

DIGITAL MARKETING APPLICATIONS

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COURSE CODE - MKT720

lecture 1

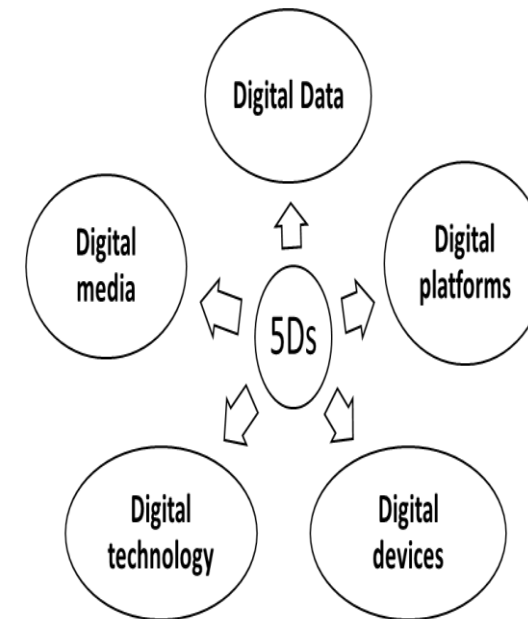
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How has digital marketing transformed marketing?

DIGITAL MARKETING can be simply defined as

ACHIEVING MARKETING OBJECTIVES THROUGH APPLYING DIGITAL MEDIA, DATA AND TECHNOLOGY.

Digital marketing today is about many types of audience interaction than simply websites ,it involves harnessing the following 5Ds of managing digital marketing interaction's .for which we need to assess consumer adoption and how our business can manage to support marketing goals.



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Digital marketing focuses on managing different forms of **online company presence** such as company website ,mobile ,app s and social media company pages

Integrated with online communications technique including search engine marketing ,social media marketing etc.. These techniques are used to support the objectives of acquiring new customers and providing services to existing customers that help to develop the **customer relationship through (crm)**



Online company presence: Different forms of online media controlled by a company including their website ,blogs , email list, and social media presence, Today commonly known as owned media.

Digital media: communications are facilitated through content and interactive services delivered by different digital technology platforms including the internet , web , mobile , phone , TV and digital signage.

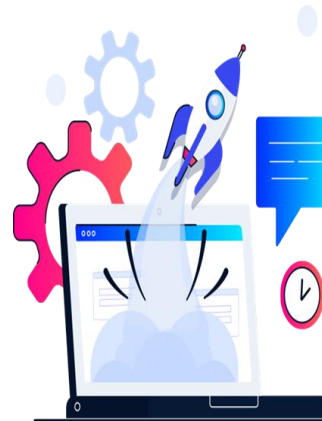
Digital marketing: the application of digital media ,data, and technology integrated with traditional communications to achieve marketing objectives.

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What are digital marketing and multichannel marketing

For digital marketing to be successful there is still a need for **integration** of these techniques with traditional media such as print ,TV, human sales and support as a multichannel marketing communications

The role of **digital platforms** in supporting integrated multichannel's marketing is recurring theme role in supporting different **customer journeys** and **customer lifecycle**



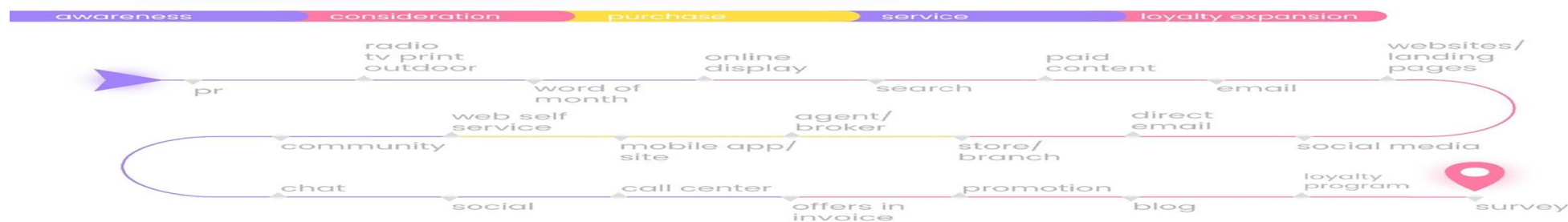
Customer relationship management (CRM): using digital communications technologies to maximize sales to existing customers and encourage continued usage of online services through techniques including a database, personalized web messaging customer services, Chabot's, email and social media marketing.

MULTICHANNEL(OMNICHANNEL)MARKETING: Multichannel (Omnichannel) marketing Customer communications and are product distribution are supported by a combination of digital and traditional channels at different points in the buying cycle or 'path to purchase'. With the range of mobile and IoT touchpoints, some have expanded the term to Omnichannel marketing .

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- **CUSTOMER JOURNEY AND THE CUSTOMER LIFECYCLE :-** The sequence of online and offline touchpoint a customer or buyer persona takes during a buying process or broader customer experience . online this may include a range of digital platforms ,communication media websites and pages.
- **A customer journey map** is a detailed outline of possible experiences that customers might have with your brand over the course of their lifetime. Because there can be significant variation between different customer experiences, customer journey maps include numerous touchpoints and work at both a general and specific level.

CUSTOMER JOURNEY MAP



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Customer journey map

STAGE	Awareness	Consideration	Decision	Service	Loyalty
CUSTOMER ACTIONS	View online ad, see social media campaign, hear about from friends	Conduct research, research competitors, compare features and pricing	Make a purchase	Receive product/service, contact customer service, read product/service documentation	Make another purchase, share experience
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile app, phone	Phone, chatbot, email	Word of mouth, social media, review sites
CUSTOMER EXPERIENCE	Interested, hesitant 	Curious, excited 	Excited 	Frustrated 	Satisfied, excited 
KPIS	Number of people reached	New website visitors	Conversion rate, online sales	Product reviews, customer service success rate, waiting time	Retention rate, customer satisfaction score
BUSINESS GOALS	Increase awareness, interest	Increase website visitors	Increase conversion rate, online sales	Increase customer service satisfaction, minimize wait time	Generate positive reviews, increase retention rate
TEAM(S) INVOLVED	Marketing, communications	Marketing, communications, sales	Online development, sales, marketing, customer service	Customer service, customer success	Online development, customer service, customer success

