Warwick Summer School

Digital Marketing

Dr Simon Jones
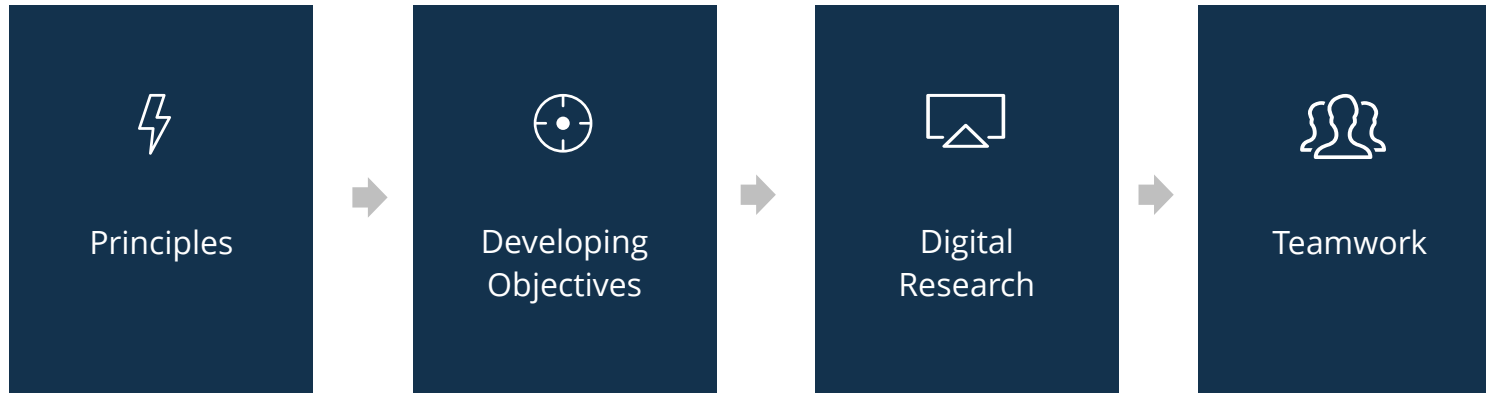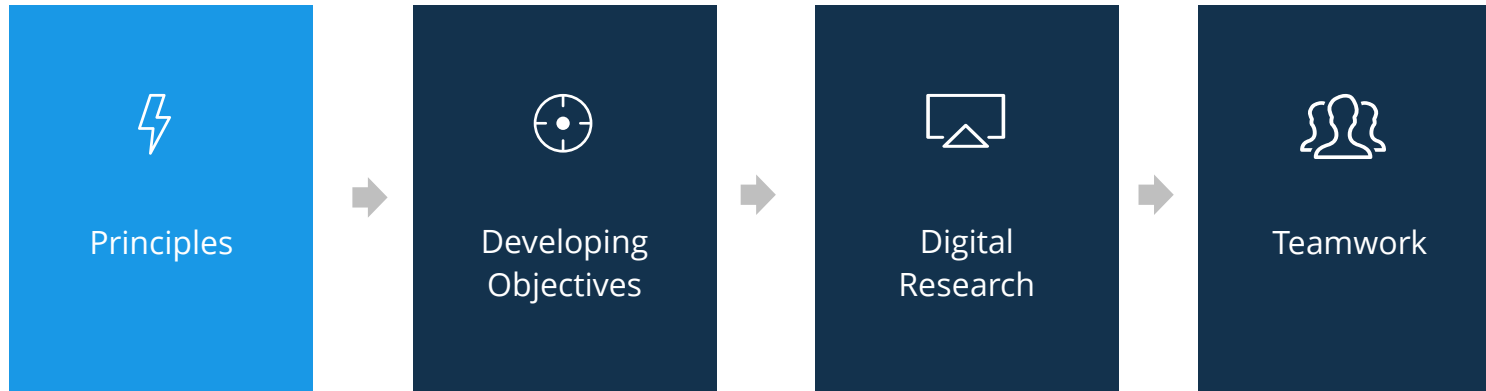
WARWICK
THE UNIVERSITY OF WARWICK

Digital Marketing Foundations

Principles → **Developing Objectives** → **Digital Research** → **Teamwork**

Digital Marketing Foundations

Principles → **Developing Objectives** → **Digital Research** → **Teamwork**

Foundations of Digital Marketing

Principles

Concepts

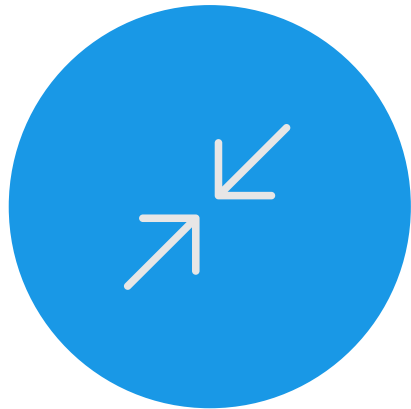What is digital marketing?

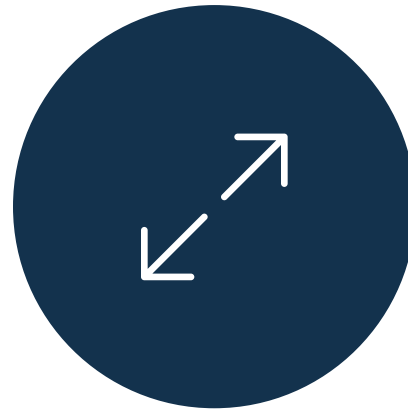The use of new media or digital technology to achieve marketing goals.

Concepts
Inbound & outbound

Inbound
Pull strategy

Attract leads by providing content that is helpful for them and will organically lead to engagement

Outbound
Push strategy

Show content to as many users as possible to increase chances of reaching an interested audience

Concepts

Types of media

Owned

Media that you create and have control over.

Paid

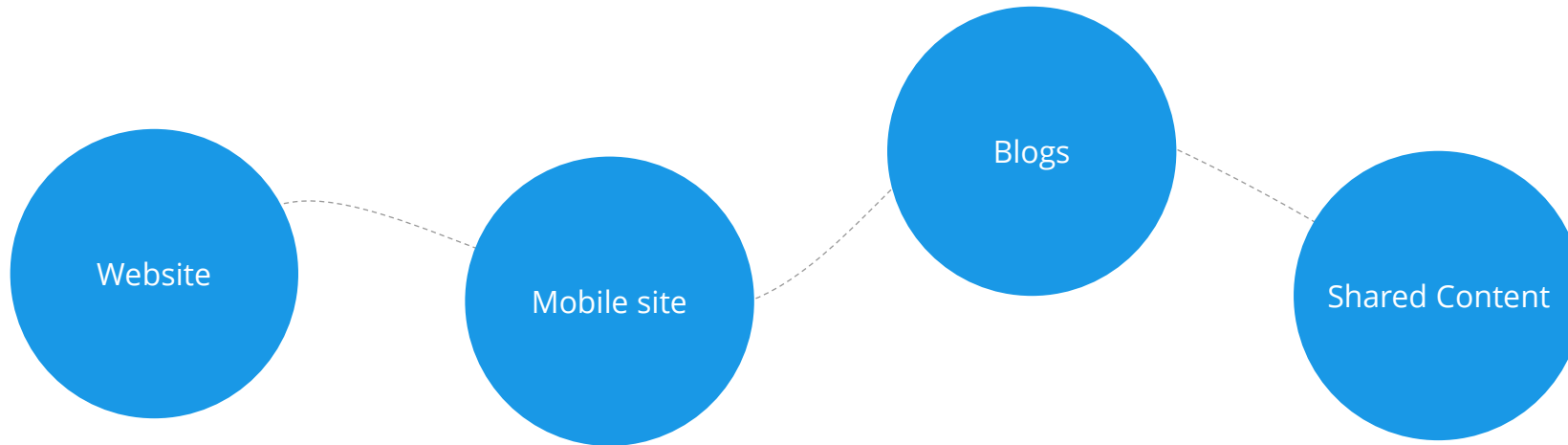Paying to drive traffic, conversion & lead creation to owned media properties.

Earned

Free publicity generated by consumers, PR, and influencers who speak about your brand or product.

Concepts

Owned media

Website

Mobile site

Blogs

Shared Content

Concepts

Paid media

Social media adverts

Paid search

Display Ads

Paid influencers

Concepts

Earned media

Shares

Reviews

Mentions

Reposts
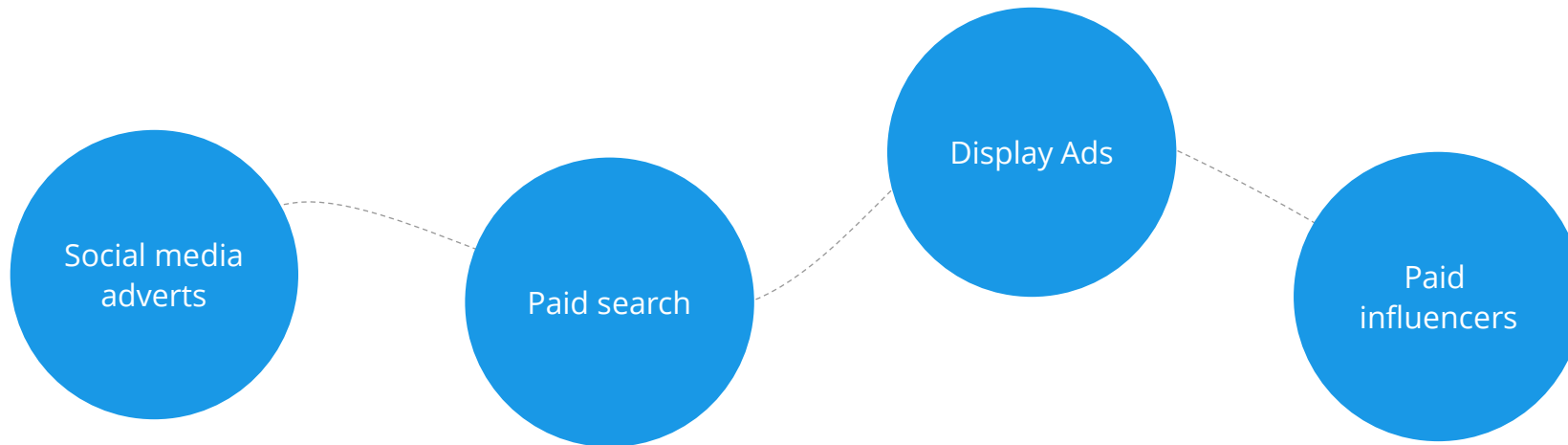
The Buyer's Journey

What is it?

The process a buyer goes through to become aware of, evaluate, and purchase a new product or service.

The Buyer's Journey

The 5 stages
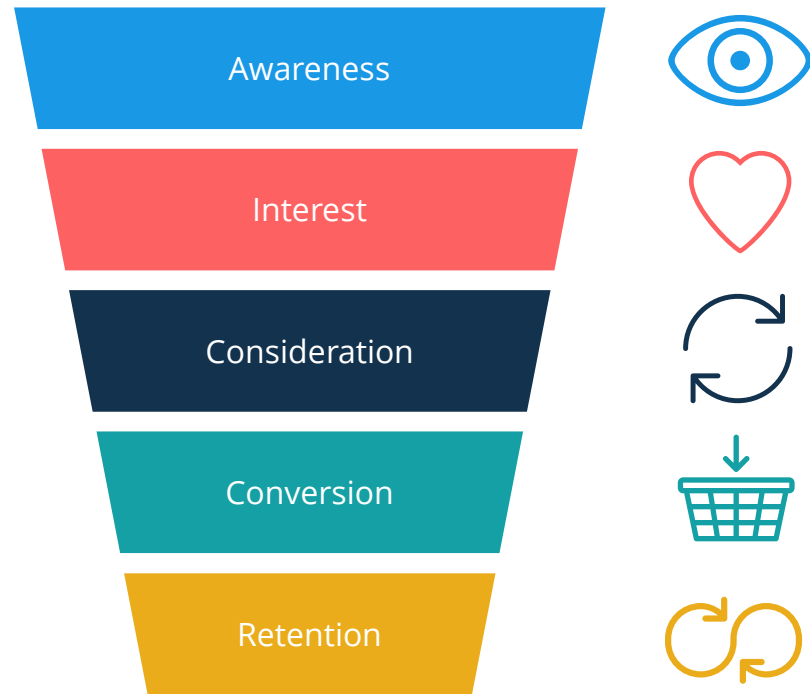
The Buyer's Journey
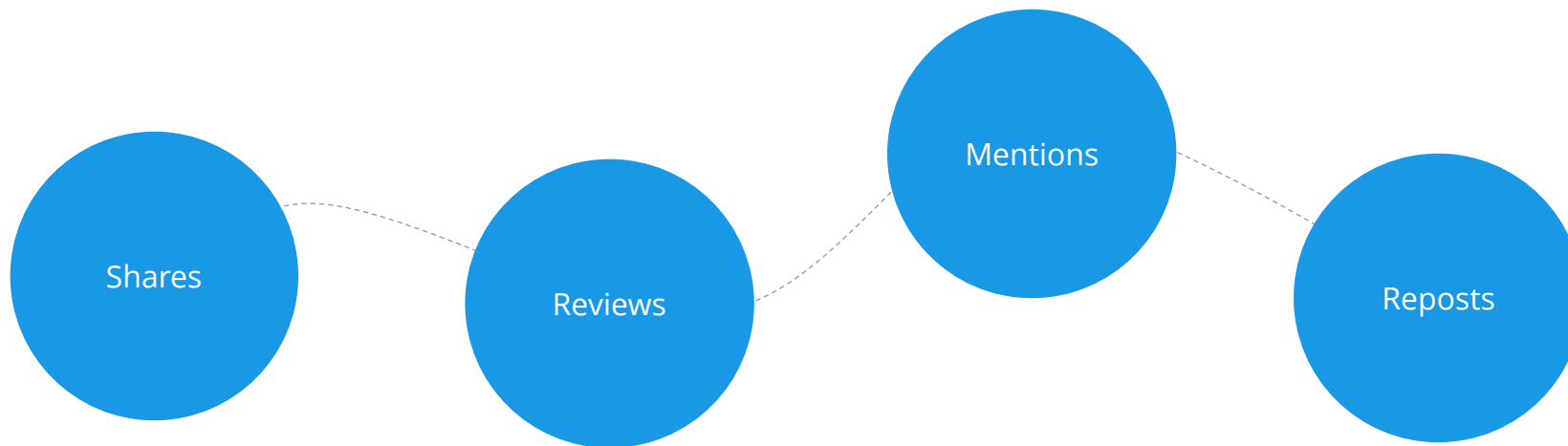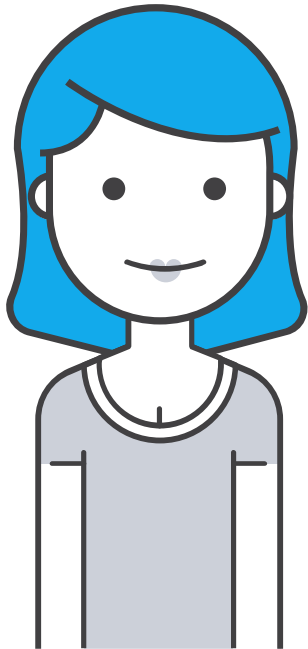
The awareness stage

