Digital Marketing

1.Introduction to Digital Marketing

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1. INTRODUCTION TO DIGITAL MARKETING

- **What is Marketing?**

- Marketing is a business function focused on the market, aiming to maximize profit.

  - Key elements of marketing:

    - Focus on the market

    - Consumer orientation

    - Achieving long-term customer satisfaction

- **Marketing Instruments (4P):**

  - Product

  - Price

- Place
- Promotion

- **Alternative Models (7P):**
  - People
  - Processes
  - Physical Evidence

- **What is Digital Marketing?**
  - Digital marketing refers to marketing activities that take place in a digital environment, particularly on the internet.
  - It is used to promote products, services, and ideas via digital channels.

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- **Digital Space**
  - Digital space is communication generated and exchanged in digital formats, primarily through networked platforms.
  - Communication primarily takes place on the internet via digital channels.
- Key Characteristics of Digital Marketing:
  1. Digital Formats – Content is exchanged in digital formats (text, images, video, sound).
  2. Networked Channels – Communication happens via the internet and digital platforms.
  3. Personalization – Digital marketing allows for more precise targeting and content personalization.

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4. Quick Feedback – Allows for rapid interaction with consumers.

5. Artificial Intelligence and Machine Learning – Modern technologies for optimizing marketing activities.

6. Tracking Investments and Agility – Enables faster performance tracking and tactical changes.

- Definition of Digital Marketing:

  - Digital marketing is the process of planning and implementing a marketing strategy that utilizes digital channels, primarily the internet, to promote ideas, products, and services.

  - Goal: Achieving the objectives of consumers, companies, and society.

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- Digital vs. Traditional Marketing
  - Advantages of Digital Marketing:
    - Greater personalization
    - Faster and broader reach
    - More effective tracking and optimization

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- 6I of Digital Marketing

Illustration: 6I of Digital Marketing

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- **Interactivity**
  - The process of communication between all actors in the digital environment. Marketers track customer steps and personalize the experience.
  - Steps:
    1. The customer initiates contact
    2. The customer seeks information (pull strategy)
    3. The customer focuses on content
    4. The company analyzes data and responds to the customer
    5. The next visit is personalized based on the customer's needs

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- **Intelligence**
  - The data collected in digital marketing is not just raw data but contextual insights that help marketers make better business decisions.

- **Individualization**
  - Technology allows precise customer targeting and the creation of products or services according to their specific needs.

- **Integration**
  - Multi-channel communication that integrates online and offline channels, as well as inbound and outbound communication.
  - Approaches like Chatbots, Facebook Messenger, and comments on social media facilitate interaction with consumers.

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- **Industry restructuring**
  - Tech companies such as Amazon, Netflix, YouTube, and Apple have restructured industries using digital marketing to expand their reach and growth.
- **Amazon: Changing the way people shop in stores and malls.**
- **Netflix: Phasing out the DVD and video rental industry.**
- YouTube: Changing the television format.
- Apple: Revolutionizing music consumption.

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- **Independence from location**
  - Globalization and the internet have enabled global connectivity between brands and consumers, regardless of geographical boundaries.
  - Cloud: Virtual space on the web for storing, processing, and accessing data.
  - Cloud technology enables data storage on the internet, offering flexibility and efficiency.

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- **Analytics and Optimization**
  - Digital marketing enables performance tracking in real-time. Analytical software and artificial intelligence help marketers track ROI (Return on Investment) and optimize marketing activities.
- **5S of Digital Marketing**
  1. Sell
     - Increase sales through digital channels.
  2. Serve
     - Add value to customers through personalized services.

3. Speak
   - o Effective communication with customers, bringing the brand closer to them.

4. Save
   - o Reduce costs by optimizing marketing activities.

5. Sizzle
   - o Increase brand visibility on the internet.

2. DIGITAL COMMUNICATION CHANNELS

- **Digital channels are different destinations on the internet where users congregate. They can be:**
  - Temporary channels – Users visit occasionally.
  - Permanent channels – Users return regularly.
- **Types of Digital Communication Channels:**
  1. Web – Different types of websites, microsites, thematic landing pages.
  2. Social Networks – Content shared on networks like Facebook, Instagram, Twitter.
  3. Search Tools – Search engines (Google), maps.