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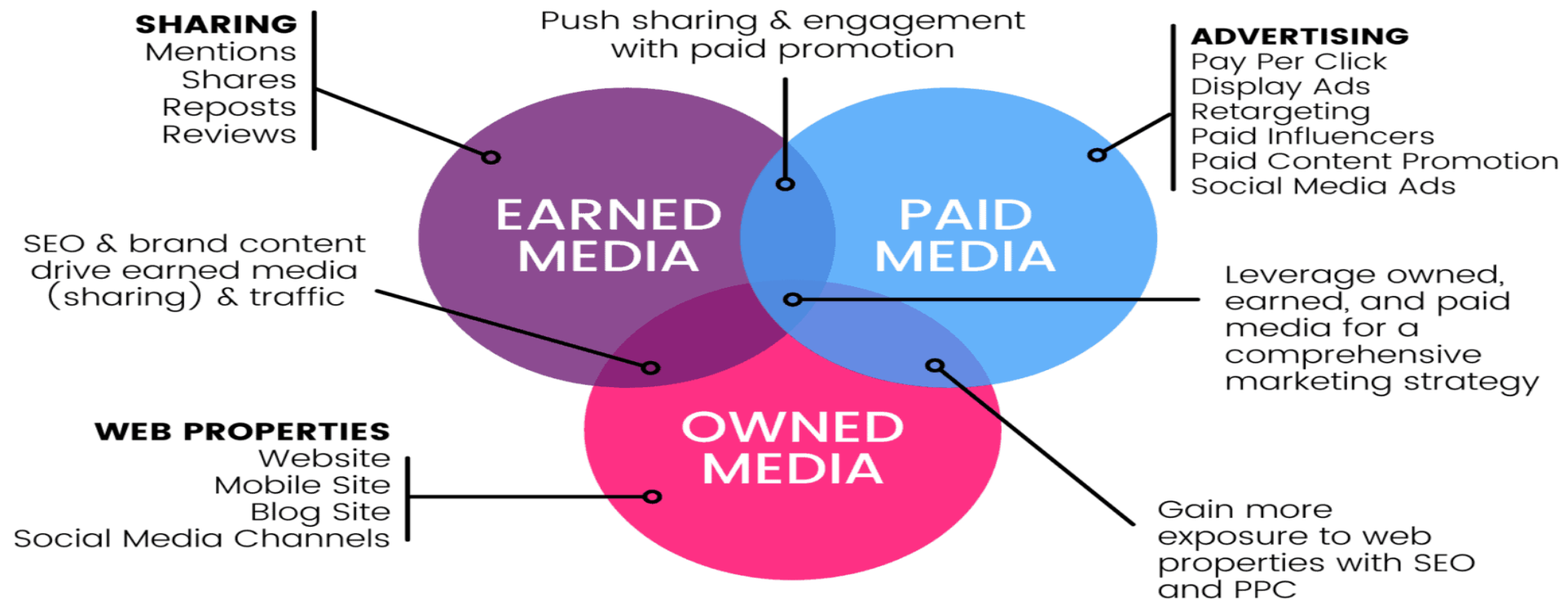
THE INTERSECTION OF THE THREE KEY ONLINE MEDIA TYPES

TO HELP DEVELOP A STRATEGY TO REACH AND INFLUENCE POTENTIAL CUSTOMERS ONLINE ITS COMMON PLACE TO REFER TO THREE MAIN TYPES OF MEDIA CHANNELS THAT MARKETERS NEED TO CONSIDER TODAY

- **Paid media** Also known as bought media, a direct payment occurs to a site owner or an ad network when they serve an ad, a sponsorship or pay for a click, lead or sale generated.
- **Owned media** Different forms of online media controlled by a company including their website, blogs, email list and social media presence.
- **Earned media** The audience is reached through editorial, comments and sharing online.

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What are digital marketing and multichannel marketing



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KEY FEATURES OF DIGITAL MARKETING STRATEGY

The interaction and integration between digital channels and traditional channels is a key part of digital marketing strategy development. Digital marketing strategy is essentially A channel marketing strategy and it needs to be integrated with other channels as part of multichannel marketing. It follows that an effective digital marketing strategy should

- be aligned with business and marketing strategy
use clear objectives for business and brand development and sales for the internet or other digital channels – these models of the number using the channels.
- be consistent with the types of customers who use and can be effectively reached through the channel;



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KEY FEATURES OF DIGITAL MARKETING STRATEGY

- Specify the mix of online and offline communication tools used to attract visitors to the company website, or interact with the brand through other digital media
- support the customer journey through the buying process as they select and purchase products using the digital channel in combination with other channels
- Manage the online customer lifecycle through the stages of attracting visitors to the website, converting them into customers and retention and growth



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BENEFITS OF DIGITAL MARKETING

Marketing is the management process responsible for identifying ,anticipating and satisfying customer requirements profitably

Digital marketing can be used to support these aims as follows

Identifying:-the internet can be used for marketing research to find out customers need and wants

Anticipating:- the internet provides an additional channel by which customers can access information and make purchase .

Satisfying:-achieving customer satisfaction through the electronic channel(such as the website easy to use)



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How to quantify & introduce different type of goals as
part of
developing digital strategy development based on the
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- I. **Sell-grow sales** :- includes direct online sales and sales from offline channels influenced online
- II. **SERVE-ADD VALUE**:- Achieved through giving customers extra benefits online or inform product development through online dialogue and feedback
- III. **SPEAK - GET CLOSER** :- to customers Creating a two-way dialogue through web interactions like forums and surveys and conducting online market research through formal surveys and informally monitoring conversations to learn about them .
- IV. **SAVE- SAVE COSTS** :- Achieved through online email communications, sales and service transactions to reduce staff, print and postage costs. Savings also accrue through 'web self-service' where customers answer queries through online content
- V. **SIZZLE-EXTEND THE BRAND ONLINE**:- achieved through providing new propositions, new offers and new experiences online including building communities

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How the internet can potentially be used to achieve four strategic directions

- **Market penetration.** The Internet can be used to sell more existing products into existing markets.
- **Market development.** Here the Internet is used to sell into new geographical markets, taking advantage of the low cost of advertising internationally without the necessity for a supporting sales infrastructure in the customers' countries.
- **Product development.** New products or services are developed that can be delivered by the Internet. These are typically digital products.
- **Diversification.** the Internet supports selling new products, which are developed and sold into new markets.



