

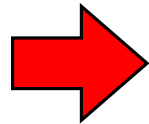


Digital & Social Media Marketing

Session 3: A-E-C-C-C



Agenda



AECCC

- Online Advertising

Integrated framework for marketing strategy

Appraise the Situation

What business are we really in?
What is the overall market environment?

Customer

Unmet needs

Company

Competencies &
Costs

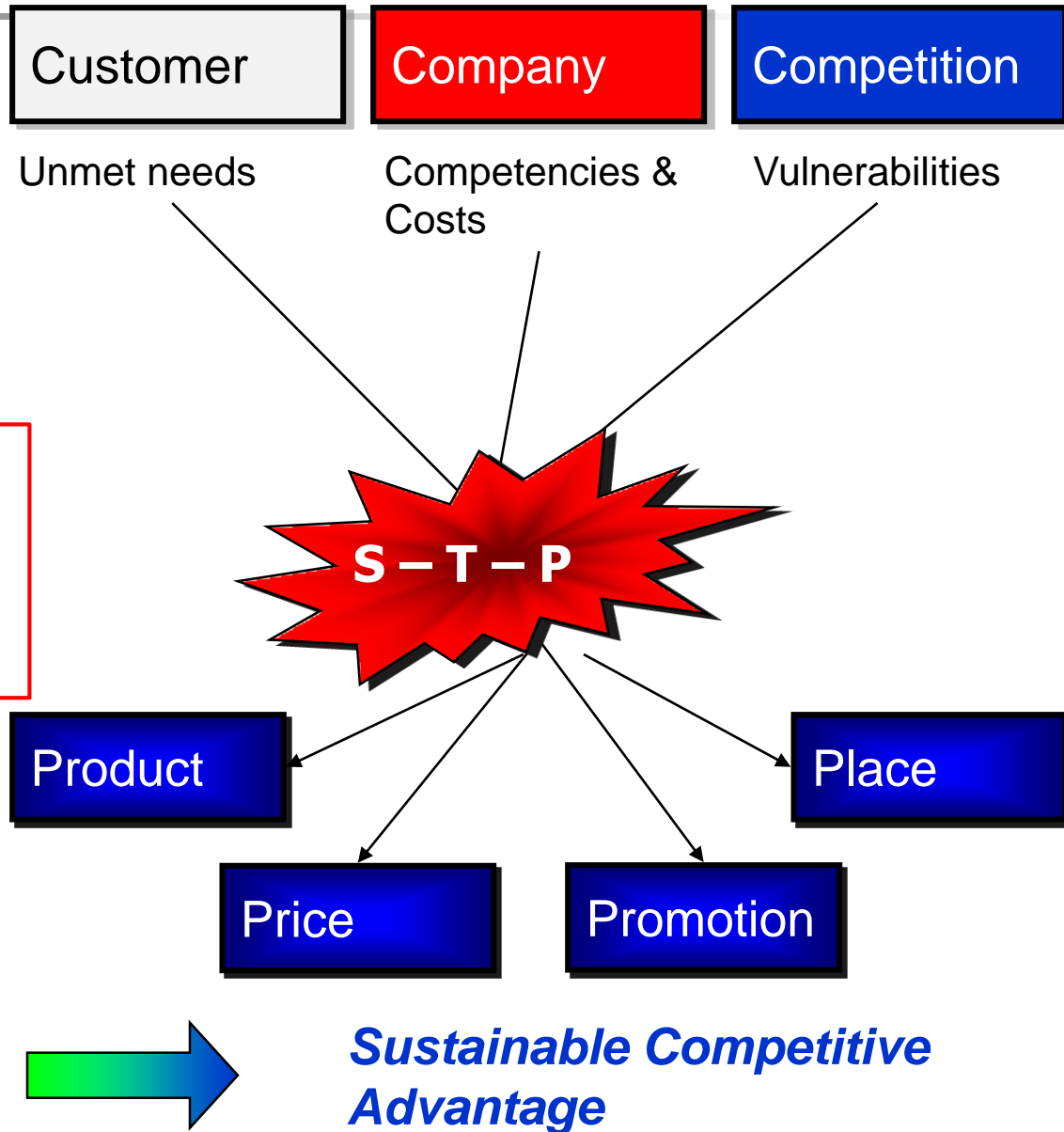
Competition

Vulnerabilities

Is digital marketing a strategy or just a tactic?

Propose Tactics to Implement the Strategy

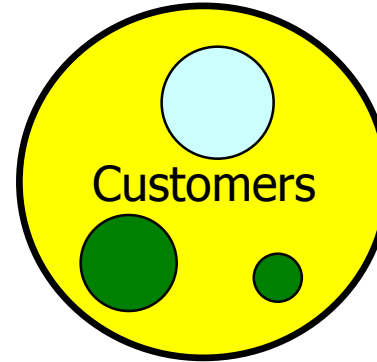
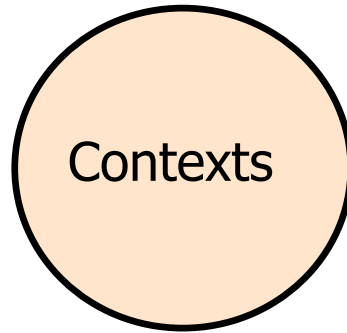
How do the tactics deliver value to the target market?