Consumer discovers how your product may solve a problem they have
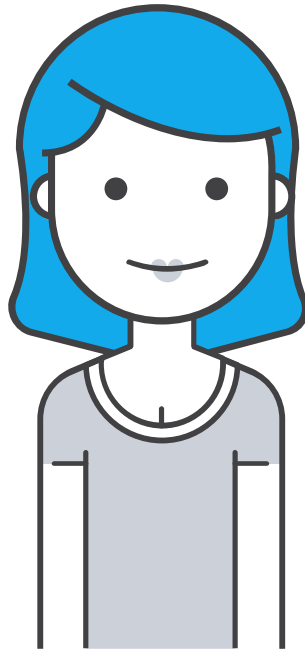
My hair is difficult to brush and curls every time it rains

The Buyer's Journey
The interest stage

Consumer becomes more familiar with a product but is 'just looking' at the offer.
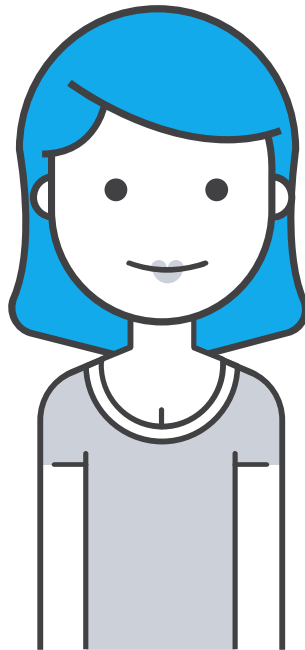
I could make a hair mask at home, buy conditioner, or go to the hairdresser

The Buyer's Journey

The consideration stage

Consumer is ready to know more about the product and make comparative investigations.
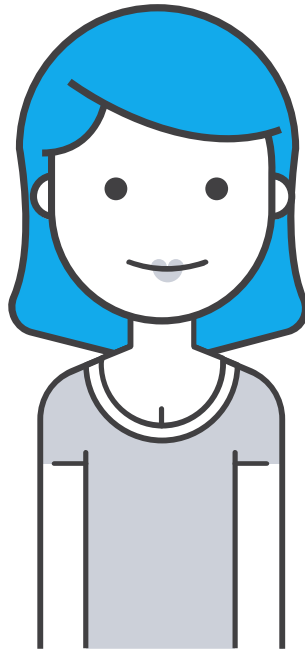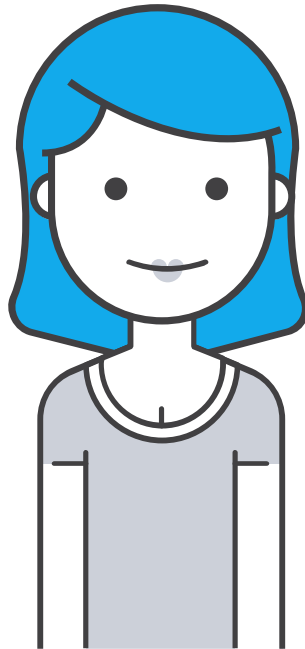
I saw a Facebook post online saying conditioner is easy and cheaper

The Buyer's Journey

The retention stage

After a month it really makes a difference. I'll have to get the same one again.

Consumer and brand build a strong relationship as the product exceeds the consumer's expectations.

Marketing Functions

Functions

1. Planning

2. Awareness

3. Conversion

4. Retention

5. Analysis & Optimization

Marketing Functions

Planning

PLANNING

- Analyze business needs
- Research
- Develop objectives
- Set goals
- Set deadlines
- Communicate planning
- Set budget

Marketing Functions

Awareness

AWARENESS
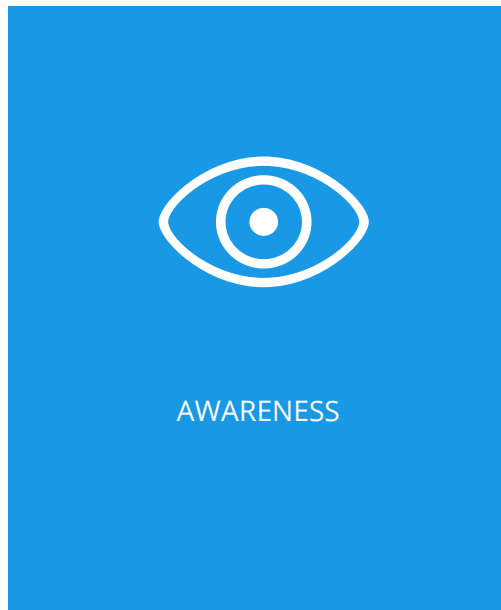
- Identify market opportunities

- Develop and test creative concepts

- Create media strategy

- Set budget and approval

- Develop content

- Leverage events, PR, influencers, buzz, branding formats

Marketing Functions

Conversion

CONVERSION

- Identify media opportunities

- Set quantitative goals aligned with business needs

- Develop offer and messaging

- Test and adjust content

- Leverage paid search, social advertising, retargeting, emailing

Marketing Functions

Retention

RETENTION
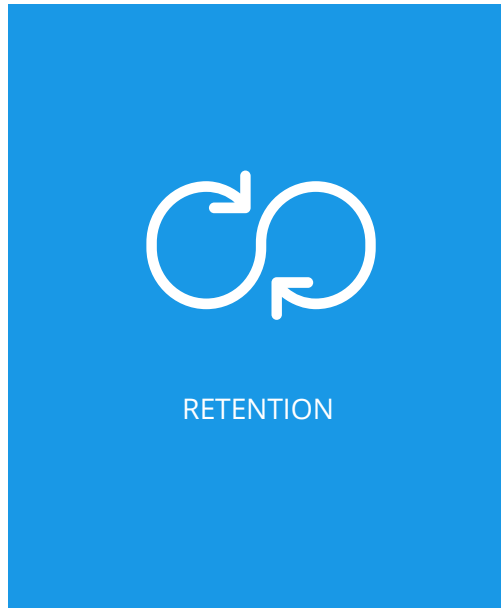
- Identify buyer's needs & expectations

- Develop nurturing strategy

- Exceed customer expectations

- Provide additional value

- Develop customer specific content

- Monitor post-sale activity

Marketing Functions

Analysis & optimization
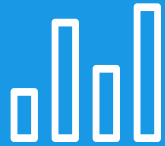
ANALYSIS & OPTIMIZATION

- Gather marketing campaign performance data

- Analyze reasons for success or failure

- Pause under performing campaigns

- Reproduce successful campaigns

- Adapt new strategies based on previous testing and results

Marketing Functions & The Buyer's Journey

Aligning them

| Planning |
| Awareness |
| Conversion |
| Retention |
| Analysis & Optimization |

| Awareness |
| Interest |
| Consideration |
| Conversion |
| Retention |
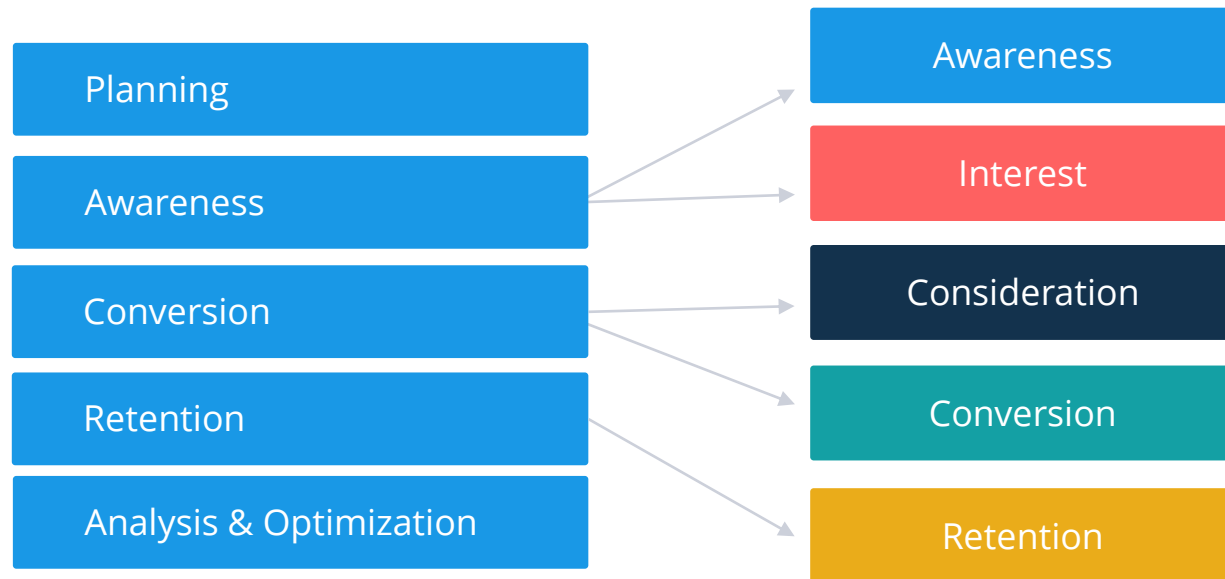
Marketing Functions & The Buyer's Journey

Components of digital marketing

Marketing Functions & The Buyer's Journey

Aligning the buyer's journey

Awareness

Interest

Consideration

Conversion

Retention

- Content Marketing
- Display & Video Advertising
- Social Media Marketing

- Paid Search
- Search Engine Optimization

- Email
- Automation
- Analytics

Marketing Functions & The Buyer's Journey

Aligning the buyer's journey

Awareness

Interest

Consideration

Conversion

Retention

- Reads an article about dry hair
- Searches Google about how to fix damaged hair
- Finds a blog about hair care

- Reads about a brand from her favorite blogger
- Searches company website reviews
- Comes across an ad that takes her to the product page
- Finds a deal on the website and purchases the product

- Receives a newsletter with tips on how to keep hair nourished
- Follows updates and inspirational content on social media

Traditional & Digital Marketing

Channels & activities

1. Direct

2. Print

3. Broadcast

4. Referral

Traditional & Digital Marketing

Channels & activities

Print Ads

Radio

Outdoor Display

TV

Mailed print
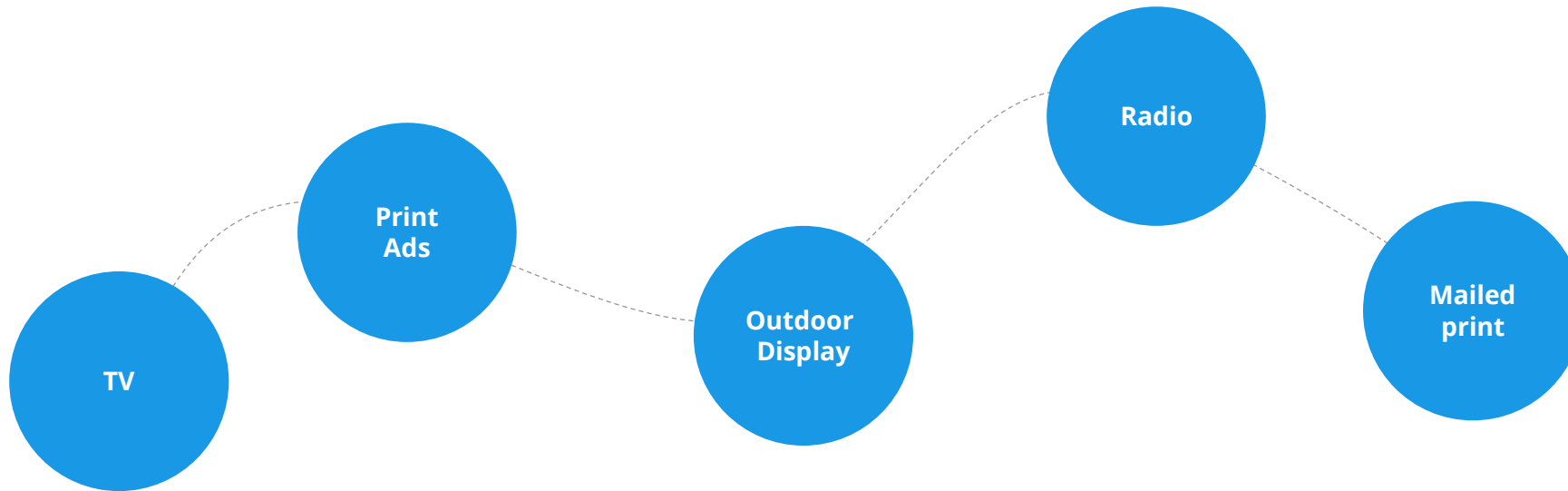
Traditional & Digital Marketing
Relationship

As seen
on TV

Find in store

Like us on
Facebook

Visit our
website

Tweet us!