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✓ **BUSINESS-TO CONSUMER (B2C)**

COMMERCIAL TRANSACTIONS BETWEEN AN ORGANIZATION AND CONSUMERS

✓ **BUSINESS-TO-BUSINESS (B2B)**

COMMERCIAL TRANSACTIONS BETWEEN AN ORGANIZATION AND OTHER ORGANIZATIONS (INTER-ORGANIZATIONAL MARKETING)

✓ **DIRECT - TO -CUSTOMERS MODEL**

A BRAND WHICH HAS PREVIOUSLY COMMUNICATED TO ITS CUSTOMERS VIA INTERMEDIARIES SUCH AS MEDIA SITE

✓ **CONSUMER - TO- CONSUMER (C2C)**

INFORMATIONAL OR FINANCIAL TRANSACTIONS BETWEEN CONSUMERS,BUT USUALLY MEDIATED THROUGH A BUSINESS

✓ **CONSUMER - TO - BUSINESS (C2B)**

CONSUMERS APPROACHES THE BUSINESS WITH AN OFFER

✓ **E-GOVERNMENT**

THE USE OF INTERNET TECHNOLOGIES TO PROVIDE GOVERNMENT SERVICES TO CITIZENS



**Business and consumer
business models**

AS PART OF STRATEGY DEVELOPMENT
ORGANIZATIONS REQUIRE CLARITY ON THE TYPE
OF BUSINESS MODEL THEY WILL DEVELOP

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**ELECTRONIC COMMERCE
(E-COMMERCE)
ELECTRONIC BUSINESS
(E-BUSINESS)**



WHAT IS THE DIFFERENCE BETWEEN E-COMMERCE AND DIGITAL BUSINESS?

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01**ELECTRONIC COMMERCE
(E-COMMERCE)**

E-commerce (electronic commerce) is the buying and selling of goods and services, or over an electronic network, the transmitting of funds or data, primarily the internet. These business transactions occur either as business-to-consumer (B2C), business-to-business (B2B), consumer-to-business or consumer-to-consumer.

Types of e-commerce

- Business-to-business (B2B)
- Business-to-consumer (B2C)
- Consumer-to-consumer (C2C)
- Consumer-to-business (C2B)



**WHAT IS THE DIFFERENCE
BETWEEN E-COMMERCE AND
DIGITAL BUSINESS?**

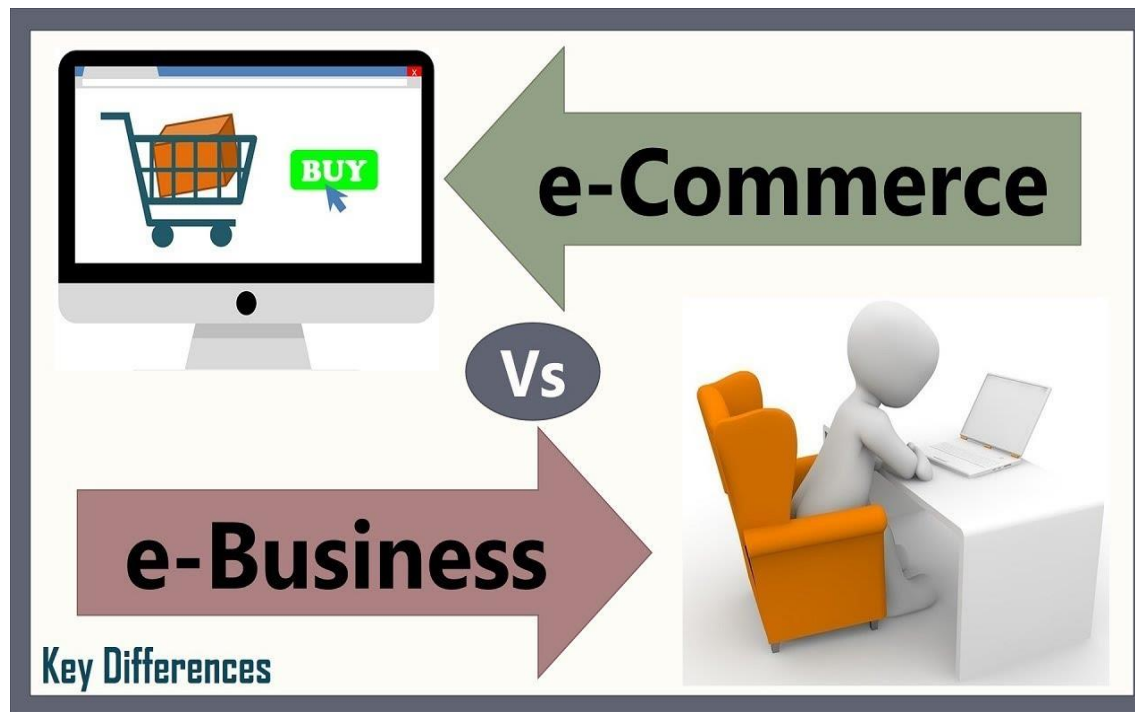
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Electronic business (e-business) now more commonly known as **digital business**, is similar to e-commerce but broader in scope and refers to using digital technology to manage a range of business processes incorporating the sell-side and buy-side e-commerce, and also other key supporting business processes including research and development, marketing, manufacturing and inbound and outbound logistics.



**WHAT IS THE DIFFERENCE
BETWEEN E-COMMERCE AND
DIGITAL BUSINESS?**

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WHAT IS THE DIFFERENCE
BETWEEN E-COMMERCE AND
DIGITAL BUSINESS?

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- i. TRANSACTIONAL E-COMMERCE
- ii. SERVICE-ORIENTED RELATIONSHIP-BUILDING FOR LEAD-BUILDING AND SUPPORT
- iii. BRAND-BUILDING
- iv. PUBLISHER OR MEDIA SITE
- v. SOCIAL NETWORK OR COMMUNITY



**DIFFERENT FORMS OF
FUNCTIONALITY OF DIGITAL
PRESENCE**

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01➤ **TRANSACTIONAL E-COMMERCE**

This enables purchase of products or services online and is typical in the retail, travel and financial services sector. The main business contribution of the site is through sale of these products. The sites also support the business by providing customer service and information for consumers who prefer to purchase products offline.



**DIFFERENT FORMS OF
FUNCTIONALITY OF DIGITAL
PRESENCE**

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DIFFERENT FORMS OF FUNCTIONALITY OF DIGITAL PRESENCE

- **SERVICE-ORIENTED RELATIONSHIP-BUILDING FOR LEAD-BUILDING AND SUPPORT**
- ✓ This provides information to stimulate purchase and build relationships.
- ✓ Information is provided through the website and e-newsletters to inform purchase decisions.
 - ✓ The main business contribution is through encouraging offline sales via generating enquiries or leads from potential customers.
- ✓ Such sites also add value to existing customers by providing them with detailed information to help support them in their lives at work or at home.

