

Digital Marketing

ICAI – Feb 13, 2022

1500 to 1700 hrs

Agenda for this session

- Quick recap
 - STP, 4Ps and 7Ps of Marketing, Brands
 - Objectives of marketing
 - Consumer behaviour – classical model
- Impact of digital technology & media
- Consumer behaviour in the digital age
- Insight on understanding consumers, market actions and marketing communications

Recap

- STP
- 4Ps or 7Ps

Market Segmentation

- Identify bases for segmentation
- Determine important characteristics of each market segment



Market Targeting

- Evaluate potential and commercial attractiveness of each segments
- Select one or more segments



Product Positioning

- Develop detailed product positioning for selected segments
- Develop a marketing mix for each selected segment





Question

What are the generic goals of marketing?

Generic goals & strategies

GOALS	STRATEGIES
Try a new product	<ul style="list-style-type: none">• Trial offers and promotions
Buy more of my brand	<ul style="list-style-type: none">• Drop price• Make product better than competition (you may even be able to charge a higher price)• Make smaller pack sizes available• Create a larger product portfolio, e.g. soaps, to face wash, hand wash, hand sanitizer, etc.
Buy brand more frequently	<ul style="list-style-type: none">• Increase frequency of usage, e.g. brush your teeth twice a day, or after every meal• Use more product each time, e.g. amount of toothpaste per use• Buy more watches, for self and gifting• Buy 1 TV for every room + 1 STB for each TV
Upgrade to a better or more expensive product	<ul style="list-style-type: none">• Cars, phones, laptops, etc.
Retain customers	<ul style="list-style-type: none">• Loyalty programs in hotels, airlines, etc.
Get back lost customer	<ul style="list-style-type: none">• Improved product or service and communicate the same

Building brands

- Brands create preferences and loyalties from consumers, over a long period of time.
- Strong brands attract customers ('pull'), and create major marketing efficiencies at lower marketing costs.
- Otherwise, marketers need to 'push' customers to buy at higher costs and lower margins.

It is essential to know how consumers behave before you can decide on your goals and strategies.

Hence, Consumer Behaviour is the cornerstone of marketing knowledge and practice.

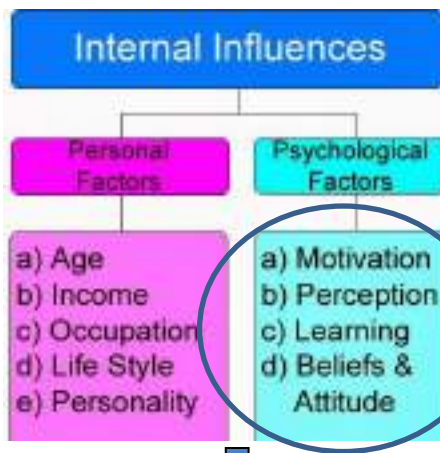
Classical consumer behaviour model

Consumer Decision Process Model

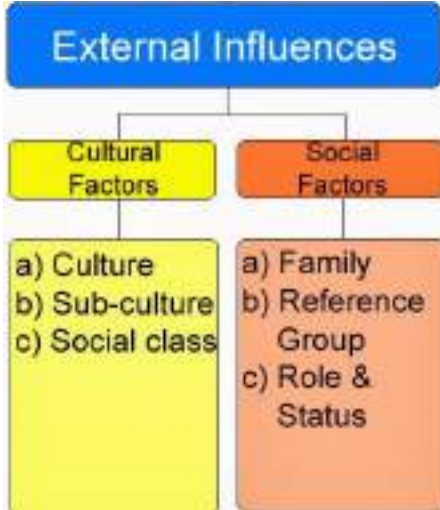
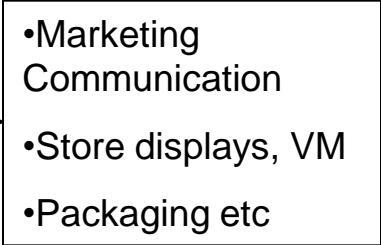
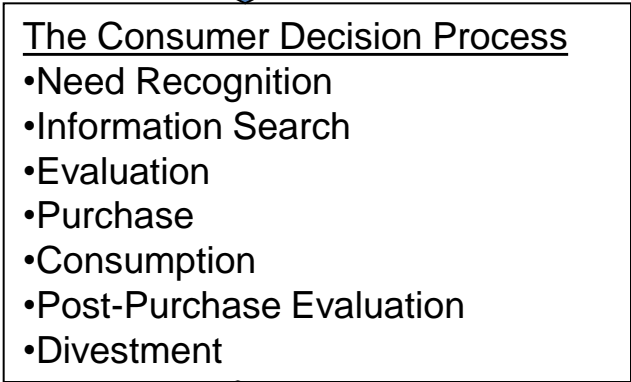


Where and how can the marketer intervene in order to get the consumer to choose his brand?

