

# Digital Marketing Strategy

## MKT711

Dr. Perihan Salah

2<sup>nd</sup> Lecture



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## Building a Digital Strategy!

A blurred background image showing a person's hands working on a laptop. A calculator and some papers are also visible on the desk.

# Building a Digital Strategy!

# Building a Digital Strategy!

## Main topics of the lecture:

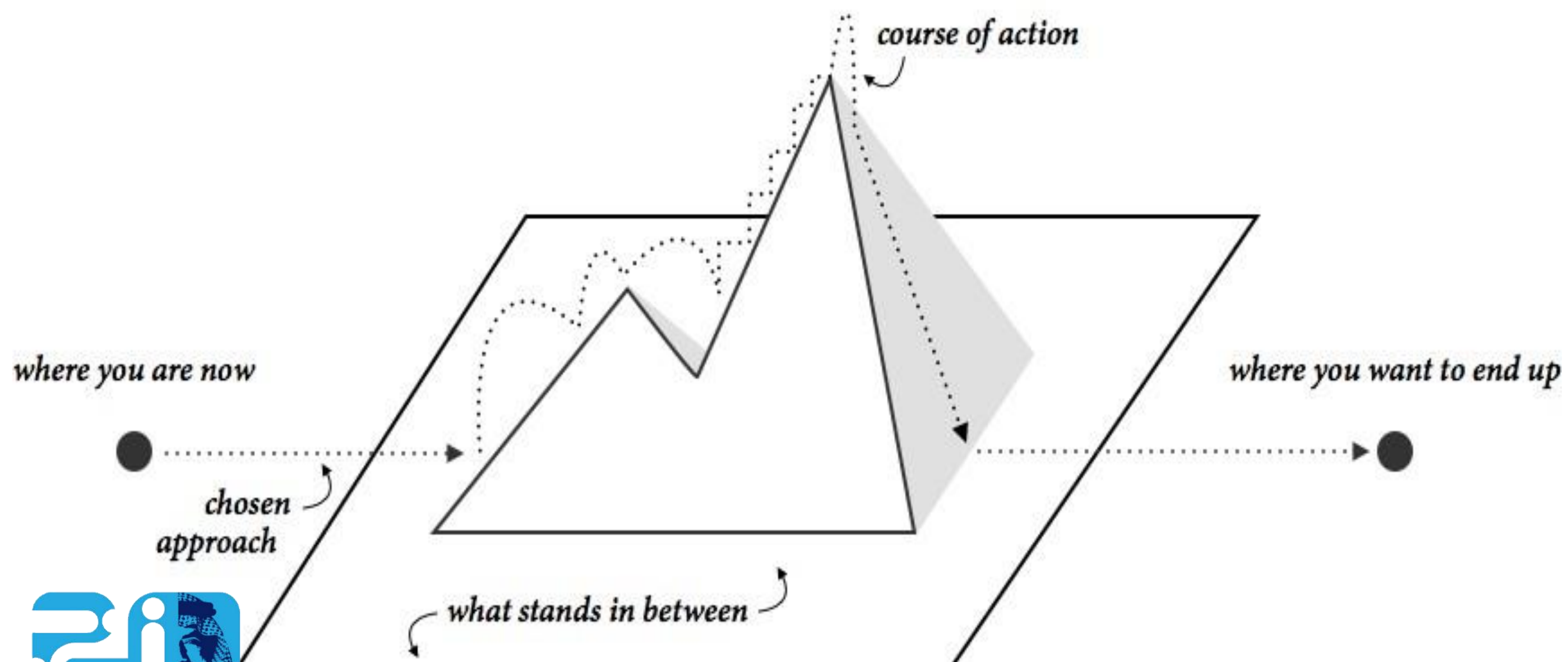
1. What is Strategy
2. Understand the different terms segmentation, targeting and positioning.
3. Different types of segmentation strategies.
4. Understanding customer in digital markets
5. Knowing The Target Audience
6. Ways to segment the market



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# What is Strategy?

the practice of figuring out the best way to get from here to there



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# What is Strategy?