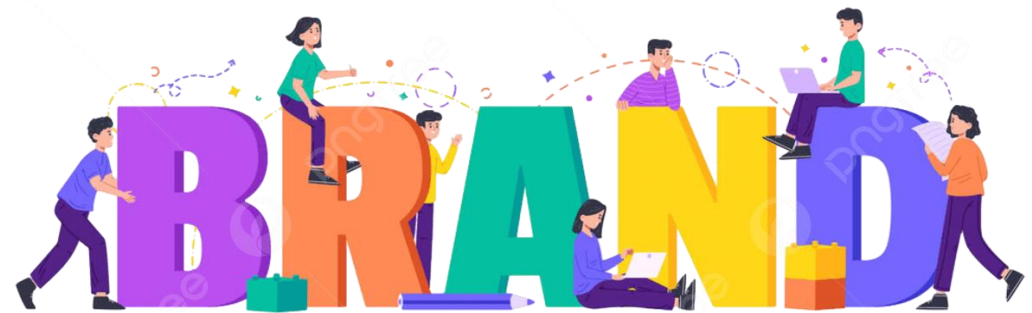


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DIFFERENT FORMS OF FUNCTIONALITY OF DIGITAL PRESENCE

BRAND-BUILDING

This type of site or app provides an experience to support the brand. Products are not typically available for online purchase. The main focus is to support the brand by developing an online experience of the brand and it is typically used for low-value, high-volume fast-moving consumer goods (FMCG) brands for consumers.



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DIFFERENT FORMS OF FUNCTIONALITY OF DIGITAL PRESENCE

➤ **PUBLISHER OR MEDIA SITE**

This provides news, entertainment or information or news about a range of topics and typically has an advertising or affiliate revenue model

➤ **SOCIAL NETWORK OR COMMUNITY**

These sites or parts of sites focus on enabling community interactions between different consumers (C2C model). Typical interactions include posting comments and replies to comments, sending messages, rating content and tagging content in particular categories. Well-known examples include Facebook, Instagram, LinkedIn, Snapchat



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DRIVERS AND BARRIERS TO DIGITAL TRANSFORMATION

Digital transformation

is the integration of digital technology into all areas of a business, fundamentally changing how you operate and deliver value to customers. It's also a cultural change that requires organizations to continually challenge the status quo, experiment, and get comfortable with failure.

Challenge^s

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APPLYING THE 7Ss

THE 7Ss ARE USEFUL
FRAMEWORK FOR REVIEWING
AN ORGANIZATION'S EXISTING
AND FUTURE CAPABILITIES TO
MEET THE CHALLENGES POSED
BY THE NEW DIGITAL
CHANNELS



APPLYING THE 7Ss

Table 1.2 Summary of some of the organisational challenges of digital marketing in the context of the 7S framework

Element of 7S model	Application to digital marketing strategy	Key issues from practice and literature
Strategy	The significance of digital marketing in influencing and supporting the organisation's strategy	Gaining appropriate budgets and demonstrating/delivering value and ROI from budgets. Annual planning approach Techniques for using digital marketing to impact organisation strategy Techniques for aligning digital strategy with organisational and marketing strategy
Structure	The modification of organisational structure to support digital marketing	Integration of digital marketing and e-commerce teams with other management, marketing (corporate communications, brand marketing, direct marketing) and IT staff Use of cross-functional teams and steering groups Insourcing vs outsourcing
Systems	The development of specific processes, procedures or information systems to support digital marketing	Campaign planning approach-integration Managing/sharing customer information Managing content quality Unified reporting of digital marketing effectiveness In-house vs external best-of-breed vs external integrated

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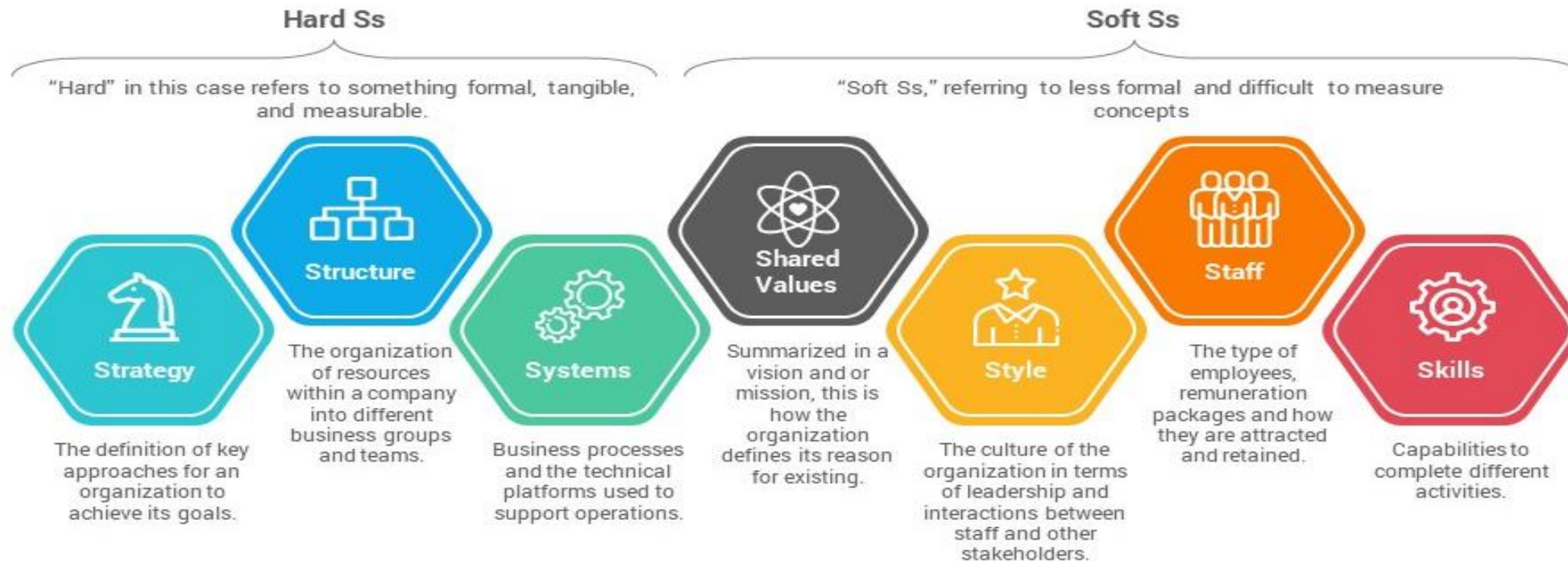
APPLYING THE 7Ss