Sustainable Competitive Advantage

Ohmae's 3 C's (5Cs) (McKinsey)

Economic
Technological
Social-cultural
Regulatory
Physical



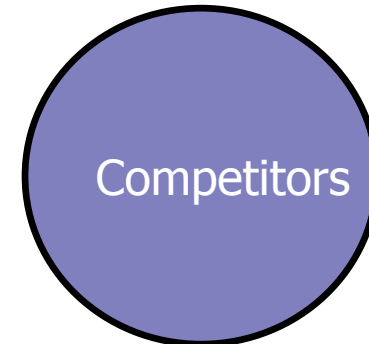
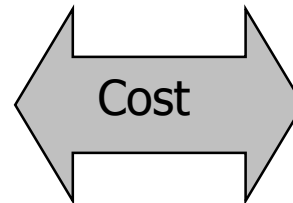
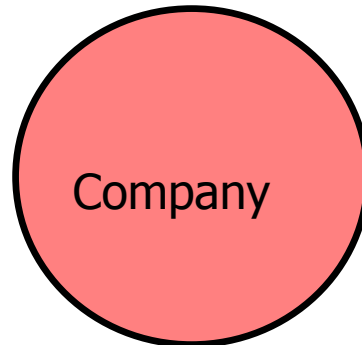
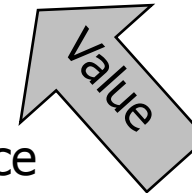
The primary goal supposed to be the interest of the customer; Segmentation is helping to understand the customer.



Supplier
Distributor
R&D
Advertising agency
Marketing research
Joint venture

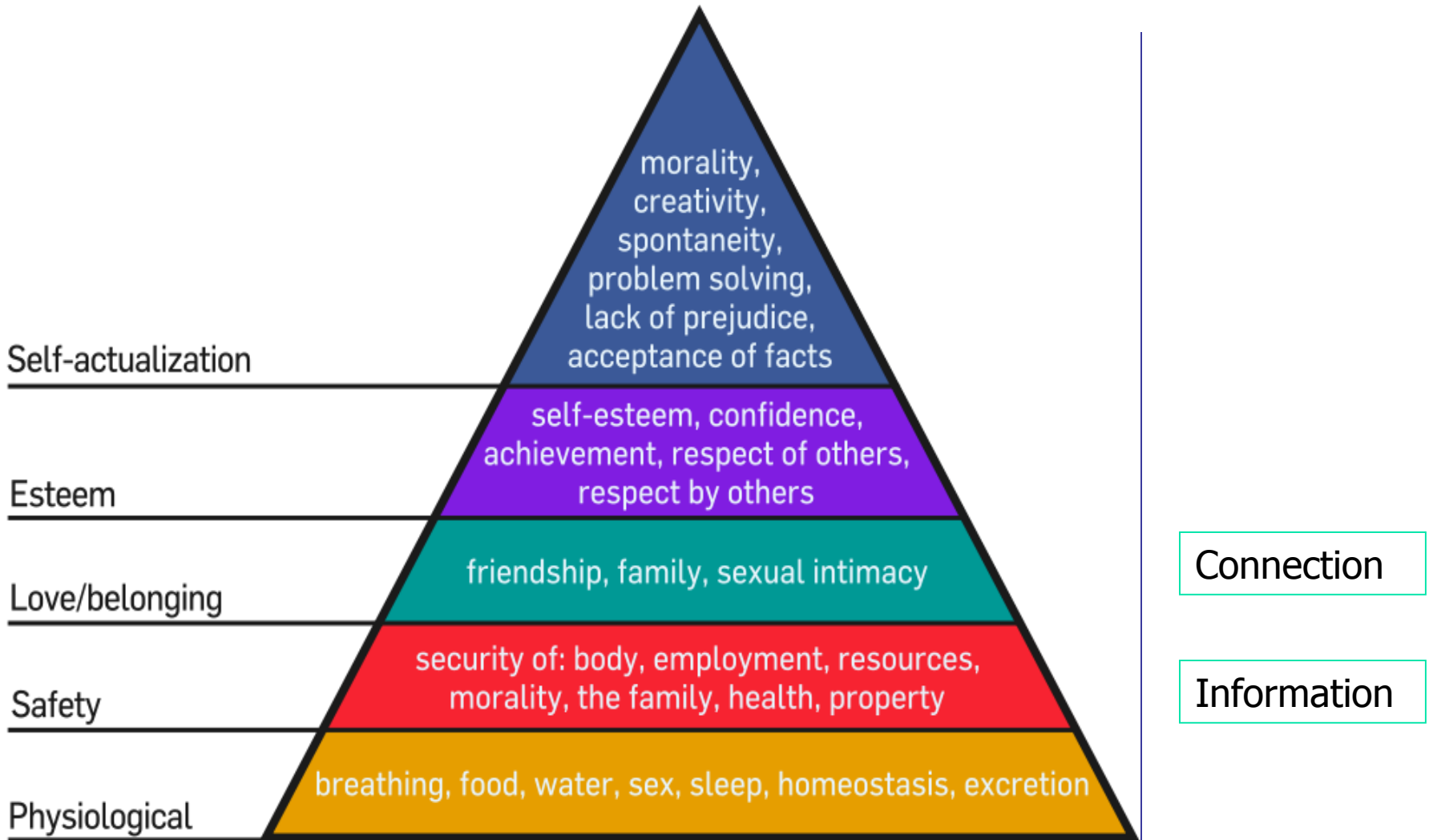


Product/Service
Differentiation



Cost Differentiation

Maslow's hierarchy of needs



Social Networking in the 1600s



Men enjoying a drink and a chat in a 17th-century coffeehouse

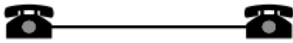
Customers in the Digital Age

- Customer Network: With the rise of digital media, customers are constantly responding, connecting, and sharing among themselves and with businesses they care about

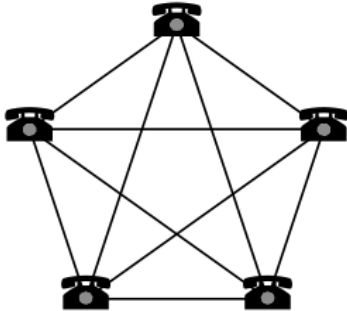


Network Effect Definition

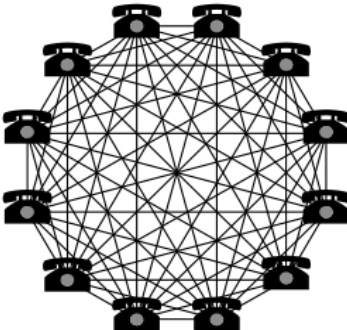
- A network effect is the effect that one user of a good or service has on the value of that product to other people. When network effect is present, the value of a product or service is dependent on the number of others using it.



