

The background features a dark blue field filled with various colorful, rounded geometric shapes. These shapes include circles, ovals, and elongated bars in shades of orange, red, yellow, green, and light blue. The shapes are scattered across the page, with a higher density in the lower right quadrant.

Undergraduate Diploma in Digital Marketing

Module 02

Digital Marketing Basics

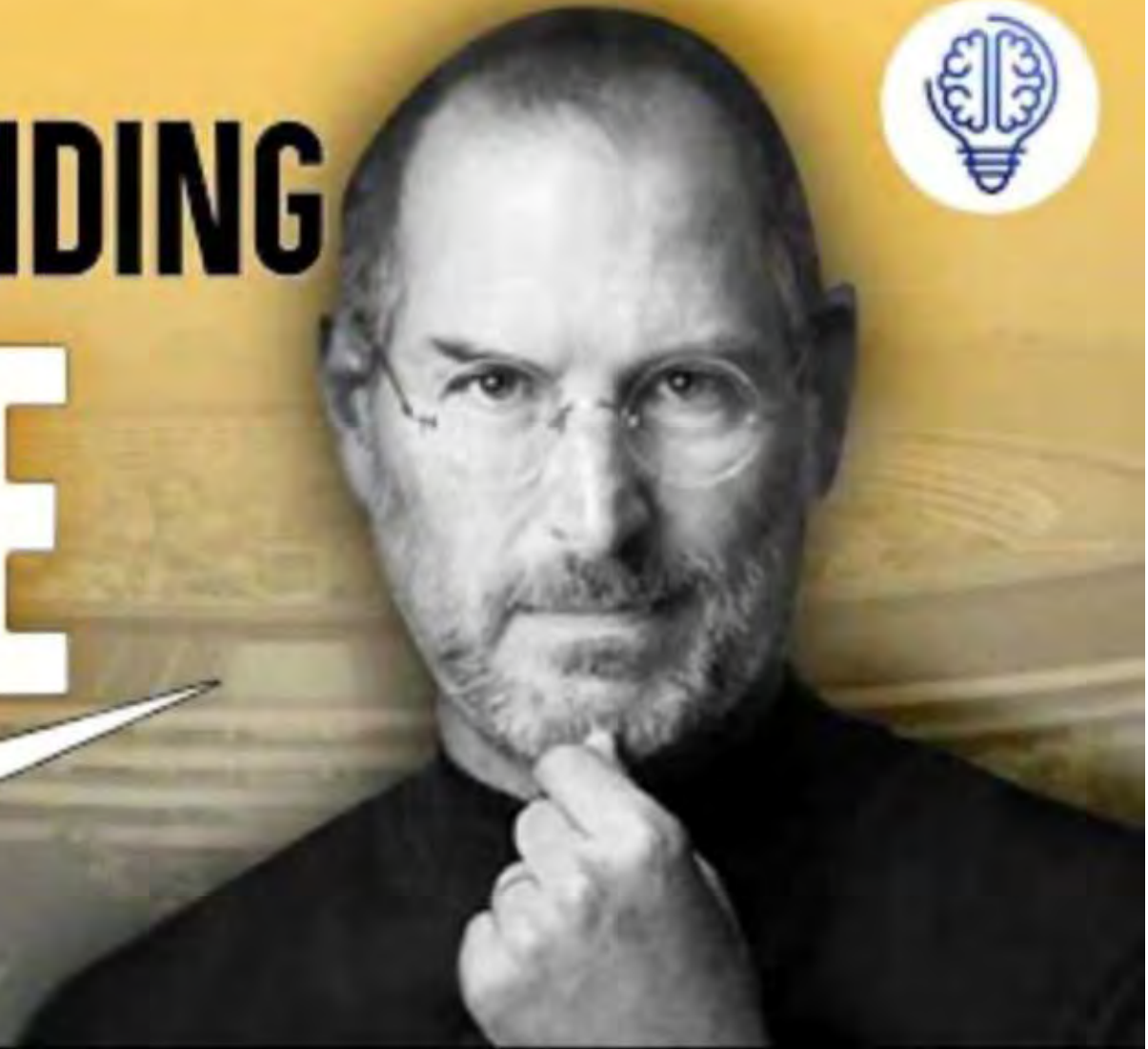
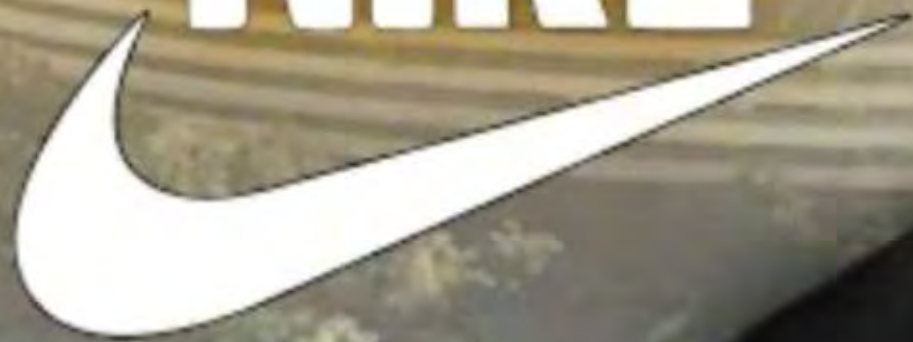
MQF Level 5, 8 ECTS