## Target marketing

The STP Process



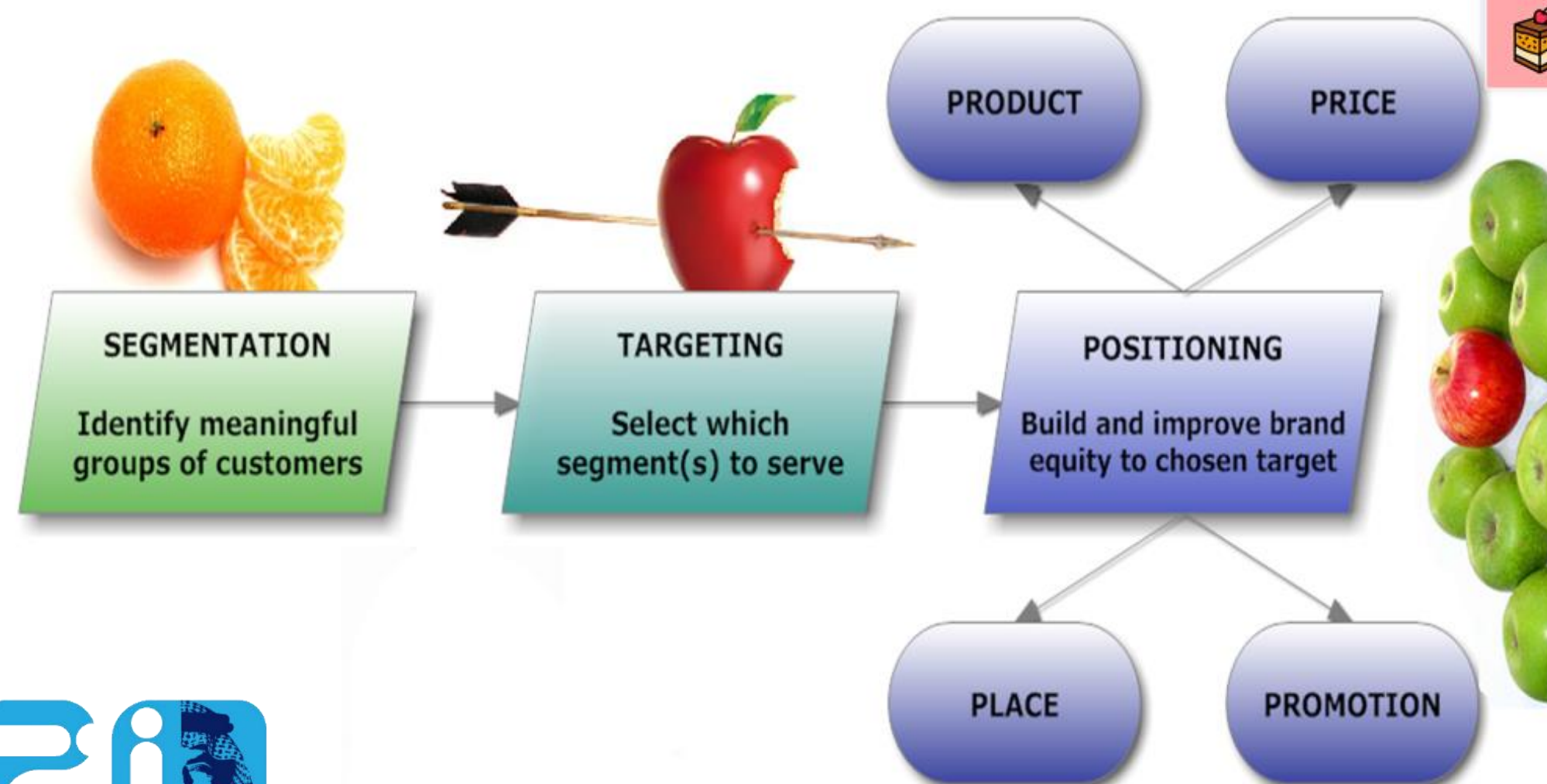
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# What is Strategy?

## Marketing Strategy



## TYPES OF BRAND POSITIONING STRATEGIES



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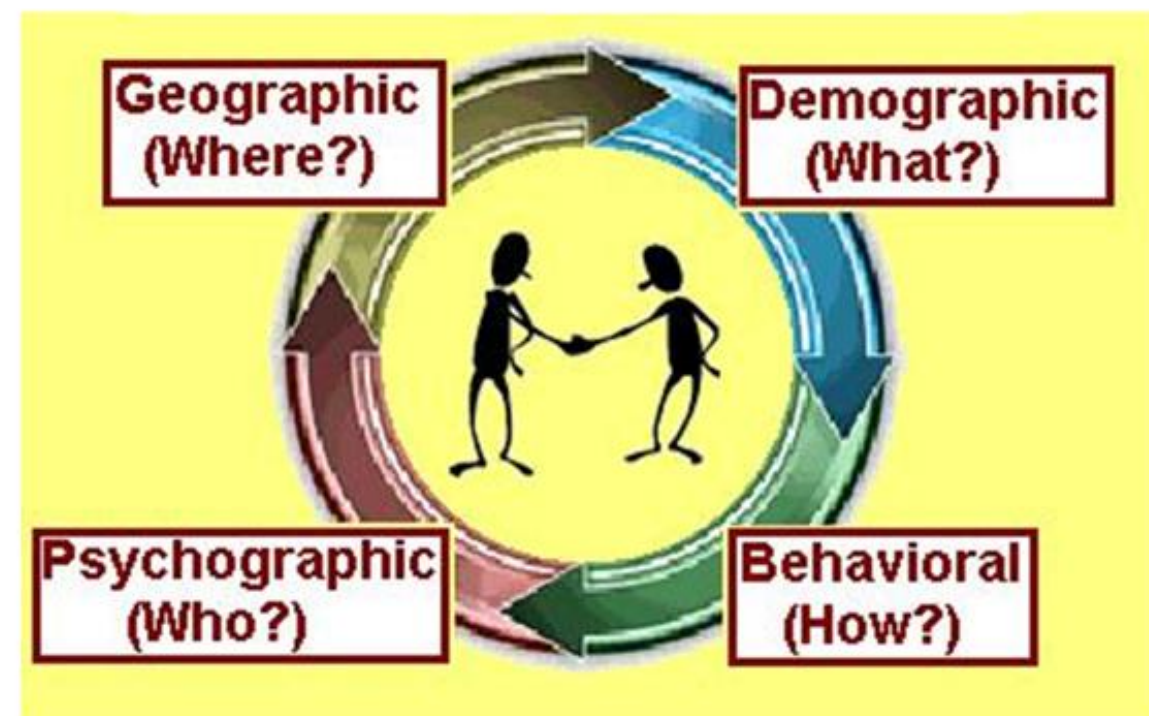
تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

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# What is Strategy?