This requires knowledge of what influences the consumer's choices at each stage of the model.



These are where a marketer can intervene, through the tools given to him by the Marketing Mix.



Consumer Behavior in the Digital Age



What has digital changed

- In many product categories, time has been crunched
- In some, much higher time spent on search
- Multiple touch points
- Much higher dependency (= trust) on peer reviews and comments
- Ability to respond to poor product & service
- Consumer is now really King
- Overall, the CDP model we've examined can still explain consumer behaviour even today – but with significant modifications

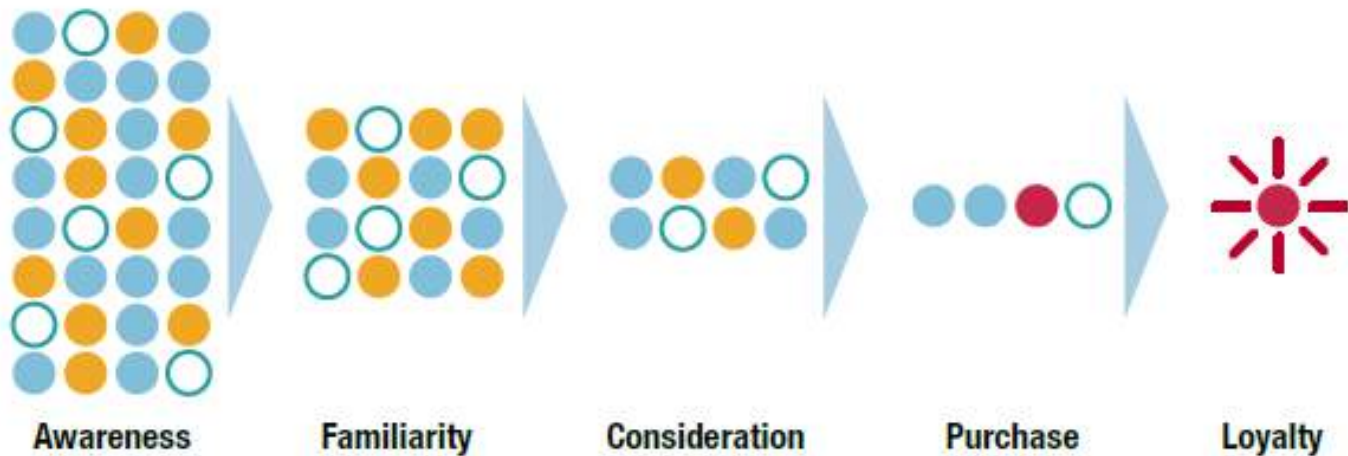
Digital is NOT just media – it is a lifestyle change.