Phone's utility is limited if the network is composed of only two people



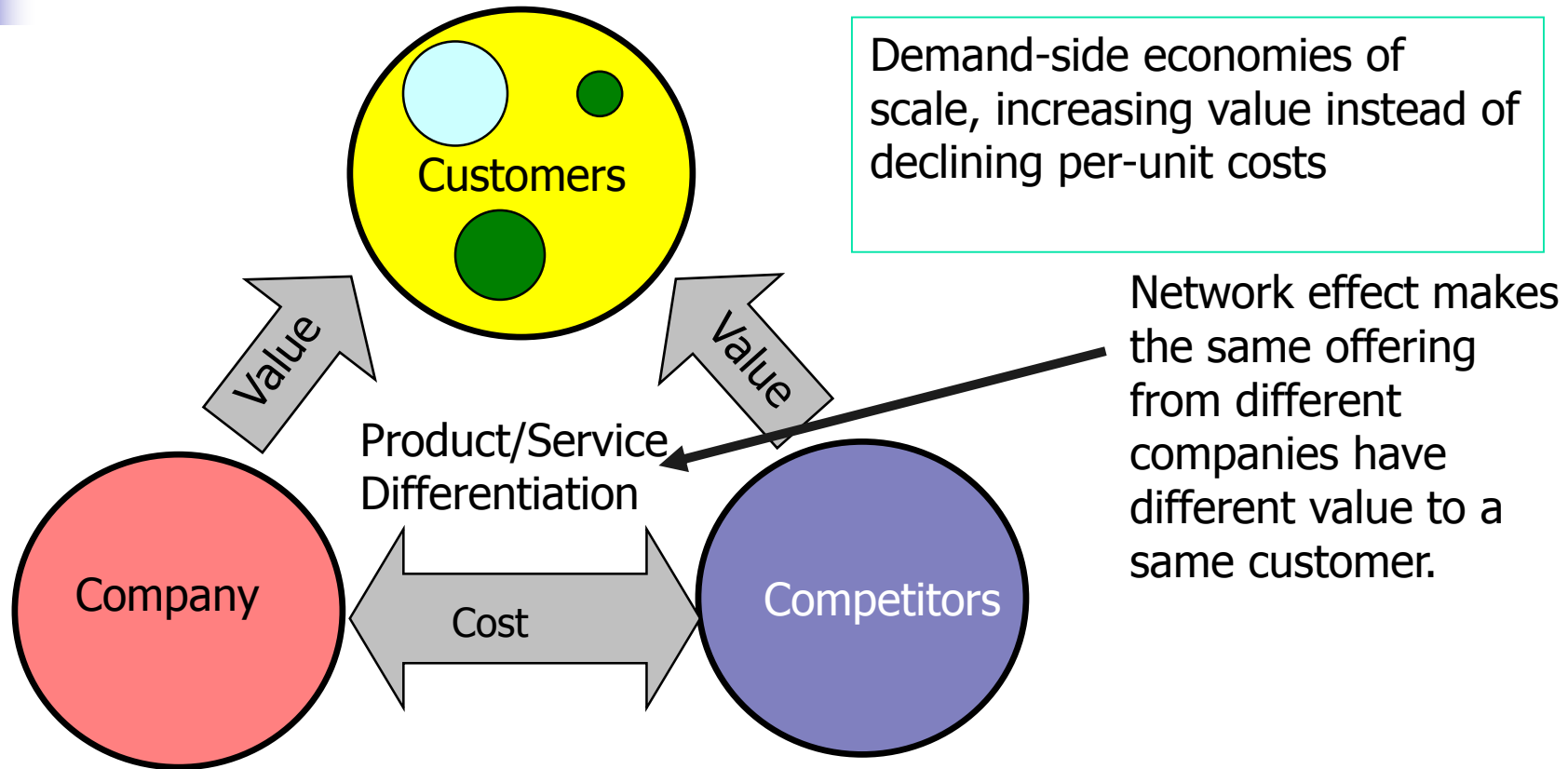
The utility for a user raises if the network broadens



According to Metcalfe's law, the value of a network is proportional to the square of the number of users.

Examples?

Ohmae's 3 C's (McKinsey)



Cost differentiation: economy of scale

- Reduced marginal cost by learning
- More unites to share fixed costs

Company

- Every company is a media company



Date	Type	Title	Topic
10/10/2012		Cisco and NetApp Expand Data Center Infrastructure Solutions to Increase Market Coverage	DATA CENTER
10/09/2012		Cisco Delivers Full Solution Portfolio for SAP HANA	DATA CENTER

BEST ONLINE PRESS ROOM
GOLD
STEVIE® WINNER
10TH YEAR

A-E-C-C-C



ACCESS



be faster, be easier, be everywhere,
be always on



ENGAGE



become a source of valued content



CUSTOMIZE



make your offering adaptable to your
customers' needs



CONNECT



become a part of your customers'
conversations

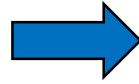


COLLABORATE



invite your customers to help build
your enterprise

Access



Be faster, be easier, be everywhere, be always on

Customers in network seek to freely access digital data, content, and interactions as quickly, easily, accurately, and flexibly as possible.