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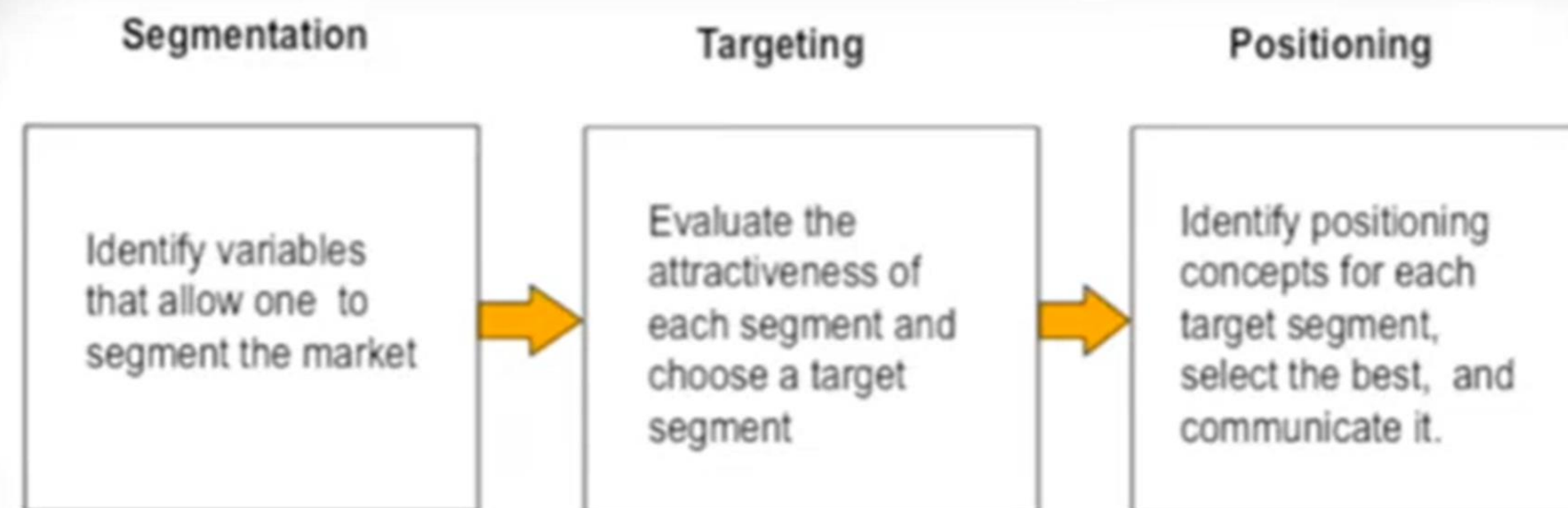
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# What is Strategy?

## Positioning Process



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# Geographic Segmentation

## International:

EU, US, Asia-pacific, Japan, Australia

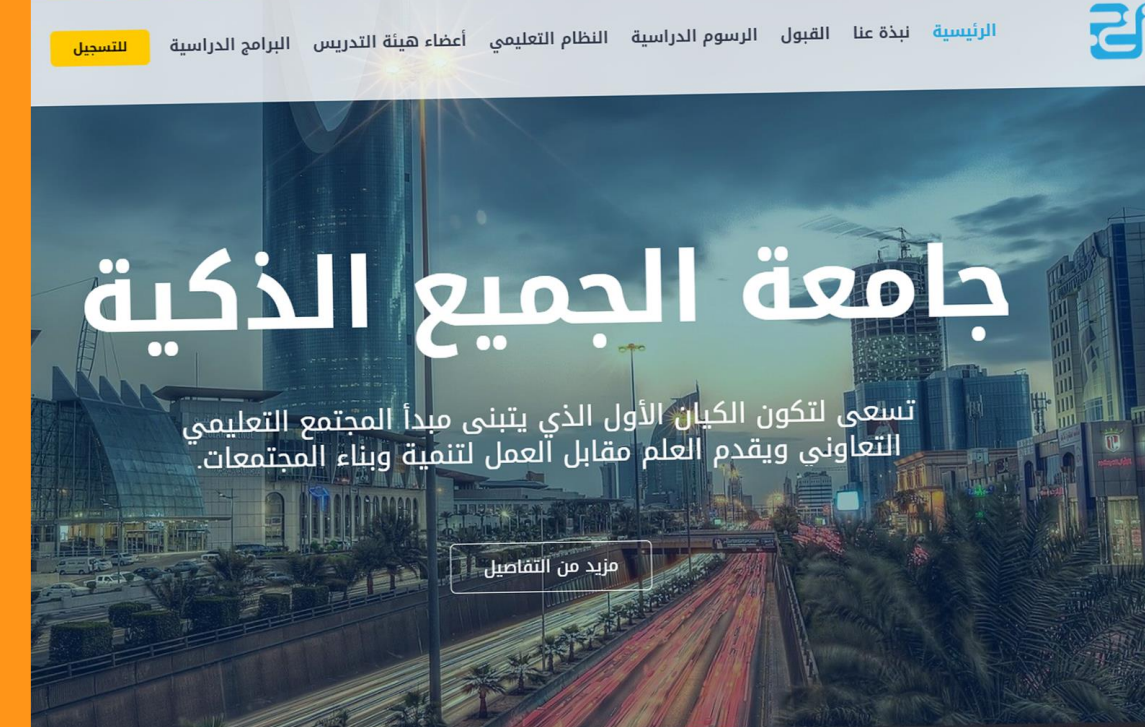
## Domestic:

Mekkah, Ryadh, Jeddah  
rural

Large city, medium city, small city ...