Element of 7S model	Application to digital marketing strategy	Key issues from practice and literature
Staff	The breakdown of staff in terms of their background and characteristics such as IT vs marketing, use of contractors/consultants, age and sex	Insourcing vs outsourcing Achieving senior management buy-in/involvement with digital marketing Staff recruitment and retention. Virtual working Staff development and training
Style	Includes both the way in which key managers behave in achieving the organisation's goals and the cultural style of the organisation as a whole	Relates to role of digital marketing team in influencing strategy – is it dynamic and influential or conservative and looking for a voice
Skills	Distinctive capabilities of key staff, but can be interpreted as specific skill sets of team members	Staff skills in specific areas: supplier selection, project management, content management, specific e-marketing approaches (SEO, PPC, affiliate marketing, email marketing, online advertising)
Superordinate goals	The guiding concepts of the digital marketing organisation which are also part of shared values and culture. The internal and external perception of these goals may vary	Improving the perception of the importance and effectiveness of the digital marketing team among senior managers and staff it works with (marketing generalists and IT)

Source: Econsultancy (2005)

The 7 Interdependent Elements

McKinsey 7s' Framework



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Introduction to Digital marketing communication

Digital media channels

Online communications techniques used to achieve goals of brand awareness, familiarity, favorability and to influence purchase intent by encouraging users of digital media to visit a website to engage with the brand or product, and ultimately to purchase online or offline through traditional media channels such as by phone or in-store.



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Introduction to Digital marketing communication

Display ads

Use of graphical or rich media ad units within a web page to achieve goals of delivering brand awareness, familiarity, favorability and purchase intent. Many ads encourage interaction through prompting the viewer to rollover to play videos, complete an online form or to view more details before clicking through to a site.



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Introduction to Digital marketing communication

Pay-per-click (PPC) PPC

refers to when a company pays for text ads to be displayed on the search engine results pages as a sponsored link, when a specific key phrase is entered by the search users. It is so-called because the marketer pays each time the hypertext link in the ad is clicked on. If a link is clicked repeatedly, then this will be detected by the search engine as click fraud and the marketer will not be charged



PPC or pay-per-click marketing is one approach of paid advertising which enables your website to rank higher and appear among the top search results. It allows you to bid on keywords to target specific audiences or certain platforms, yielding focused and more significant responses.

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Introduction to Digital marketing communication

Search engine optimization (SEO)

A structured approach used to increase the position of a company or its products in search engine natural or organic results listings (the main body of the search results page) for selected keywords or phrases.



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Introduction to Digital marketing communication

Affiliate marketing

A commission-based arrangement where referring sites (publishers) receive a commission on sales or leads by merchants (retailers). Commission is usually based on a percentage of product sale price or a fixed amount for each sale, but may also be on a per- click basis, for example when an aggregator refers visits to merchants.



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Introduction to Digital marketing communication

Email marketing :

Typically applied to outbound communications from a company to prospects or customers to encourage purchase or branding goals. **Email marketing** is most commonly used for mailing to existing customers on a house list, but can also be used for mailing prospects on a rented or co-branded list. Emails may be sent as part of a one-off campaign or can be automated, event-based, triggered emails, such as a welcome strategy that can be broadcast based on rules about intervals and customer characteristics



Landing page

A destination page when a user clicks on an ad or other form of link from a referring site. It can be a home page but more typically and desirably, a landing page is a page with the messaging focused on the offer in the ad. This will maximize conversion rates and brand favorability.



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Introduction to Digital marketing communication

Web (or digital)analytics

Techniques used to assess and improve the contribution of digital marketing to a business, including reviewing traffic volume, referrals, clickstreams, online reach data, customer satisfaction surveys, leads and sales

Competitive landscape analytics - tracking how competitors attract, convert, and retain customers

Customer behavior analytics - determining the what, where, when, how, and for how long about your customer's online behavior

Performance analytics - how well your brand is performing in critical locations like Instagram and Google. Also, KPIs like sales, revenues, average order value, etc.

Predictive analytics - Predictive analytics in marketing anticipates your customer's next move. Be there with the right message.



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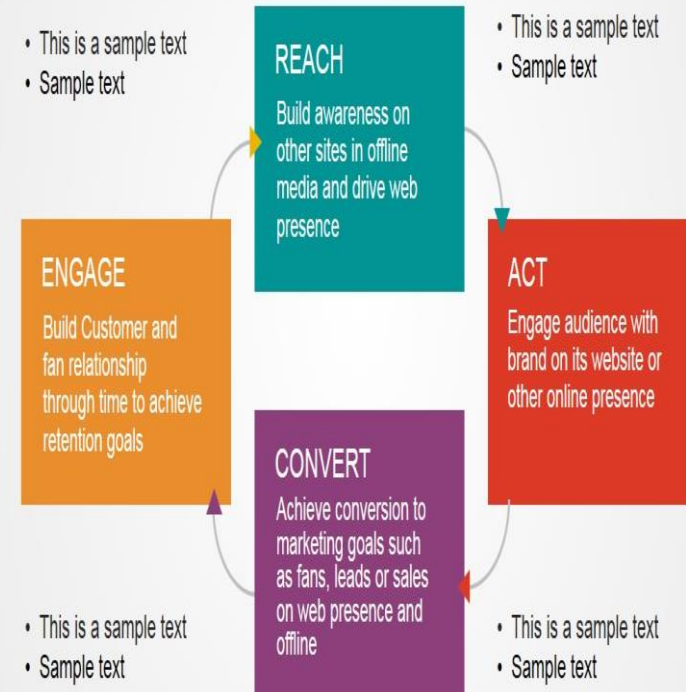
Using digital media channels to support business objectives

RACE consists of four steps designed to help engage prospects, customers and fans with brands throughout the customer lifecycle:

Step 1: Reach - Build awareness of a brand, its products and services on other sites and in offline media and build traffic by driving visits to web and social media presences.

Step 2: Act - Engage audience with brand on its website or other online presence to encourage them to interact with a company or other customers. In many sectors, the aim of the Act stage is lead generation, i.e. to gain permission to market to a prospect using email, SMS or mobile app notifications

Race Digital Marketing Planning Framework



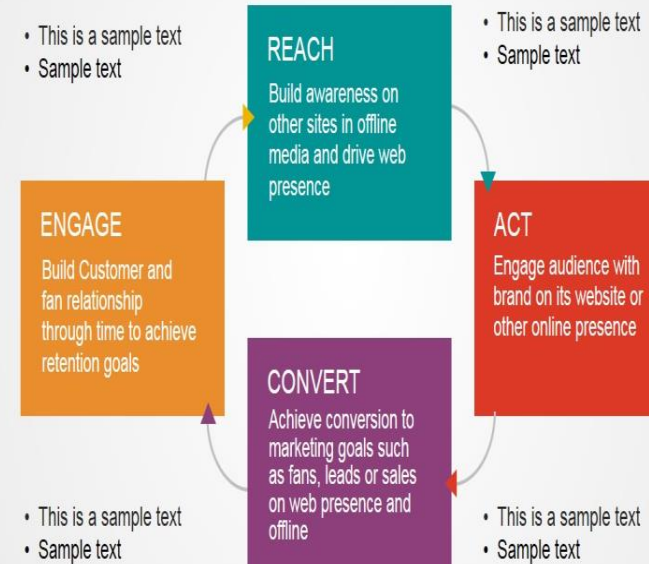
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Using digital media channels to support business objectives

Step 3: Convert - Achieve conversion to generate sales on web presences and offline.

