

The Internet: Digital and Social Media And AI Elevation

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MKT728

Lecture 10



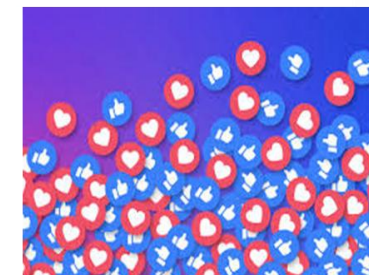
Chapter
10

LEARNING OBJECTIVES

- To understand the role of the Internet and digital and social media in an IMC program
- To understand the use of Web 1.0 and Web 2.0 media platforms in the IMC process
- To understand how to evaluate the effectiveness of communications through the Internet, and digital and social media
- To know the advantages and disadvantages of the Internet and digital and social media
- To examine the social and ethical issues associated with the Internet and digital and social media

Why the Rapid Adoption of the Internet? (The reasons)

- Consumers' increased desire for easily obtainable information(24/7 on mobile)
- The speed and convenience of obtaining information (*quick & anytime*)
- Ability to control the flow of information being received. i.e. The ability to control what and how much is received (*like, dislike, follow, unfollow, block, mute*)
- Ability to conduct e-commerce (*Affiliate mktg*)
 - **E-commerce:** Direct selling of goods and services on the internet
- Ability to target customers effectively
- The increased attention for accountability on the part of businesses
- (*can measure the revenues*)



Web Objectives

Create
awareness

Generate
interest

Disseminate
information

Create an
image

Create a
strong brand

Stimulate
trial

Create buzz

Gain
consideration

How the Internet is used to achieve IMC objectives.

- **Creating awareness** for companies with limited budgets, the Web offers awareness opportunities beyond what can be achieved through traditional media.
- **Generating interest** - News, downloads, videos, promotions, and so on
- **Disseminating information** - Done more quickly than through other media
- **Creating an image** - Websites reflect the image the company wants to display.
- **Creating a strong brand** - Can be a useful branding tool
- **Stimulating trial** - Offering samples, promotions, and/or sweepstakes
- **Creating buzz** - Social networking sites are attractive to marketers.
- **Gaining consideration** - Blogs and discussion boards are useful for providing information.

Create buzz











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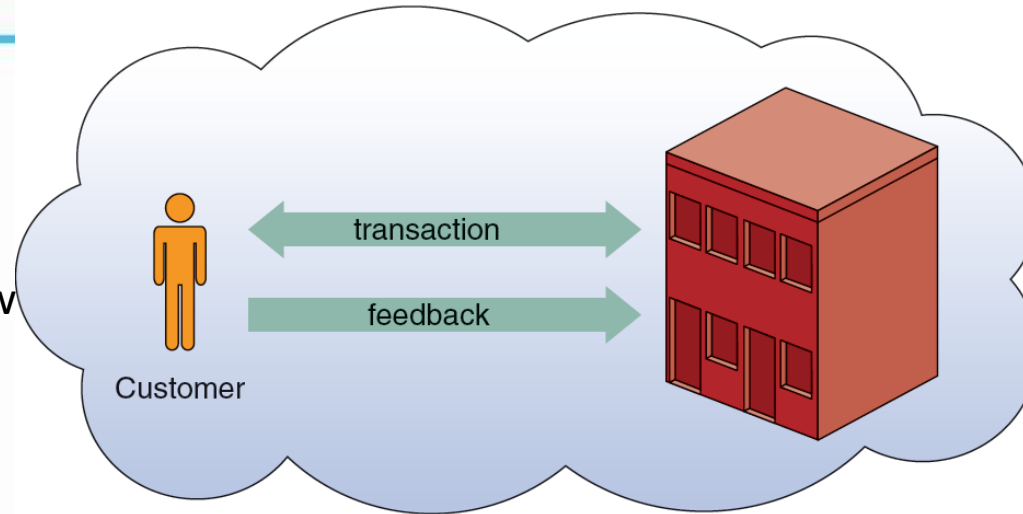


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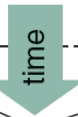
تطبيق الشروط والنظام