## Regional:

East, west, central...



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# Demographic Segmentation

Age and life  
cycle stage  
Gender  
Income  
Religion  
Nationality



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# Psychographic Segmentation

## Life style and values :

- Health-conscious, busy, community involvement...

## Personality:

- Fashion-seekers, Conservatives...



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# Behavior Segmentation

- Occasion segmentation
- Benefit segmentation
- User status
- Usage rate
- Loyalty status



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# Positioning Value

## Positioning “Value”

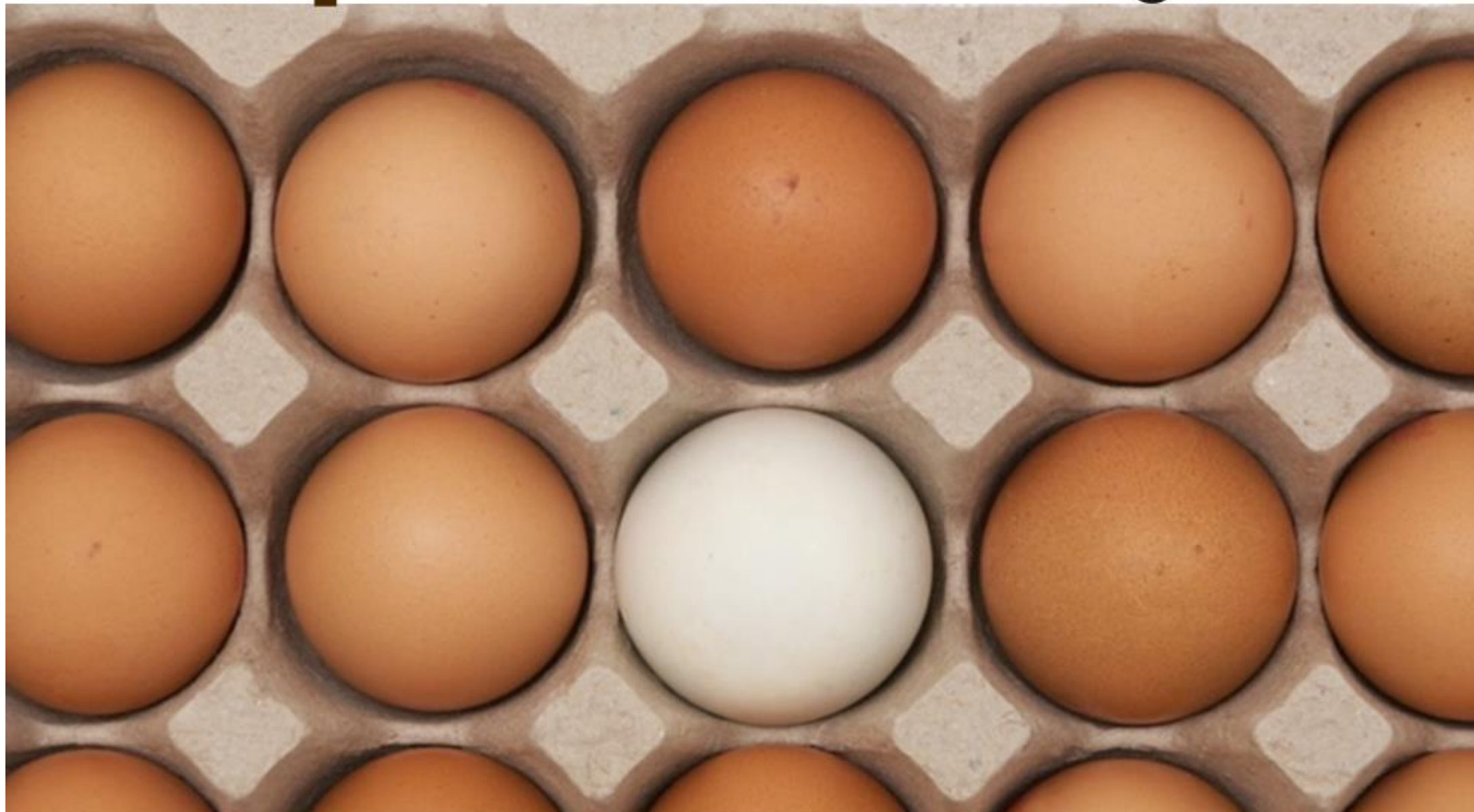


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# Competitive Advantage

## Competitive advantage



To the extent that a company can differentiate and position itself as providing superior customer value



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# Communicating a position

## Communicating a position

Once it has chosen a position, the company must take strong steps to deliver and communicate the desired position to target consumers. All the company's marketing mix efforts must support the positioning strategy.



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# Building Your Online Strategy

To build an effective digital strategy, you need to have a good knowledge in the following areas:

## Understanding customer in digital markets

Knowing The  
Target Audience

Understand The  
Customer Funnel

Build Your Online  
Presence



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# Building Your Online Strategy

Knowing The Target Audience



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# Knowing the Target Audience

## WAYS TO SEGMENT THE MARKET

### CUSTOMERS CHARACTERISTICS

Men vs women  
Young vs old  
Life style  
....

### BENEFITS SOUGHT

Comfort, technology,  
luxury, convenient  
....

