

# Digital Marketing

## Overview & Strategy

**Michael Buchanan**

Lecturer

Scheller College of Business

Digital Insights

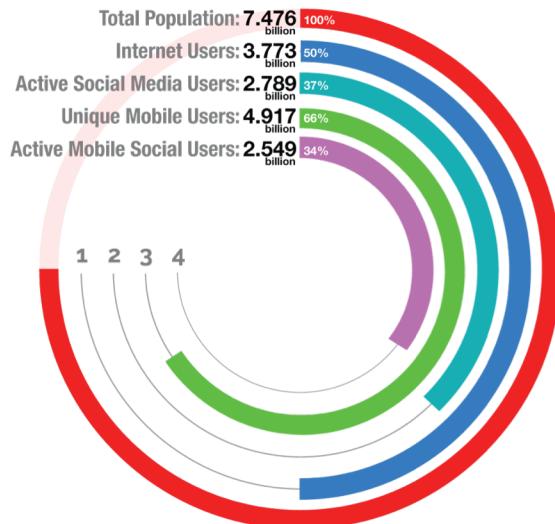


## Lesson Objectives

- Analyze global and domestic digital trends.
- Understand key changes in digital consumer behaviors.



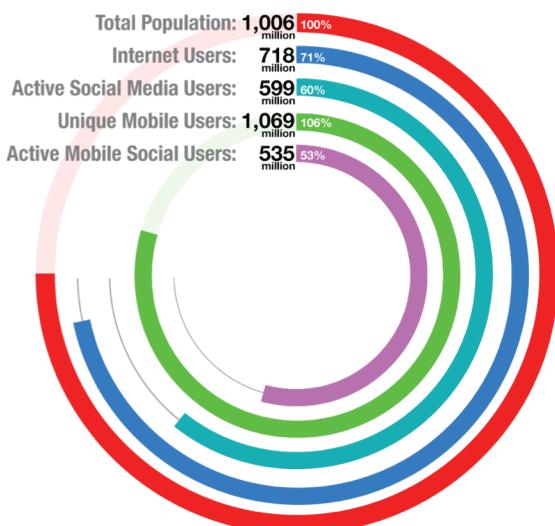
# Global Digital Snapshot



Kemp, S. (2017, January 24). Digital in 2017: Global Overview. Retrieved March 26, 2018, from <https://wearesocial.com/special-reports/digital-in-2017-global-overview>



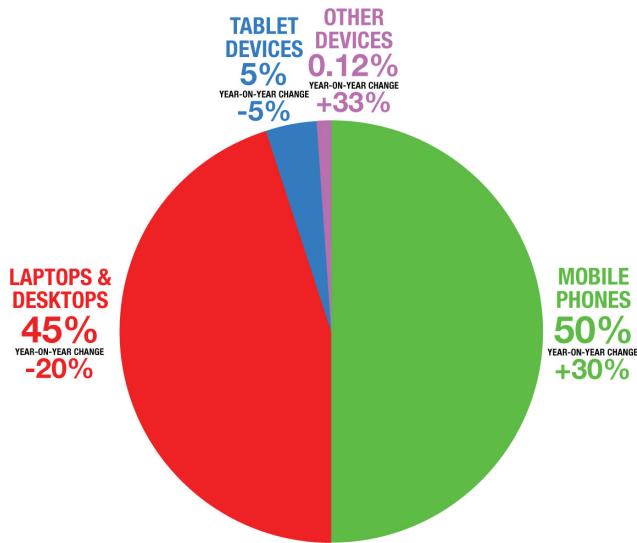
# Digital in the Americas



Kemp, S. (2017, January 24). Digital in 2017: Global Overview. Retrieved March 26, 2018, from <https://wearesocial.com/special-reports/digital-in-2017-global-overview>



## Share of Web Traffic by Device



Kemp, S. (2017, January 24). Digital in 2017: Global Overview. Retrieved March 26, 2018, from <https://wearesocial.com/special-reports/digital-in-2017-global-overview>