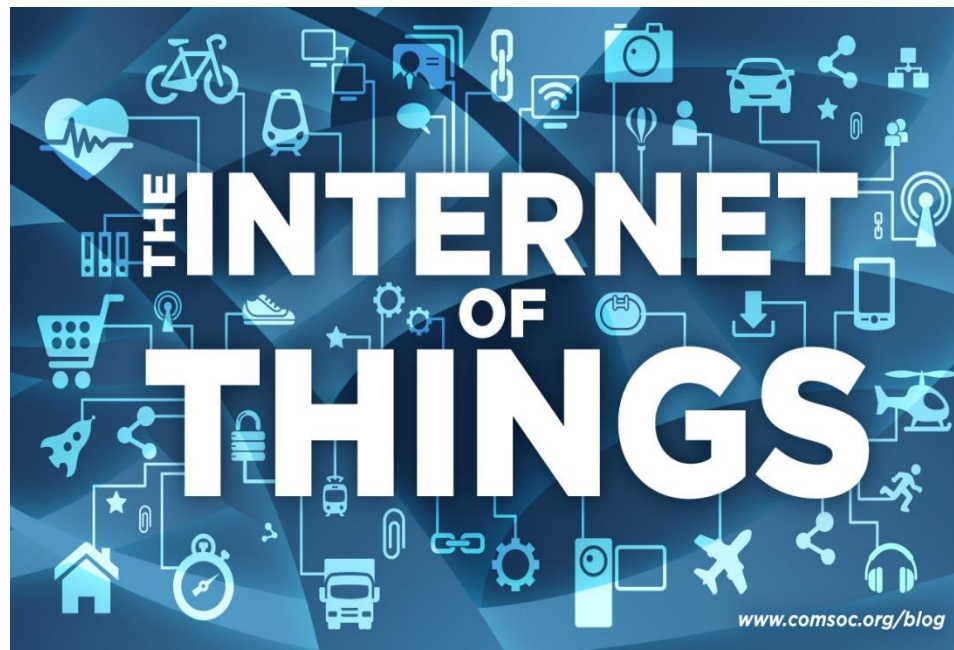


- Search Engine Friendly
- Be-on Demand: on customers schedule and channels, real-time
- Harness Cloud Computing: Software as a Service (SaaS) Platform as a Service (PaaS)
- Go Mobile
- Keep It Simple



Embed the Network: Internet of Things

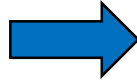
- The **Internet of Things** (IoT) is the interconnection of uniquely identifiable embedded computing devices within the existing **Internet** infrastructure.
 - Information and analysis
 - Automation and control



Engage: Content is King



ENGAGE



Become of a source of valued content

Customers seek to engage with digital content that is sensory, interactive, shareable, mashable, and relevant to their needs.



Blenddtec:
Will it Blend?



- Try Branding, Not Selling: story, entertainment, or a compelling idea about your brand
- Offer Utility: solve a problem or answer a information need
- Show a Personal Face: personal side and an authentic voice
- Focus on the Particular
- Make it a Game

Age of Abundance:
Age of Scarcity:

Content
Attention

POSTPURCHASE

- How-to videos
- Step-by-step cards
- Comment and review recipes

AT HOME

- Get inspired in the recipe library
- Create a shopping list
- Email and save coupons



IN-STORE

- Apply bar code scanner to products
- Use coupons
- Check off items as you shop

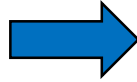
IN-STORE

- Use store locator to find closest retailer stocking the ingredients you are looking for

Engage: Content is King



ENGAGE



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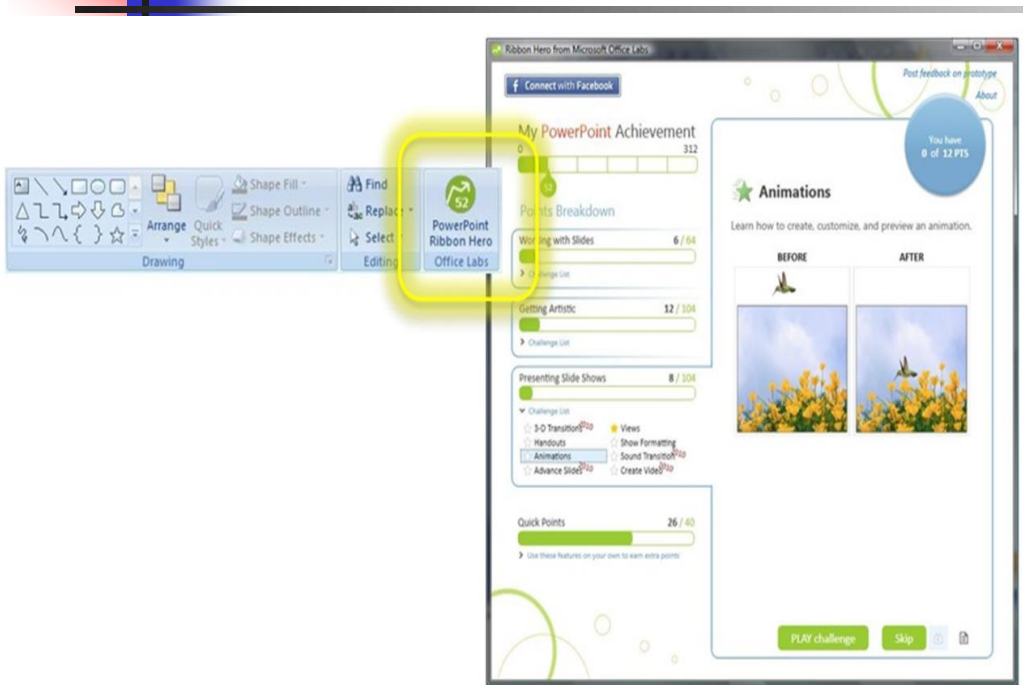


- Make it a Game

Age of Abundance:
Age of Scarcity:

Content
Attention

Gamification



Dropbox offering up to 25GB free space for students competing in their Space Race

October 17th, 2012, 09:37 by Prasad

5 comments

Dropbox has announced a new program called the Space Race meant for school and university students where you can earn up to 25GB for yourself and your schoolmates while competing against other schools in the program.



To be part of this program, you have to be from one of the eligible educational institutions and have their official email address. Once you create an account with this ID, you automatically get 3GB of space by

Gamification: The use of game elements and game-design techniques in non-game contexts.