2. DIGITAL COMMUNICATION CHANNELS

4. **Messaging Channels – Email, chat applications.**

- Omni-Channel Marketing (Multi-Channel):
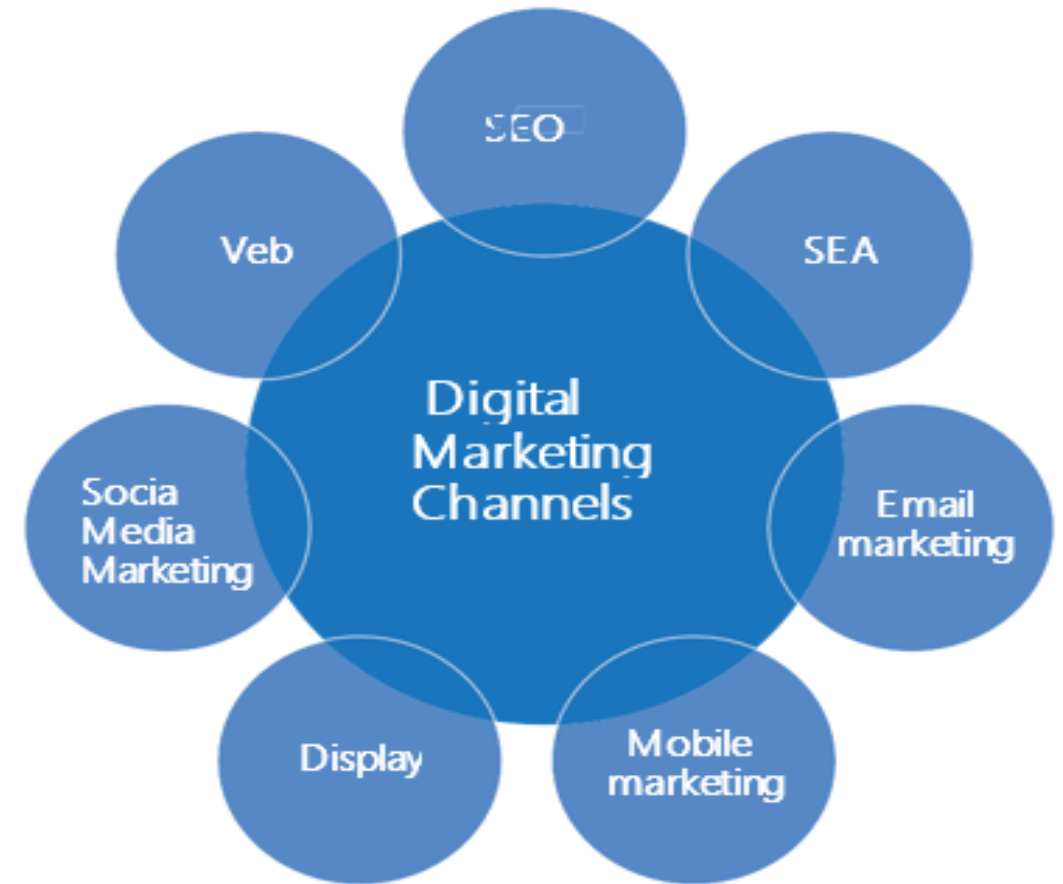 - Integration of different communication channels for more efficient marketing.

Illustration: Specific Channels of Digital Marketing

2. DIGITAL COMMUNICATION CHANNELS

- **Mobile Devices as the Primary Medium**
  - Mobile phones are becoming the primary medium for consuming information (the "first screen").
  - Importance of adapting content for mobile devices:
    - Mobile optimization is crucial for connecting with the targeted audience.

3. PUSH AND PULL STRATEGY IN DIGITAL MARKETING

- **Pull Strategy:**
  - Consumers actively seek information about products or services (e.g., Google search).
  - Used when the consumer is aware of their problem and the solution.
- **Push Strategy:**
  - Information is pushed to consumers (e.g., online ads, display banners).
  - Used when the brand actively promotes products and services to consumers.

3. PUSH AND PULL STRATEGY IN DIGITAL MARKETING

- **Integration of Push and Pull Strategies**
  - A combination of both approaches:
    - Google search (Pull) – Users search for products.
    - Ads and banners (Push) – Brands target users with specific content.
    - Use of data: Consumer behavior data is used for more effective targeted advertising.