## Average Hours Spent Using Social Media (Survey of Users, Aged 16-64)

Country	Time
Philippines	04:17
Brazil	03:43
Argentina	03:32
Mexico	03:32
UAE	03:24
Malaysia	03:19
Indonesia	03:16
Egypt	03:10
Turkey	03:01
Saudi Arabia	02:55
South Africa	02:54
Thailand	02:48
Vietnam	02:39
India	02:36
Russia	02:19
Singapore	02:07
United States	02:06
Italy	02:00
China	01:50
United Kingdom	01:48
Canada	01:47
Poland	01:45
Hong Kong	01:41
Spain	01:41
Australia	01:39
France	01:23
South Korea	01:11
Germany	01:09
Japan	00:40

Kemp, S. (2017, January 24). Digital in 2017: Global Overview. Retrieved March 26, 2018, from <https://wearesocial.com/special-reports/digital-in-2017-global-overview>



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Budget Shifts



## Lesson Objectives

- Understand digital's role in U.S. advertising trends.



## U.S. Advertising Media Market Sizes

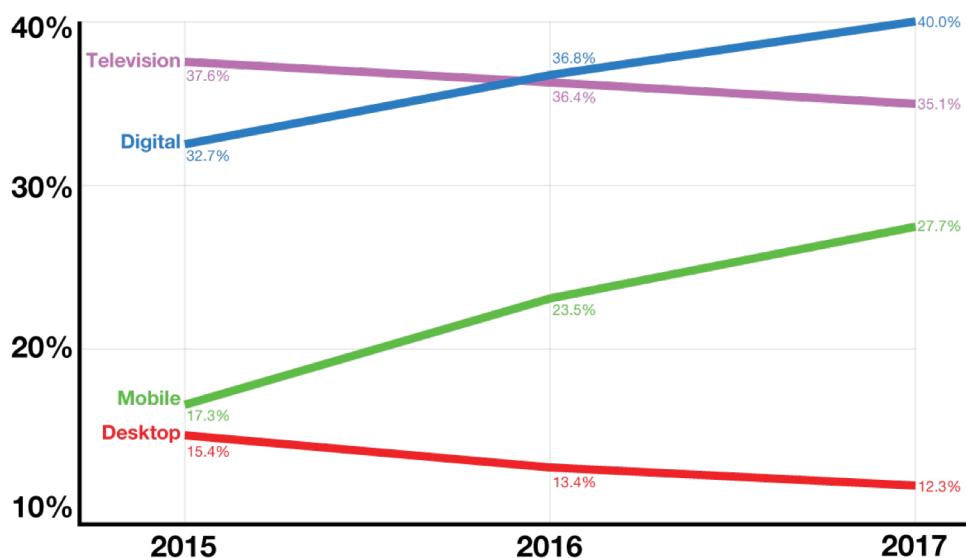
Advertising Method	2015 in U.S. billions	2019 in U.S. billions
Internet	\$55.4 billion	\$83.9 billion
TV	\$71.1 billion	\$81.0 billion (Online: \$6.8 billion)
Radio	\$17.4 billion	\$18.1 billion (Online: \$1.65 billion)
Consumer Magazine	\$16.8 billion	\$17.0 billion (Online: \$8.7 billion)
Newspaper	\$20.2 billion	\$16.0 billion (Online: \$5.4 billion)
Out-of-Home	\$8.9 billion	\$10.7 billion (Online: \$4.65 billion)
Trade Magazine	\$4.5 billion	\$4.7 billion (Online: \$2.2 billion)
Cinema	\$0.8 billion	\$0.9 billion

\* Traditional media figures include online equivalents (e.g. \$10.7B in OOH advertising includes \$4.7B in digital OOH)

PwC-US-Ad-Media-Market-Sizes-2015-v-2019. (2015, June 16). Retrieved March 26, 2018, from <https://www.marketingcharts.com/industries/media-and-entertainment-55869/attachment/pwc-us-ad-media-market-sizes-2015-v-2019>