Two expert perspectives

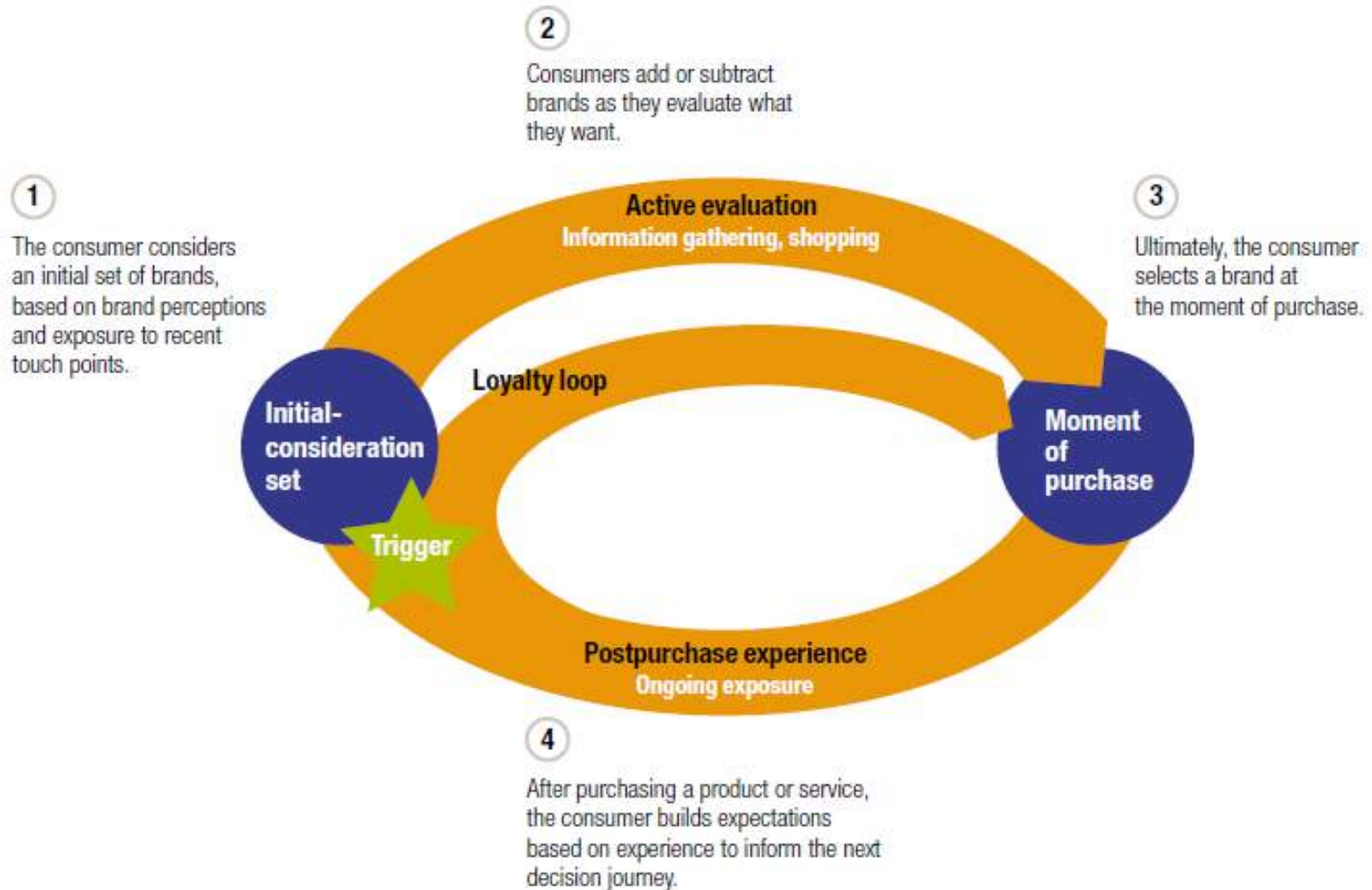
- The McKinsey Study
- Google Study on “Moments of Truth”

McKinsey Study

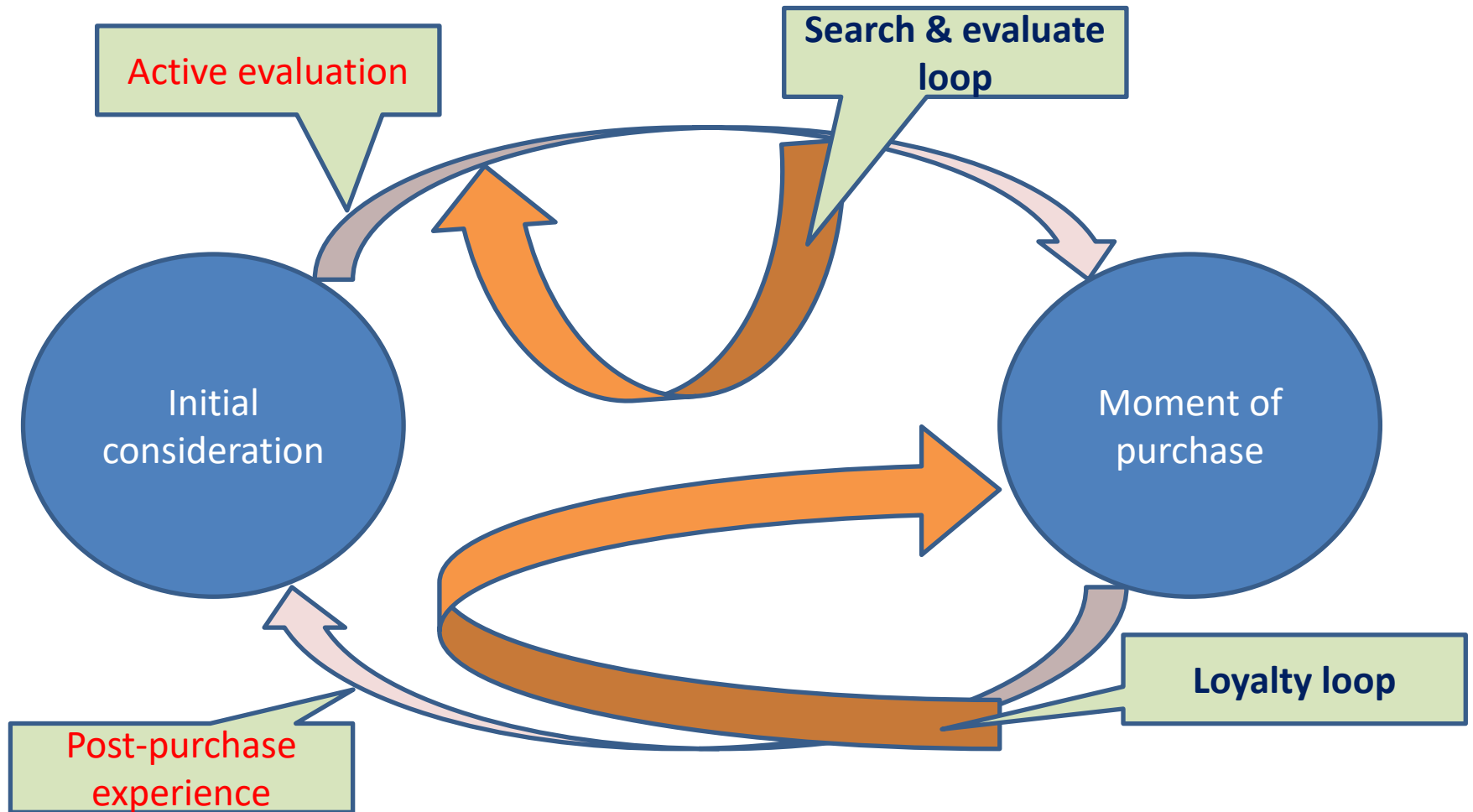
Traditional consumer decision journey:



Proposed model



Update on the McKinsey model



Google Study

Zero Moment of Truth

Traditional perspective

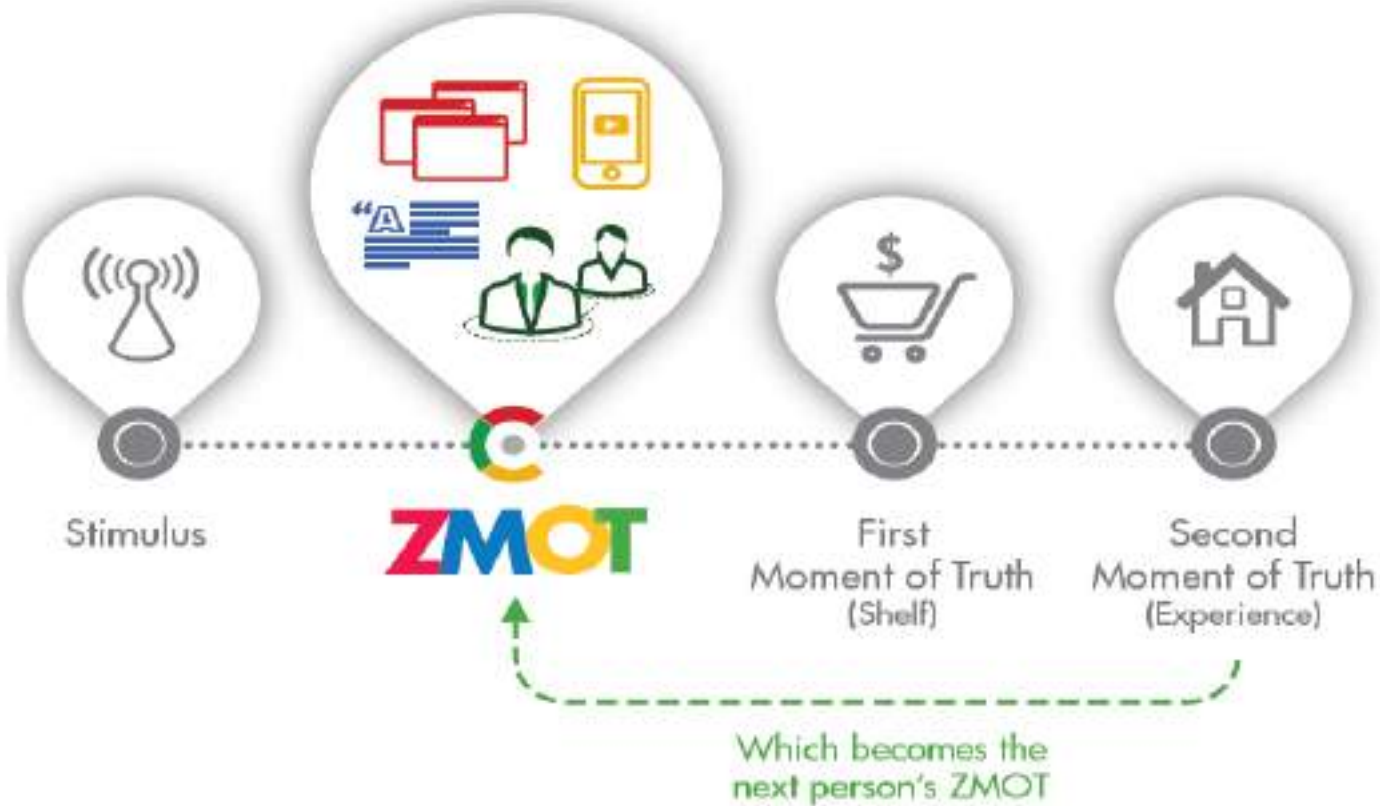


- Stimulus. Dad is watching a football game and sees an ad for digital cameras. He thinks, “That looks good.”
- Shelf. He goes to his favourite electronics store, where he sees a terrific stand-up display for that same digital camera. The packaging is great. A young sales guy answers all his questions. He buys the camera.
- Experience. Dad gets home and the camera records beautiful pictures of his kids, just as advertised. A happy ending.