PIERRE PORTELLI, BA Hons Comm

January 2024

UNDERSTANDING

NIKE



WHAT IS MARKETING?

“The goal of every marketer is to create more value for the customers.”

- PHILIP KOTLER, Distinguished Professor of International Marketing and author of several text books.

WHAT IS MARKETING?

Marketing is the process of exploring, creating, and delivering value to meet the needs of a target market in terms of goods and services.

It is a multidisciplinary professional field, drawing upon communication practices found in related disciplines, including public relations, mass communication, advertising, sales and organisational communication.

WHAT IS MARKETING?

KEYWORDS:

- Audience (Broad & Target)
- Advertising (Campaigns)
- Attendance (Events)
- Packaging (Design)
- Sales (Price, discounts, value)
- Influencing (People's behaviour)
- Brand (Awareness, Loyalty)
- Research
- Public Relations (Communications)

PRINCIPLES OF MARKETING

The 4 Ps

The classic marketing principles, known as the 4 Ps, were initially defined several decades ago by a marketing professor at Harvard University. These principles — which consist of Product, Price, Place and Promotion — can be traced all the way back to the 1940s and make up the set of resources that a company should use to market itself to its target audience.



PRINCIPLES OF MARKETING

FOUR PRINCIPLES OF MARKETING



PRINCIPLES OF MARKETING

The 7 Ps

The 7 Ps should serve as a guide to help figure out the best marketing strategy for your business. These principles will help you decide what to sell, who to sell it to and how to retain customers. Ultimately, they can leave a positive impact on your bottom line.



PRINCIPLES OF MARKETING

PRODUCT

The first of these seven marketing principles is the product. A product can be defined as simply an item that addresses a consumer's wants or needs. Some products are goods or tangible objects. Others — such as an experience — are intangible. If someone asked you what your company's product is, you would probably be able to reel off the details quickly. An important key here is that your product must meet the wants and needs of your customers.



PRINCIPLES OF MARKETING

PRICE

The price is simply the amount a consumer pays for a product. Coming up with your pricing, however, isn't always that easy. It takes careful market research to understand what your competitors charge for comparable products, what your customers expect to pay for your product, and what you should charge. (list costs + profit margin)



PRINCIPLES OF MARKETING

PLACE

Place is the location where your product is available for consumers to purchase. Place is all about providing access for the consumer. It doesn't have to be a physical, brick-and-mortar store; it could also be a website or other online location.

(Target audience/online platforms)



PRINCIPLES OF MARKETING

PROMOTION

A healthy digital marketing strategy draws on many types of promotion. Your promotional efforts should be geared toward your target audience. Your goal is to make them aware of who you are and what you have to offer. In addition to finding the right promotional balance, you'll need to figure out what you are communicating (your message) and how often to communicate it. Then you can start to move them through the sales funnel.