Points

Badge

Leaderboards

And more mechanisms

Customize

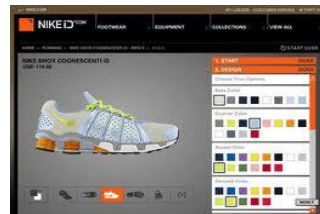


CUSTOMIZE



Make your offering adapted to your customers' needs

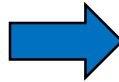
Customers seek to customize their experiences in networks by choosing and modifying a wide assortment of information, products, and services



- Offer a Vast Menu: a huge range of products and a set of filters
- Customize Your Playlist: offer content adapts to the preferences and feedbacks
- Mash Up Your Products: let customers modify your products or service
- Make the Choice Personal:



Connect



Customers seek to connect with one another by sharing their ideas and opinion in text, image, symbol, videos, and social links.



Customer Reviews

14,482 Reviews



Average Customer Review

★★★★★ (14,482 customer reviews)

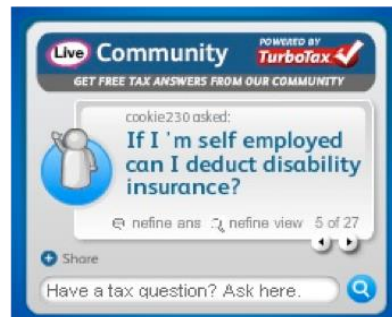
Most Helpful Customer Reviews

18,653 of 18,810 people found the following review helpful



Become a Part of Your Customers' Conversations

- Listen and Learn
- Join the Conversation: respond to issues and concerns, make friends, interact like a real human being
- Provide a Forum
- Let Conversation Add a Layer of Value: answering one another's questions about your product/services
- Integrate Their Voices in Yours



Facebook Sponsored Stories

The image shows a Facebook post by Jessica Gronski: "Second time today — at Starbucks with Philip Zigoris." It includes a location pin, "17 hours ago via iPhone", and "Like · Comment" options. Below the post, a comment from Helen Min says "likes this." and another post by Philip Zigoris says "long night ahead" with "15 hours ago · Unlike · 1 person". A red arrow points from the original post to a "Sponsored Story" version. The sponsored story features the same text, a Starbucks logo, and the name "Starbucks".

Jessica Gronski
Second time today — at Starbucks with Philip Zigoris.
📍 17 hours ago via iPhone · Like · Comment

👍 Helen Min likes this.

Philip Zigoris long night ahead
15 hours ago · Unlike · 1 person

Write a comment...

Sponsored Story

Jessica Gronski Second time today — at Starbucks with Philip Zigoris. ✕

 Starbucks

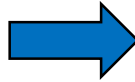
💬 1 👍 1

Get Permissions from Consumers!

Collaborate



COLLABORATE



Invite your customers to help build enterprise

Customers seek to collaborate on collective projects and goals through platforms for love, glory, and money.



CNN iReport

Threadless
www.threadless.com

YouTube
Broadcast Yourself



App Store



Google play

- Passive Contribution
contributing to a project via work they are already doing
- Active Contribution
actively contribute work to part of a large project
- Open Competition
- Platform

How Crowdsourcing Works in 6 Easy Steps

Company has a problem

1

Company broadcasts the problem online

2

The online "crowd" submits solutions

3

The crowd & company vet solutions jointly

4

Company rewards winning solvers

5

Company & community profits

6

Collaborative/Sharing Economy

I NEED...



EFFICIENCY



TRUST

YOU HAVE...



U B E R





A-E-C-C-C & STP

- Strategies Selection (A-E-C-C-C):
 - Which ones and priority
 - They are complementary and not mutually exclusive
- Every company is a media company, then what is STP strategy for your media?
- The reduced cost of customization for products and communication:
 - More individual level data available: demographic, geographic (location based information), behavioral information (including cookie)
 - Direct contact provided by internet

Digital Marketing Planning Steps



Overall Marketing Strategy
3Cs and STP

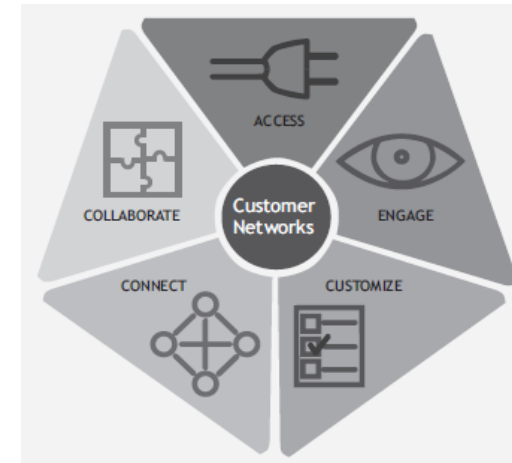
Digital Situation Analysis

Setting Goals

A-E-C-C-C

Implementation

Measurement & Tuning





Digital Marketing Goals

- Increase sales
- Brand awareness and brand building
- Acquisition of new customers
- Introduction of new products and service
- Retention of current customers & increase loyalty
- Increase website traffic
- Lead generation
- Marketing research: customer needs
- Cost saving
- And so on