Differences in the Way Organizations Have Interacted with Customers on the Web

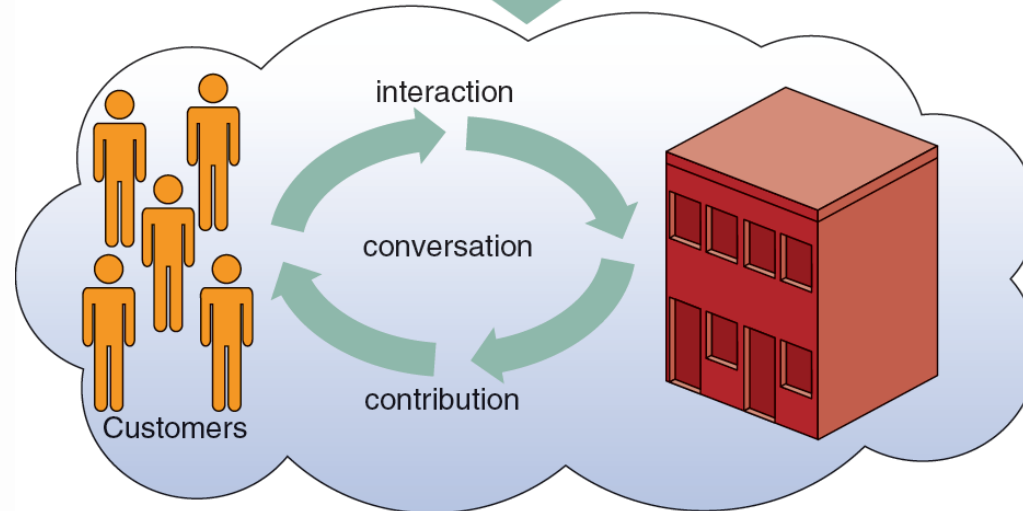
Web 1.0 - Consisted mainly of static sites, resulting in a one-way flow of information.



Web 1.0
Web 2.0



Web 2.0 - Decentralized content and interactivity, with information provided by users as contributors



Advertising on the Internet—Web 1.0

— Banner Ads

- Create awareness or recognition
- Used to seek entry into contests and sweepstakes
- Fulfill direct-marketing objectives

— Sponsorships

- **Regular sponsorship:** Company pays to sponsor a section of a site
- **Content sponsorship:** Sponsor not only provides money in return for name association but also participates in providing the content itself. (page sponsored by..)

- **The most common form of advertising on the web is banner ads.** Banner ads may be used for creating awareness or recognition, entering viewers into contests and sweepstakes, or direct-marketing objectives. *They can be static, animated, or in flash.*

Another common form of advertising is **sponsorships**. There are two types of sponsorships.

- Regular sponsorships occur when a company pays to sponsor a section of a site.
- Content sponsorship is a type of sponsorship in which the sponsor not only provides money in return for name association but also participates in providing the content itself.

Advertising on the Internet—Web 1.0 continued

— Pop-ups

- Ads that appear when certain sites are accessed. They are usually larger than banner ads but smaller than a full screen.

— Pop-unders

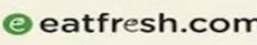
- Ads that appear underneath the web page and become visible only when the user leaves the site

— Interstitials

- Ads that appear on screen while waiting for a site's content to download



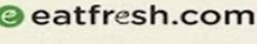




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Served HOT in 30 minutes.

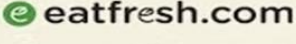




TASTES AS GOOD AS IT LOOKS.

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TASTES AS GOOD AS IT LOOKS.

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Interstitials

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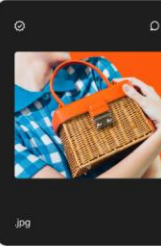
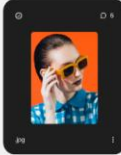
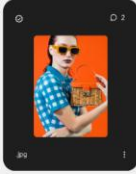
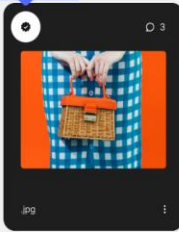
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The editorial and artistic digital space by Het HEM. Here we encourage you to roam and engage in our offering of art, sound and research.

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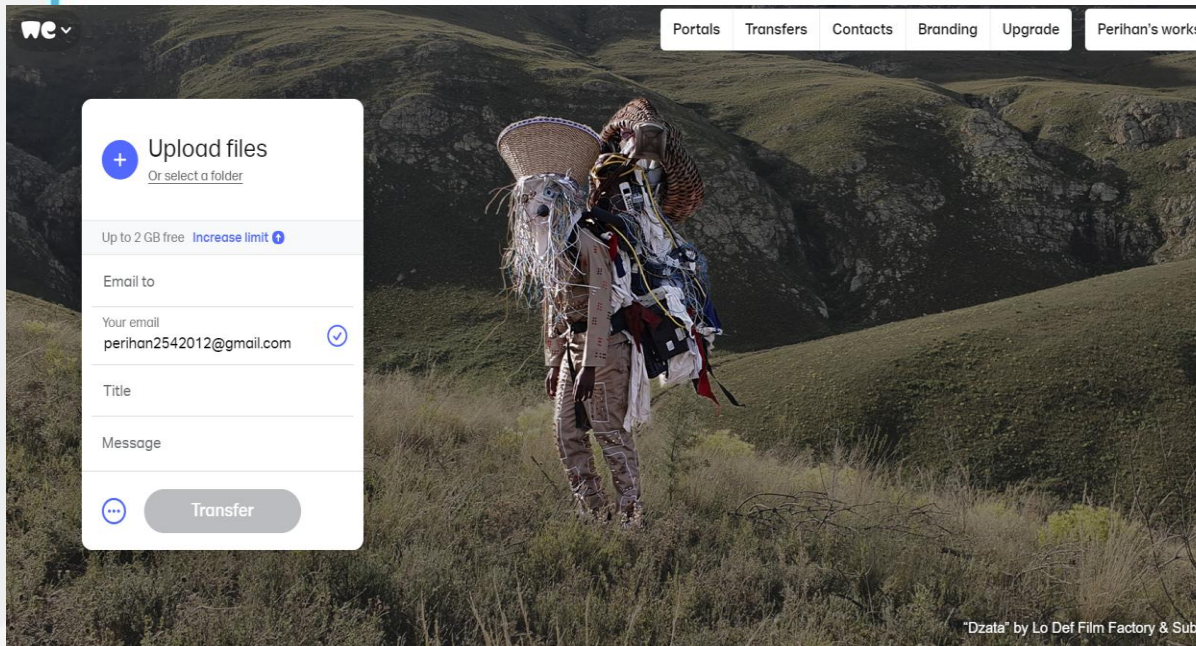
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"Dzala" by Lo Def Film Factory & Sub