Step 4: Engage - Build customer relationships through time to achieve retention goals.

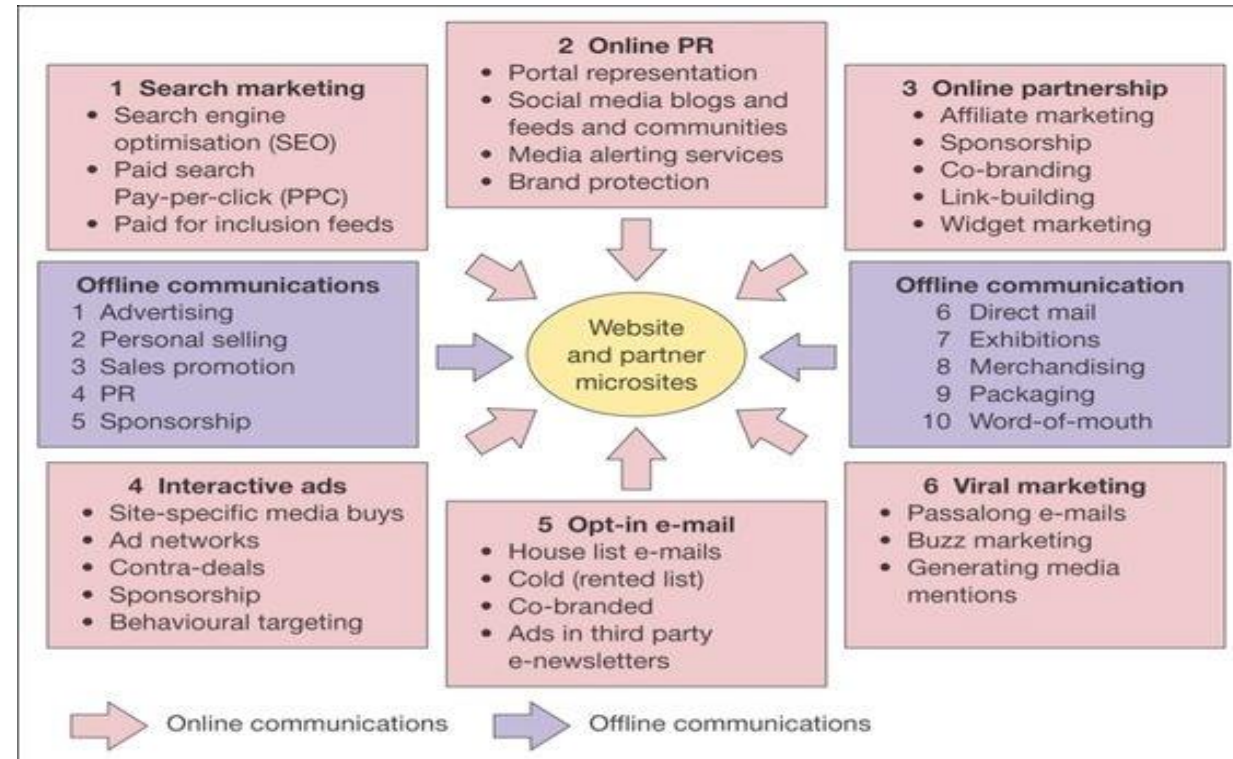
Race Digital Marketing Planning Framework



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THE KEY TYPES OF DIGITAL MEDIA CHANNELS

SIX TYPE OF DIGITAL COMMUNICATIONS TOOLS OR MEDIA CHANNELS



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SIX TYPE OF DIGITAL COMMUNICATIONS TOOLS OR MEDIA CHANNELS

1. **Search engine marketing.** Gaining visibility on a search engine to encourage click-through to a website when the user types a specific keyword phrase. Two key search marketing techniques are paid placements or sponsored links using pay-per-click, and placements in the natural or organic listings using search engine optimization where no charge is made for clicks from the search engine.
2. **Online PR.** Maximizing favorable mentions of your company, brands, products or web-sites on third-party websites such as social networks, blogs, podcasts or feeds that are likely to be visited by your target audience. Also includes responding to negative mentions and conducting public relations via a site through a social media news center or blog, for example.

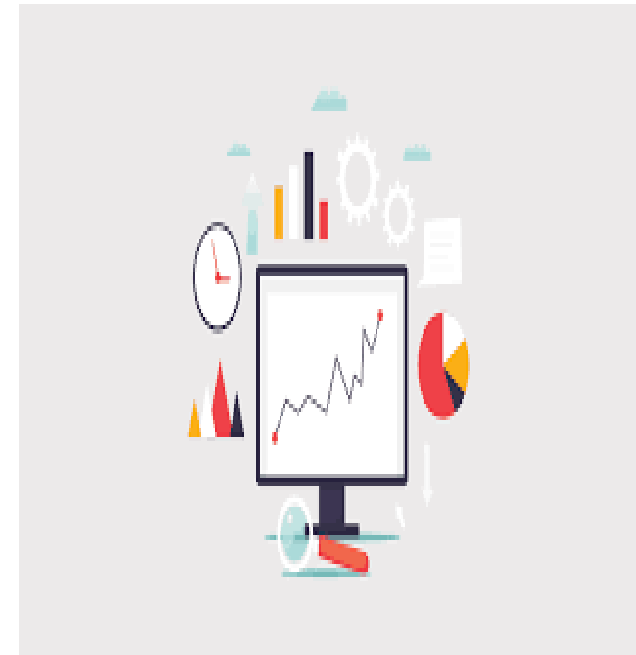


3. Online partnerships. Creating and managing long-term arrangements to promote your online services on third-party websites or through email communications. Different forms of partnership include link building, affiliate marketing, aggregators such as price comparison sites), online sponsorship and co-marketing.

4. Display advertising. Use of online ads such as banners and rich media ads to achieve brand awareness and encourage click-through to a target site.

5. Opt-in email marketing. Placing ads in third-party e-newsletters or the use of an in-house list for customer activation and retention. Buying or renting lists of email addresses is considered as a spamming technique and not permitted under the privacy legislation described in Chapter 4.