PRINCIPLES OF MARKETING

PEOPLE (POSITIONING)

The people you're selling to, and the people in your company who are doing the selling, are an important aspect of marketing. Whether the "people" you're referring to are customers interacting with your brand or the employees who make the magic happen, people are a component of your marketing that you can't overlook. (Customer-Service Strategy)



PRINCIPLES OF MARKETING

PROCESS

Process is what happens behind the scenes as you create your product or service. From the employees doing the hands-on work to those sitting in offices answering emails, it's all part of your business' process. Improve the process of a customer's journey by doing the same thing — analysing what the customer journey looks like for your average customer and then introducing changes that will help. (CRM)



PRINCIPLES OF MARKETING

PACKAGING

Packaging is the physical evidence of anything your customer sees or experiences when interacting with your business. It's essential for these pieces of evidence to be right on brand and to align with the rest of your marketing. (Product design, ambience, brand representation)



BRANDING



CLASS EXERCISE

- Select a short YouTube video (advert/promotion).
- Analyse it from a Marketing perspective using the 7 PRINCIPLES.
- Point out the positive and negative.
- Suggest what you can add.



DIGITAL MARKETING

Before starting your digital marketing campaign, make sure that you have a plan:

- Identify the team
- Define your goals
- Discuss the task
- Make sure everyone stays on board



DIGITAL MARKETING

Discuss the project's strengths, weaknesses, opportunities and threats of a campaign before launching into the production phase.

SWOT ANALYSIS



DIGITAL MARKETING

Choose your audience.

Keep the target audience in mind while planning your campaign.

Think of a diverse audience when selecting the media for your campaign.

Establish Key Performance Indicators.

Plot the User journey.

Establish a budget or make sure you stick to the one given to you.

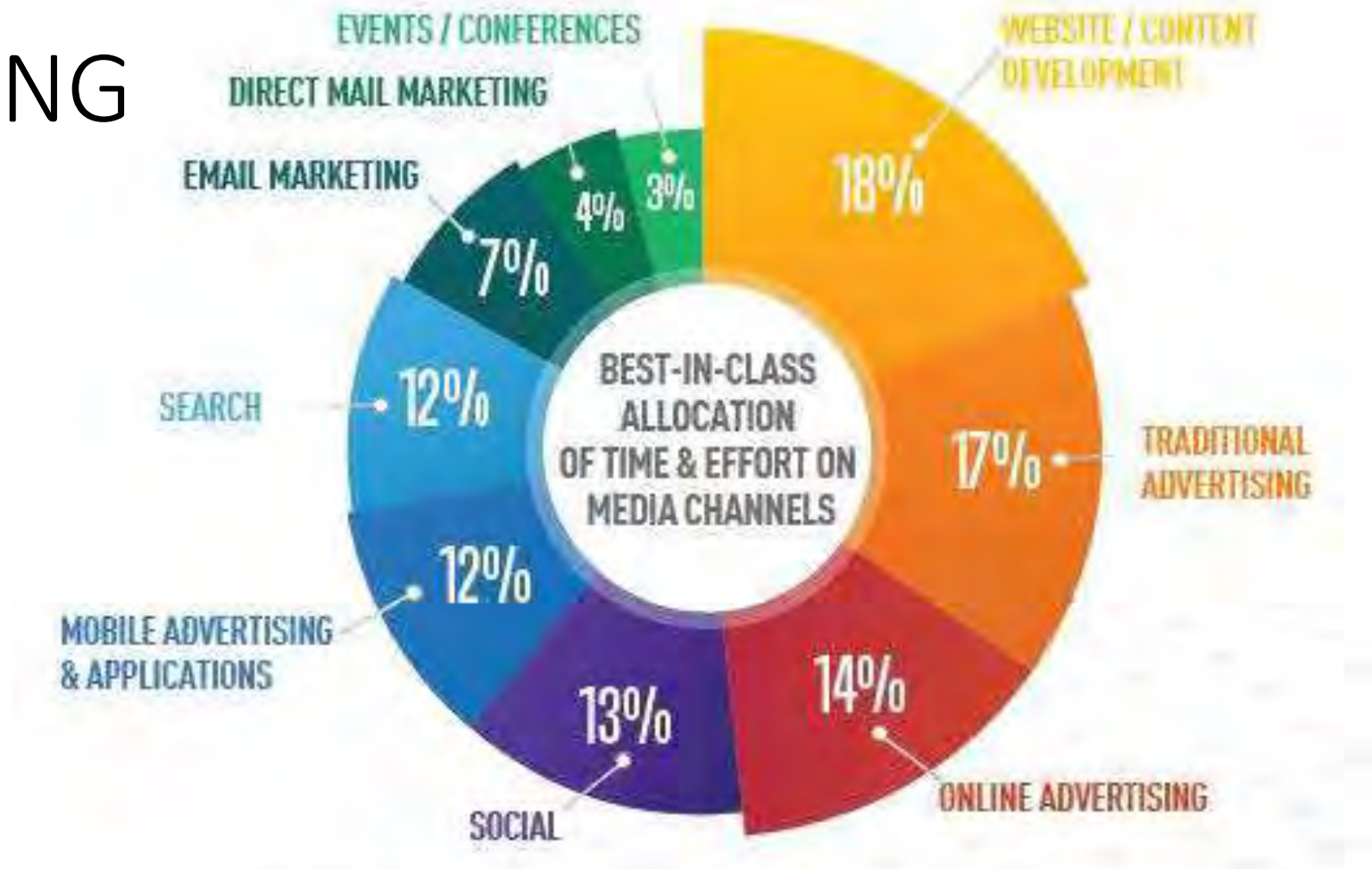
Select the media platforms.