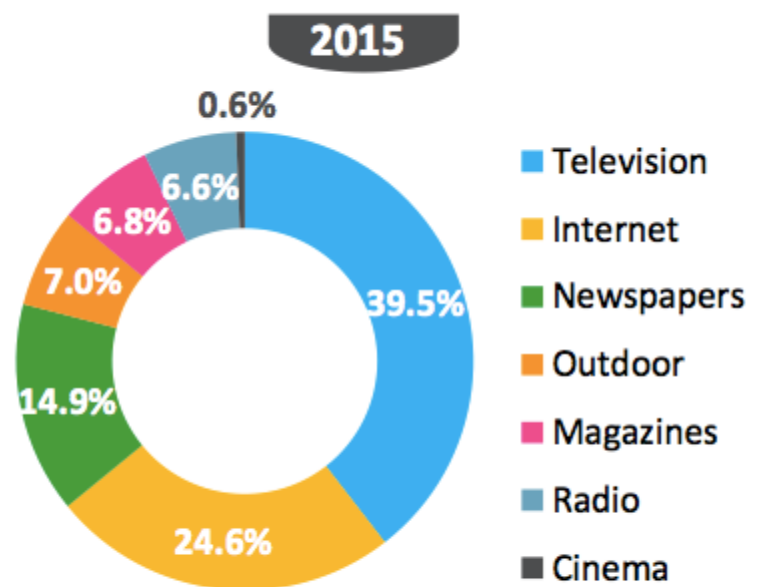
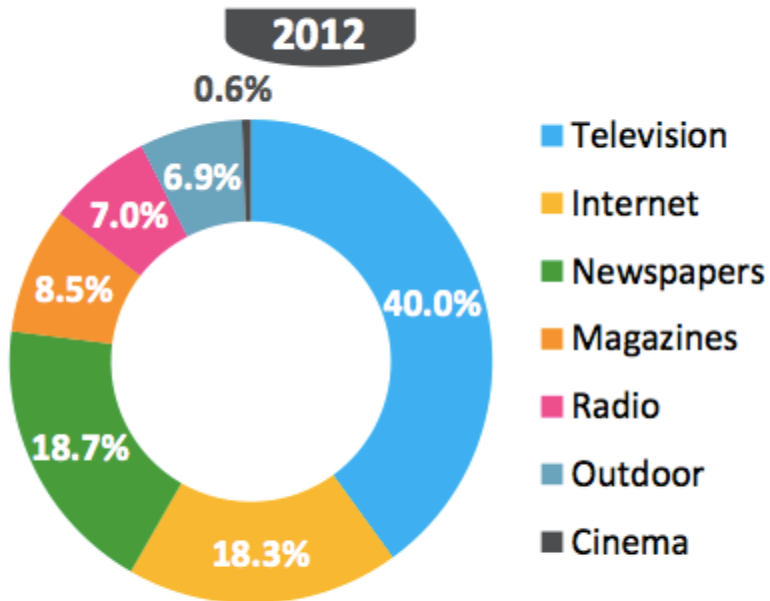
Agenda

- AECCC

 Online Advertising

Worldwide Ad Spending by Medium

Share of global adspend by medium (%)

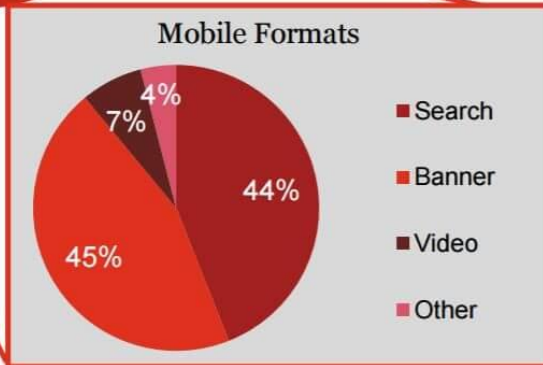
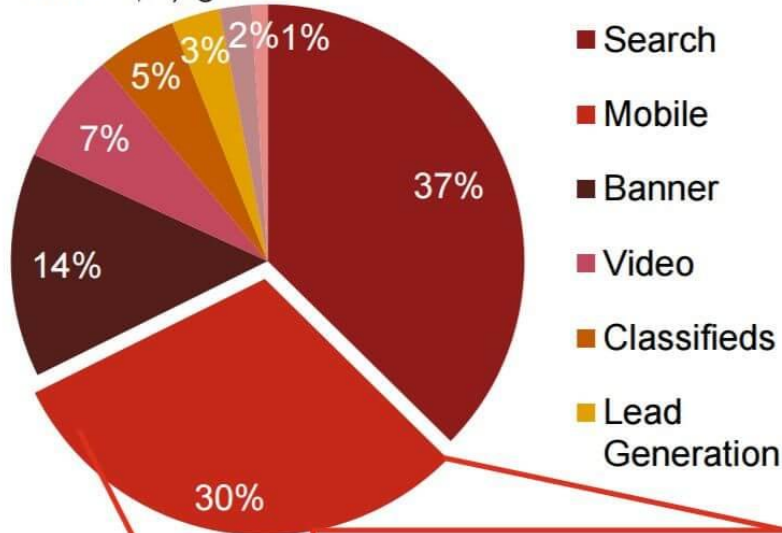


Source: ZenithOptimedia

Internet Advertising by Format

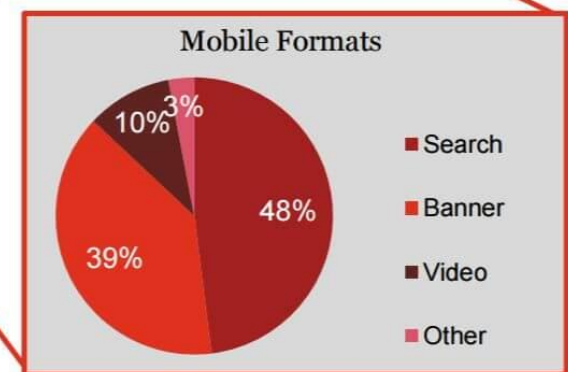
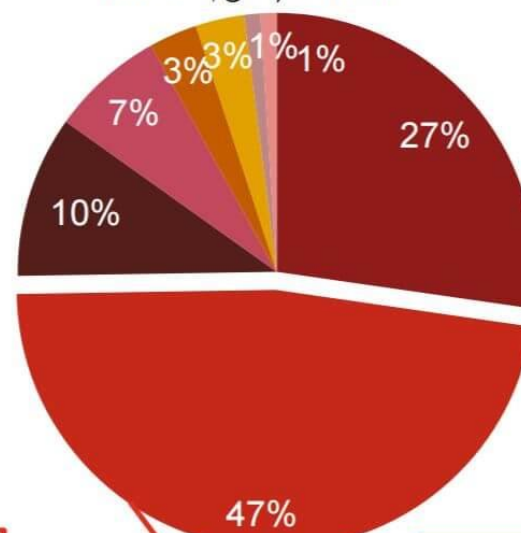
Ad formats – first half 2015

Total - \$27.5 billion***



Ad formats – first half 2016

Total - \$32.7 billion***



Source: IAB/PwC Internet Ad Revenue Report, HY 2016

* Display-related formats include: Banners (Banners, Rich Media, and Sponsorship) and Video.