Watch our
Interview
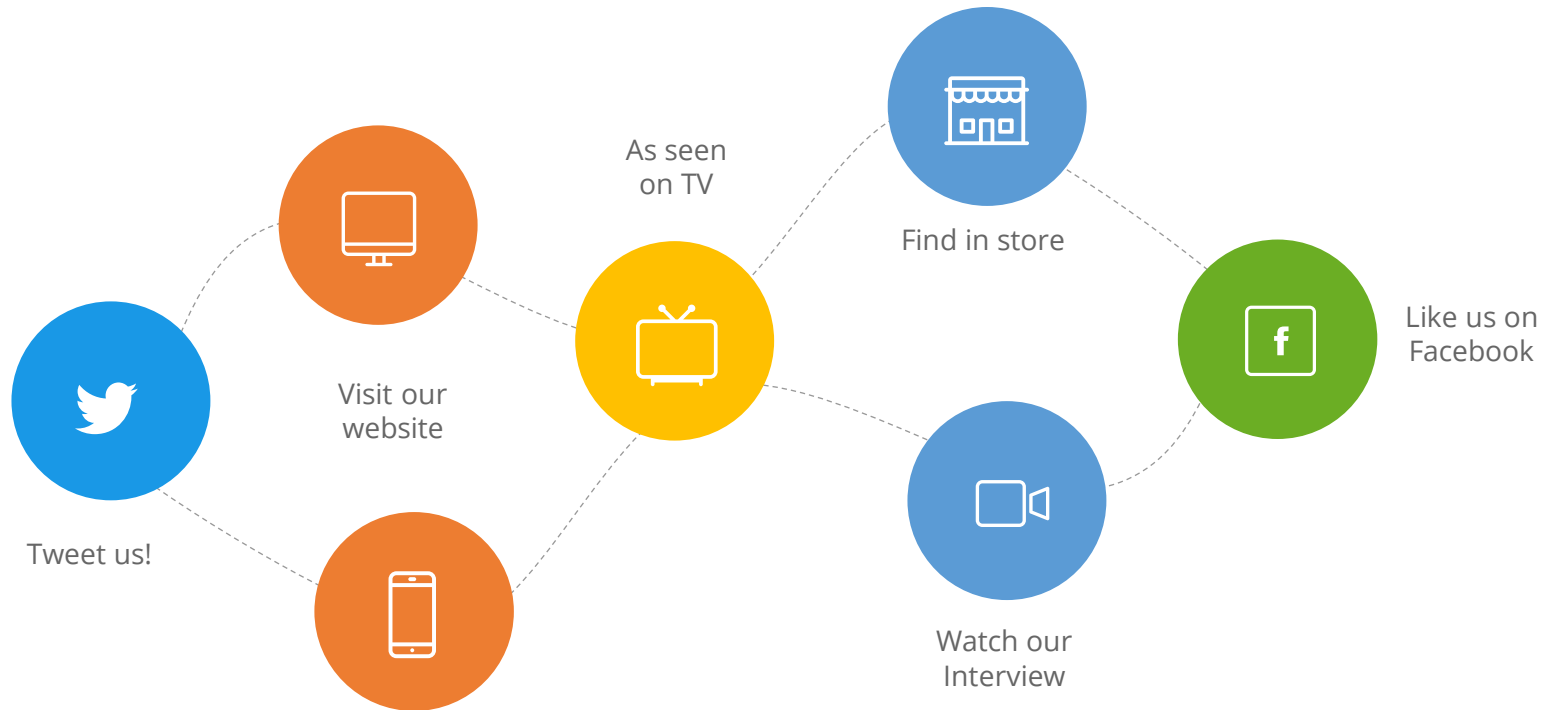
Traditional & Digital Marketing

Characteristics

Traditional

- Mass
- Passive
- One-to-many
- Outbound

Vs

Digital

- Individual
- Active Audience
- One-to-one
- Inbound

Traditional & Digital Marketing
Characteristics

Mass / Individual Media	Passive / Active Audiences	One-to-one / One-to-many	Outbound / Inbound
The way media is consumed by an audience.	The level of investment committed to the medium consumed by an audience.	The development of a message to a broader or niche audience.	The strategy of acquiring audience attention via push or pull content tactics.

Traditional & Digital Marketing

Characteristics

Message

Traditional

- Mass
- Passive
- One-to-many
- Outbound

Traditional & Digital Marketing
Characteristics

Digital

- Individual
- Active Audience
- One-to-one
- Inbound

Message

A

B

C

facebook

A1   A2

B1   B2

C1   C2
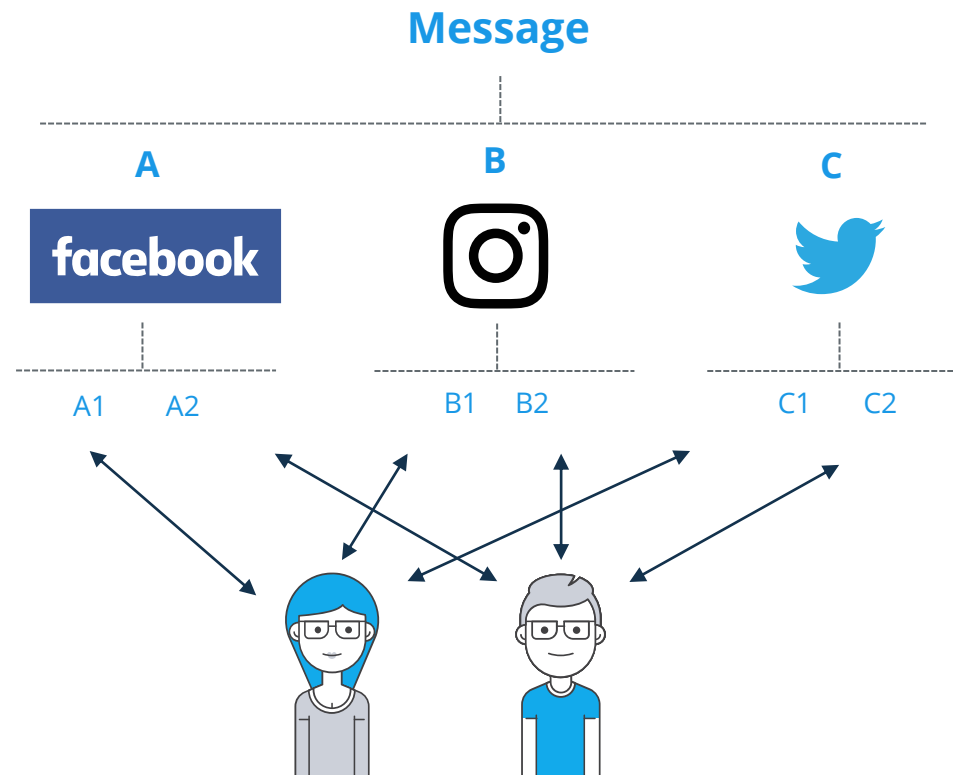
Traditional & Digital Marketing
Characteristics

Mass / Individual Media
The way media is consumed by an audience.

Individual
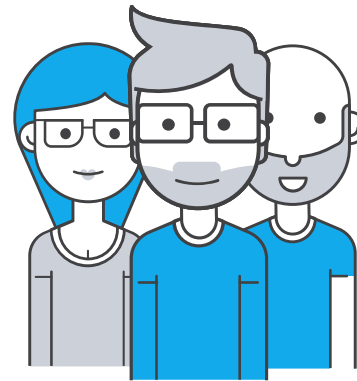
Group

Traditional & Digital Marketing
Characteristics

Passive / Active Audiences
The level of investment committed to the medium consumed by an audience.

Engaged
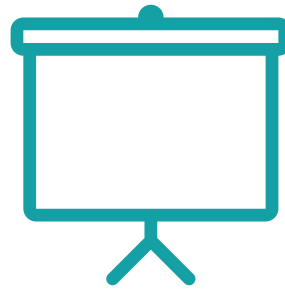
Laid-back

Traditional & Digital Marketing
Characteristics

**One-to-one /
One-to-many**

The development of a message to a broader or niche audience.

Multiple targeted
messages

Unique
message

Traditional & Digital Marketing
Characteristics

Outbound / Inbound

The strategy of acquiring audience attention via push or pull content tactics.
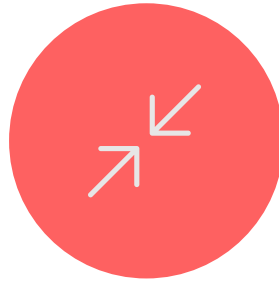
Attract with quality content
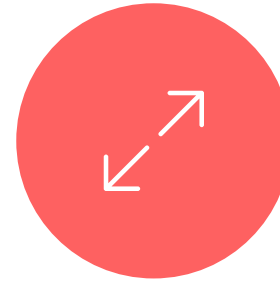
Be seen with scale

Traditional & Digital Marketing

360 marketing campaign

Awareness

Interest

Consideration

Conversion

Retention
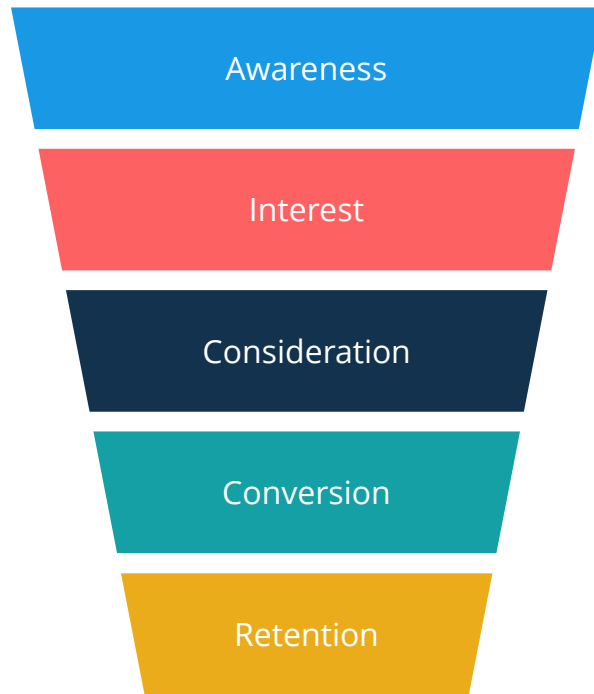
A **360 marketing campaign** covers the entire buying cycle, where every marketing medium is utilized in an integrated, consistent marketing and branding strategy.

Traditional & Digital Marketing

Benefits of a 360 marketing campaign

✓ Covers the entire buying cycle

✓ Uses every point of contact

✓ Implements both traditional and digital marketing

✓ Optimize for scale and relevance

✓ Effectively measure results

3i Principles
Methodology

Initiate

Start with the customer and work towards your digital strategy

Iterate

Continually apply your learnings from customer engagement

Integrate

Integrate digital channels and traditional marketing activities

Digital Channels

The different types

Email Marketing

Paid Search

Organic Search

Website Optimization

Marketing Automation

Display Advertising

Content Marketing

Social Media Marketing

Digital Channels

Online business opportunities

Email

Delivering content directly into the hand of the audience at the right time

Website Optimization

Providing better user experience
Get better site authority

Social Media

Creating visibility and interactivity with your audience

Digital Channels

Opportunities for an online business

PPC - Paid Search

Driving interested audiences to your site

SEO Search

Increasing visibility and searchability of your online assets

Display Advertising

Generating leads and traffic to a highly-targeted audience

Content

Increase your brand personality and likability

Digital Channels

Value proposition

Value proposition is an innovation, service or feature intended to make a company or product attractive to customers, giving them a selling point that sets them apart from others within their market/industry.

Principles of Digital Marketing

- Digital marketing is the use of new media or digital technology to achieve marketing goals through owned, paid and earned media.

- Marketing planning is tied to the buyer's journey from the stages of Awareness, Interest , Consideration, Conversion, and Retention.

- Digital marketing revolves around five Marketing Functions: Planning, Awareness, Conversion, Retention, Analysis & Optimization.

- Traditional and digital marketing work together to take the consumer through the buyers journey using broad and personalized messages and mediums.

- The DMI 3i Methodology approaches digital marketing through the concept of Initiating, Integrating and Iterating actions.

- Each digital marketing channel serves a business opportunity and revolves around a core value proposition.

Digital Marketing Foundations

Principles

Developing Objectives

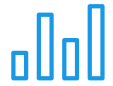Digital Research

Teamwork

Developing Objectives

AGENDA

1. Planning Stage Considerations

2. SMART Objectives

Planning Stage Considerations

Key considerations

Market Trends

Value Proposition

Goals

Target Audience

Touch Points

Creative Execution

Budget

Timeframe

Planning Stage Considerations

What?

Goals

- Measure campaign success
- Report to business team
- Justify cost & request budget
- Keep track of marketing efforts
- Quantify actions

Value Proposition

- Define your difference
- Create your selling point
- Develop your campaign message
- Positon product on a market

Market Trends

- Develop competitive advantage
- Keep up with new demand
- Communicate more effectively

Planning Stage Considerations

Who?

Target Audience

- Generate impact
- Develop a resonating message
- Understand your product/brand use and perception
- Conduct research

Creative Execution

- Define the look and feel of your campaign
- Test what will attract most attention
- Use creativity as part of your strategy
- Stand out from your conversion

Touch Points

- Reach your audience effectively
- Divide your budget
- Save spend and effort
- Focus on highly relevant platform

Planning Stage Considerations

How?