## Advertising Allocation in the U.S.



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Key Digital Marketing Tenets  
and Capabilities

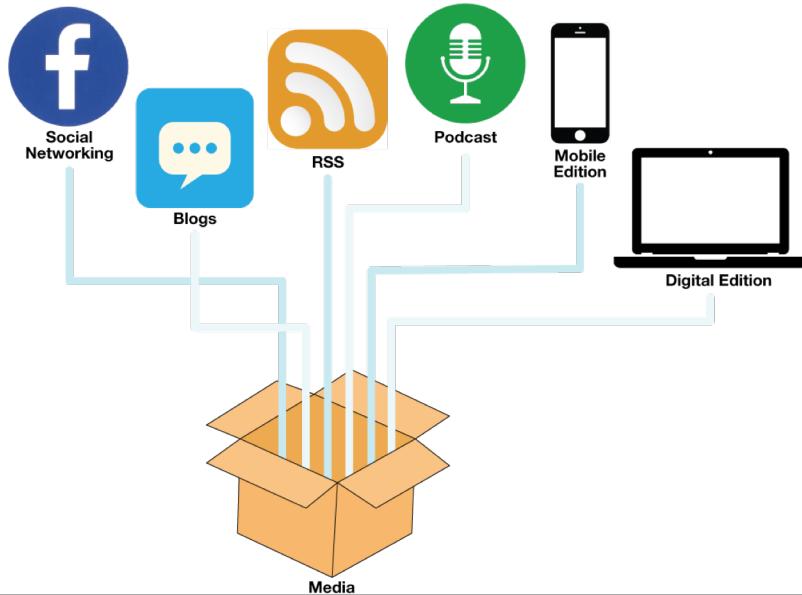


## Lesson Objectives

- Differentiate between traditional and digital marketing capabilities.



# Digital Distribution Channels



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# Measurability & Attribution



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# Near-Real-Time A/B Testing