Align your messaging to each platform according to the audience segment and the timeline.

Test and be flexible

DIGITAL MARKETING

In 2015, Millward Brown Digital studied the allocation of time and effort on media channels.



SOURCE: 2015 MILLWARD BROWN DIGITAL
"GETTING DIGITAL RIGHT" STUDY

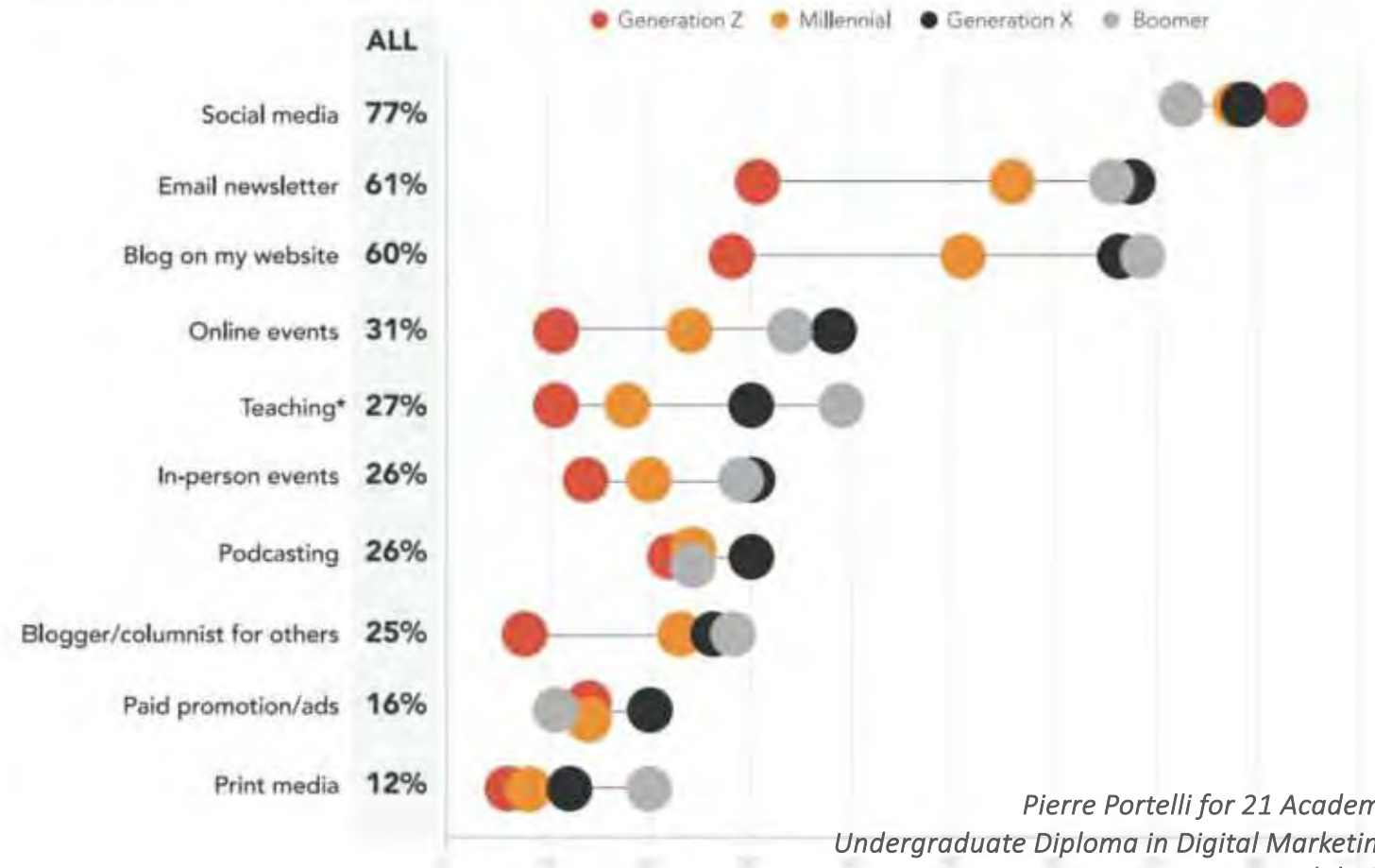
*% are only indicators and should vary according to your typical campaign