6. Social media marketing. Companies participate and advertise within social networks and communities to reach and engage their audience. Viral marketing or online word-of-mouth messages are closely related to this. Here content is shared or messages are for-warded to help achieve awareness and, in some cases, drive response



BENEFITS OF DIGITAL MEDIA

- ✓ INTERACTIVITY
- ✓ INTELLIGENCE
- ✓ INDIVIDUALISATION
- ✓ INTEGRATION
- ✓ INDUSTRY RESTRUCTURING
- ✓ INDEPENDENCE OF LOCATION

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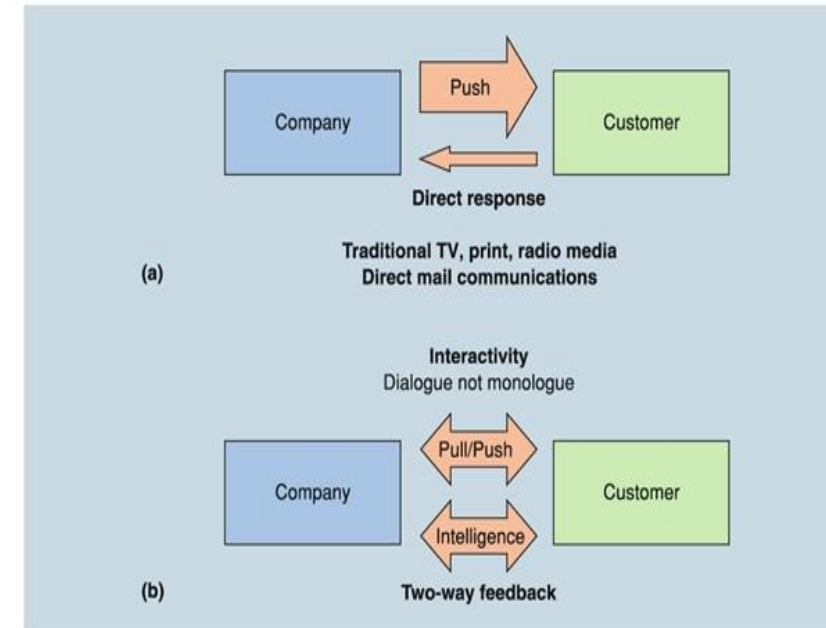
BENEFITS OF DIGITAL MEDIA

✓ INTERACTIVITY

Figure (a) shows how traditional media are predominantly push media where the marketing message is broadcast from company to customer, although interaction can be encouraged through direct response to phone, website or social media page.

However, online it is often the customer who initiates contact and is seeking information through researching information on a website. In other words, it is a 'pull' mechanism where it is particularly important to have good visibility in search engines when customers are entering search

relevant to a company's products or services. Amongst marketing professionals this powerful new approach to marketing is now commonly known as inbound marketing.



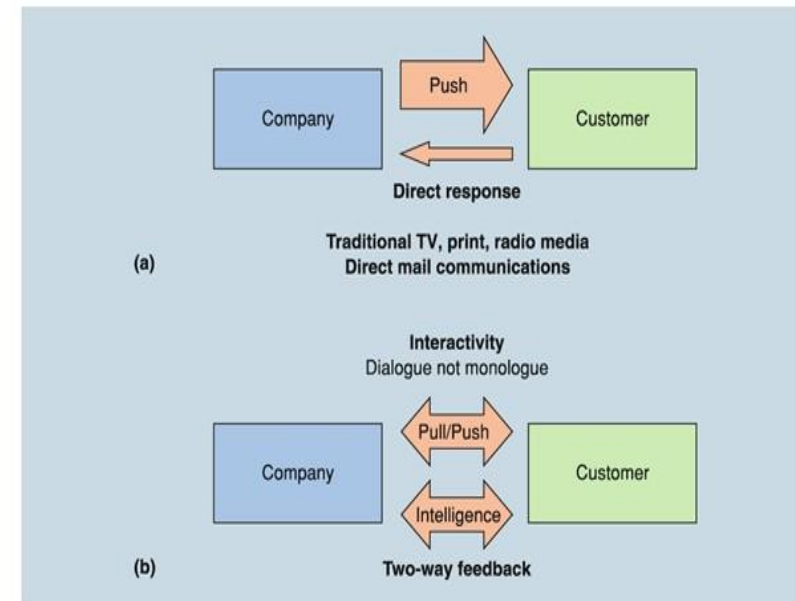
Inbound marketing :- The consumer is proactive in seeking out information for their needs, and interactions with brands are attracted through content, search and social media marketing.

✓ **INTERACTIVITY**

Inbound marketing is powerful since advertising wastage is reduced. Content and search marketing can be used to target prospects with a defined need-they are proactive and self-selecting.

Figure (b) shows how digital media should be used to encourage two-way communications, which may be extensions of the direct-response approach.

- ❖ For example, FMCG suppliers use their website or Facebook presence as a method of generating interaction by providing incentives such as competitions and sales promotions to encourage the customer to respond with their names, addresses and profile information such as age and sex.



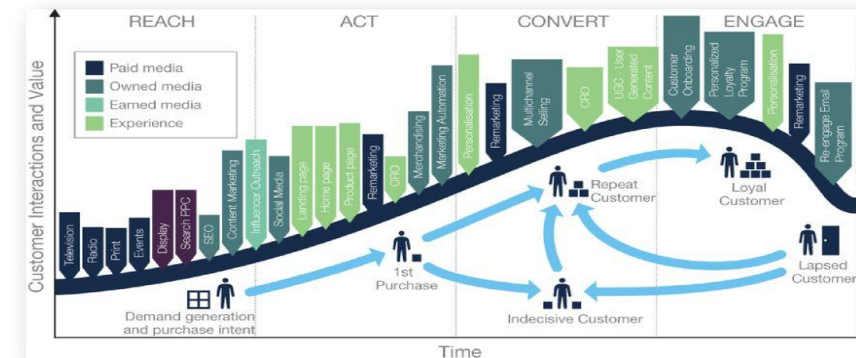
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BENEFITS OF DIGITAL MEDIA

✓ INTELLIGENCE

Digital media and technology can be used as a relatively low-cost method of collecting marketing research, particularly about customer perceptions of products and services, which reviews digital analytics and market research. Interactions with consumers across all the different touchpoints shown in Figure 1.1. can be stored in data lakes or data warehouses to provide insight collectively known as 'Big Data'.