Budget

- Manage expectations
- Prioritize actions
- Define goals
- Report on ROI to business
- Quantify your impact

Timeframe

- Tie actions to organically occurring trends and events
- Set goals in line with the business
- Leverage brand/product life cycle

SMART Objectives

How to develop them

Specific	Measureable	Achieveable	Relevant	Timed
S	**M**	**A**	**R**	**T**
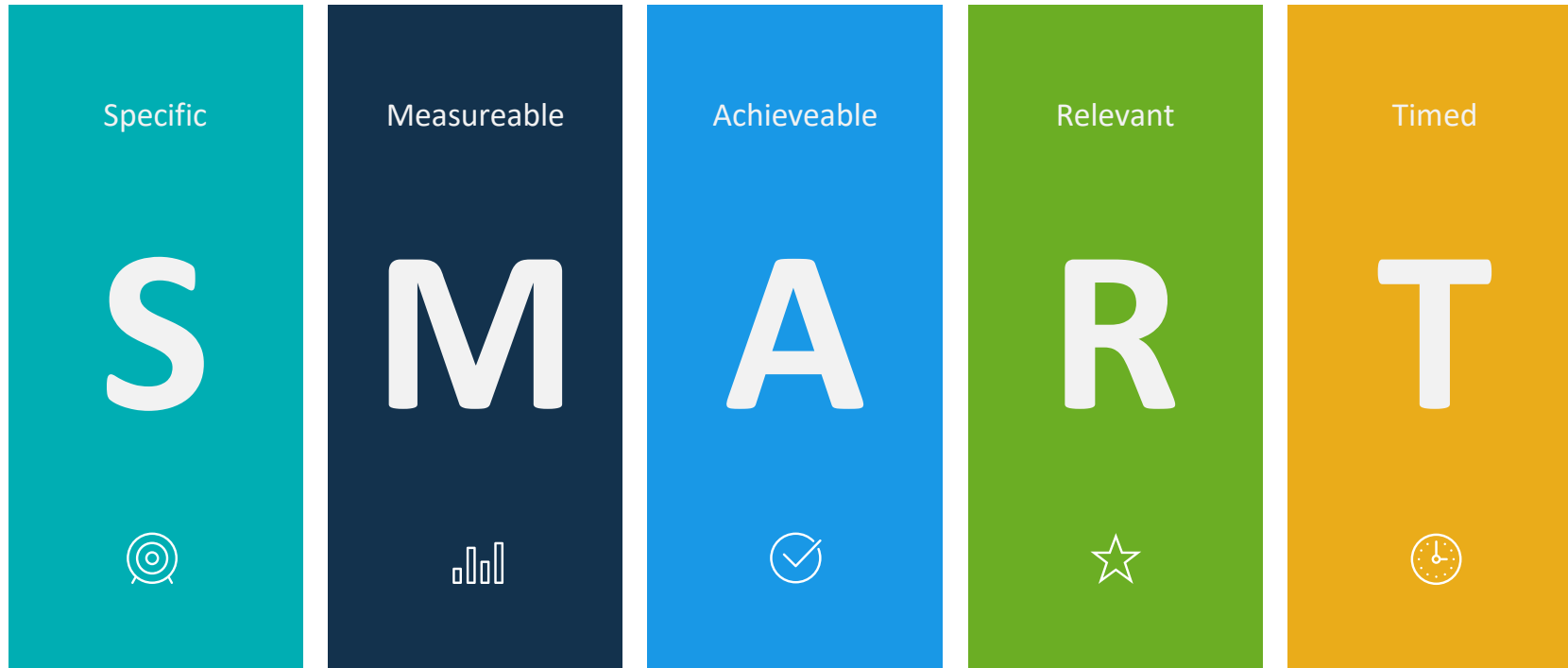
SMART Objectives

Specific

Specific

A well-defined and clear goal stating exactly what you aim to achieve.

Who?

When?

Where?

What?
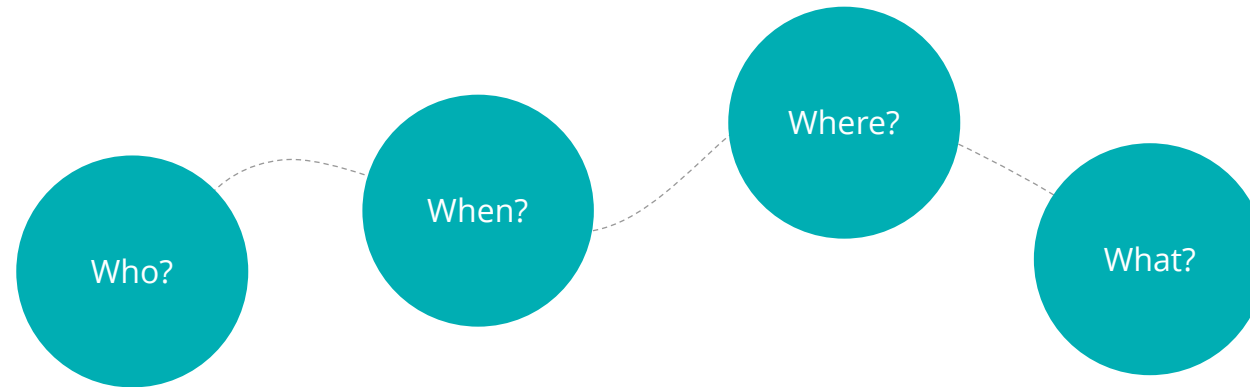
SMART Objectives

Measurable

Measurable

An obtainable goal
that can be
quantifiably
described.

Metrics

Milestones

Results

Budget
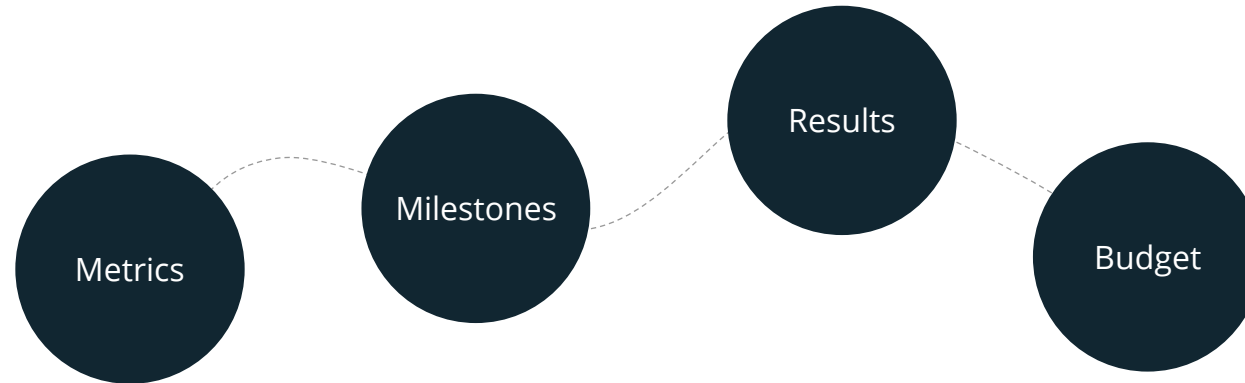
SMART Objectives

Achievable

Achievable

An objective that is achievable with the suitable skills, resources and constraints to achieve it.

Skills

Resources

Tools
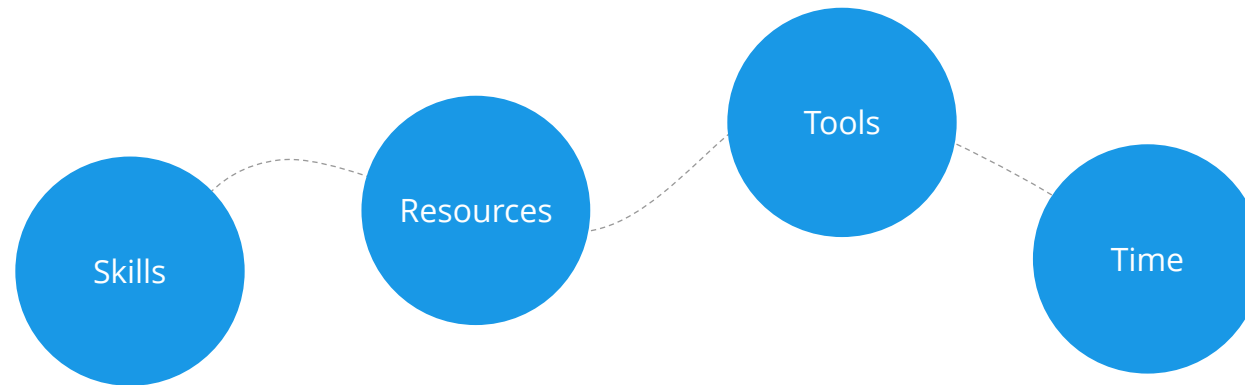
Time

SMART Objectives

Relevant

Relevant

An objective that is an added value within the context it is set, aligned with strategies and higher goals.

Goals

Values

Need

Objectives

SMART Objectives

Time bound

Time Bound

An objective that can be achieved within a set timeframe.

Create Focus

Deadlines

Milestones

SMART Objectives

Examples

Example 1

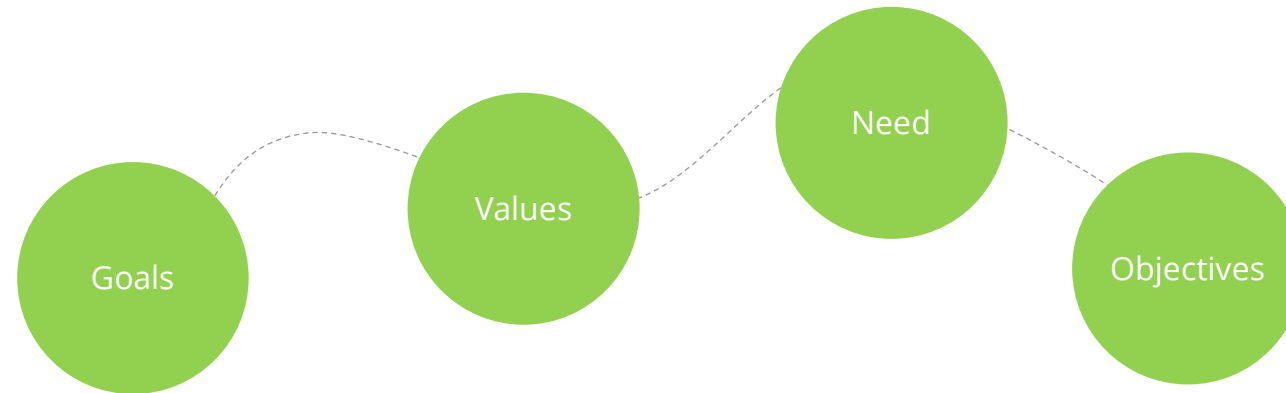Increase the annual banquet dinner (March 28th) attendance by 150% by emailing out 300 additional invitations to program sponsors and volunteers, having ten local businesses sponsor tables, and asking guests to RSVP by January 15th.

Example 2

Drawing from the overall marketing budget of €90,000.00, the PPC element of the campaign will use €22,500 (25%) of the available funds.

Within the 12 month period, the PPC campaign will deliver 12 new customers, each with a lifetime value of €7,000.00. PPC will deliver a total return of €96,000.00, a total ROI of 640%.
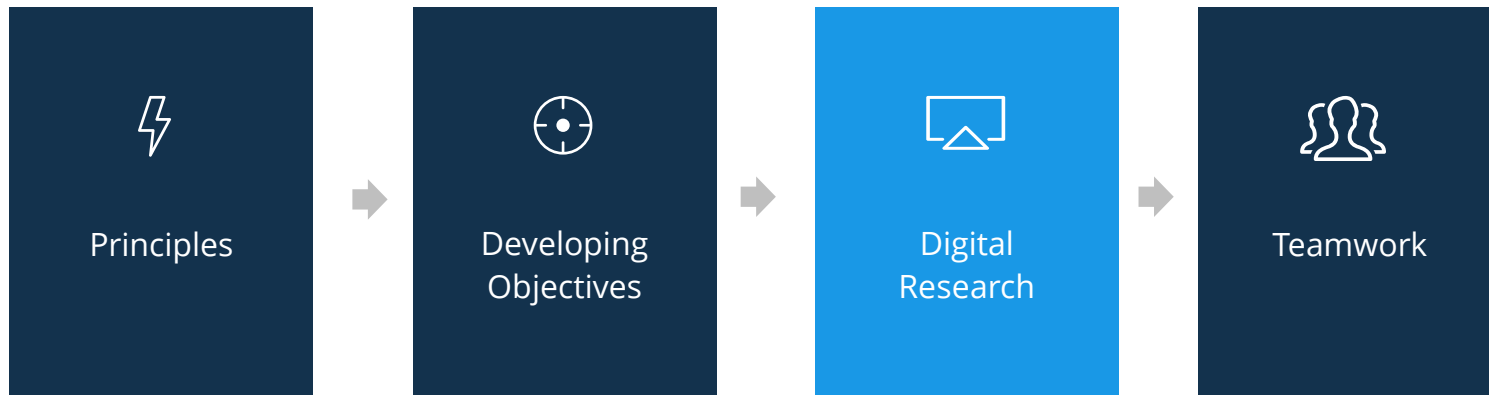
Example 3

By September 21st, 2018, increase website traffic by 21% using owned content optimization to drive customers to our site organically by increasing our website authority, delivering 13 new customer per month.

Developing Objectives

- When planning your marketing efforts keep in mind: Market trends, product value proposition, target audiences, goals, touchpoints, budget, timeframe and creative execution.

- Each step helps you to focus better, quantify, and optimize your strategy for effective results.

- SMART Objective are used to develop a result driven marketing strategy.

- SMART stands for Specific, Measurable, Achievable, Relevant and Time –bound.

