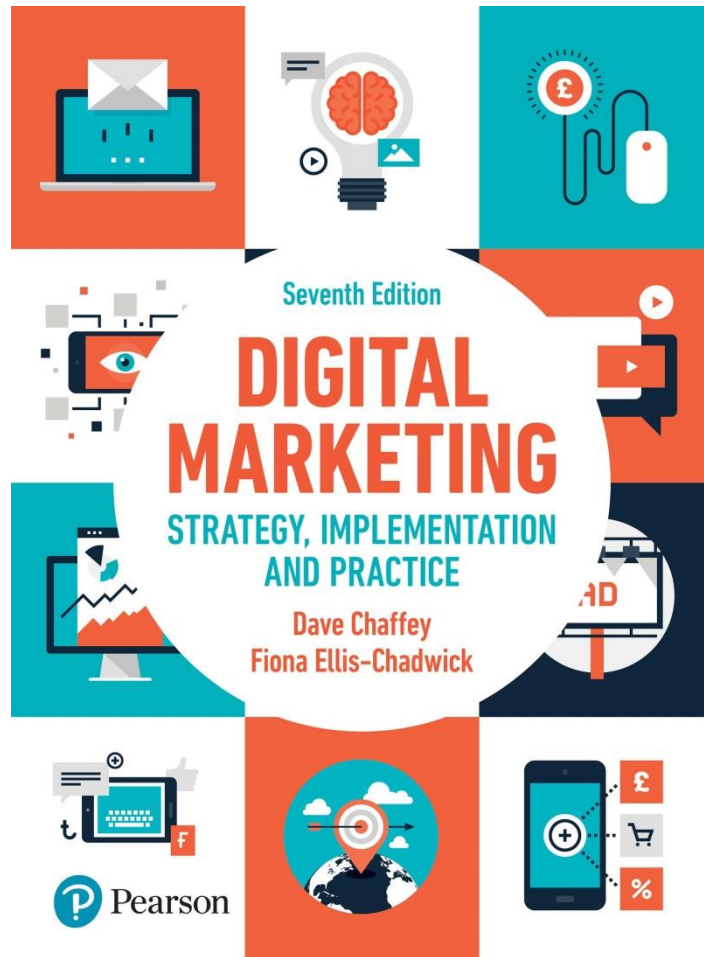


DIGITAL MARKETING

STRATEGY, IMPLEMENTATION AND PRACTICE

Seventh Edition



Part 1

Digital marketing fundamentals

Chapter 3

The digital macro-environment

Chapter 3 The Digital macro-environment

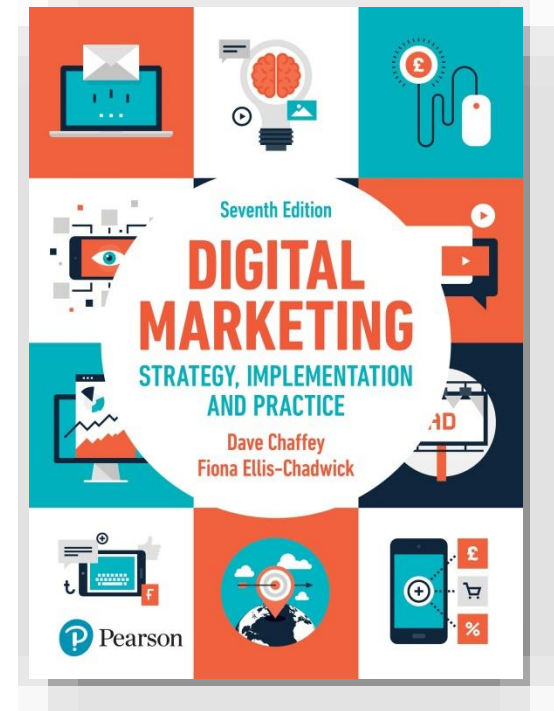
3

Main topics:

- The rate of environmental change
- Technological forces
- Economic forces
- Political forces
- Legal Forces
- Social Forces