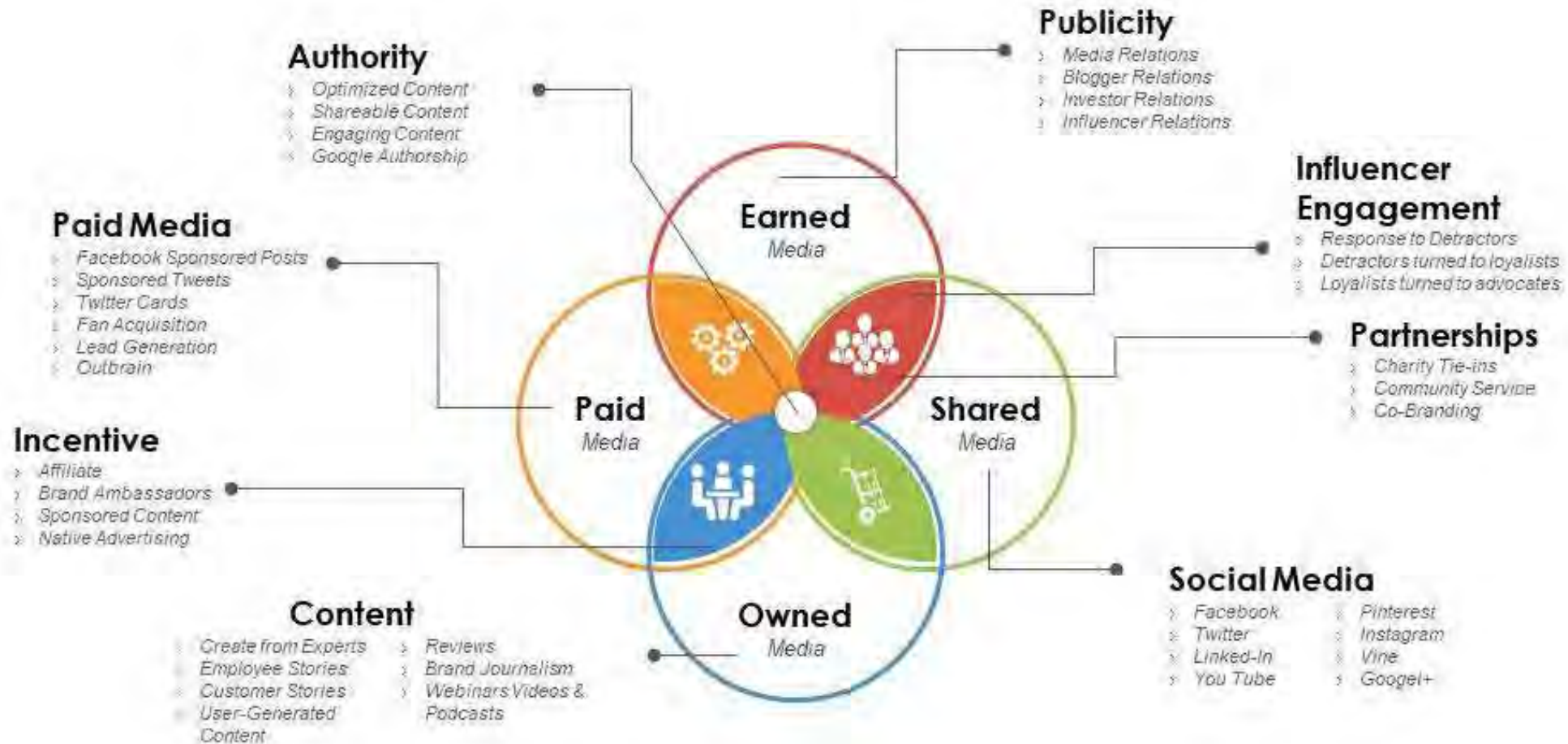
DIGITAL MARKETING

In 2023, MediaTool studied the allocation of marketing channels by generation.

TOP CHANNELS CONTENT CREATORS USE TO REACH THEIR AUDIENCES

Social media is universally popular, but use of other channels varies significantly by generation





Social Metrics Map

BUYER'S JOURNEY	OBJECTIVE	SOCIAL MEDIA STRATEGY	SOCIAL ACTIVITY	SOCIAL KPI'S	BUSINESS IMPACT
AWARENESS	Create awareness	Expose target audience to brand content	Posts, promotions (boosts)	Impressions, reach	SOV, Top of Mind Awareness
CONSIDERATION	Generate demand	Generate engagement of target audience with brand content	Posts, responses	# of engagements, types of engagements	Visitors/traffic (online or offline)
DECISION	Drive conversion	Drive target audience to brand offers	Posts, promotions	Link clicks	Conversions (purchases, lead-submissions, app downloads)
ADOPTION	Delight customers	Drive engagement with brand product/services	Responses (i.e. social customer care)	(positive) earned mentions, customer care metrics (responses times & qty)	Sentiment and satisfaction
ADVOCACY	Inspire evangelism	Activate customer influencers	Posts, outreach to influencers, reshares	Earned impressions, earned reach, social UGC	Referrals, influencer activity, positive word of mouth, NPS

SOCIAL MEDIA MARKETING PLATFORMS

	PEOPLE	CONTENT	STRATEGIES	CONS
	<ul style="list-style-type: none">• 25-34• Boomers	<ul style="list-style-type: none">• Photos & links• Information• Live video	<ul style="list-style-type: none">• Local mkting• Advertising• Relationships	<ul style="list-style-type: none">• Weak organic reach
	<ul style="list-style-type: none">• 18-25• 26-35	<ul style="list-style-type: none">• How-tos• Webinars• Explainers	<ul style="list-style-type: none">• Organic• SEO• Advertising	<ul style="list-style-type: none">• Video is resource-heavy
	<ul style="list-style-type: none">• 18-24, 25-34• Millennials	<ul style="list-style-type: none">• Inspiration & adventure• Questions/polls	<ul style="list-style-type: none">• Ecommerce• Organic• Influencer	<ul style="list-style-type: none">• High ad costs



- 25-34, 35-49
- Educated/
wealthy

- News
- Discussion
- Humor

- Customer
service
- Ads for males

- Small ad
audience



- 46-55
- Professionals

- Long-form
content
- Core values

- B2B
- Organic
- International

- Ad reporting &
custom audience



- 10-19
- Female (60%)