### COHORT ANALYSIS

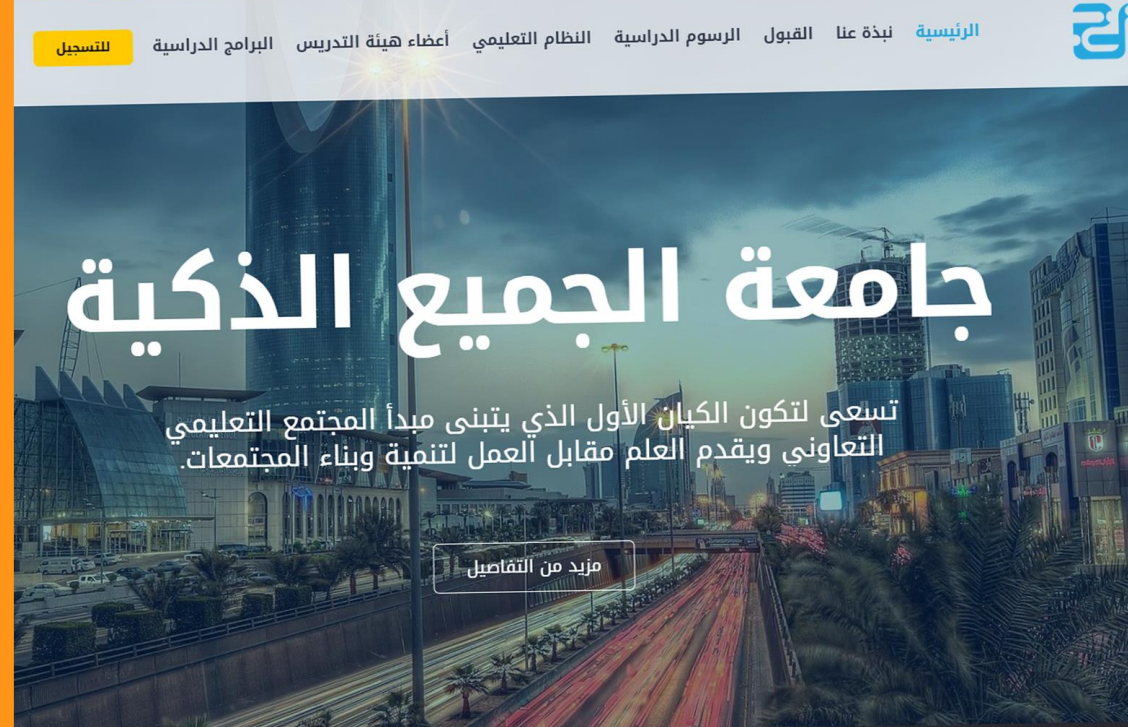
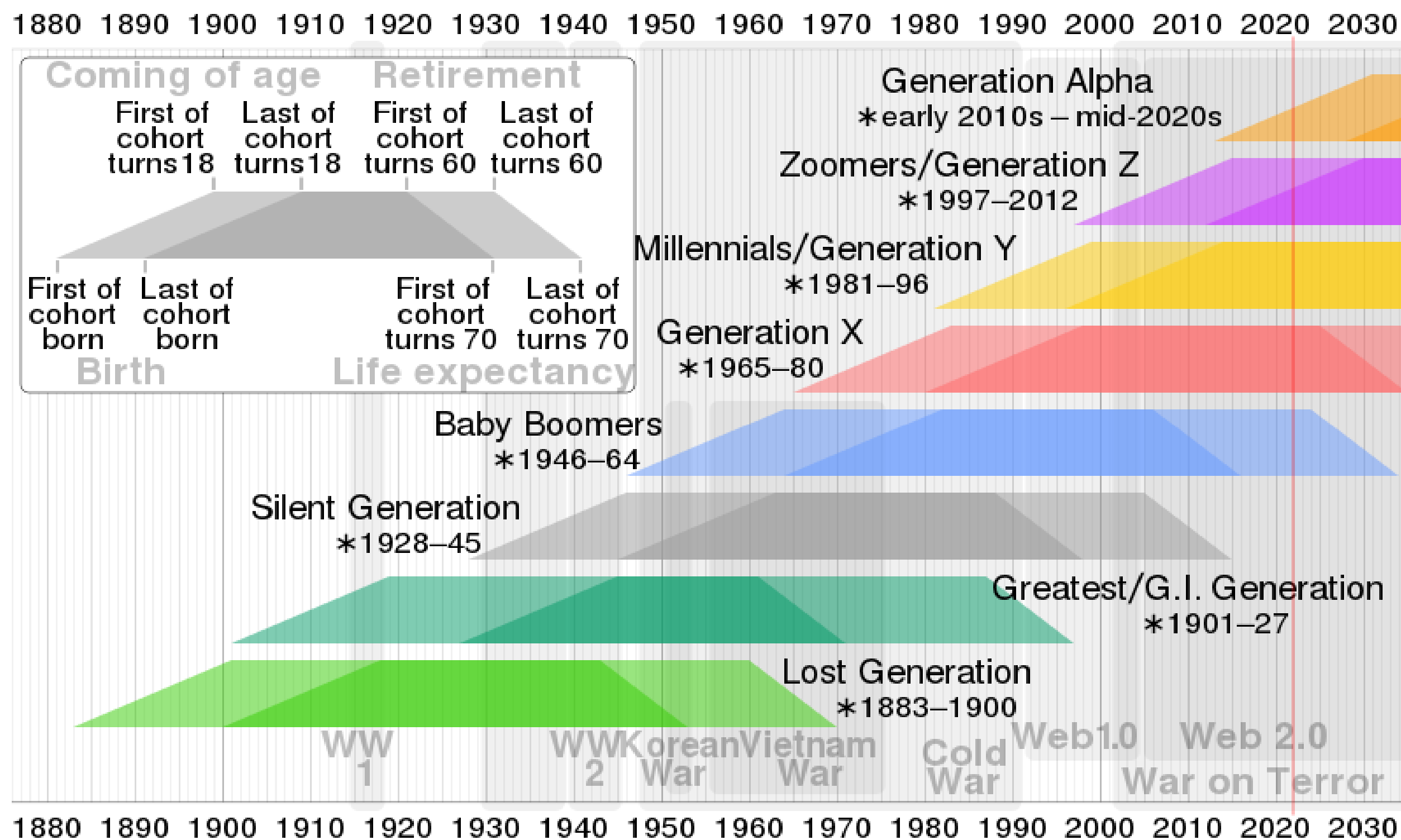
A group of people share  
similar history, events  
and experiences  
....