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Page turner

How The Irregular Times revolutionized print newspapers in India with care and beautiful design.



WEPRESENT

Advertising on the Internet—Web 1.0 continued

— Paid Searches

- The higher a site appears on a search page, the more visitors it will receive.
- Organic search results
 - Appear due to their relevance to the search terms (using keywords to facilitate searching)
- Pay-per-click
 - Placing ads on web pages that display results from search engine queries
- Search engine optimization (SEO)
 - Improving the volume of traffic to a site by a search engine through unpaid results (google, firefox, yahoo, explorer)

- The higher a site appears on a search page the more visitors it will receive. Organic search results are those that appear because of their relevance to the search terms, not advertisements. Advertisers will also attempt to reach consumers through nonorganic or paid search such as pay-per-click advertising by placing their ads on web pages that display results from search engine queries.
- In an effort to more specifically target customers who may be interested in their offerings, advertisers employ search engine optimization (SEO) . SEO is the process of improving the volume of traffic driven to one's site by a search engine through unpaid (organic) results as opposed to paid inclusions.



Advertising on the Internet—Web 1.0 continued

— Behavioral Targeting

- Based on advertisers' targeting consumers by tracking their website surfing behaviors, such as which websites they have visited and/or searches they have made.

■ Retargeting

- Advertisers have increased their use of retargeting. Once a user visits a website and leaves without purchasing the product, a specifically targeted ad will display on participating subsequent websites the user visits.
- Ads follow a website user and are displayed on every participating subsequent websites the user visits

***We are all monitored and tracked

Advertising on the Internet—Web 1.0 continued

— Contextual Ads

- Ads are determined by the content on the web page
- **Native advertising**
 - Advertiser gains attention by providing valuable content in the context of the user's experience
 - Controversial
 - May be deceptive
- Native advertising is a web advertising in which the advertiser attempts to gain attention by providing valuable content in the context of the user's experience; it is similar in concept to an advertorial which is a paid placement attempting to look like an article.

Advertising on the Internet—Web 1.0 continued

Rich Media

- Interactive digital media that exhibit dynamic motion
- **Online commercials**
 - Advertisements that appear on the net
 - **Pre-rolls:** Commercials that appear before the content that the user is seeking
- **Video on demand**
 - Video clips of various entertainment activities that can be accessed on demand from the Internet
- **Webisodes**
 - Short featured films created by the advertiser



- **Rich media**, are a broad range of interactive digital media that exhibit dynamic motion, taking advantage of enhanced sensory features such as video, audio and animation.
- The equivalent of traditional television commercials, online commercials are appearing more often on the net. **Online advertising** spending continues to rise, and consumer acceptance of these ads is increasing.
- **Video-on-demand** - Video clips of various entertainment activities (which include ads or are sponsored) are available through the Internet.
- **Webisodes** are short featured films created by the advertiser, in which companies create their own content to advertise their products.