- Entertainment
- Humor
- Challenges

- Influencer
marketing
- Series content

- Relationship
building



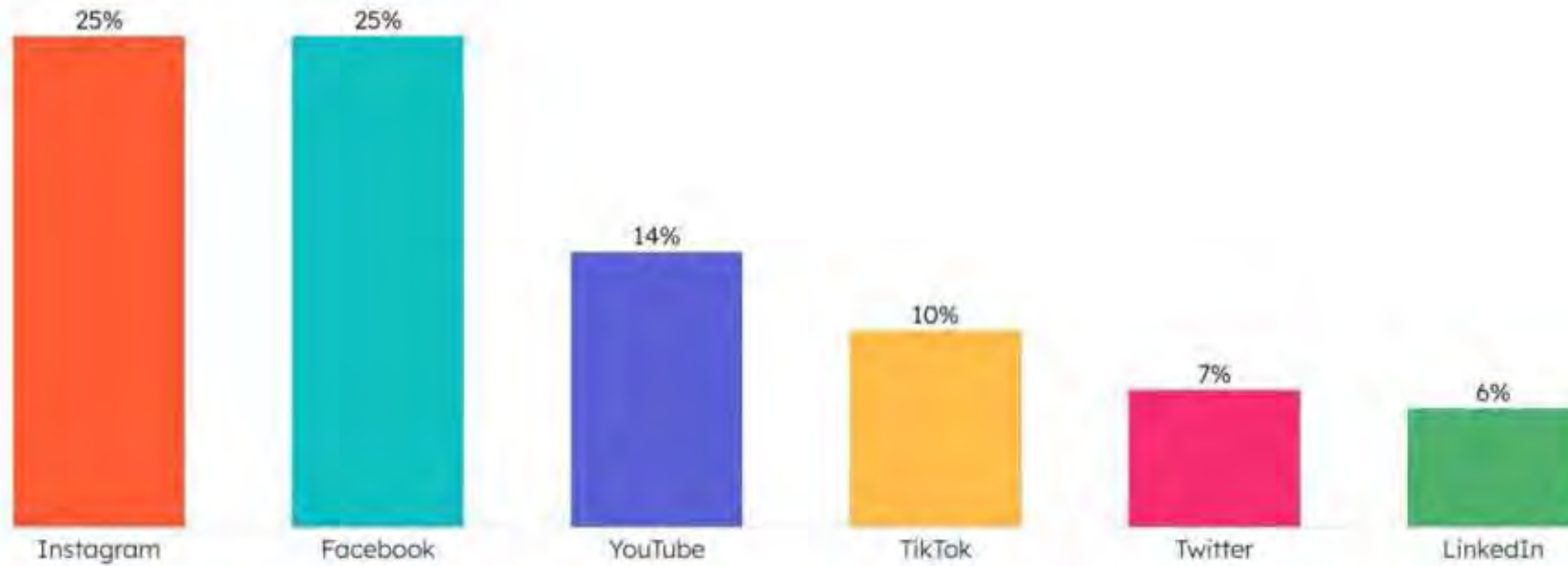
- 13-17, 25-34
- Teens

- Silly
- Feel-good
- Trends

- Video ads
- Location-
based mkting
- App mkting

- Relationship
building

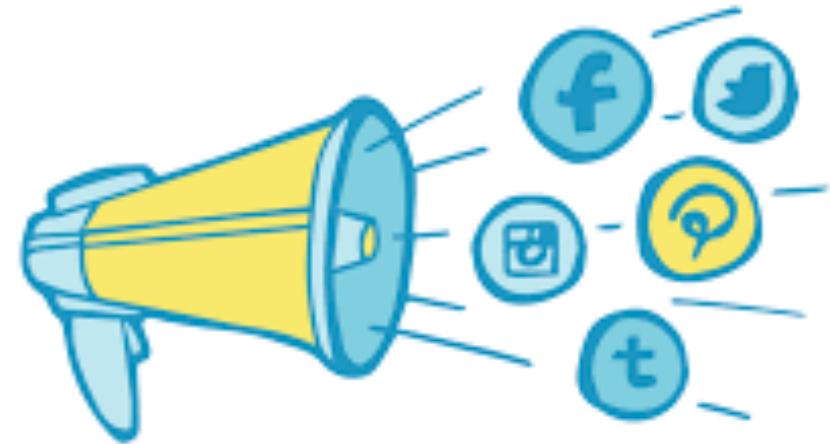
Which platform is most effective for building an active community on social media?



HubSpot Blog Research, Social Media Trends 2023 Report
Global survey of 1,000+ social media marketers in Jan. 2023

DIGITAL MARKETING

- Goal Completions – Google Analytics helps you understand your success.
- Return on Ads Spend – You can measure your success against your budget.
- Impressions - The number of times your webpage, advertising, or social post has been viewed.
- Click-Through Rate - The higher your CTR, the more likely you will reach your target.