Digital Marketing Foundations

Principles

Developing Objectives

Digital Research

Teamwork

Foundations of Digital Marketing

Digital Research

Audience Research

Definition & benefits

- Size

- Composition

- Characteristics
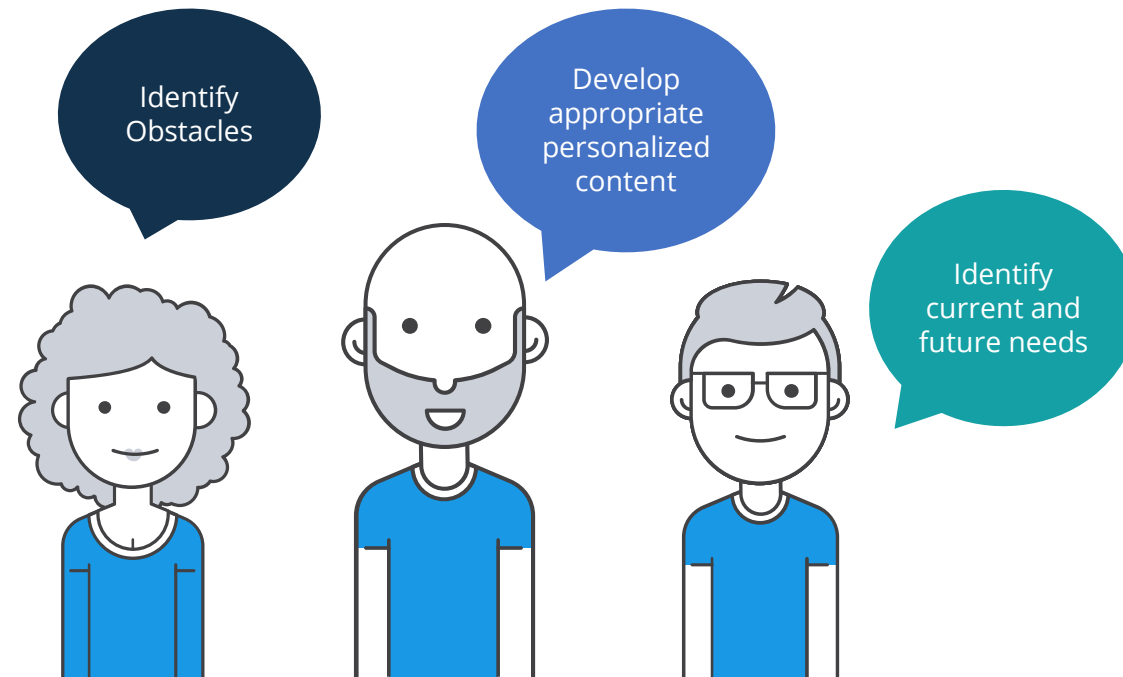
Audience Research

Data types
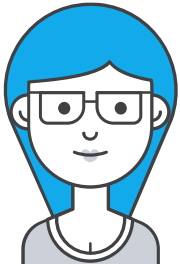
Demographic

- Location
- Income
- Gender
- Age
- Occupation
- Education
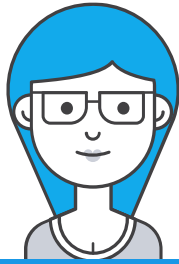
Psychographics

- Beliefs
- Life goal
- Opinions
- Musical taste
- Personality
- Lifestyle

Behavioral

- Product use
- Product adoption
- Online activities
- Retail experience
- Product testing

Audience Research

Community density

Community density is the measurement of how concentrated relationships and conversations are within a community of interest.

Audience Research

Community density

Increases by uncertainty, isolation, passion, tastes, competition, close contact.

Criteria for narrowing audience focus:

- Overall density
- Community needs
- Community experience

Audience Listening Tools

For discovering insights
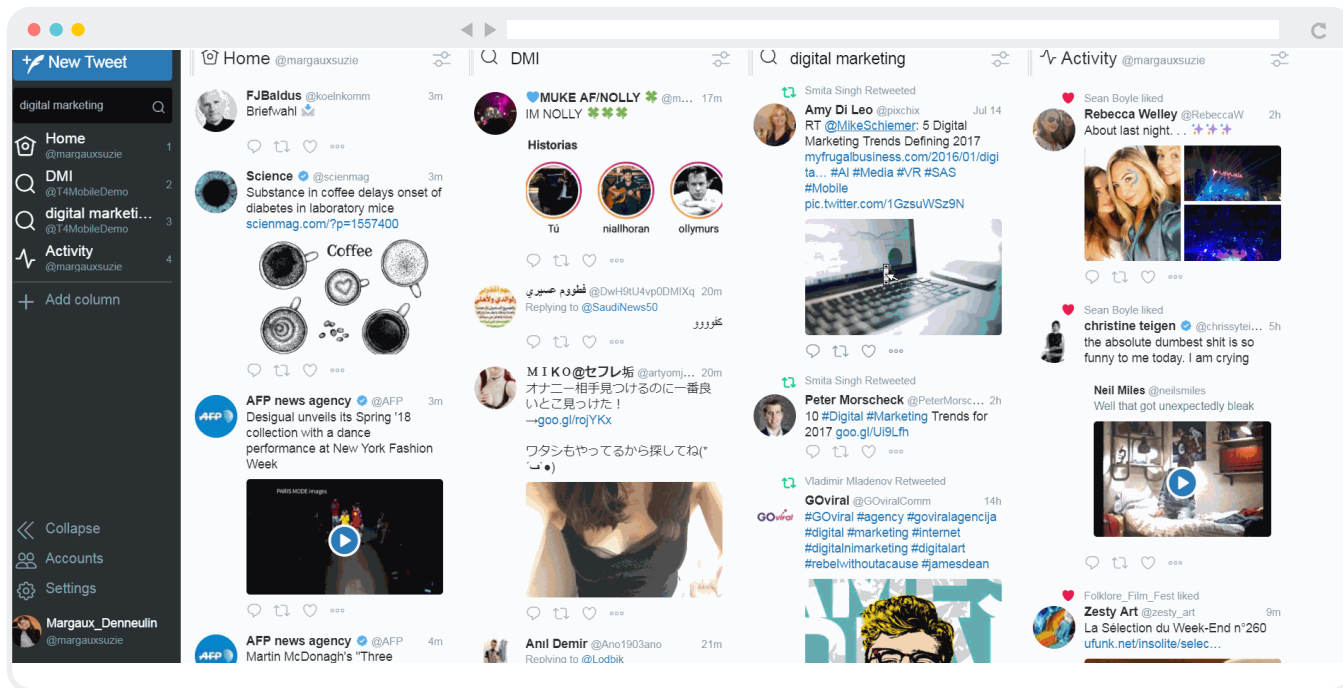
✓ Monitoring digital media activity associated with brand

✓ Where consumers participate

✓ Hootsuite, Hashtags, TweetDeck, HubSpot, Influencers

Audience Research Tools

Platforms for audience insights

- Social media platform

- Marketing research platform

- Survey providers

- Behavior analytics

Audience Research Tools

Insights for audience research
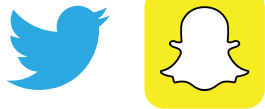
Social Media

Identifies audience:

- ✓ Interests
- ✓ Discussions
- ✓ Needs
- ✓ Obstacles

Marketing Research

Ready made research on:

- ✓ Subjects
- ✓ Audience
- ✓ Behavior

Audience Research Tools

Insights for audience research

Survey

Discover:
- ✓ Own research
- ✓ Mass opportunity
- ✓ Data around a special offers

Behavior

Online audience behavior:
- ✓ Keywords
- ✓ Interest
- ✓ Traffic

Competitive Research

Use & benefits

✓ Identify customer needs

✓ Identify opportunities from market gaps

✓ Refine a business positioning

Their target market

Their strategy

Their message
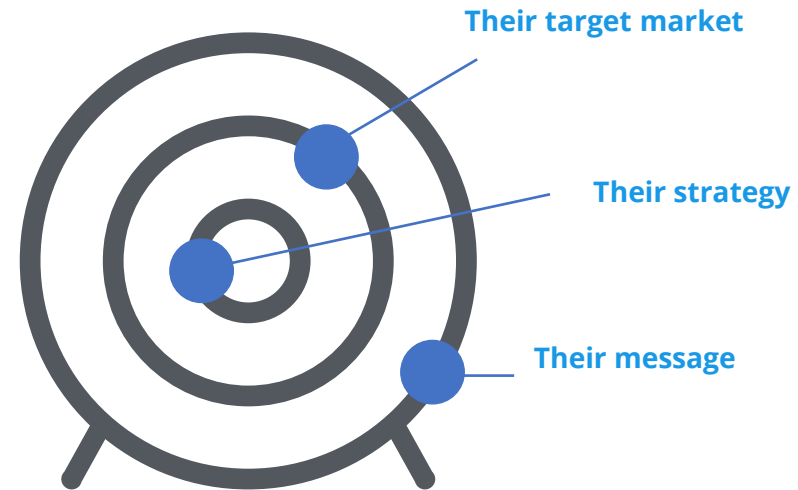
Competitive Research

Tools

Social Media

Brandwatch

Feedly

Twitter

Competitors Assets

Company Website

Annual Reports

Blog

Search

Google Alerts

Adwords

Google Search Engine

Spyfu

Content Analysis

Kompyte

Owletter

Google Display

Planner

Industry Trend Research

Definition

Industry trend research is monitoring changes and advancements that are taking place in and around an industry category in order to stay ahead of the competition.

Industry Trend Research

Benefits

✓ Keep up with audience's communication style & medium

✓ Identify market opportunities

✓ Plan next marketing effort

Industry Trend Research

Definition & benefits

Industry Trend Research
Tools

Social Media

Tweetdeck
Google Trends
Trending topics

Market Research

Euormonitor
Emarketer
Neilsen

Search Analytics

Google AdWords

Academics

Google Scholar
Base

Cultural Research

What is it?

- Geographical influence
- Influential figures
- Languages
- Memes
- History
- News
- Cultural rules

Cultural research investigates the ways in which culture creates and transforms individual experiences, everyday life, social relations and power.

Cultural Research

Benefits

Export campaigns in other cultures

Adapt the positioning and offer

Prevent potential misconception or offensive content

Cultural Research

Tools

Social Media Conversations

Keywords

Facebook groups

Twitter communities

Hashtags

Research

Euromonitor

EMarketer

Neilsen

Research papers

Case studies

Dedicated Platforms

Niche websites

Dedicated apps

Influencers

Specialized bloggers

Forums

Case Study

Cartier

Objectives

Drive online sales of a selection of fine jewellery during the Valentine's Day shopping period.

Tactics

- UK
- Aged 18 and above
- Interests in art, jewellery, fashion accessories, luxury goods or one of its high-end competitors

Results

- 2X return on ad spend compared to previous campaigns
- 40% improvement in relevance score on "For Him" campaign
- 25% improvement in relevance score on "For Her" campaign

Digital Research

- Use research to understand your market, audience and competition.

- Understand your audience's needs, culture, reactions and influences.

- Focus your effort on the right message, place and audience for increased results.

- Position your brand for differentiation and create a unique value proposition.

- Make your brand relevant to the audience and the market.

- Understand the importance of cultural research in preventing failure, misunderstanding and offensive content.

Digital Marketing Foundations

Principles → **Developing Objectives** → **Digital Research** → **Teamwork**

Foundations of Digital Marketing
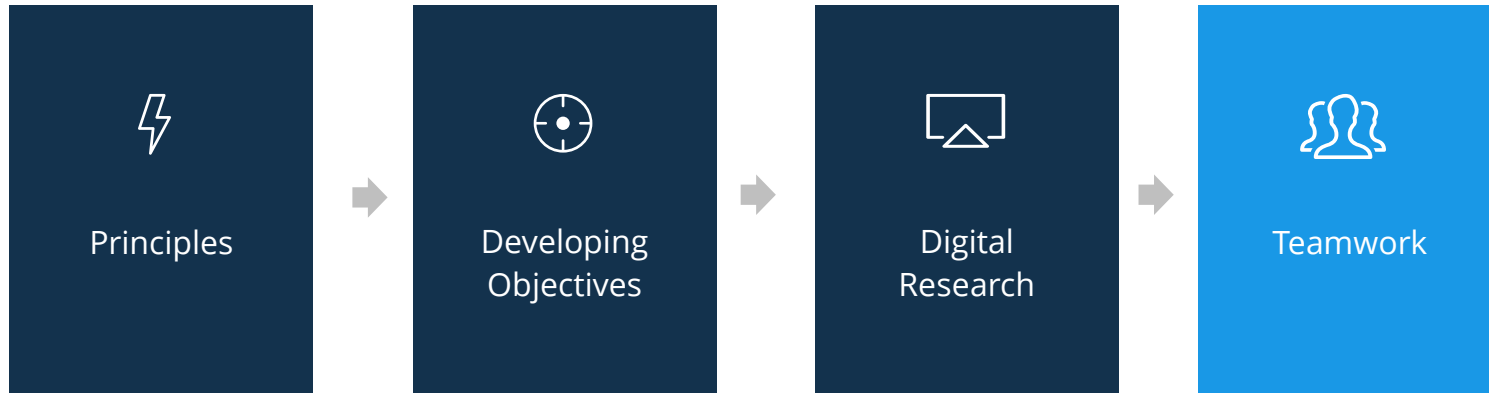
Teamwork