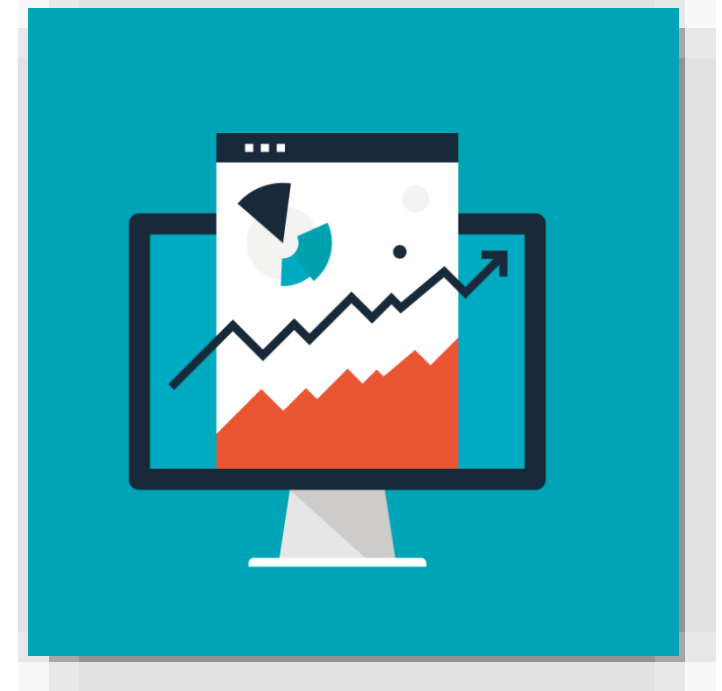
Case Study:

Social media – Do celebrities call all the shots?



The rate of environmental change

In the digital world, changes in market forces are increasingly rapid. Firms should respond to these changes, emerging opportunities and threats by developing strategic agility.

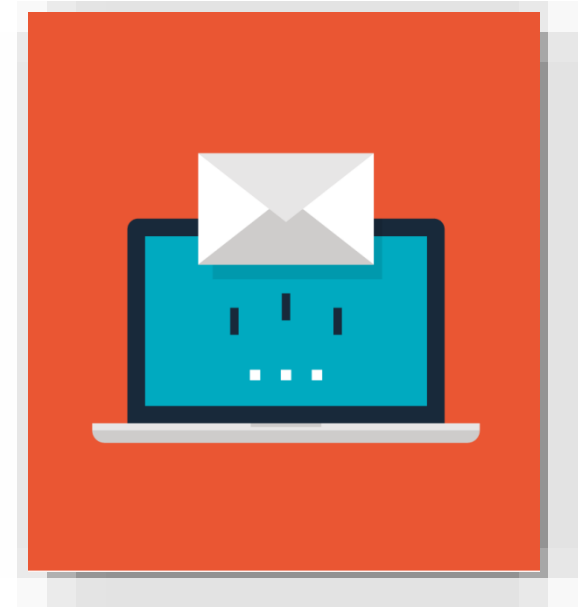


Technological forces

In the digital world, changes in market forces are increasingly rapid. Firms should respond to these changes, emerging opportunities and threats by developing strategic agility.

