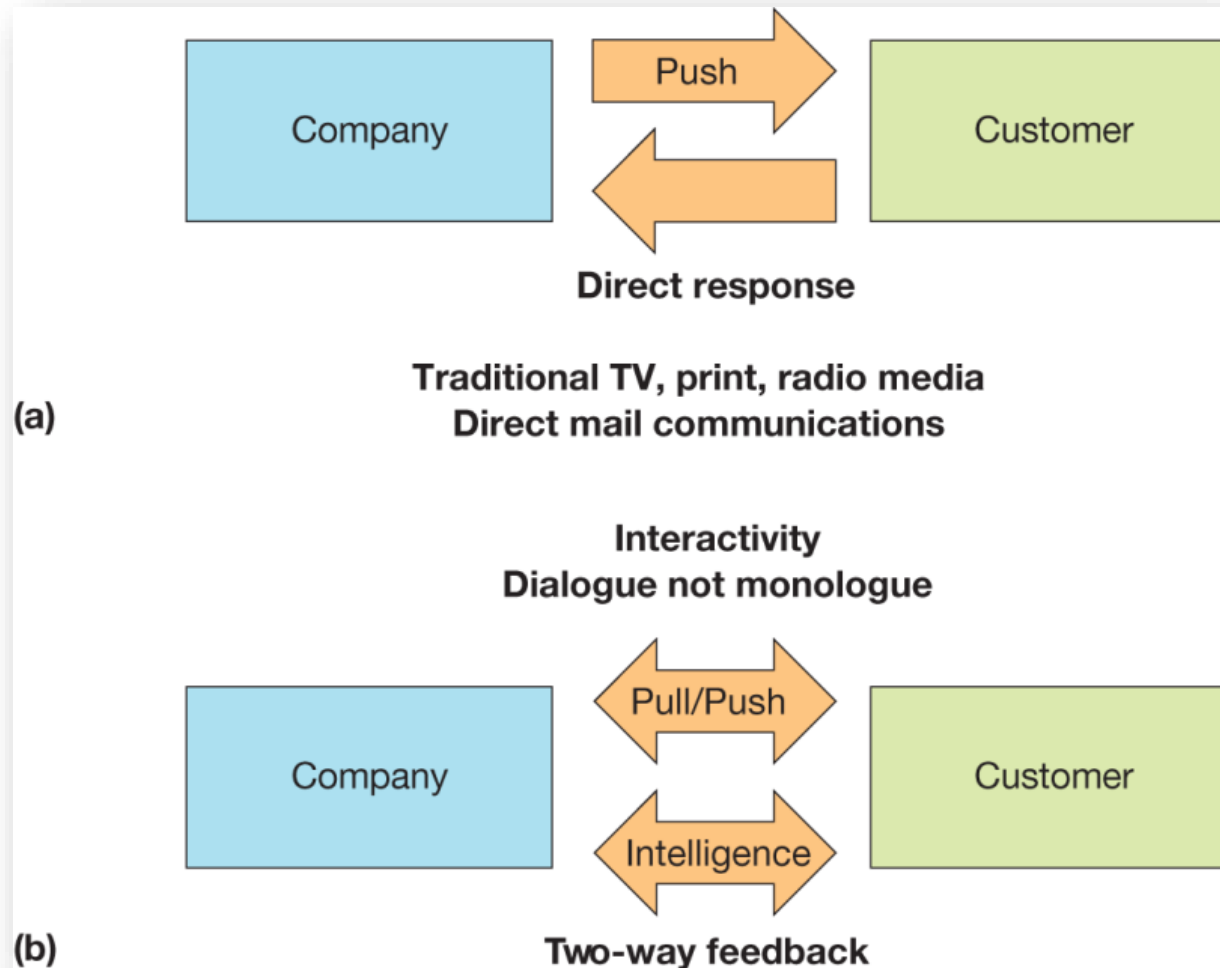
# Figure 1.10 Six categories of digital communications tools or media channels