AGENDA

1. Digital Marketing Industry

2. Business Teams

3. Shared Business Objectives

4. Relationship between Sales & Marketing

5. Effective Communication Skills

Digital Marketing Industry

The digital marketing execution

```
Marketing Strategy ─┬─ Content ──┬── Creative Agencies
                    │            └── Communication Dept.
                    │
                    └─ Platform ──┬── CMS
                                  ├── Social Media
                                  └── Media Vendors
```
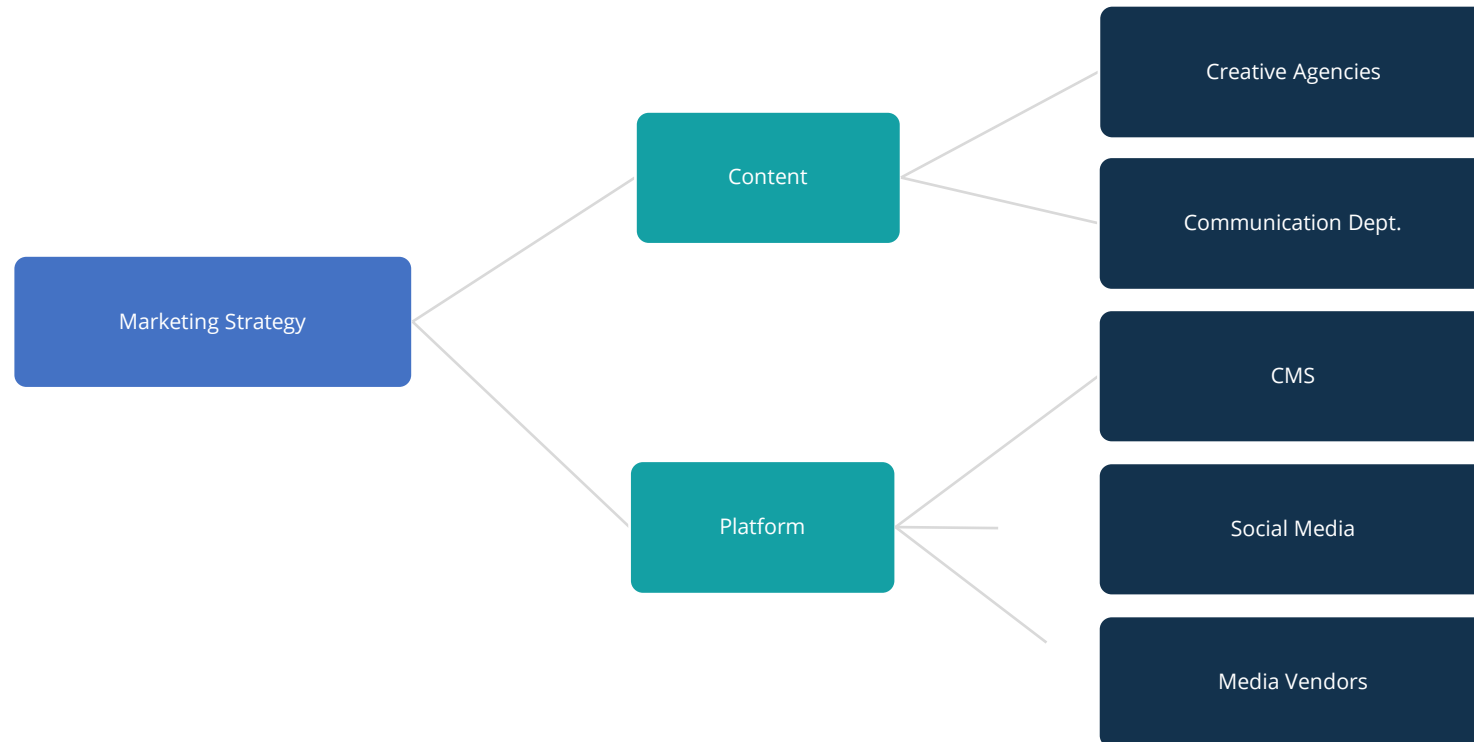
Digital Marketing Industry

Relationship between digital marketers and creative agencies

Value
Proposition

Objective &
Audience

Concept

Art Direction

Creatives

● **Marketer**　　● **Creative Agency**

Digital Marketing Industry

Content Management System (CMS) platform

Sales

PR

Loyalty Teams

Product Marketing

CMS

Social Media Managers

Designers

Activation Team
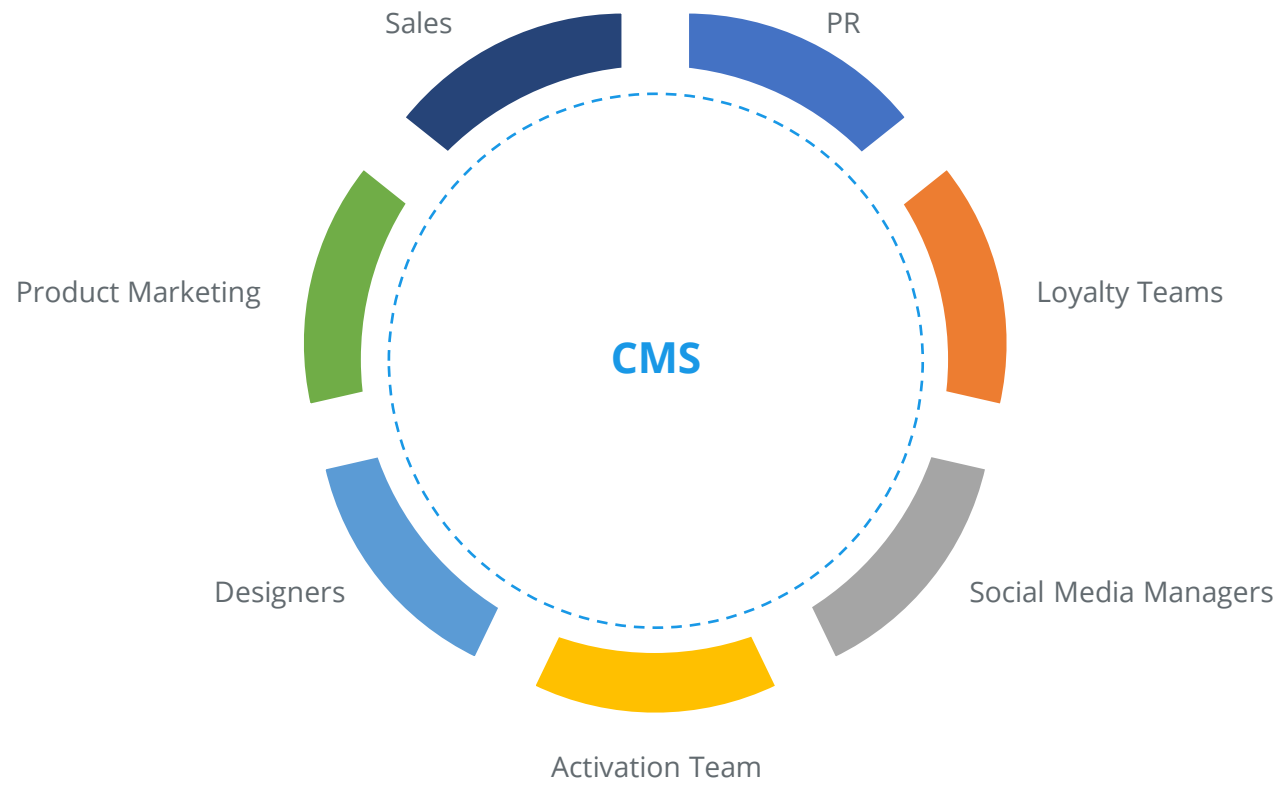
Digital Marketing Industry