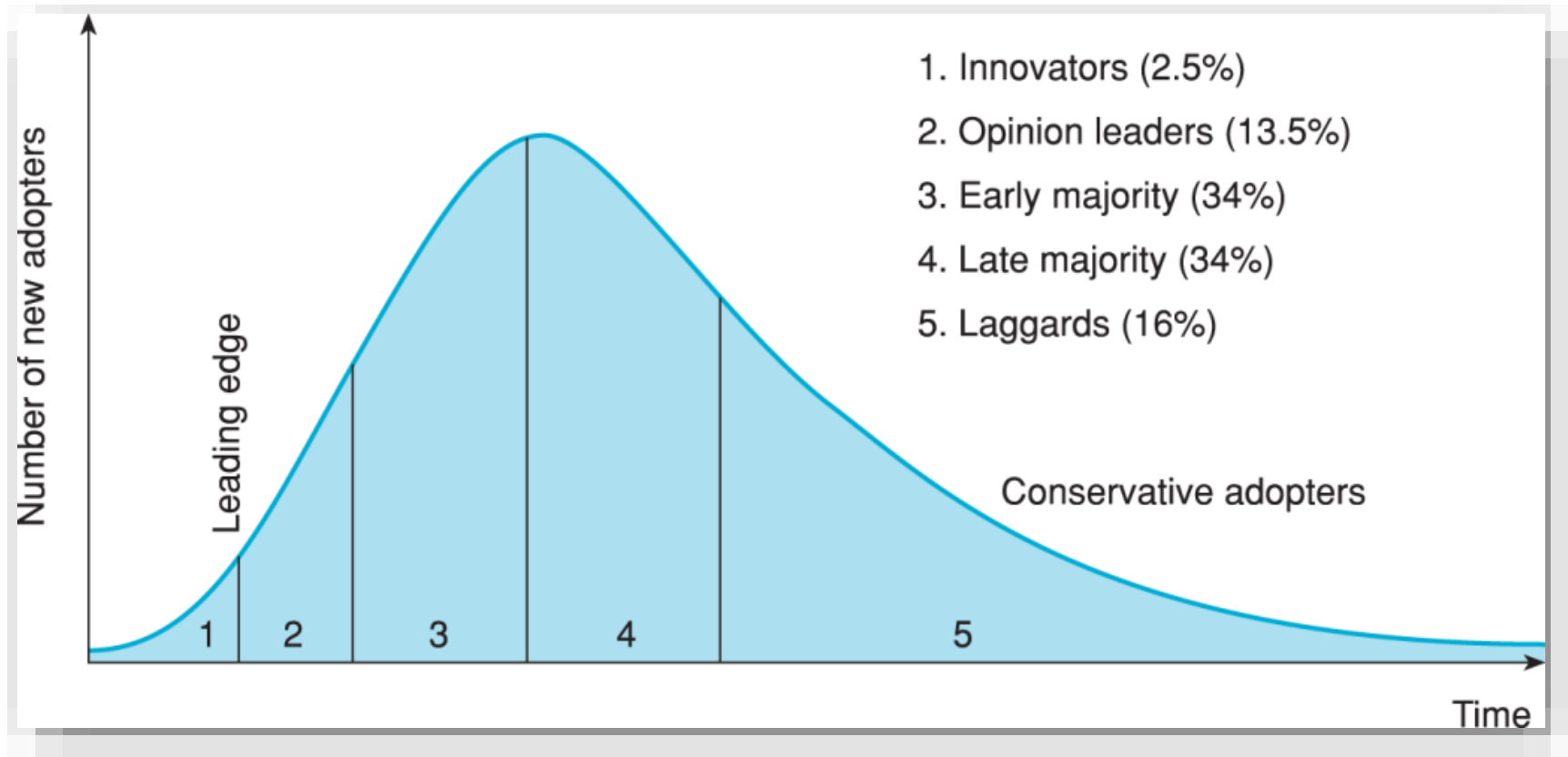
Key factors to consider:

- Internet technology
- Cyber security
- How to develop secure systems
- Mobile and SMS messaging and applications
- Mobile Apps
- Wi-Fi and Bluetooth wireless applications
- Emerging technologies