Types of New Media

Types of New Media	Primary Purpose	Material	Examples
Forums and Chat Rooms	Discussion on topics, interest group sharing of information	Forums, discussion boards	Hardwarezone.com Forums
E-mail	Sending of electronic mail with file attachments	Web-based and non-web-based e-mail platforms	Hotmail, Gmail, Yahoo! Mail
Social Networking Sites	Peer networking	Fan sites, alumni networks, personal news updates	Facebook, Twitter, LinkedIn
Content Aggregators	Hosting of content for information and entertainment	Informative content, podcasts, videos, channels	YouTube, Hulu
Virtual Reality	3-D experience, alternate space	Simulated environments, experiences	Second Life

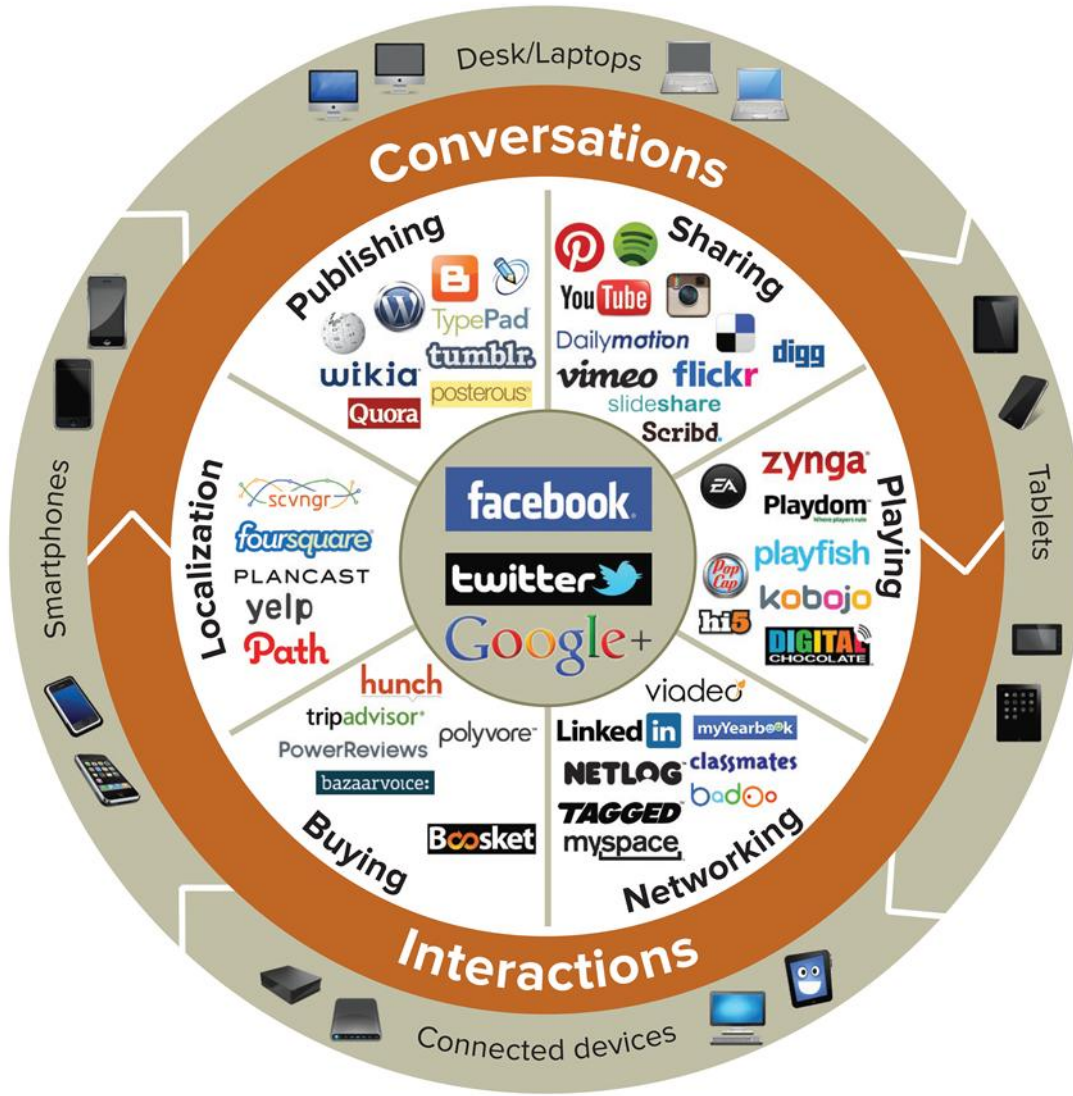
Types of New Media

Types of New Media	Primary Purpose	Material	Examples
Online Gaming	Alternate fantasy, entertainment, gaming	MMORPG (massively multiplayer online role-playing games), multiplayer online games	World of Warcraft, StarCraft II
Blogs	Opinions, information, viewpoints	Helpdesk, viewpoints, opinions	MrBrown.com Xiaxue.com
Portals	Aggregating news, communication tools	News studies, sponsored pages, ads	Asiaone.com, Yahoo!
Social News Sites	Peer-ranked news stories	News stories, popular blog content	Digg.com

IMC Using Social and Other Media—Web 2.0

- Allow the creation and exchange of user-generated content
- Educating one another about products, brands, services, people and other topics of interest
- **Social networking sites:** Platforms for networks or social relations
 - Allow sharing interests, activities, backgrounds, or real-life connections
- **Motivations for Using Social Media (reasons)**
 - To share ideas, activities, and events
 - Community involvement
 - To gain information
 - Entertainment
 - Remuneration