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# Knowing the Target Audience



# Knowing the Target Audience

## WAYS OF SEGMENTATION – “COHORT ANALYSIS”

### Millennials

#### Big Shoppers

- Co-purchase with parents
- Many live with or are supported by parents

All information is experienced electronically

#### Multi-tasking

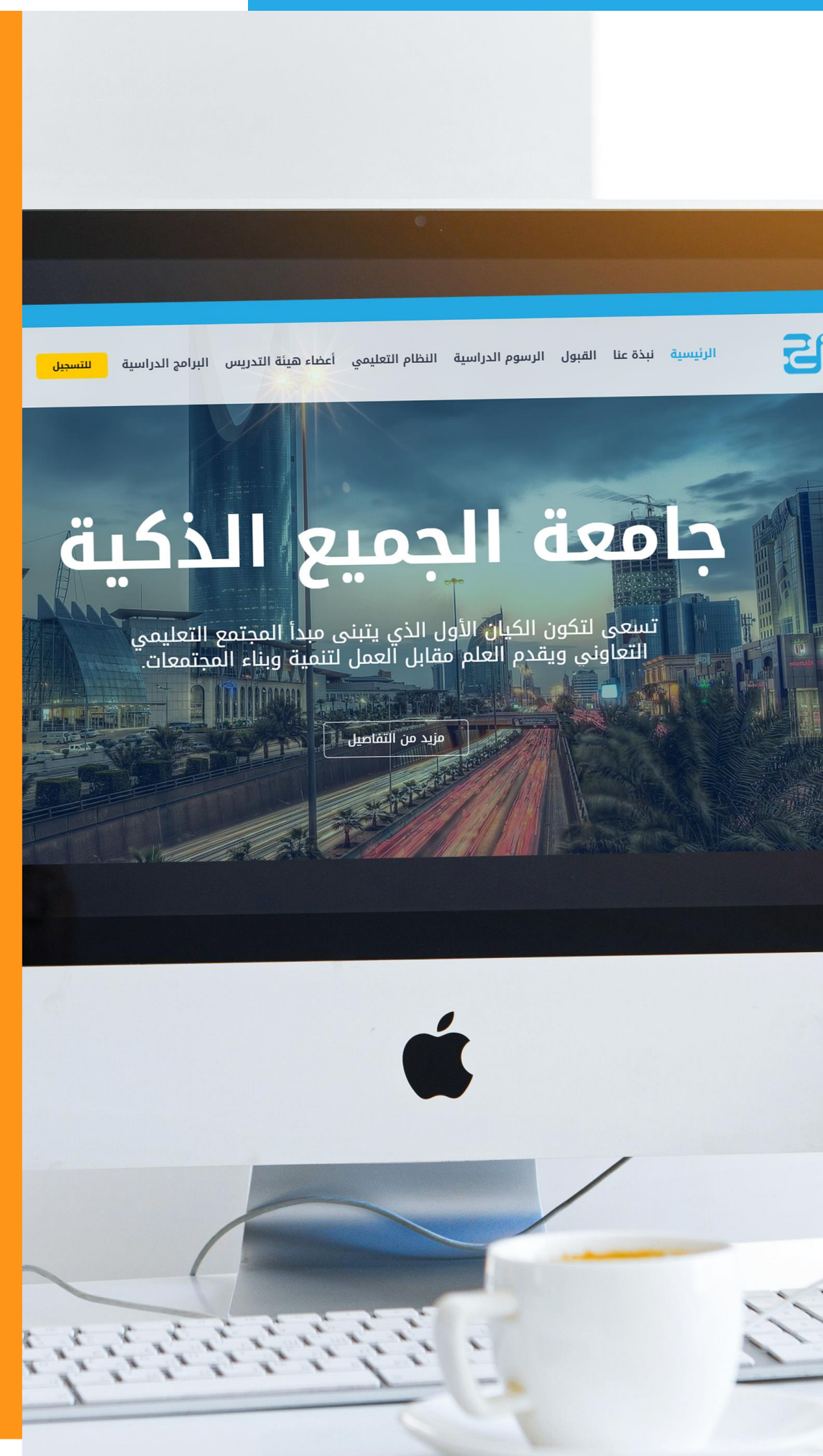
Co-creators of content/product/media

Connected

Socially Responsible