Yielded 60 Sign-Ups

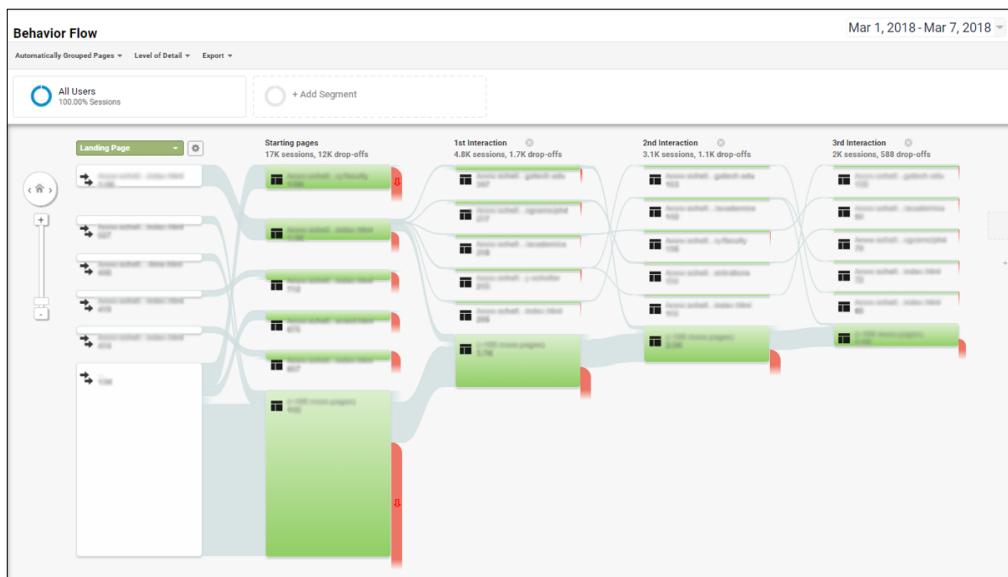


Yielded 85 Sign-Ups

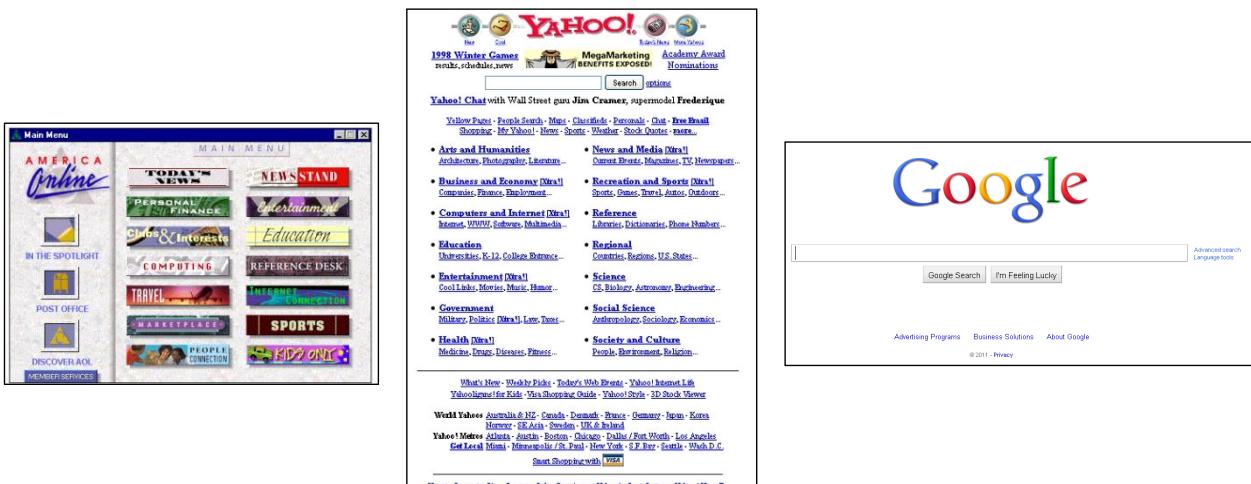
**Version B is better than Version A**



# Analytics



# Evolution of Search



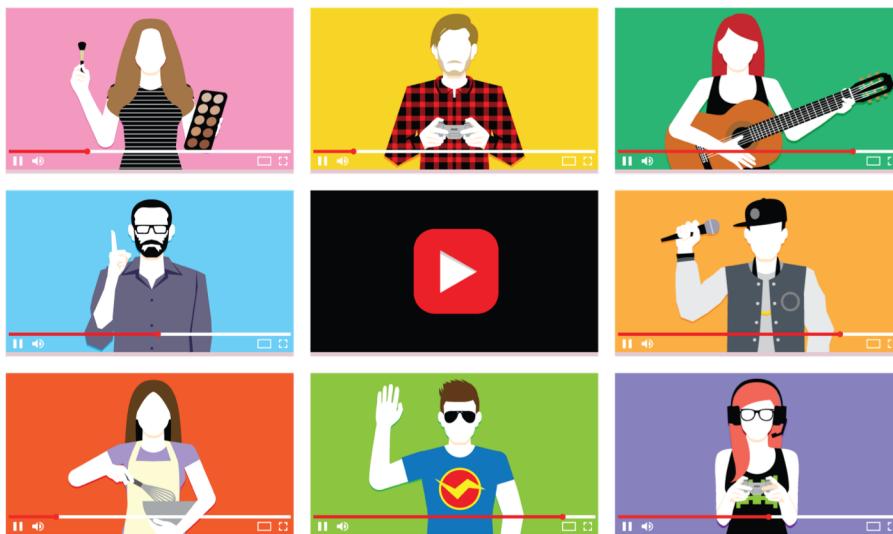
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# Mobile Phones-Mobile Computers-Tablets