CMS platform

Sales

PR

Product Marketing

Loyalty Teams

Designers

Social Media Managers

Activation Team

Sales/ Marketing Communication

Content Marketing

SEO

CMS

Automation

Website

Social Media Marketing
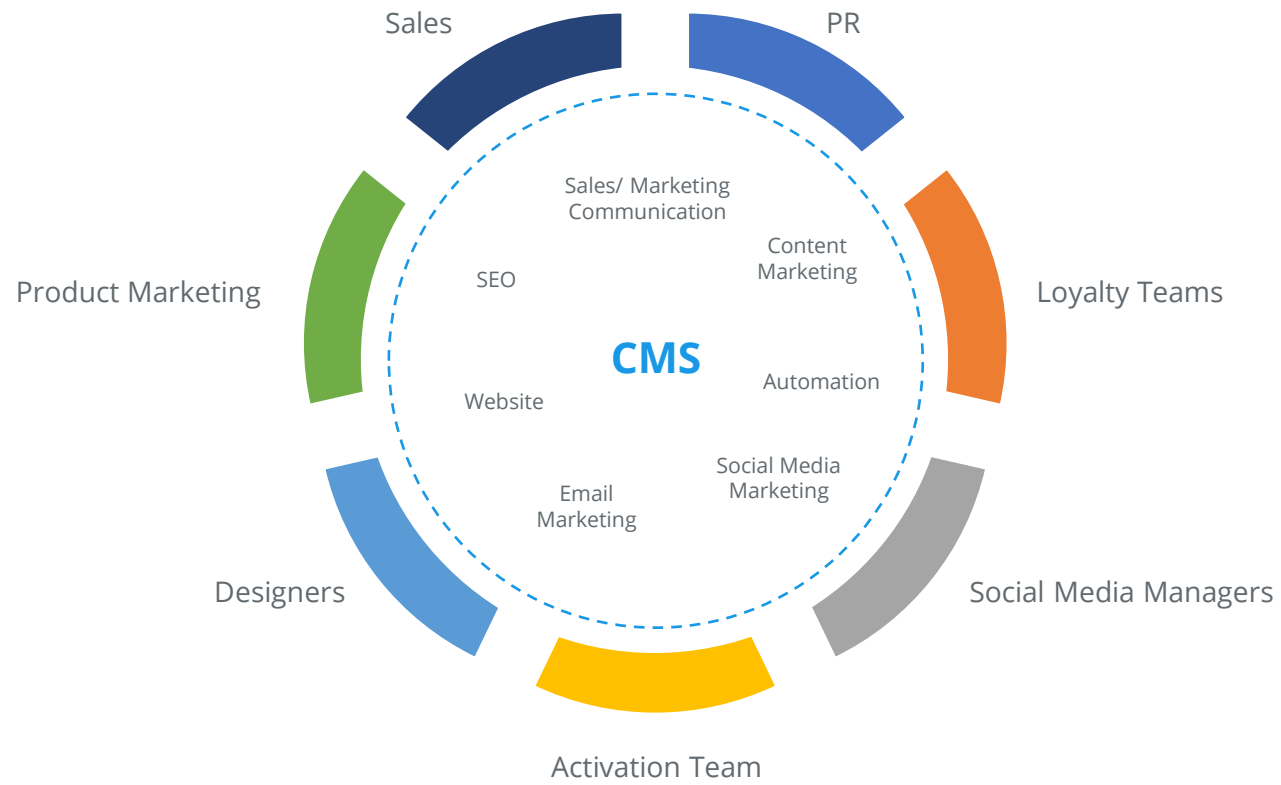
Email Marketing

Digital Marketing Industry

Internal communication department

Value
Proposition

Objective &
Audience

Content
Team

Design
Team

PR
Team

Marketing   **Communications**

Digital Marketing Industry

Social media marketers

Branding

Content Marketing

Community Manager

Conversion

Social Media

Advertising

Profiles

Pages

Groups

Video Ads

Lead Gen

Brand
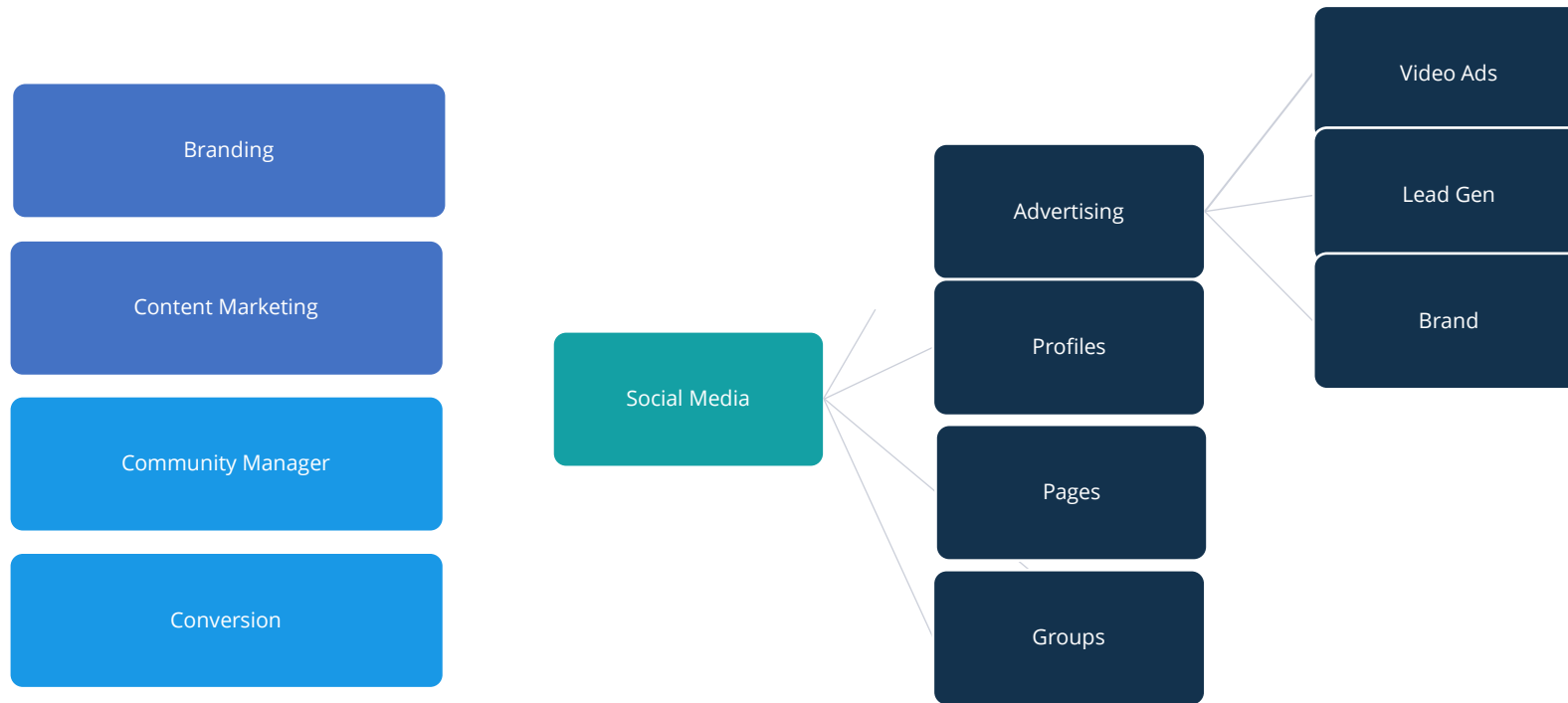
Digital Marketing Industry

Media vendors

Media
Planning

Content

Audience

Budget

Social Media
Websites
Search

Ad Networks

DSP

Exchange

SSP

Publishers

Media
Vendors
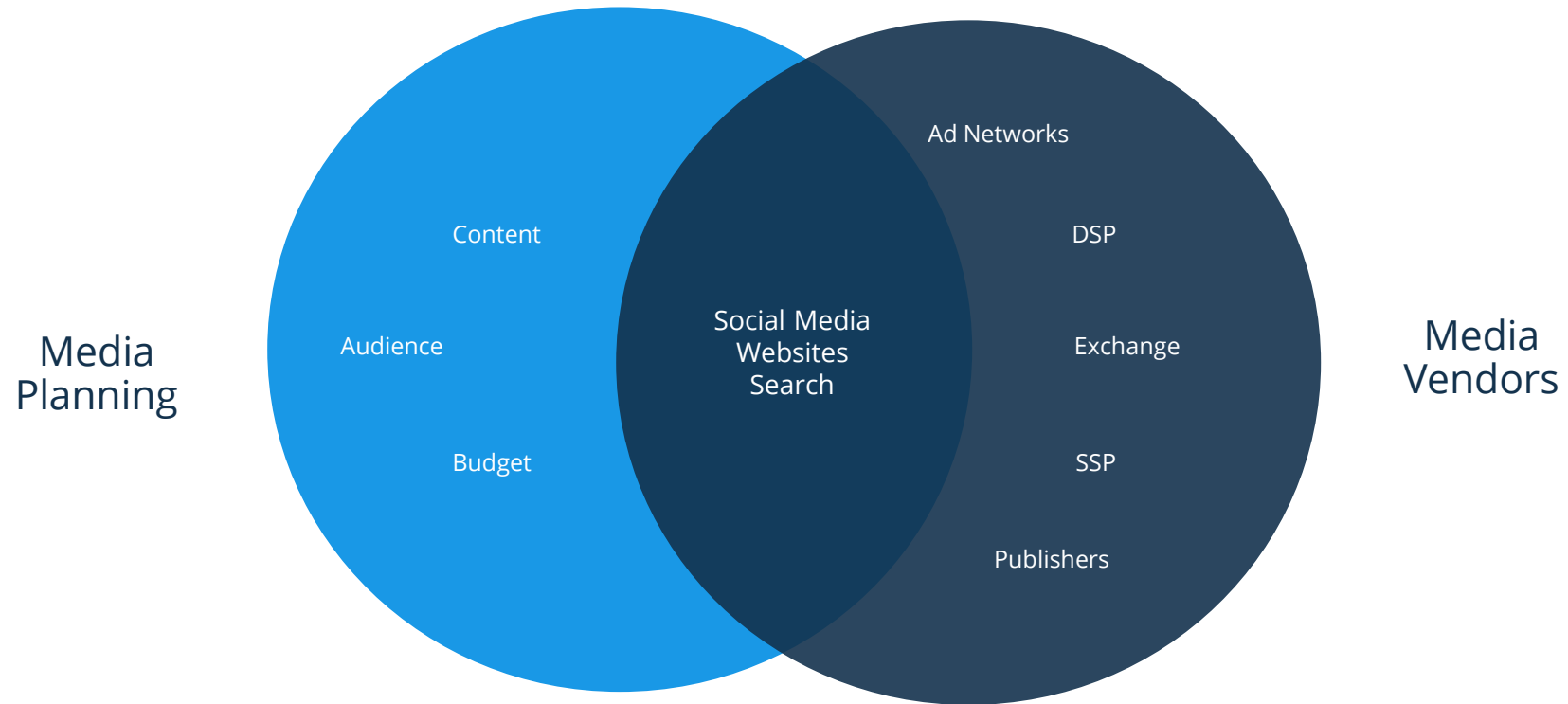
Business Teams

The digital marketing team

```
                              Marketing

Retail      Product      Digital Marketing Director      PR      Brand

SEO Specialist   Campaign Manager   Content Marketer   Community Manager   UX/Brand Expert   eCommerce Specialist   Loyalty Specialist
```

Business Teams

Working hand in hand

Business

- Buying
- Production
- Distribution
- Marketing
- Sales
- Customer Sales
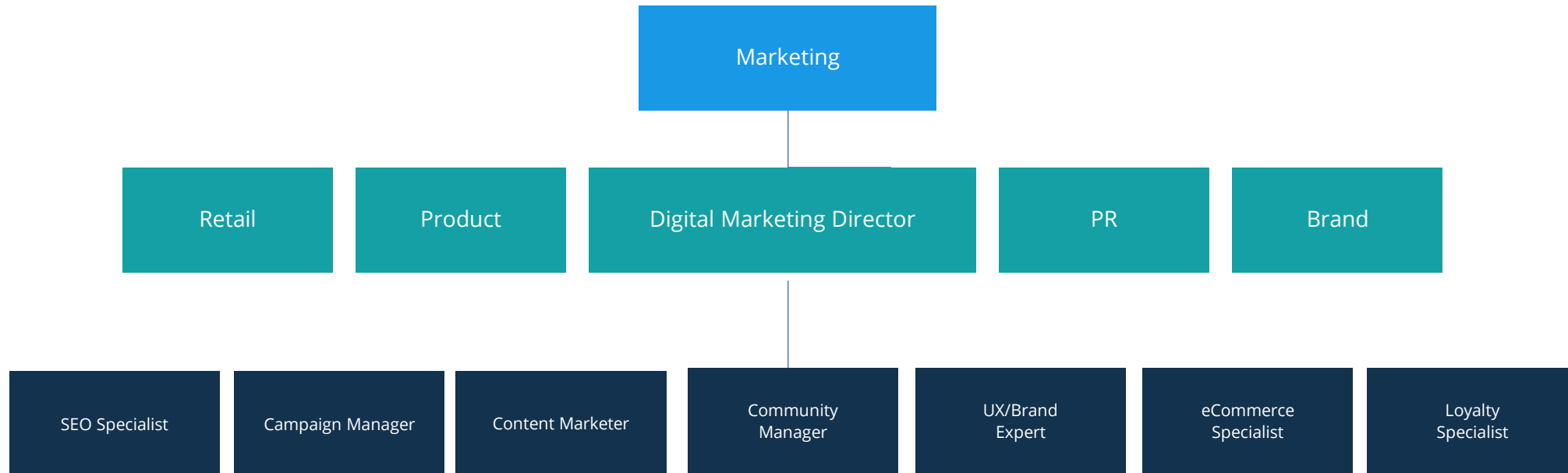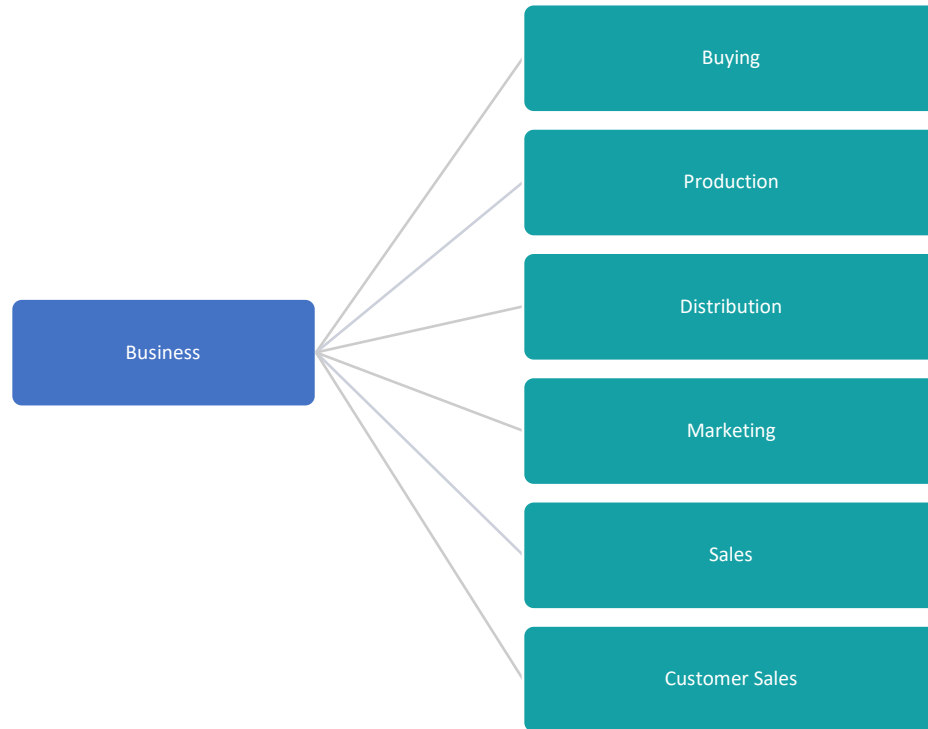
- Plan buying for production
- Produce goods
- Make products accessible to the public
- Define point of sales
- Define product message and value
- Convince consumers
- Retain existing customers

Business Teams
Working hand in hand

Common goal

Marketing
=
Business growth

Marketing obectives aligned
with business needs

Individual objectives

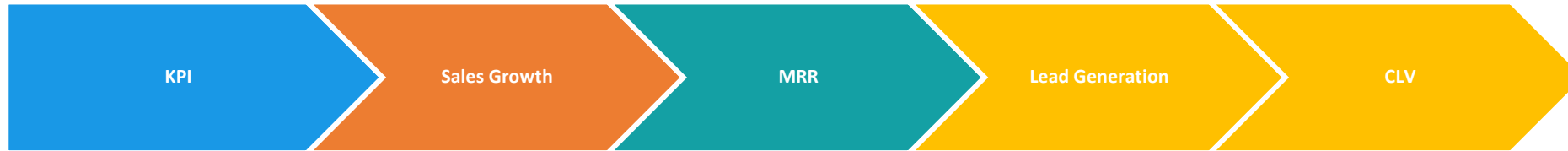Team objectives
+
Individual objectives
=
Reached Objectives

One company

Departments are seprated
but yet should work together
to bring the company
forward

Shared Business Objectives

Key business goals metrics

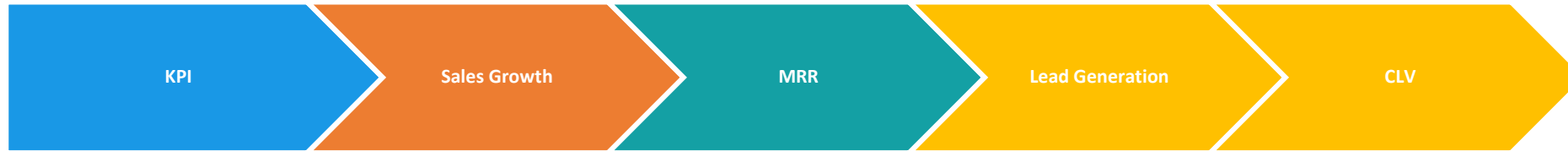| KPI | Sales Growth | MRR | Lead Generation | CLV |

- Sales align on business development plan
- Profit goals need to be met by sales growth
- Metrics: MRR

- Marketing align with the sales growth objective
- To generate sales, marketing needs to generate Leads
- Metrics: CLV, lead scoring

Shared Business Objectives

Analyzing success

| KPI | Sales Growth | MRR | Lead Generation | CLV |

- What percentages of total growth is associated with marketing generated leads?

- How many are converted and will generate revenue?

- How many leads were generated by marketing efforts?

Relationship between Sales and Marketing

Digital marketing and sales funnel

| Prospect | Subscriber | Lead | MQL | SQL | Opportunity | Customer | Evangelist |

Marketing
Get customers interest
Develop customer relation
Provide value to the brand/product
Create personality and familiarity

Common definition
When is a lead ready to buy and has had enough nurturing to want to invest in your product?