** Other includes: Classifieds, Lead Generation, and Unspecified Other ("Unspecified Other" category was not specified by respondents).

*** Amounts may not equal 100% due to rounding and omission of minor categories.

Display Advertising: Contextual Targeting

The screenshot displays the STV News website interface. At the top left is the STV logo. A large banner advertisement for Brittany Ferries is positioned at the top, featuring a ferry and the text "Fares from just €70 per person each way with your car". Below the banner is a navigation menu with links for Home, STV Player, TV Guide, TV Shows, News (selected), Sport, Entertainment, Living, Local, My STV, Jobs, Weather, Bingo, and Competitions. A search bar is located on the left, and a "Go" button is next to it. The main content area is titled "News" and includes a weather widget for Stornoway showing 8°C and a "Connect with Facebook" button. Below the main content area are several category tabs: Scotland, UK, World, Health, Business, Politics, Environment, Oddly Enough, Blogs, Video, and Opinion. Underneath these are regional tabs: Headlines, Aberdeen and North, Dundee and Tayside, Edinburgh and East, Glasgow and West, and Highlands & Islands. The main article headline is "Thousands suffer flight cancellations as ash cloud disruption continues", dated 24 May 2011 06:19 GMT. To the right of the article are two promotional ads: "STV Holidays: great deals on a wide range of popular holidays" and "New STV News: pick your area now on the STV Player".

Advertising that is targeted to a web page based on the page's content, keywords, or category.

Contextual Targeting: Pitfalls



Over 250 sick after eating at Indiana Olive Garden

REUTERS 



Reuters Photo: A plate of pasta from the Olive Garden is seen in an undated file photo....

59 minutes ago

LOS ANGELES (Reuters) - More than 250 people have reported becoming sick after eating at an Olive Garden restaurant in Indianapolis, Indiana, a county health official said on Friday, a day after an outbreak of E. coli at Taco Bell restaurants was declared over.

ADVERTISEMENT

The news makes Olive Garden at least the third U.S. restaurant chain this month to be linked to widespread customer illnesses.

Some customers who ate at the Olive Garden restaurant in northeast Indianapolis between December 9 and December 13 have reported nausea, vomiting, diarrhea, and in some cases fever, said John Althardt, a spokesman for the Marion County Health Department.

Three of those people have been hospitalized.

Tests of the sick peoples' stool and leftovers they took home from the restaurant will be conducted later today or Monday, Althardt said. He added that the tests would take about 48

An advertisement for Olive Garden. It features a yellow background with a black dashed border. The text reads "FREE Dinner for Two at Olive Garden" in green and purple. Below the text is a small illustration of a bunch of purple grapes. At the bottom, it says "Click Here!" in blue. Fine print at the very bottom reads "Just complete 1 offer © 2006 OliveGarden.com".