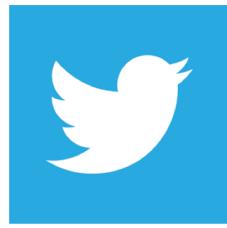
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## Consumer Generated Content (CGC)



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## Social Networking Sites & Apps



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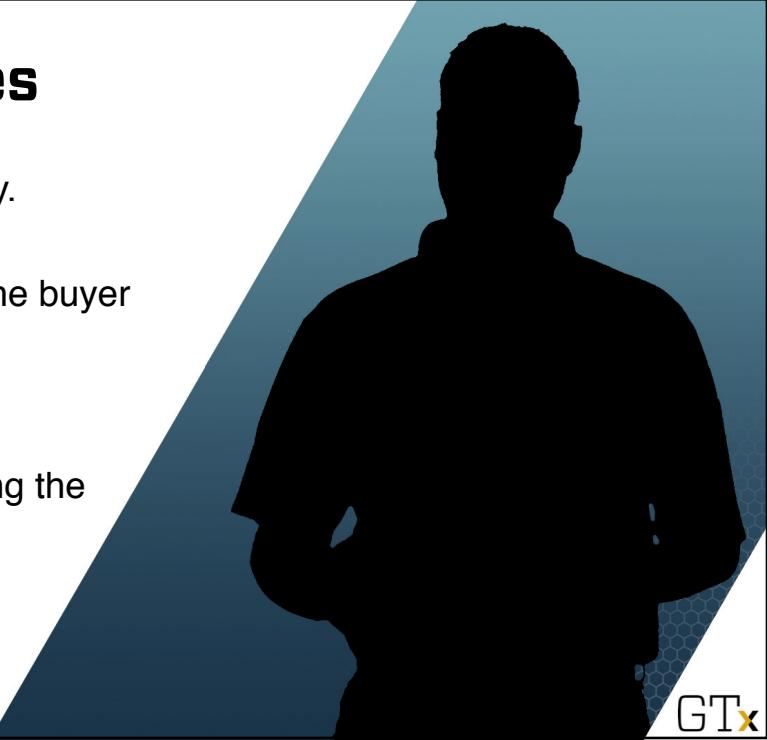
Digital Marketing Strategy



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## Lesson Objectives

- Discuss the GOST hierarchy.
- Understand the 5 C's.
- Understand personas and the buyer journey.
- Identify the elements of the marketing mix.
- Recognize factors influencing the marketing mix.
- Illustrate the digital strategy framework.



## Terminology

- **Marketing** – The creation and satisfaction of demand for a product or service.
- **Digital Marketing** – Utilizing the internet and other digital channels to drive demand for products and services.
- **Strategy** – A set of ideas that outline how a product line or brand will achieve its objectives.
- **Tactic** – A specific action or method that contributes to achieving a goal.

Stokes, R. (2011). *eMarketing: The essential guide to digital marketing*(5th ed.). Retrieved March 26, 2018, from <https://www.redandyellow.co.za/content/uploads/2017/11/Quirk-eMarketing-Textbook-5th-Edition.pdf>