What's new?

- But the big news for marketers today is the critical new moment between stimulus and shelf in every product category.
- Dad still watches football and he still sees your TV commercial. But now he grabs his laptop off the coffee table and searches for “digital camera reviews.” He looks at comments from users on CNET and two other sites.
- He goes to Twitter and posts: “Anybody have a great camera for under \$100?”
- He hits YouTube and searches “digital camera demos.” Before the game ends — and before he gets to the store shelf — he’s ready to make a decision.

The Zero Moment of Truth



What makes a ZMOT?

- It happens online — typically starting with a search on Google, Instagram, FB, Yahoo, YouTube or any other search tool or engine.
- It happens in real time, at any time of the day. More and more, it happens on the go: mobile searches on Google doubled in one year.
- The consumer is in charge, pulling the information she wants rather than having it pushed on her by others.
- It's emotional. The consumer has a need she wants to satisfy, and an emotional investment in finding the best solution.
- The conversation is multi-way: marketers, friends, strangers, websites and experts all have their say and compete for attention.

54% comparison-shopped for products online

Impact of ZMOT concept

- User Interface
- User Experience
- Influencer marketing
 - Buzz and WOM marketing – customer pre-purchase experience
 - Asking for authentic reviews from authentic buyers
- Customer generated content on your website



Digital Marketing Overview

Agenda

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What is digital marketing?

2

Why are people going online?

3

Benefits of digital marketing

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What does digital marketing consist of?

5

How digital marketing evolved

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Search engine optimization (SEO)

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Pay per click (PPC)

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Social media Marketing (SMM)

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Digital marketing measurement



What is digital marketing?

“Digital marketing” is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.



Plain English: Transacting online & on mobile

Why are people going online?

- ✓ For information on a new product, service or location
- ✓ If they have a question
- ✓ If they are looking for help
- ✓ If they want more information on certain individuals or organizations
 - ✓ Meeting attendants
 - ✓ Business contacts
 - ✓ General information (maybe about you...)
 - ✓ New employees
 - ✓ Available jobs
 - ✓ Etc.
- ✓ CONVENIENCE & IMMEDIACY



With the constant growth of the web, and more people getting connected every day, digital marketing has become a necessity for many organizations. This also includes small businesses that want to trade online and make a name for themselves on the web.

The web is crowded with information. If you have a website, can these people reach you that are searching the web for answers?

Many benefits of digital marketing

*Over traditional marketing **

- ✓ Puts the consumer in control
- ✓ Provides convenience
- ✓ Increases satisfaction
- ✓ Drives brand loyalty
- ✓ Reduces the selling cycle
- ✓ Reduces the cost of sales
- ✓ Builds your brand
- ✓ Provides targeted results
- ✓ It is measurable *
- ✓ Cost effective *



What does digital marketing consist of?



Key components

- ✓ Website design (user experience)
- ✓ Search engine optimization (SEO)
- ✓ Search engine marketing (SEM)
- ✓ Pay per click (PPC)
- ✓ Social media marketing (SMM)
- ✓ Email marketing
- ✓ Display advertising (banner ads)
- ✓ Affiliate marketing
- ✓ Content marketing
- ✓ Online reputation management (ORM)