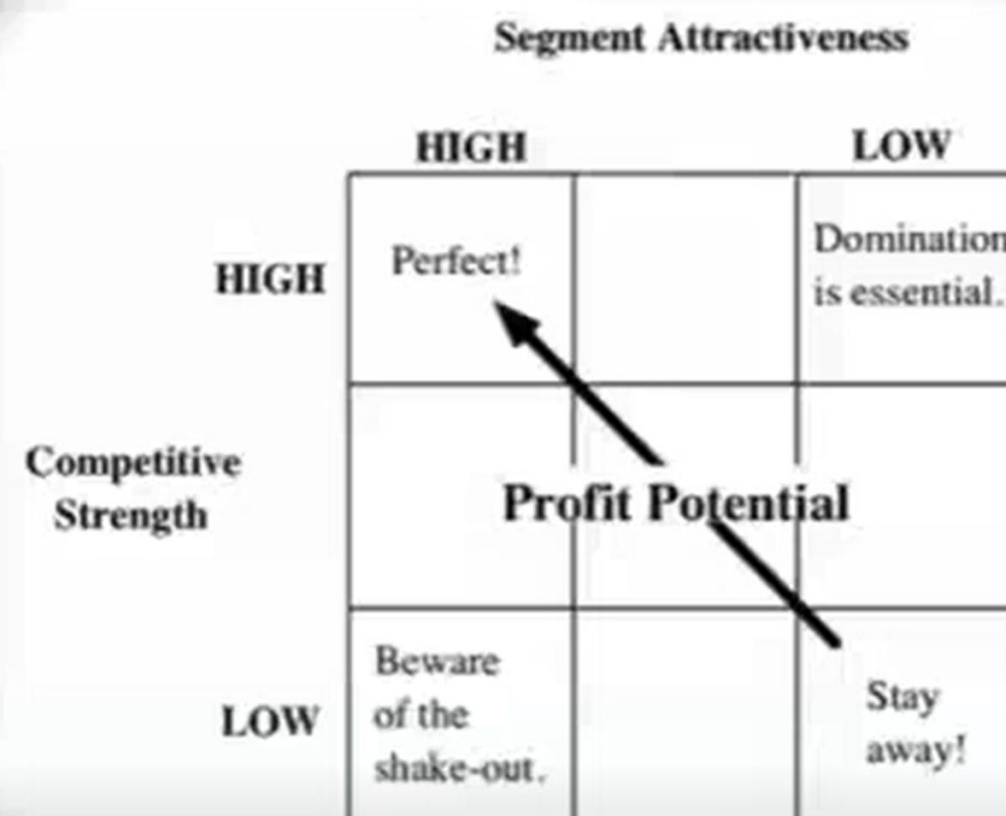


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## WHAT MAKES A SEGMENT ATTRACTIVE?

- ▶ Balancing segment attractiveness with our capability
- ▶ Continuously monitoring whether the actual buyers match target segment



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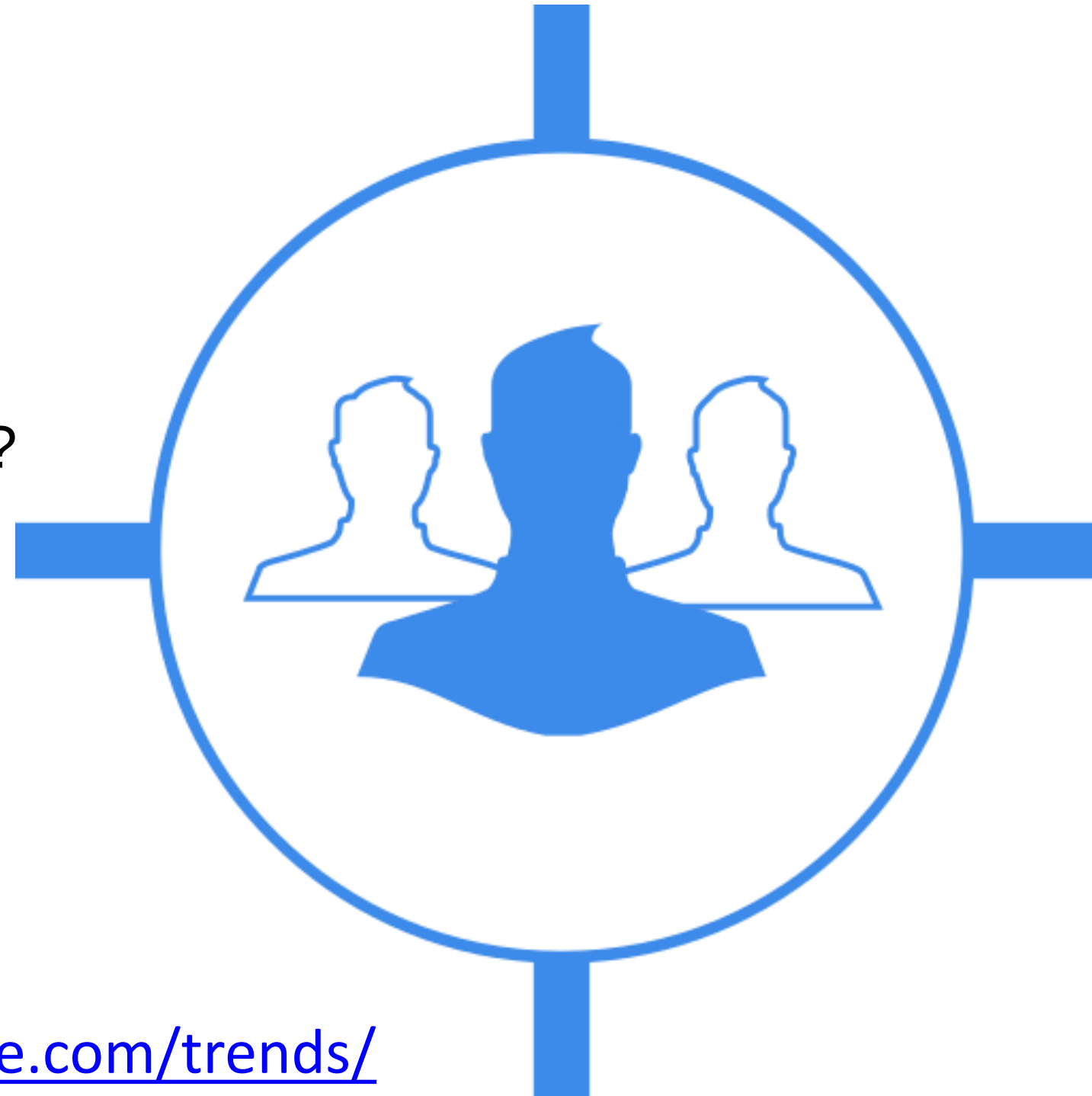
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# Know Your Target Audience