# Peter Drucker, Management Theory Guru

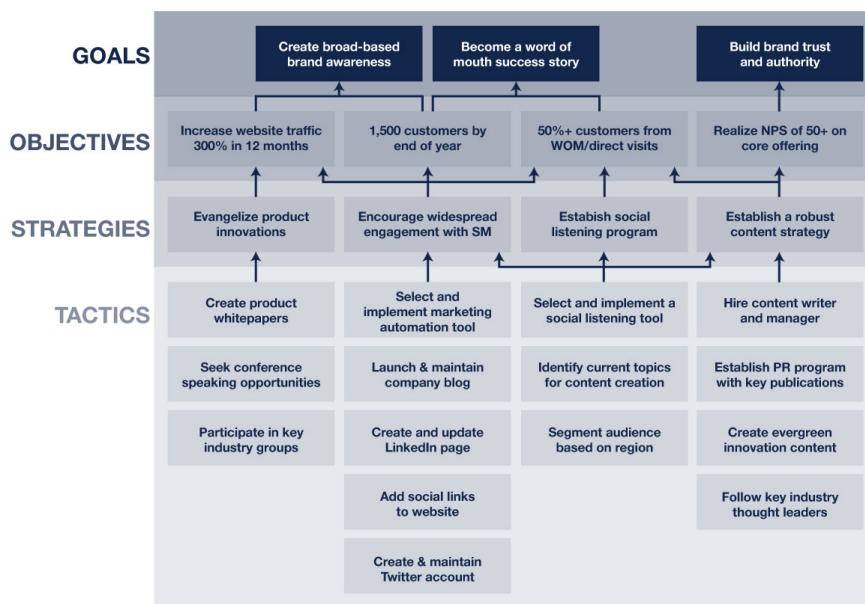
“Because the purpose of business is to *create a customer*, the business enterprise has two--and only two--basic functions: *marketing and innovation*. Marketing and innovation produce results; all the rest are costs. **Marketing is the distinguishing, unique function of the business.**”

“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”

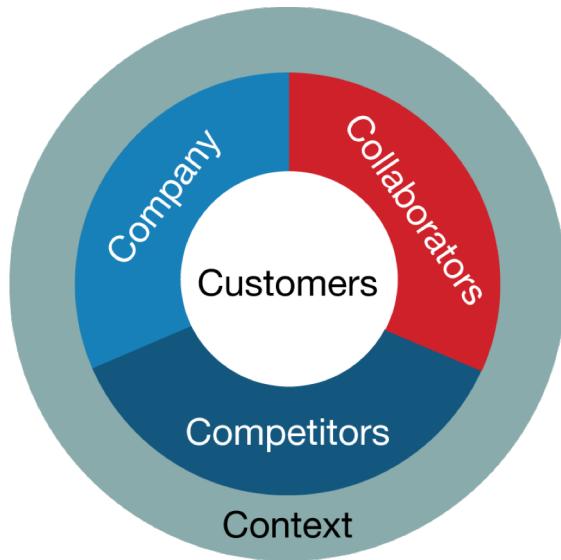
"Drucker on Marketing" by William Cohen. (2016, March 16). Retrieved April 23, 2018, from <http://www.marketingjournal.org/book-review-drucker-on-marketing-by-william-cohen/>



## Goals-Objectives-Strategies-Tactics

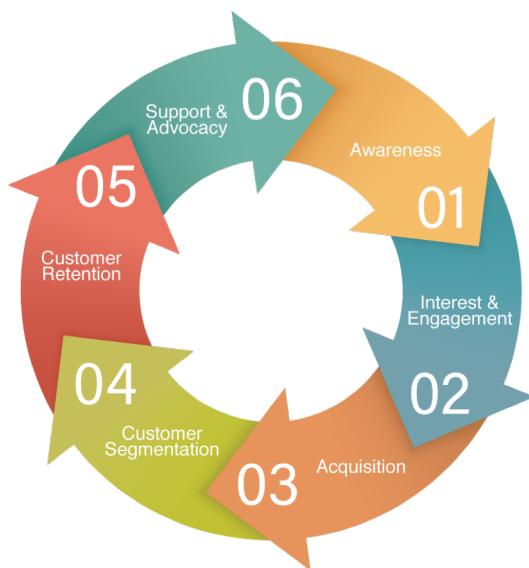


## Strategy - 5 C's



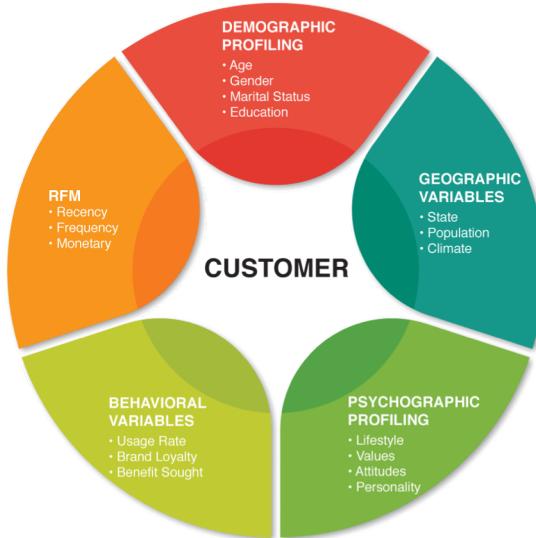
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## Customer Marketing Model