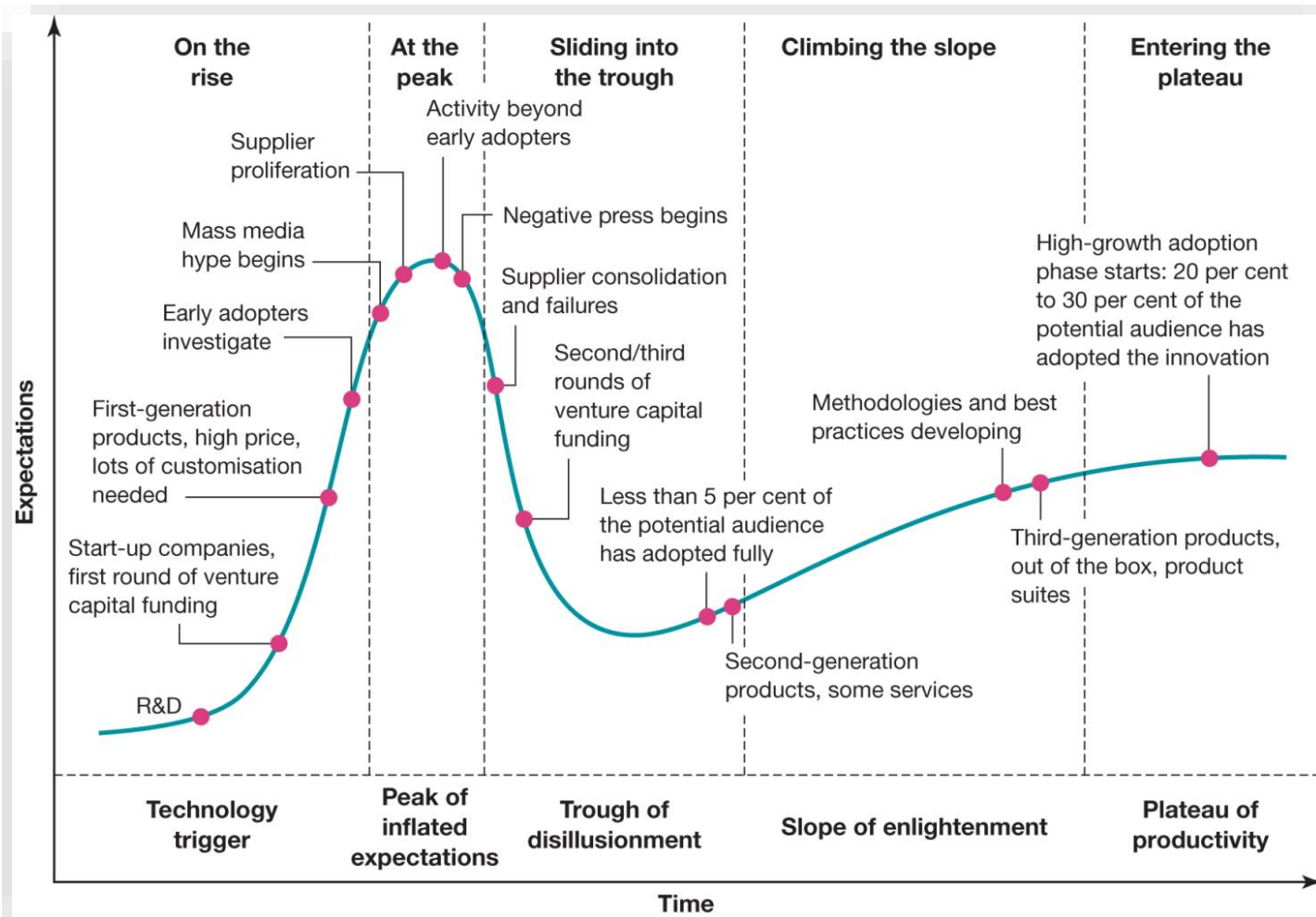


Emerging Technologies

Assessing the marketing value of technology innovation

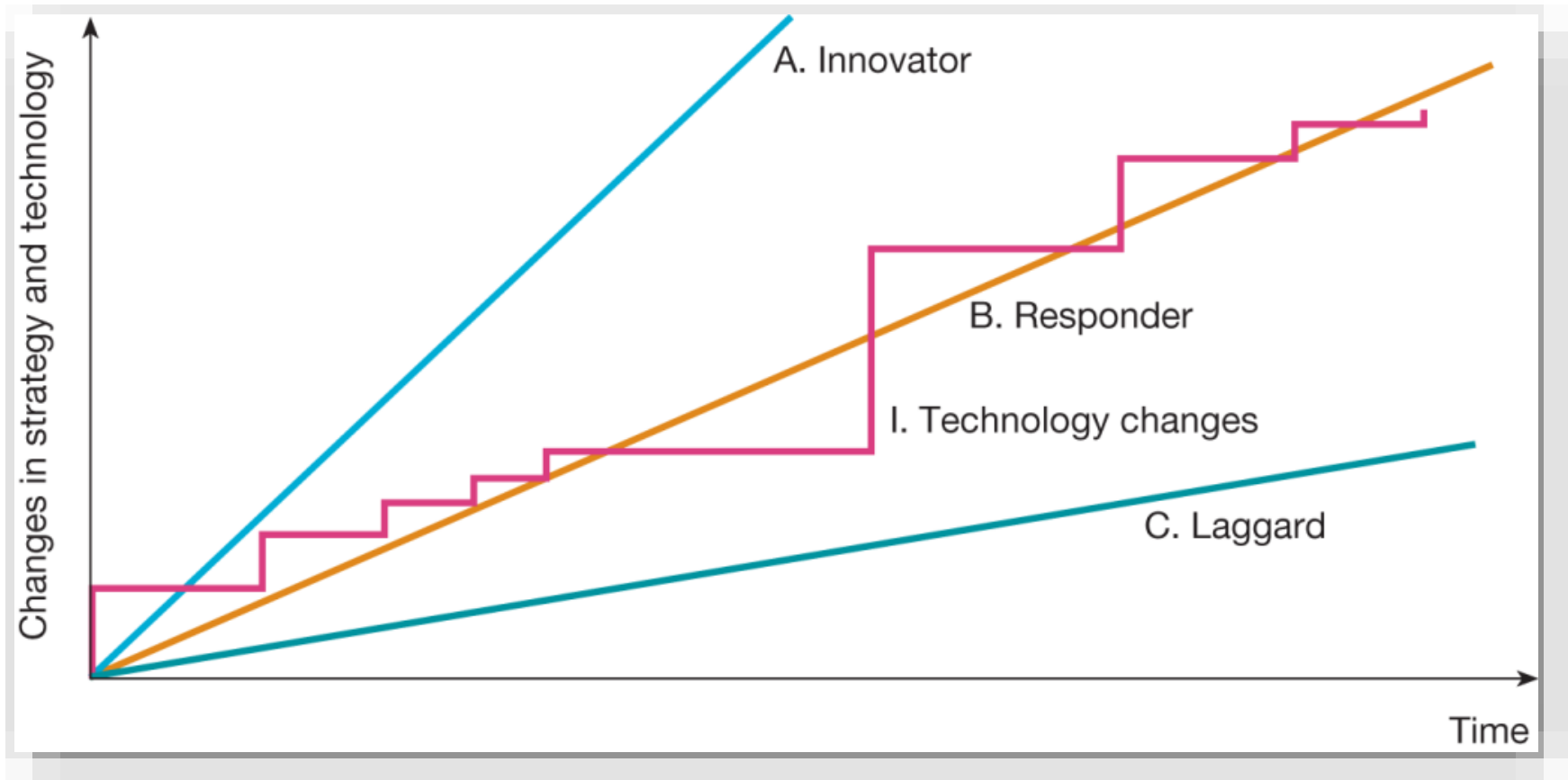


Commercial application of the diffusion of innovation curve



Source: Gartner Group

Figure 3.6 Alternative responses to changes in technology



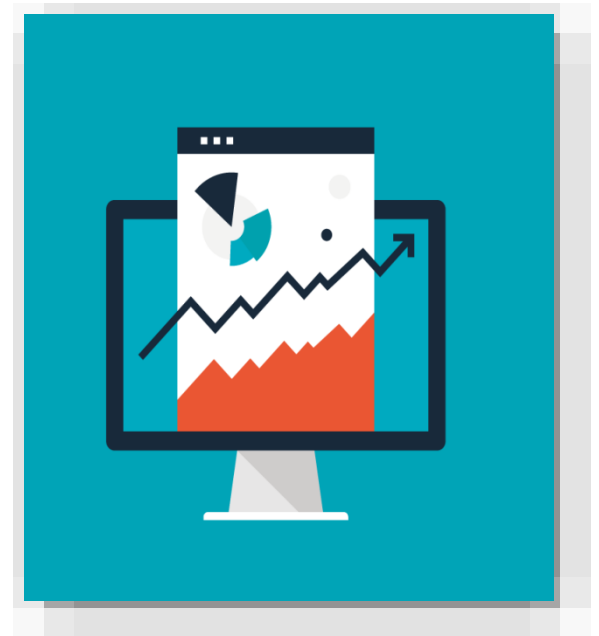
Economic Forces

Economic growths

Market growth and employment

- Interest and exchange rates
- Globalization

Economic disruption