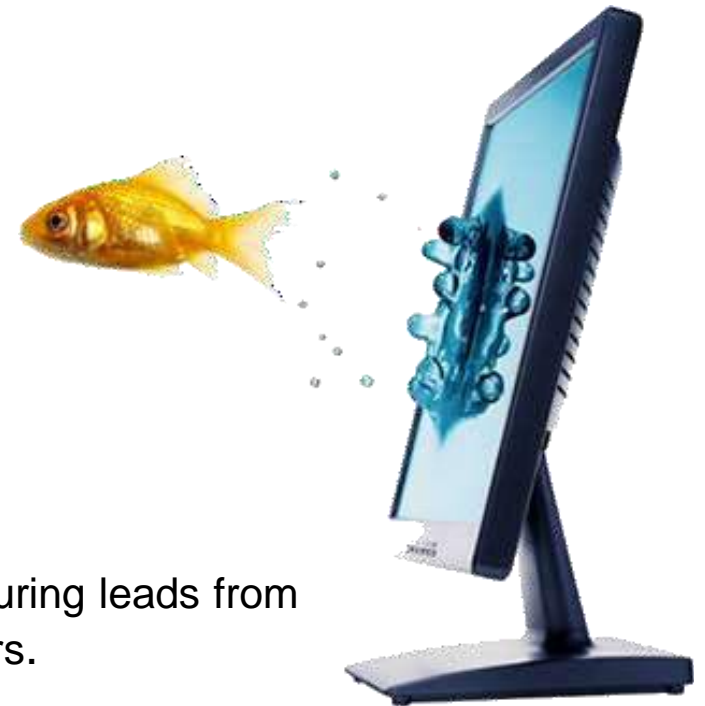
Digital Marketing Objectives

One way to make sure you are found on the web is with an optimized digital marketing strategy. Most digital marketing strategies and campaigns have following 5 objectives.

- ✓ Reaching the right audience
- ✓ To engage with your audience
- ✓ To motivate your audience to take action
- ✓ Efficient spending on your campaign
- ✓ Return on investment (ROI)

Digital marketing goal

Digital marketing is about generating sales and/or capturing leads from customers that are searching on the Internet for answers.



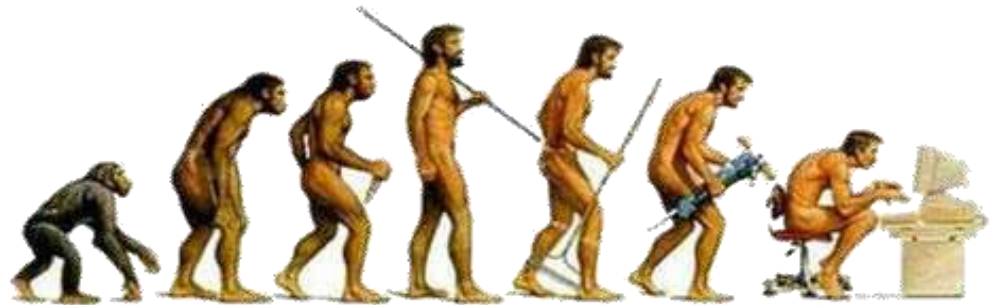
How digital marketing evolved over the years

Back in the day, it was all about search engine optimization – (organic search)

- ✓ Build a website
- ✓ Apply the art of on and off page SEO to your website, you build links, you build more links, and you build even more backlinks, focus on the meta-tags, content, etc.
- ✓ You hope it shows up in Google someday
- ✓ You hope it displays on the results with the right keywords (what people are typing in when they search)
- ✓ It was like fishing and hoping you will get a catch.

With SEO, PPC was born – (paid search)

- ✓ Google's Adwords (3 line ads that show up on the right/top of search engine results)
- ✓ Microsoft's Adcenter
- ✓ Yahoo's search marketing (Overture)
- ✓ Build ads around keywords and pay for everyone that clicks the ad and visits your site



Web now is largely social media (Web 2.0)



Search engine optimization (SEO)?

SEO definition

Search engine optimization (SEO) is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” listings on search engines.

All major search engines such as Google, Yahoo and Bing have such results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users. Payment isn't involved, as it is with paid search ads.



Advantages of SEO

- ✓ Your website will be found
- ✓ Improve your competitive edge
- ✓ Expand your customer base and target audience
- ✓ Cost effective
- ✓ Long term standings
- ✓ Free traffic
- ✓ Targeted traffic
- ✓ Higher sales (ROI)
- ✓ Global reach
- ✓ All the results can be measured
- ✓ Better conversion (sales)
- ✓ Pull marketing
- ✓ Increased visibility
- ✓ Your own 24 hour marketing team and shop front



Search engine marketing (SEM)?

SEM definition

Search engine marketing is the practice of marketing a business using paid advertisements that appear on search engine results pages (or SERPs). Advertisers place bids on keywords or phrases that they think their target audience would type in a search field when they are looking for specific goods or services.

These ads could be small, text-based ads, whereas others, such as product listing ads are more visual, product-based advertisements that allow consumers to see important information at-a-glance, such as price and reviews.



Advantages of SEM

- ✓ Increase brand awareness and brand equity of product.
- ✓ Increase Visibility - Increase in web site traffic.
- ✓ Advertise to an audience that's already interested in you.
- ✓ Increase in targeted leads.
- ✓ Target your ads to users based on languages and locations.
- ✓ Competition advantage - Marketers can enable users to select their product over their competitors.
- ✓ Greater ROI — Compared to other advertising media, paid search strategies are more efficient.





search engine optimization

Search

About 30,800,000 results (0.16 seconds)

Advanced search

Search Optimization

500+ Clients, 2.7 Billion in Rev. 2500% Avg. Increase in Leads/Sales
seop.com/SEO-Management

Search Optimization (77) 467 688
Customers Not Finding Your Site Online? We Can Help Today!
www.customermagnetism.com/SEO

Search Optimization Pros

Better Rankings - Better Traffic Free Traffic Conversion Plan
www.increasevisibility.com

Search engine optimization - Wikipedia, the free encyclopedia

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ...