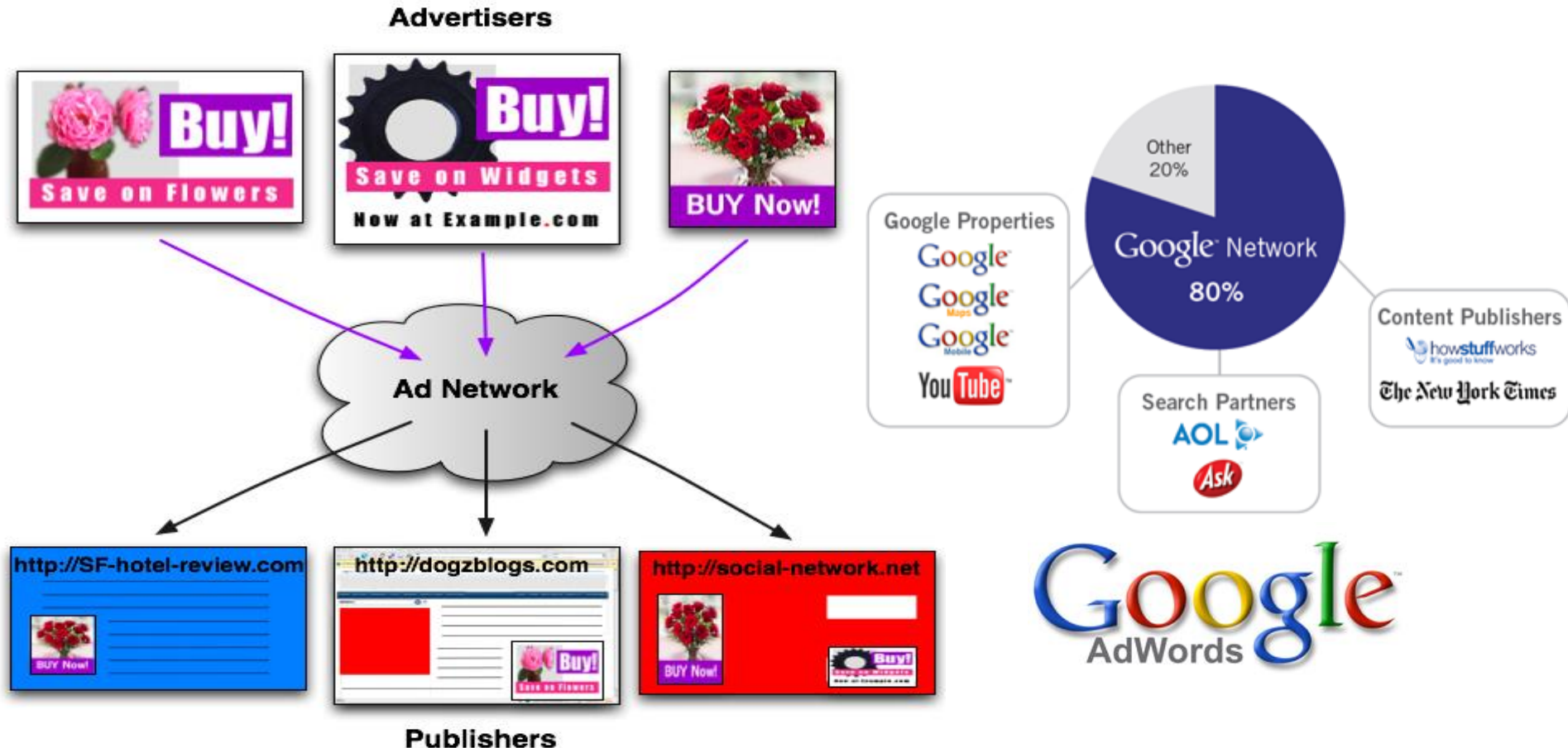


THE WEEK IN PHOTOS
DEC. 1-7

ELSEWHERE ON THE WEB

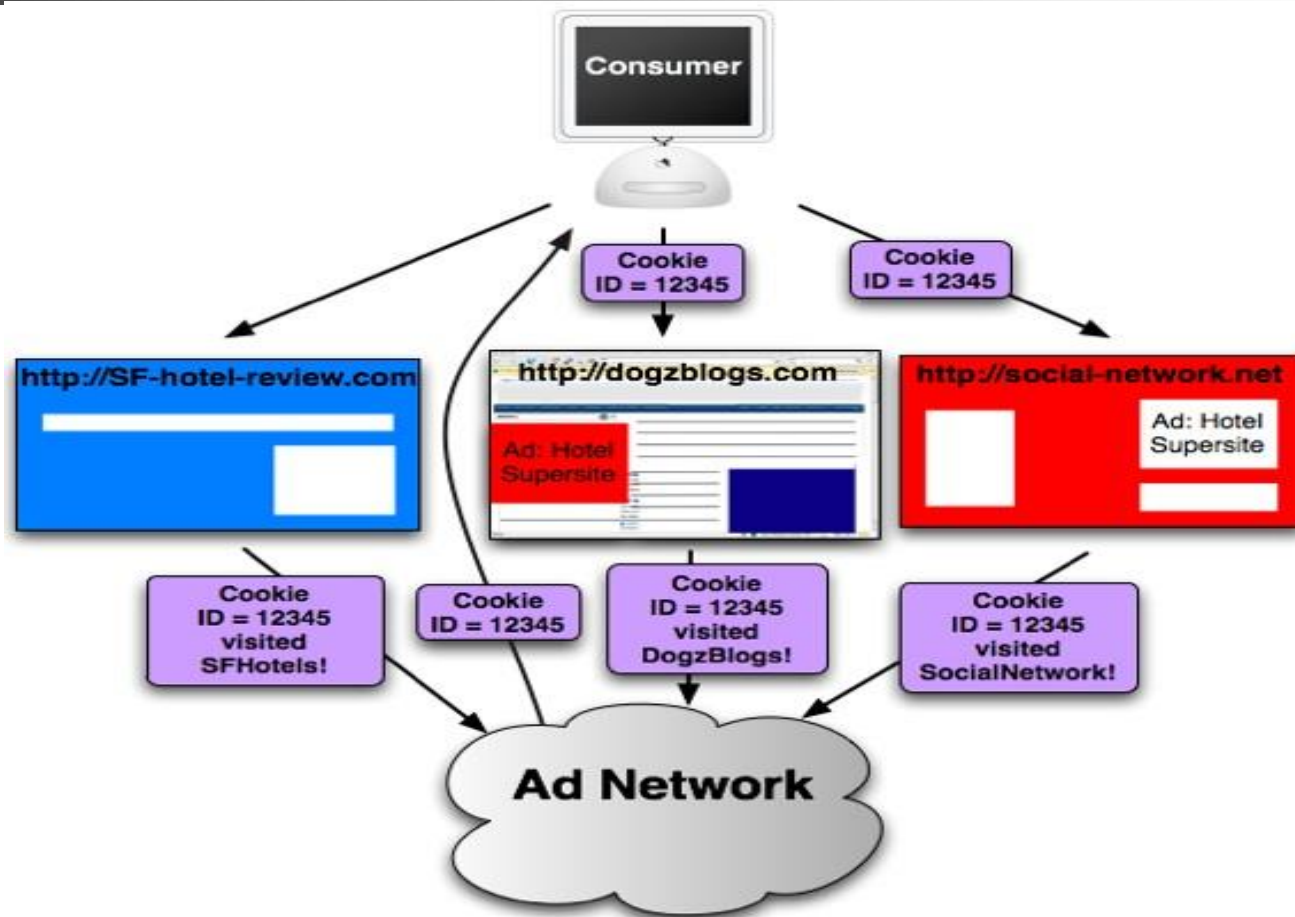
ENR.COM

Advertising Network



Advertising Network: A service where ads are bought centrally through one company, and displayed on multiple websites that contract with that company for a share of revenue generated by ads served on their site.

Display Advertising: Behavioral Targeting



Behavioral targeting uses information collected on an individual's web-browsing behavior, such as the webpage she/he has visited or the searches she/he has made, to select which advertisements to display to that individual.

Heineken Partners With TubeMogul, Now Spends 10% of Ad Budget Via Programmatic Channels

ARTICLE

COMMENTS (1)

DIGITAL MEDIA HEINEKEN PROGRAMMATIC STARCOM MEDIAVEST TUBEMOGUL



By MIKE SHIELDS



Heineken

October 5, 2014 · 🇺🇸

What happens when you try to taste the taste of the best-tasting light beer in the world at a party, but it's a TV commercial party instead of a real life party? Funny you should ask.



— The Wall Street Journal

Heineken USA now spends a quarter of its advertising budget on **digital media**, and has been pushing particularly aggressively into programmatic advertising.

This year, the company says it will allocate 25% of its ad spending to digital media for its portfolio of brands, which include Heineken, **Dos Equis** and **Desperados**, up from 20% last year. And it will

spend 10% of those budgets using programmatic channels, or Web-based tools and software that will theoretically help Heineken buy ads more efficiently and better measure

Real Time Bidding