Social Media Landscape



We all love sharing

IMC Using Social and Other Media—Web 2.0

— Marketers' Reasons for Using Social Media

- Driving traffic to one's site
- Communicating with customers
- Gaining brand exposure

The image shows a Facebook interface. The main post is from Barb Tenney, dated June 14. The text of the post reads: "If you like jewelry check out my friend Melanie Garcia Kartalija's Sweet Bling website! Glamorous news anchor Jessica Kartalija of WJZ in Baltimore wearing our Mint Princess Necklace with Crystals. We think she looks like TV royalty! Shop: <http://bit.ly/16kTiap>". Below the text is a video thumbnail showing a woman (Jessica Kartalija) wearing a necklace, with a "CBS Baltimore" logo in the bottom left corner. At the bottom of the post are the options "Like · Comment · Share".

The right sidebar contains several sponsored advertisements:

- AT&T** (att.com): "All For Less. One provider. One package. One solution. Click to learn more." with the AT&T globe logo.
- Small Business Marketing** (facebook-pmdcenter.com): "Use the PMD Center to find the best Facebook marketing tools for small business!" with a megaphone icon.
- Shop Volcom** (shop.volcom.com): "Browse the latest Volcom spring styles now." with a woman in a bikini.
- Try Netflix for free!** (signup.netflix.com): "Watch anytime, anywhere, instantly." with the Netflix logo.
- Verizon Wireless** (solutions.vzwshop.com): "Get the most from your tablet. Add your tablet to your Share Everything plan for \$10/mo." with a tablet icon.

IMC Using Social and Other Media—Web 2.0

— Facebook

- Largest of all social networks (1.4 billion users)
- Allows advertising that targets subsets of Facebook users
 - Based on demographic and geographic data and interests and activities
- Used to:
 - Create and push content
 - Help manage reputation

IMC Using Social and Other Media—Web 2.0

– Twitter

- Enables users to send and receive text-based messages up to 140 characters
- Benefits
 - Best channel for direct communication with customers
 - Easy and cost-effective way to gain brand exposure
 - Good ability to drive traffic directly to a site
- Used to:
 - Respond to customer complaints and/or inquiries
 - Re-tweet important information
 - Monitor the market for opportunities or threats

IMC Using Social and Other Media—Web 2.0

— Instagram

- Fastest-growing social network
- Allows users to:
 - Post and edit pictures
 - Share them on a variety of social networks
- Visual content allows companies to post pictures or video news, events, new product introductions, and other company- or brand-related activities
- Many marketers feel that Instagram is the most engaging of all social networks

IMC Using Social and Other Media—Web 2.0

— Snapchat

- Originally developed as an app that had disappearing pictures
- Now, a mix of private messaging and public content, including:
 - Brand networks
 - Publications
 - Live events
- Fast growth of the app among millennials has made Snapchat attractive to advertisers

IMC Using Social and Other Media—Web 2.0

— Pinterest

- Pinboard-style photo-sharing site
- Allows users to create and manage theme-based image collections
- Most attractive to females (71% of users)

— LinkedIn

- Social network for business professionals
- Over 400 million members (128 million in US)
- Marketers target a professional audience

IMC Using Social and Other Media—Web 2.0

— YouTube

- Hosts content for information and entertainment
- Users can upload and share their own videos and those placed by others
- Used as an advertising medium or search platform by marketers

— Additional Social Media

- Periscope
 - New but quickly growing live streaming app
 - Gives users 24 hours to watch a live stream of an event
 - Encourages engagement by having viewers use “likes”
 - Brands using Periscope in a variety of ways

IMC Using Social and Other Media—Web 2.0

— Podcasting

- Uses the Internet to distribute audio/video files

— Really Simple Syndication (RSS)

- Specification that uses XML to organize and format web-based content in a standard way

— Blog

- Web-based publication consisting primarily of periodic articles
- Presented in reverse chronological order

IMC Using Social and Other Media—Web 2.0

– Other 2.0 Media Forms

- Virtual and augmented reality
- QR codes
 - Barcodes used in print ads
- Near field communication (NFC)
 - Delivers content through an embedded chip that allows wireless communications just by touching the material
 - NFC tag performs same function as a QR code but with much less effort.
 - May replace QR codes

Sales Promotion on the Internet

- Websites
- Social media
- Other forms of digital media



Internet is a very effective medium for disseminating sales promotions.

Numerous companies tie in sales promotions to their websites and/or through other forms of digital and social media.