Figure 1.1 Customer lifecycle marketing touchpoint summary for a retailer



Source: Smart Insights (2017)



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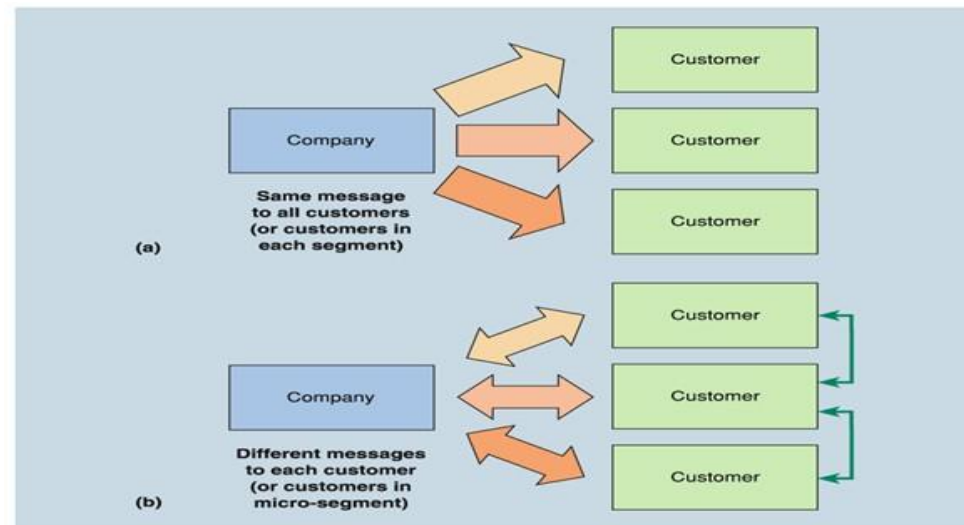
- **Data lake and data warehouse :** A data lake is a storage repository that holds a diversity of raw data in its native format where it is available for analysis and reporting by people across a company. This contrasts to a data warehouse, which contains structured data

✓ **INDIVIDUALIZATION**

Individualization Another important feature of interactive marketing communications is that they can be tailored to the individual at relatively low costs, unlike in traditional media data where the same message tends to be broadcast to everyone

This individualization is based on the intelligence collected about site visitors and then stored in a database and subsequently used to target and personalize communications to customers to achieve relevance in all media.

The process of tailoring is also referred to as personalization

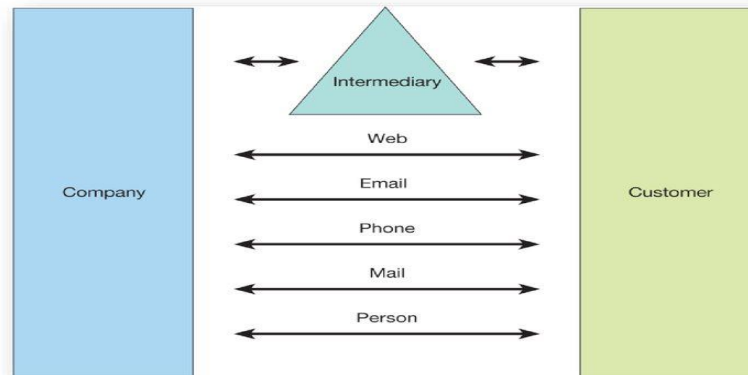


- **Personalization** : Delivering individualized content through web pages or email.
- **Sense and respond communications** : Customer behavior is monitored at an individual level and the marketer responds with communications tailored to the individual's need.

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BENEFITS OF DIGITAL MEDIA

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



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✓ INTEGRATION

- **Outbound digital communications**
Website, mobile push notifications or email marketing are used to send personal and communications to customers
- **Inbound digital communications**
Customer enquire through web-based forms, social media and email

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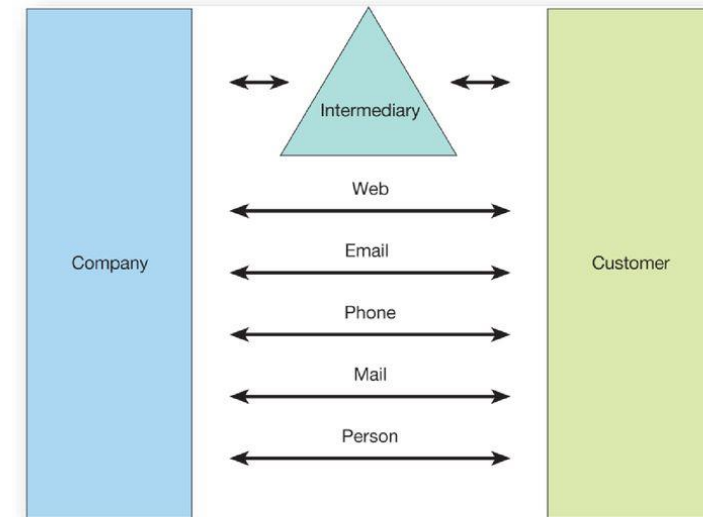
BENEFITS OF DIGITAL MEDIA

✓ INTEGRATION

The Internet provides further scope for integrated marketing communications. Figure 1.13 shows the role of the Internet in multichannel marketing. When assessing the marketing effectiveness of a website, the role of the Internet in communicating with customers and other partners can best be considered from two perspectives.

- **First**, there is outbound digital communications from organization to customer. We need to ask how does the Internet complement other channels in communicating the proposition for the company's products and services to new and existing customers with a view to generating new leads and retaining existing customers?
- **Second**, inbound digital communications from customer to organization how can the Internet complement other channels to deliver customer service to these customers?

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



✓ INDUSTRY RESTRUCTURING

Disintermediation and reintermediation are key concepts of industry restructuring that should be considered by any company developing a digital marketing strategy ,

For marketers defining their company's communications strategy it becomes very important to consider the company's representation on these intermediary sites by answering questions such as

- Which intermediaries should we be represented on?
- How do our offerings compare to those of competitors in terms of features, benefits and price?".



- **Disintermediation** The removal of intermediaries such as distributors or brokers that formerly linked a company to its customers
- **Re-intermediation** The creation of new intermediaries customers and suppliers providing services such as supplier search and product evaluation

✓ **INDEPENDENCE OF LOCATION**

Electronic media also introduce the possibility of increasing the reach of company communications to the global market. This gives opportunities to sell into international markets, which may not previously have been possible. The Internet makes it possible to sell to a country without a local sales or customer service force (although this may still be necessary for some products).



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- ❑ **Introducing digital marketing**
 - Introduction - how has digital marketing transformed marketing?
 - Definitions - what are digital marketing and multichannel marketing?
 - Introduction to digital marketing strategy
 - Introduction to digital marketing communications



Thank You