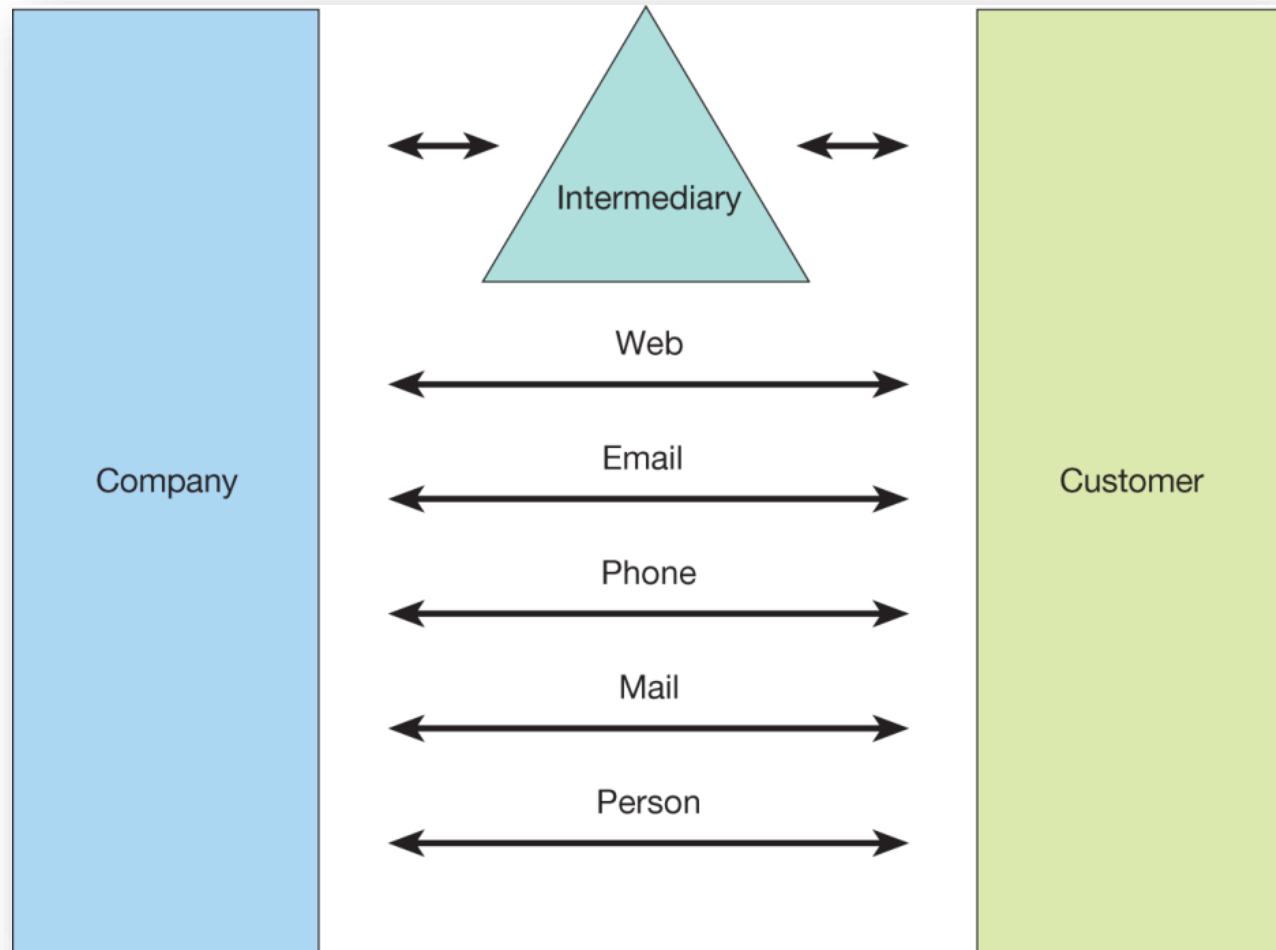
Source: Chaffey and Smith (2017)



# Figure 1.11 Summary of communication models for (a) traditional media, (b) new media

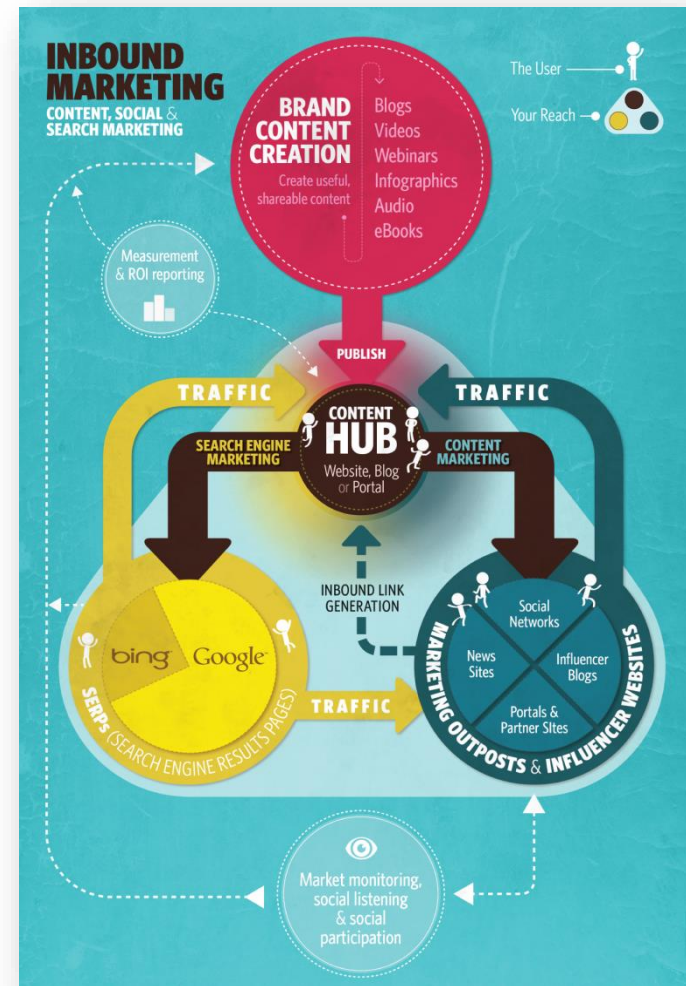


# Figure 1.13 Channels requiring integration as part of integrated digital marketing strategy



# Key communication concepts for digital marketing

Permission marketing  
Content marketing  
Customer engagement



Source: Smart Insights (2015a)

# Case study: eBay thrives in a global marketplace

Key content:

Mission

Revenue model

Proposition

Competition

Objectives and strategy

Case Question: Discuss how eBay has had to evolve its online brand proposition and communicate it to achieve continued growth