- Who is your ideal customer?
- What do you know about them?
- What is the dynamics of your market?
- What are their demographics?
- What are their interests?
- How do they use the internet?



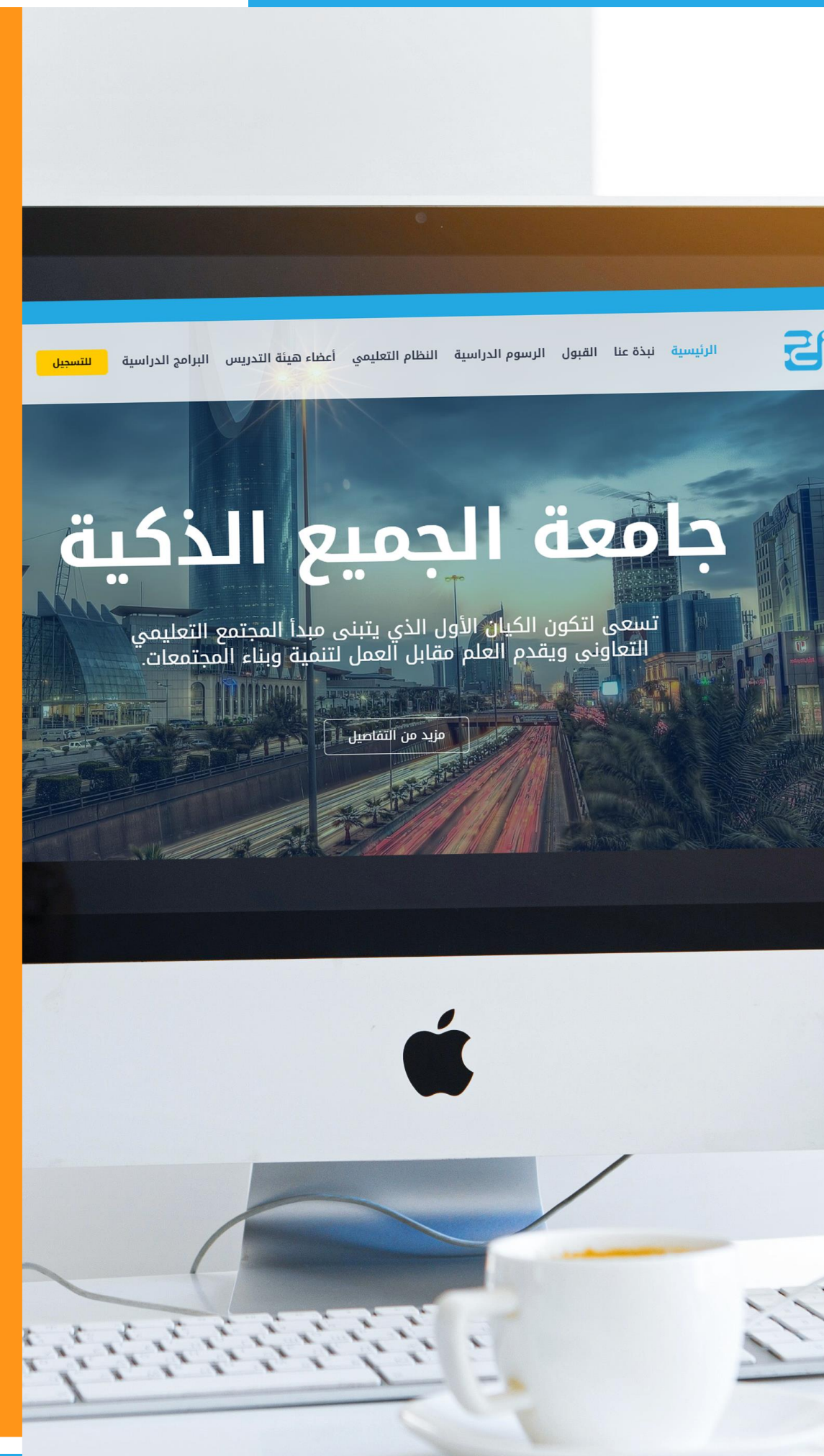
Tools:

<https://trends.google.com/trends/>

<https://www.similarweb.com/>



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## To Sum-up

- We have learned about the concept of Strategy. What do strategy means and its 4 dimensions.
- We understood the differences between the terms segmentation, targeting and positioning.
- We refreshed out the 4 segmentation strategies.
- The other different ways to segment your market
- Understood the customer in digital markets and how to know your target audience's interests and preferences.
- using 2 important tools (Google Trends and Similarweb)