Personal Selling on the Internet

– Disadvantage

- Companies are reducing staff to build a strong online presence

– Advantages

- Websites enhance and support the selling effort
- Website visitors become part of a prospect database
- Enables companies to serve and qualify prospects more cost-effectively
- Stimulates trial
- Improves one-on-one relationships between customers and sellers
- Increases opportunity for cross-selling and customer retention

Personal Selling on the Internet

- A major disadvantage is the high-cost and poor-reach of personal selling. This allows the companies to reduce new hires and even cut back on their existing sales forces.
- On the positive side, websites have been used quite effectively to enhance and support the selling effort. Visitors to websites can gain volumes of information about a company's products and services.
- Potential customers can learn about the company's offerings, and the selling organization can serve and qualify prospects more cost-effectively.
- The web can also be used to stimulate trial. Companies have used the Internet to improve their one-on-one relationships with customers.
- By providing more information in a more timely and efficient manner, a company enables customers to learn more about what it has to offer. This increases the opportunity for cross-selling and customer retention.

Public Relations and Direct Marketing on the Internet

— Websites

- Provide information about a company, its philanthropic activities, and annual reports

— Internet based direct-marketing tools

- E-mails and infomercials

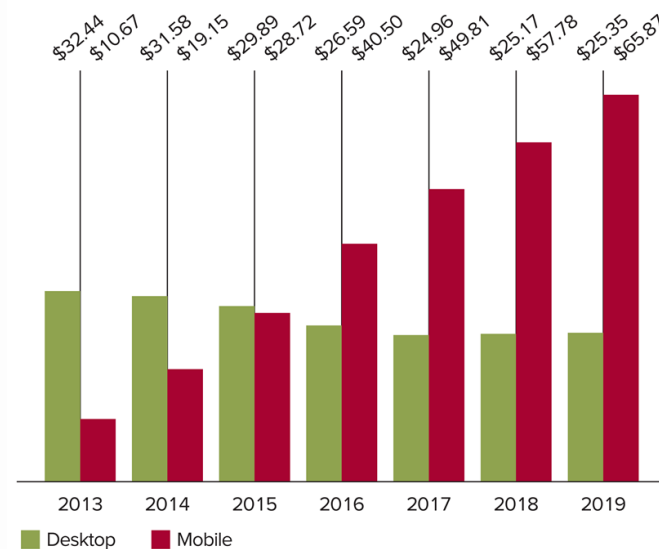
— E-commerce

- Used in direct marketing

- Many sites devote a portion of their content to public relations activities, including the provision of information about the company, its philanthropic activities, annual reports, and more.
- Direct-marketing tools have been used for communications objectives and e-commerce. Many direct-marketing tools like direct mail, infomercials, and the like have been adapted to the Internet. E-commerce—selling directly to the consumer via the Internet—has become an industry all its own.

- Has significant impact on companies' IMC programs
- Rapid growth and adoption by consumers is making marketers realize their potential in a marketing context

Digital Ad Spending, by Device, 2013–2019 (in billions)



Note: Desktop includes spending primarily on desktop-based ads. Mobile includes classifieds, display (banners and other, rich media, and video), e-mail, lead generation, messaging-based advertising and search advertising; ad spending on tablets is included.

Disadvantages of Mobile

- Creative challenges
 - Small screens are limiting
- Time
 - Viewers are on the move
- Sharing
 - 99% of mobile device users do not share what they see
- Reach
 - Demographics outside millennials hard to reach

Audience Measures and Measures of Effectiveness

– Internet-specific measures

- Allows measures to be taken in real time
- Includes audience measures specific to the Internet and interactive industry, such as: clicks, post-click conversions, unique visitors, and more.

– Traditional measures

- Recall and retention
- Surveys
- Sales
- Tracking
- ROI

Example Internet Metrics

Clicks

Post-click conversions

Cost per conversion

Unique visitors

Average frequency

Frequency to conversion ratios

Advertising exposure time

Ad interaction rate

View-through rate

Visits

Webpage eye tracking

Offline sales lift

Cross-media models

Advantages and Disadvantages of the Internet and Digital and Social Media

Advantages

- Target marketing
- Message tailoring
- Interactive capabilities
- Information access
- Sales potential
- Creativity
- Exposure
- Speed
- Complement to IMC
- Timeliness