Sales
Bring customer closer to closing
Advocate value
Close deals
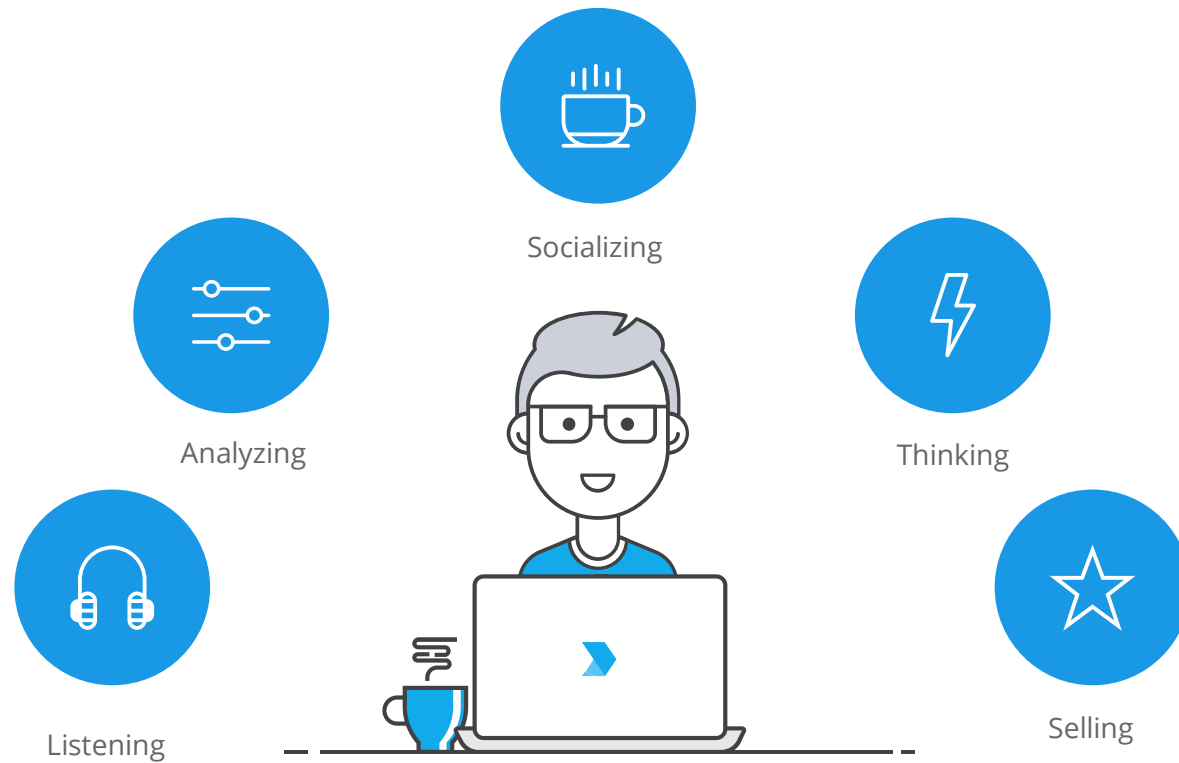Follow up

Relationship between Sales and Marketing

Lead definition

Lead → **MQL** → **SQL**

Lead

Marketing
Qualified Lead

Sales qualified
Lead

Effective Communication Skills

Developing soft skills

Socializing

Analyzing

Thinking

Listening

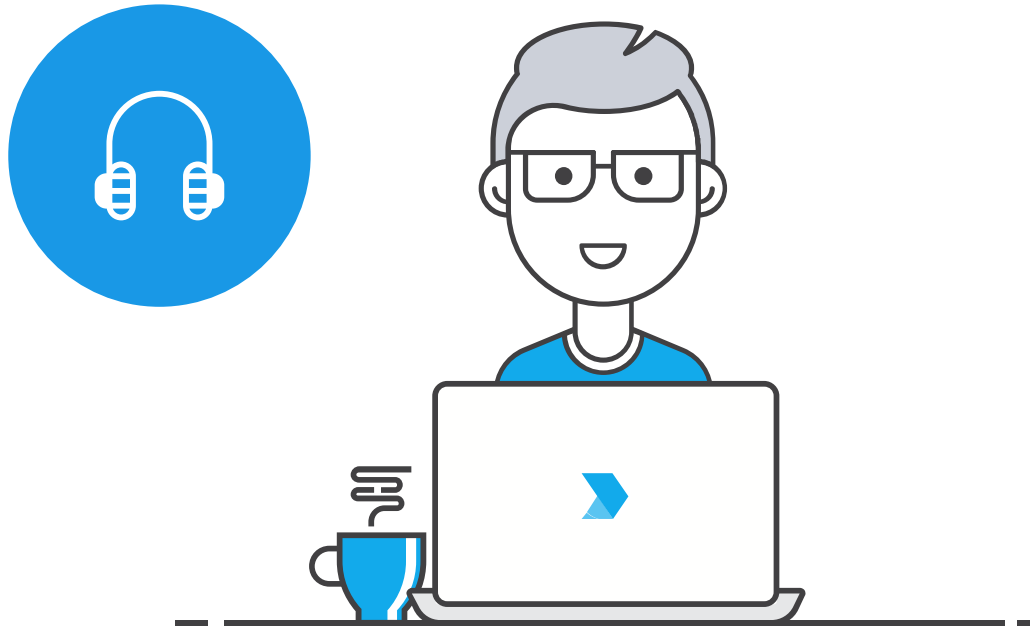Selling
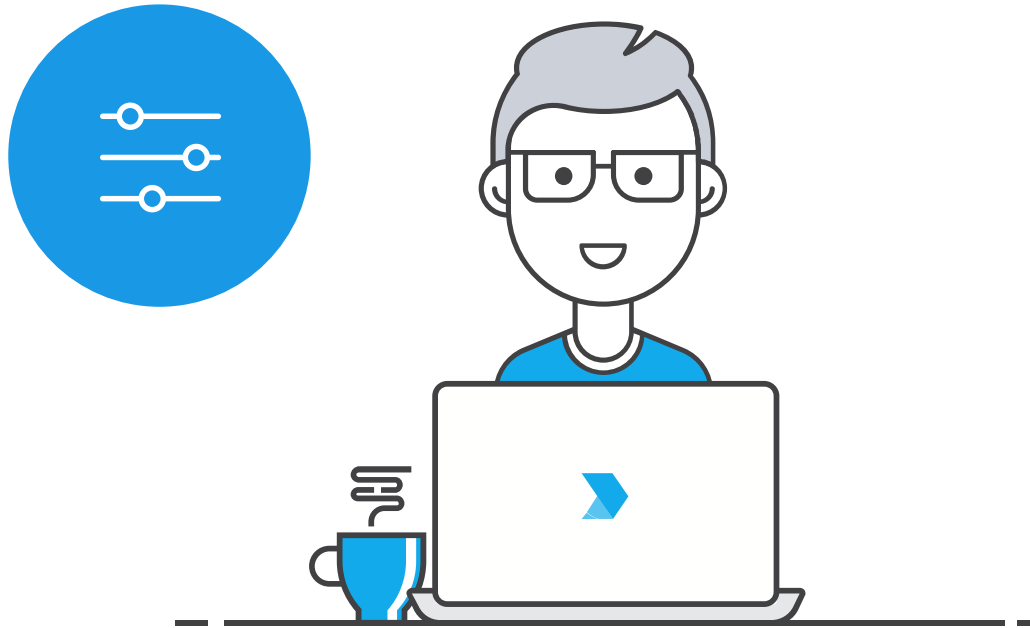
Effective Communication Skills

Listen

- Understand business and team priorities

- Know your company's processes

- Know who are the best points of contacts

- Gather business information
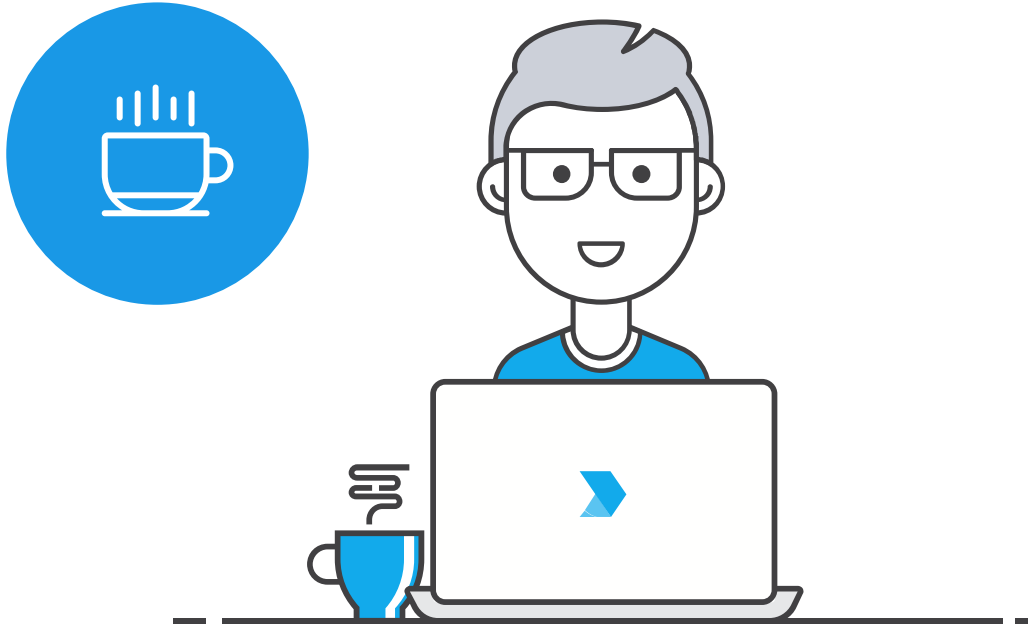
Effective Communication Skills

Analyze

- Understand how business priorities influence your objectives and vice versa

- Know your role and necessity in the business organization

- Point out business development and needs

Effective Communication Skills

Communicate

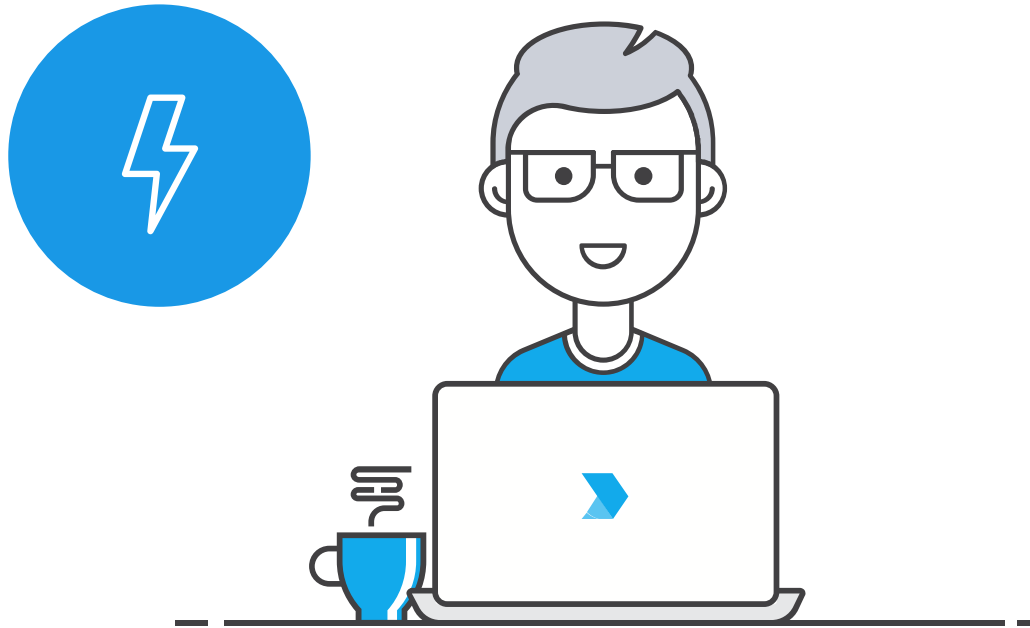- Share experiences & discover individual's challenges

- Create stronger bonds

- Create trust

- Don't be a stranger

Effective Communication Skills
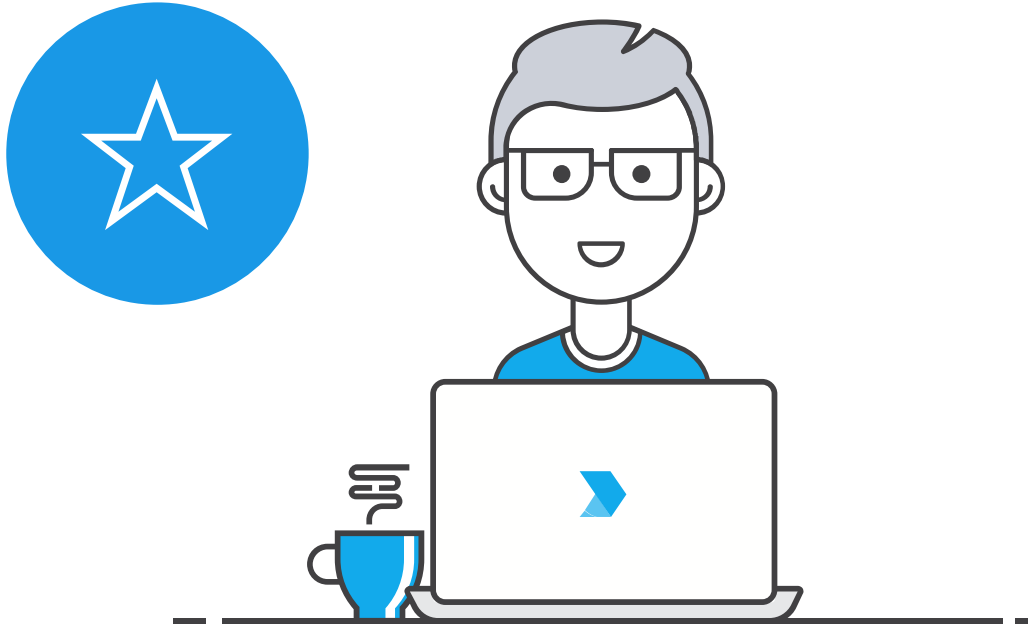
Strategic thinking

- What influenced your decisions?

- What is your team bias?

- What do other teams gain from your success?

- Think outside the box

- How does your POV bring extra knowledge, competencies and value?

Effective Communication Skills

Sell

- Know your product

- Understand the market

- Rely on quantitative data

- Be short and to the point

- Align audience's priority & goals

Case Study

Google

"We looked at 180 teams from all over the company. We had lots of data, but there was nothing showing that a mix of specific personality types or skills or backgrounds made any difference. The 'who' part of the equation didn't seem to matter."

Abeer Dubey
Manager, Google's People Analytics division

Team Work

- Understand that digital marketing teams sit in a larger organization under the global marketing and communication department.

- Know that digital marketing departments have to work internally and externally to generate and distribute content.

- Understand the correlation between marketing and business goals.

- Recognize that digital marketing is key to achieving business goals through lead generation and nurturing.

- Know that sales and marketing teams have to work hand-in-hand to qualify leads and pass them through the funnel.

- Understand the necessity of listening, understanding, socializing and selling your projects to reach your objectives and be aligned with other teams.