SEO - Search engine optimization methods - SEO Copywriting - Backlink
en.wikipedia.org/wiki/Search_engine_optimization - Cached - Similar

Search Engine Optimization (SEO) - Webmaster Tools Help

Oct 9, 2010 ... **SEO** is an acronym for "**search engine optimization**" or "search engine optimizer." Deciding to hire an **SEO** is a big decision that can ...

www.google.com/support/webmasters/bin/answer.py?hl... - Cached - Similar

Search Engine Optimization - Webmaster Tools Help

Web.com Search Agency in a leading search engine optimization company providing search engine optimization and SEO link building, PPC management, ...

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News for search engine optimization



Impact Media (blog)

Optimize Your Website for Search Engines

2 days ago

The challenge for owners of businesses big and small is to be found in this enormous haystack, and the solution is **search engine optimization**, or **SEO**. ...

BusinessWeek - 84 related articles - Shared by 20+

Critiquing Executive Limousine's Web Site

New York Times (blog) - 2 related articles - Shared by 50+

Spamgrish 2: Return of the ambiguous spam comments!

ZDNet (blog) - 2 related articles - Shared by 20+

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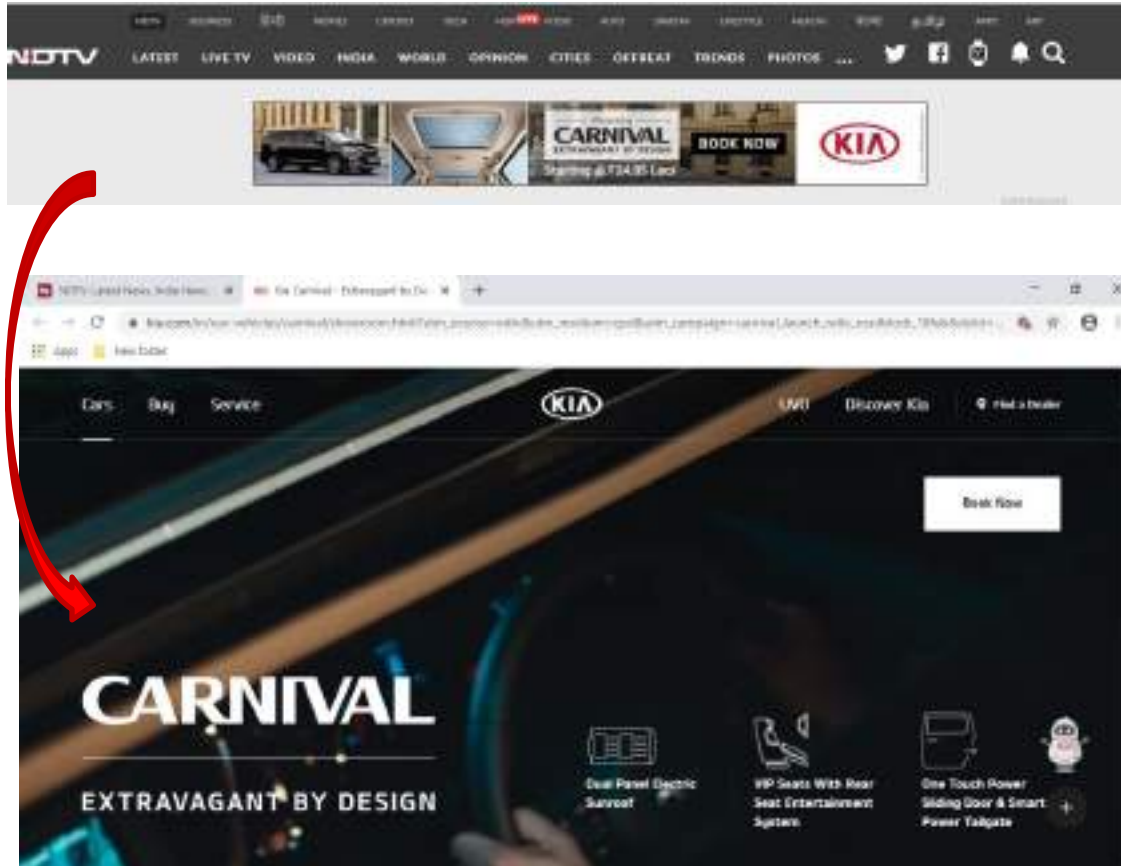
www.blueseoo.com

Search Engine Reputation

Negative Online Results Gone Fast!
100% Guaranteed. 800-775-4795

www.positivesearchresults.com 39

What is pay per click (PPC)?