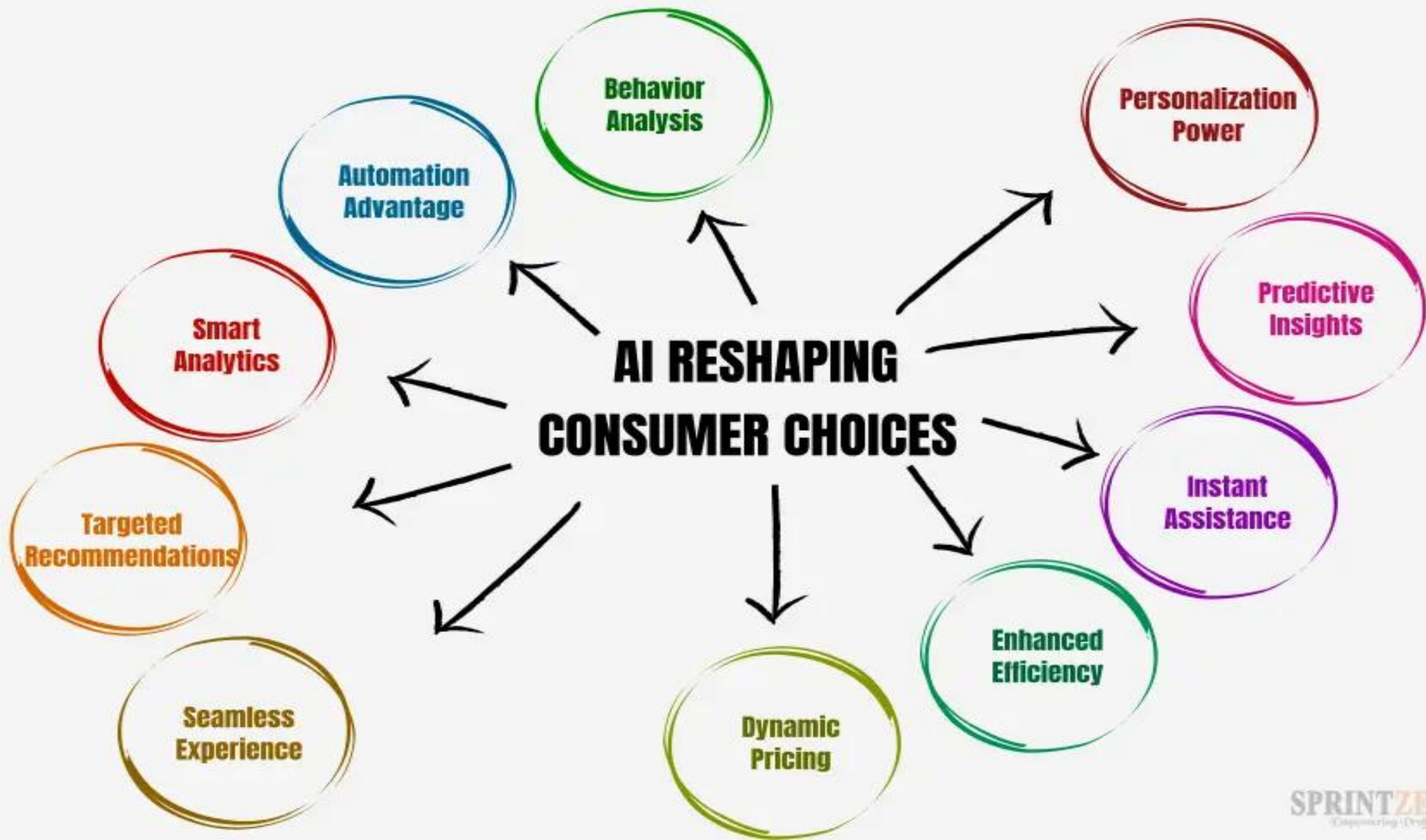
Disadvantages

- Measurement problems
- Clutter
- Potential for deception
- Lack of privacy
- Irritation

How AI Can Help Brands Maintain a Consistent Voice Across Platforms

How AI can elevate digital and social media strategies while maintaining a cohesive brand voice across channels.





How AI can elevate digital and social media strategies while maintaining a cohesive brand voice across channels.

1) AI-driven audience insights for digital and social

- **What it is:** Leveraging AI to create and combine data from social listening, web analytics, CRM, and campaign data to identify audience segments, intent, and cross-channel behaviors.
- **Why it matters:** Enables more precise targeting, personalization, and channel-specific messaging that still feels consistent with overall brand story.
- **Practical approaches:**
 - ☐ Topic modeling and sentiment analysis on social conversations to inform content themes.
 - ☐ Clustering of users by behavior to tailor social content, ads, and landing experiences.
 - ☐ Real-time trend detection to capitalize on emerging topics and moments.



- **What it is:** AI-enabled personalization across website, email, social ads, and messaging while preserving brand consistency.
- **Why it matters:** Boosts engagement and conversion without diluting brand voice or visual identity.
- **Practical approaches:**
 - ❑ Natural Language Processing - is a branch of **artificial intelligence (AI)** that focuses on enabling computers to understand, interpret, and generate human language. It acts as a **bridge** between the natural, messy way humans communicate and the structured, binary code machines use.

NLP-driven dynamic copy that adapts tone slightly for segments but stays within brand voice guidelines.
 - ❑ Visual personalization using brand-safe templates and style rules (colors, typography, imagery) tied to user context.
 - ❑ Predictive recommendations and retargeting that reflect brand storytelling pillars.

