

Course Introduction

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Digital media and technology, an opportunity and threat

- Digital marketing has transformed how businesses and other organisations communicate with their audiences. The 5Ds of digital marketing (**digital devices, digital platforms, digital media, digital data and digital technology**) can be used, alongside traditional marketing techniques, to get closer to audiences than ever before. Consumers now have access to a much wider choice of entertainment, products, services and prices from different suppliers and a more convenient way to select and purchase items.
- Organisations have the opportunity to expand into new markets, offer new services, interact with audiences in new ways and compete on a more equal footing with larger businesses. Marketers working within these organisations have the opportunity to develop new skills and to use these new tools to improve the competitiveness of the company. At the same time, the Internet and related digital technology platforms give rise to many threats to organisations.
- What Michael Porter said in 2001 is still valid today:
The key question is not whether to deploy Internet technology – companies have no choice if they want to stay competitive – but how to deploy it.

THE 5Ds OF DIGITAL MARKETING

DIGITAL DEVICES

Customer experience brands as they interact with business websites and mobile apps usually through a combination of connected devices.

DIGITAL TECHNOLOGY

The marketing technology that businesses use to create interactive experiences from websites & mobile apps to in-store booth and email campaigns.

DIGITAL PLATFORMS

Connections on these devices are through a browser or apps from the foremost platforms or services, that's Facebook, tumblr, Instagram, Google, YouTube, Twitter and LinkedIn.

DIGITAL DATA

The insight businesses collect about their audience profiles and their interactions with businesses, which now need to be protected by law in most countries.

DIGITAL MEDIA

Different paid and earned communications channels for reaching and attractive viewers including advertising, search engines and social networks, email & messaging.



Management of digital marketing

- With the success stories of companies capturing market share following the rapidly increasing adoption of the Internet by consumers and business buyers, it is a prerequisite that all organisations must have an effective online presence to prosper, or possibly even survive!
- For example, online companies such as ASOS.com and Zalando (clothing), Amazon.com (books and retail), iTunes and Spotify (music) and Booking.com and Expedia (travel) have captured a significant part of their market and struck fear into the existing players. Many consumers now regularly use social networks such as Facebook, Instagram, LinkedIn, Snapchat and Twitter as part of their daily lives, with the majority of access via smartphones. Engaging consumers is an ongoing challenge but, as we will see, companies like those above have taken advantage of these opportunities to interact with customers and this has helped them develop as worldwide brands.
- What are the marketing communications techniques that businesses need to master to make effective use of digital marketing? The proliferation of new media channels, digital technologies and interaction options has given a challenge of understanding, prioritising and managing many new digital communications techniques.

Source: <https://www.smartinsights.com/digital-marketing-strategy/race-a-practical-framework-to-improve-your-digital-marketing/>

The RACE for digital marketing

Plan	Reach	Act	Convert	Engage
Create a digital marketing strategy or transformation plan	Increase awareness, drive website, mobile and social media visits	Generate interactions and leads	Achieve sales online or offline	Encourage customer loyalty and advocacy
1.1 Situation review (Chapters 2 & 3)	2.1 Media effectiveness review (Chapters 8 & 10)	3.1 Customer journey effectiveness (Chapter 7)	4.1 Retargeting (Chapter 9)	5.1 Customer onboarding (Chapters 6 & 7)
1.2 Set vision and objectives, evaluate (Chapters 4 & 10)	2.2 Search marketing (Chapter 9)	3.2 Data profiling (Chapter 6)	4.2 Personalisation (Chapter 7)	5.2 Customer experience (Chapter 7)
1.3 Strategy (Chapters 4 – 8)	2.3 Earned and Owned media (Chapters 6 – 9)	3.3 Content marketing (Chapter 8)	4.3 Mobile experiences (Chapter 7)	5.3 Customer service (Chapter 7)
1.4 Segmentation (Chapters 4 & 6)	2.4 Paid media (Chapter 9)	3.4 Landing pages (Chapter 9)	4.4 Multichannel selling (Chapter 4)	5.4 Email marketing (Chapters 6 & 9)
1.5 Value Proposition & Brand (Chapters 4 & 5)	2.5 Acquisition plan (Chapters 8 & 9)	3.5 Content strategy and campaign plan (Chapter 8)	4.5 Conversion rate optimisation (Chapters 7 & 10)	5.5 Social media marketing (Chapters 6 & 9)

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Q & A