3. PUSH AND PULL STRATEGY IN DIGITAL MARKETING

- **Inbound vs. Outbound Marketing**
  - Inbound Marketing:
    - ○ Focuses on creating quality content that attracts users (blogs, SEO, video marketing, podcasts).
    - ○ Consumers come to the brand based on their desire for information.
  - Outbound Marketing:
    - ○ Traditional approach: TV, radio ads, billboards, direct mail.
    - ○ Includes PPC (pay-per-click), email marketing, and display ads.

4. PERFORMANCE-BASED MARKETING

- **What is Performance-Based Marketing?**
  - Performance-based marketing refers to online marketing activities where advertisers only pay for achieved results.
  - Results can be:
    - Sales
    - Lead generation
    - Clicks on ads
  - This model allows companies to pay only for actual outcomes, rather than upfront.

4. PERFORMANCE-BASED MARKETING

- **Differences from Traditional Marketing Models:**
  - Traditional Marketing: Companies pay upfront for advertising (e.g., magazine ad), with no guarantee of results.
  - Performance-Based Marketing: Payment is only for specific results such as clicks, conversions, and lead generation.
  - Greater efficiency and lower risk for companies.
- **Key Advantages of Performance-Based Marketing:**
  1. Lower risk: Companies pay only when desired results are achieved.
  2. Performance tracking: Allows detailed tracking of campaign performance.

4. PERFORMANCE-BASED MARKETING

3. Optimization: Data allows for the optimization of advertising strategies.

4. Greater efficiency: Focus on achieving specific goals (clicks, leads, sales).

- Lead Generation in Performance Marketing:

  - Leads: Potential customers who have shown interest in a product/service.

  - Create content that attracts customers and solves their problems.

  - The key is to help users, increasing the likelihood they will become customers.

5. REMARKETING

- **What is Remarketing?**
  - Remarketing is the process of re-serving ads to users who have previously been exposed to a promotion and showed interest or engaged in desired behavior.
  - It allows brands to remind users of products/services and increase conversions.
  - It is often used in later stages of the sales funnel to further engage known potential customers.
- **How Does Remarketing Work?**
  - It connects with users who have previously interacted with a website or mobile app.

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- It helps increase brand awareness or reminds users to take a desired action (purchase, registration).

- Targets users with high engagement levels (e.g., those who viewed a product but didn't make a purchase).

- **Types of Remarketing:**

1. Retargeting: Re-targeting users who have already visited your site or interacted with your content.

2. Repositioning: Positioning ads at different stages of the customer journey to ensure greater impact.

3. Dynamic Remarketing: Displaying ads with products that the user previously viewed on the site.

6. CAREERS IN DIGITAL MARKETING

- **Digital marketing is a broad industry that offers many specialized positions.**
  - Positions in digital marketing include:
    - o Marketing Executives
    - o Client Marketing Managers
    - o Marketing Specialists
    - o Content Creators

6. CAREERS IN DIGITAL MARKETING

- **Marketing Executives**
  - Responsible for all marketing activities within a company.
  - A high level of knowledge about digital channels and tools is required for strategy creation.
  - While not necessarily operational, they must have a broad understanding of digital marketing.
- **Client Marketing Managers (Account Managers)**
  - A bridge between clients and the agency team.
  - Understanding client needs and creative team capabilities.
  - Communication and coordination with designers, copywriters, and developers..

6. CAREERS IN DIGITAL MARKETING

- **Marketing Specialists**
  - Specialized in specific digital channels or types of content.
  - Positions include:
    - Digital Channel Managers
    - Social Media Managers
    - Digital Campaign Managers
    - Content Creators (e.g., photographers, videographers)

6. CAREERS IN DIGITAL MARKETING

- **Activities of Marketing Specialists:**
  - Planning and executing social media campaigns.
  - Creating and posting content on social platforms.
  - Monitoring, reporting, and analyzing customer feedback.
  - Coordination with marketing, PR, and sales teams.

7. GOALS OF LEARNING DIGITAL MARKETING

- **Concepts covered:**
  - Digital brand,
  - Digital strategy,
  - Consumer behavior (online),
  - Content marketing,
  - Websites,
  - Social media,

7. GOALS OF LEARNING DIGITAL MARKETING

- Sending personal messages via digital platforms (direct personal messaging), including email and messaging platforms for multimedia content,

- Introduction of artificial intelligence tools in creating marketing outputs,

- SEO and SEA (Search Engine Optimization and Search Engine Advertising),

- Display advertising,

- Advertising on social media,

- Legal environment relevant to digital marketing.

Questions & Answers