- **What it is:** Generative AI tools assist copy, visuals, short-form video scripts, and social media calendars for digital channels.
- **Why it matters:** Increases throughput, enables rapid experimentation, and frees humans to focus on strategic storytelling.
- **Practical approaches:**
 - ☐ Generate on-brand social captions, ad copy, and blog intros; apply a human review stage with a brand guardrail checklist.
 - ☐ Brand-safe prompts library and a golden asset library to ensure consistency.
 - ☐ Use AI to storyboard short-form videos or reels aligned with campaign narratives.



- **What it is:** Real-time AI monitoring of brand mentions, sentiment, competitive landscape, and potential PR crises across social platforms.
- **Why it matters:** Enables proactive issue management and risk mitigation in the digital space.
- **Practical approaches:**
 - ❑ Alerts for abrupt sentiment shifts or misleading brand use.
 - ❑ Automated response playbooks for common inquiries with escalation criteria.
 - ❑ Post-crisis simulation scenarios to stress-test comms and recovery paths.



- **What it is:** AI assists in budget allocation, bidding, and creative optimization across paid social, search, display, and video.
- **Why it matters:** Improves ROI, scales efficiently, and ensures messaging remains on-brand across paid channels.
- **Practical approaches:**
 - ❑ Automated A/B/n testing of ad variants with brand guardrails to ensure tone/visuals stay within guidelines.
 - ❑ Creative optimization that respects brand identity (logo usage, color palette, typography) while maximizing performance.
 - ❑ Predictive budgeting and pacing to maximize reach and frequency without overexposing the audience to off-brand content.



- **What it is:** AI chat, bots, and interactive experiences on websites, social DMs, and messaging apps that drive engagement and conversion.
- **Why it matters:** Scales personalized interactions while maintaining a consistent brand experience.
- **Practical approaches:**
 - ❑ Brand-aligned chatbot personas and response styles; predefined scripts and escalation paths to human agents.
 - ❑ AI-driven chat prompts that reflect brand voice, with a governance layer to avoid off-brand language.
 - ❑ Interactive content (quizzes, polls, calculators) designed to tell the brand story and drive social sharing.



- **What it is:** Using AI to identify authentic influencers and monitor influencer performance in the context of brand narratives.
- **Why it matters:** Strengthens credible storytelling and ensures influencer content aligns with brand values.
- **Practical approaches:**
 - ❑ AI-based influencer scoring with alignment to messaging pillars and audience quality.
 - ❑ Monitoring content performance and sentiment around influencer collaborations.
 - ❑ Safe playbooks for disclosures and attribution to preserve trust and compliance.



- **What it is:** Advanced analytics to attribute impact of digital and social activities within the broader IMC mix.
- **Why it matters:** Demonstrates AI-enabled improvements in reach, engagement, and eventual conversions while considering brand lift.
- **Practical approaches:**
 - ❑ Multi-touch attribution that includes brand lift and long-term brand equity signals in digital channels.
 - ❑ Visual and engagement metrics (recall, recognition) measured via computer vision or crowdsourced studies.
 - ❑ Incrementality tests to isolate the effect of AI-driven digital initiatives on brand outcomes.



- **What it is:** Policies and controls to ensure responsible use of AI in digital and social campaigns.
- **Why it matters:** Protects brand integrity, consumer trust, and legal/compliance requirements.
- **Practical approaches:**
 - ☐ Clear disclosure for AI-generated content and automated responses.
 - ☐ Brand safety checks for generated assets (logos, imagery, copy) against policy.
 - ☐ Data privacy, accessibility, and copyright considerations baked into workflows.



- **What it is:** A practical plan to embed AI into digital and social IMC activities across short, mid, and long term.
- **Why it matters:** Aligns AI capabilities with campaign calendars, budgets, and brand strategy.
- **Practical approaches:**
 - ❑ Create a Digital IMC AI Playbook: define the brand voice, content pillars, approved prompts, and review workflows for AI outputs.
 - ❑ Run a controlled digital campaign pilot: test AI-generated variations for social posts, landing pages, and ads; measure brand alignment and performance.
 - ❑ Align vendors and tools with IMC goals: prioritize capabilities for tone control, governance, asset provenance, and cross-channel consistency.
 - ❑ Establish IMC-specific metrics: track reach, engagement quality, brand lift at digital touchpoints, and integrated ROAS (including long-term branding effects).



To Sum Up...

- Understood the role of the Internet and digital and social media in an IMC program
- Understood the use of Web 1.0 and Web 2.0 media platforms in the IMC process
- Understood how to evaluate the effectiveness of communications through the Internet, and digital and social media
- Knew the advantages and disadvantages of the Internet and digital and social media
- Examined the social and ethical issues associated with the Internet and digital and social media



Chapter

10

To Sum Up...





مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY
BY EVERYONE'S SMART UNIVERSITY



Thank You

Dr. Perihan Salah