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## Customer Profile / Personas



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## Buyer Journey



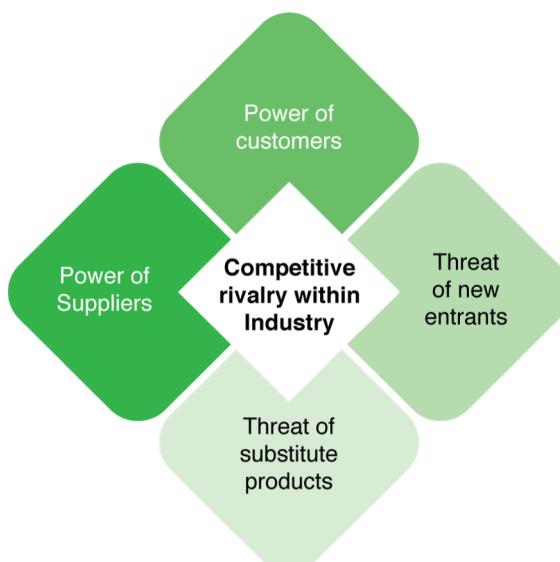
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## Marketing Mix - The Five P's



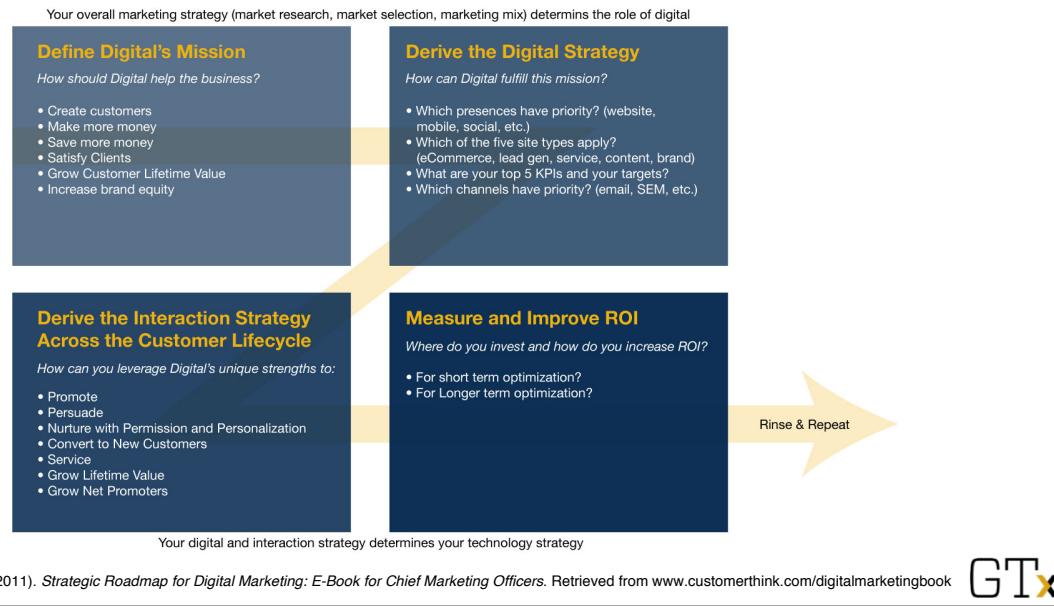
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## Porter's Five Forces



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# Digital Marketing Strategy Framework



# Digital Marketing System Example