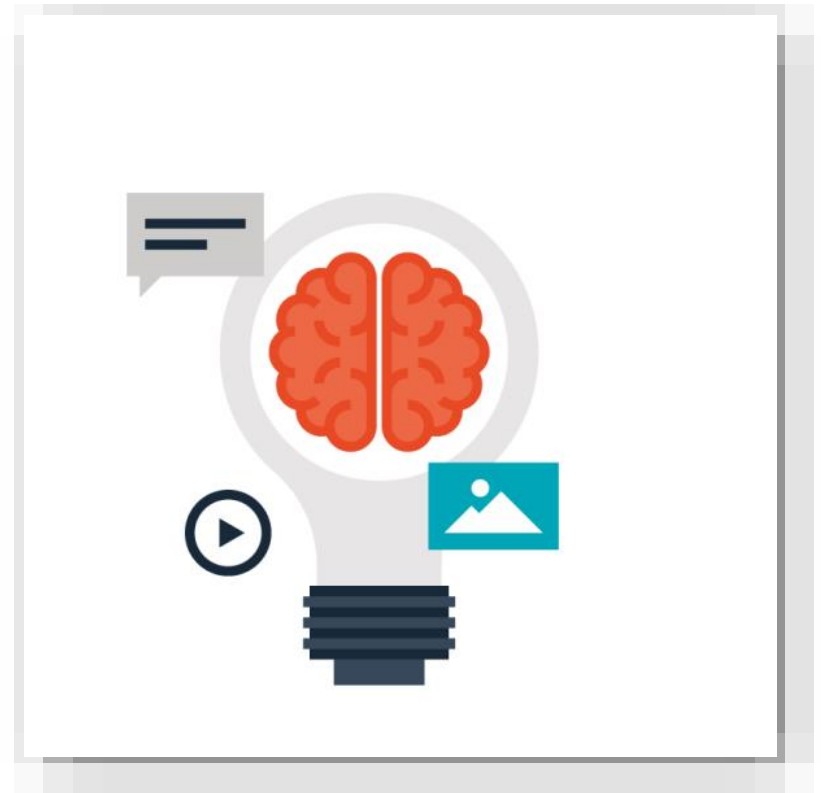
Political forces

Political control and democracy

Internet governance

Taxation

Tax Jurisdiction



Legal forces

Data protection and privacy law

Anti-spam legislation

Disability and discrimination law

Brand and trademark protection

Intellectual property rights

Online advertising law

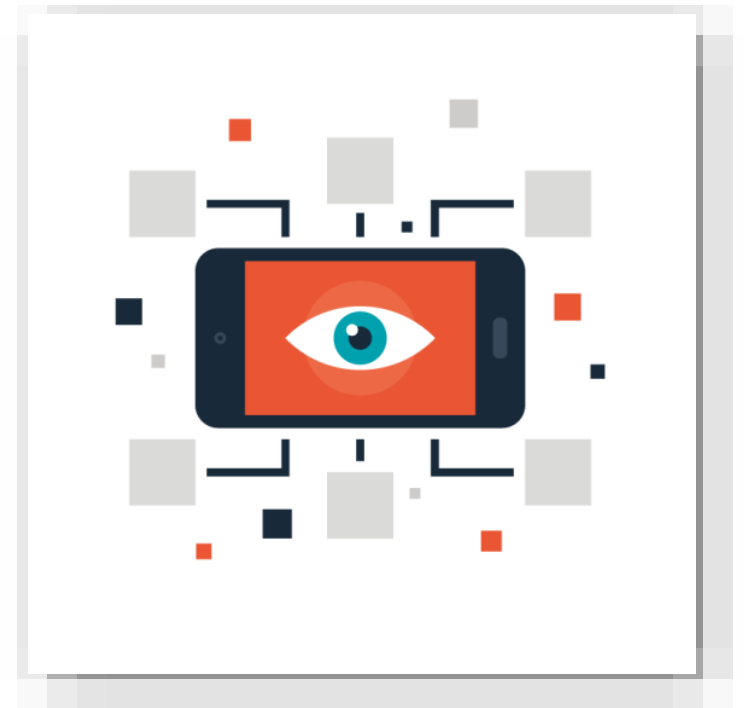


Social forces

Demographics

Culture

Social exclusion



Case study 3 Social media – do celebrities call all the shots?

Questions:

1. Use the dimensions of the SMMF to analyse the following:
 - a. Kylie Jenner’s cosmetics
 - b. Shannon Coulter’s grabyourwallet
2. Suggest how the SMMF helps to:
 - a. Interpret what is happening in the financial services industry in relation to its use of social media;
 - b. Provide strategic solutions for the use of social media that might help to protect banks and building societies from the GAFAMs
3. Discuss the extent to which it is possible to strategically manage social media using case evidence 1 to 4.