PPC definition

Pay per click (PPC) is a type of sponsored online advertising that is used on a wide range of websites, including search engines, where the advertiser only pays if a web user clicks on their ad. Hence the title, 'pay per click'.

PPC need not be in digital media only

- Ads
 - Burger King Whopper Freak-out
 - *Heineken Mumbai*
 - VW Fast Lane
 - *Oreo Elevator*
- Go viral

Advantages of pay per click (PPC)

- ✓ Very fast
 - ✓ Get targeted visitors within hours (sometimes minutes)
- ✓ Provides a path for search engine optimization
- ✓ Can yield highly profitable results
- ✓ Great testing platform and can be highly targeted
 - ✓ Time of day
 - ✓ Geographic area
 - ✓ Keywords and phrases
 - ✓ Content network (Google)
 - ✓ Immediate feedback
 - ✓ No guesstimation
- ✓ Easy implementation
- ✓ Flexible



What is Social Media Marketing (SMM)?

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.



Advantages of social media marketing (SMM)

- ✓ Better targeting
- ✓ High return on investment (ROI)
- ✓ Does not require specialization or vast technical skills
- ✓ Increased visibility
- ✓ Targeted traffic
- ✓ Content promotion
- ✓ Helps with PR
- ✓ Fun way to do business
- ✓ Ability to go viral
- ✓ Expedites online brand development
- ✓ Cost effective (only time and effort)
- ✓ Market research (what are your customers talking about?)
- ✓ Create relationships with your customers
- ✓ Campaigns has the ability to drive huge amounts of traffic
- ✓ Supports traditional and other digital marketing campaigns



Digital marketing measurement

Calculation

- ✓ ROI (return on investment) = $[(\text{Payback} - \text{Investment}) / \text{Investment}] * 100$

Many tools and systems are available to calculate your ROI and to measure the effectiveness of your digital marketing campaign.

ROI tools

- ✓ Google analytics
- ✓ Google webmasters tools
- ✓ Basic google search
- ✓ Google adwords
- ✓ Social media monitoring tools
- ✓ Sentiment analysis tools



The screen that *is* the world

Search

Entertain

Learn

Inform

Recommend

Buy

Sell

Communicate

Teach

Pass time

Share

Create



Every keystroke leads to data generation

Business Intelligence

- KPI Reports/Dashboards
- Digital Analytics
- Product/Channel Reports
- Campaign Performance Analysis



Descriptive Analytics

- Customer Profiling
- Segmentation & Clustering
- Customer Journey Analysis



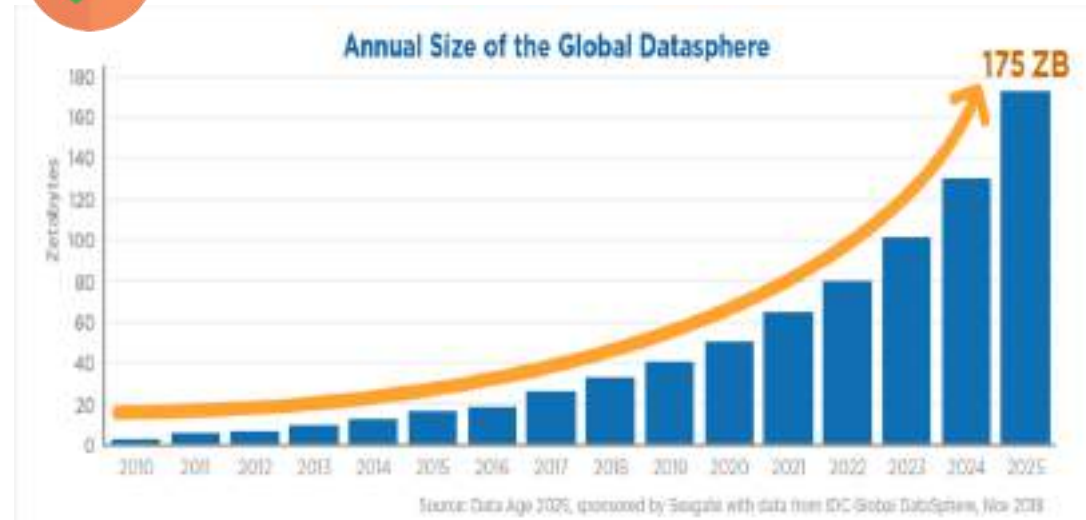
Predictive Modeling

- Propensity Models
- Persona Models
- Acquisition Models
- Customer Value Models
- Churn Models
- Demand Forecasting



Optimization

- Channel Optimization
- Marketing Spending Analysis
- Marketing Mix Modeling
- Attribution
- Pricing Models



Thank you!