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POSITIVE-REINFORCEMENT CYCLE OF SOCIAL MEDIA



Followers Improve Impressions



Drive Engagement

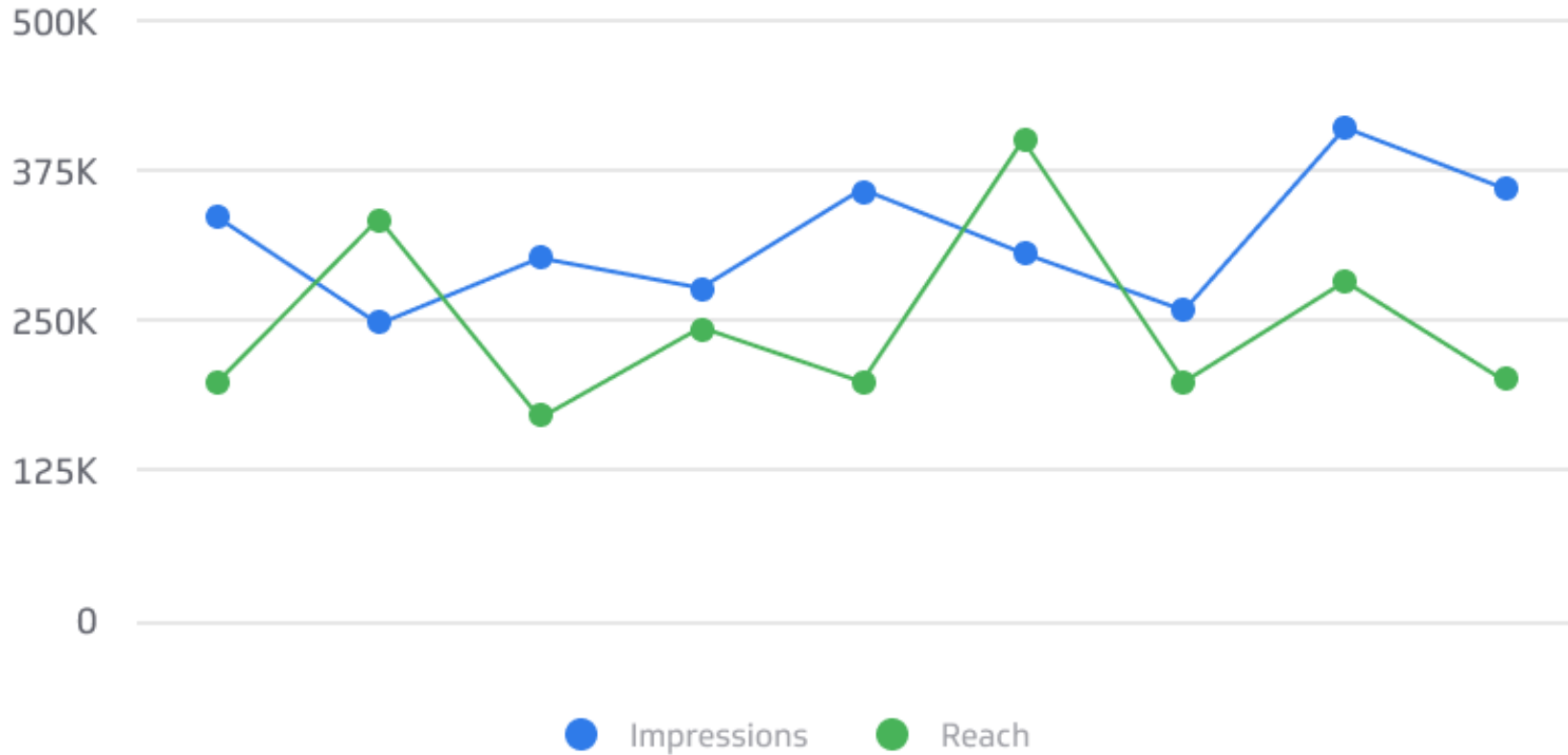


Extend Reach



Increase Followers

Impressions vs. Reach

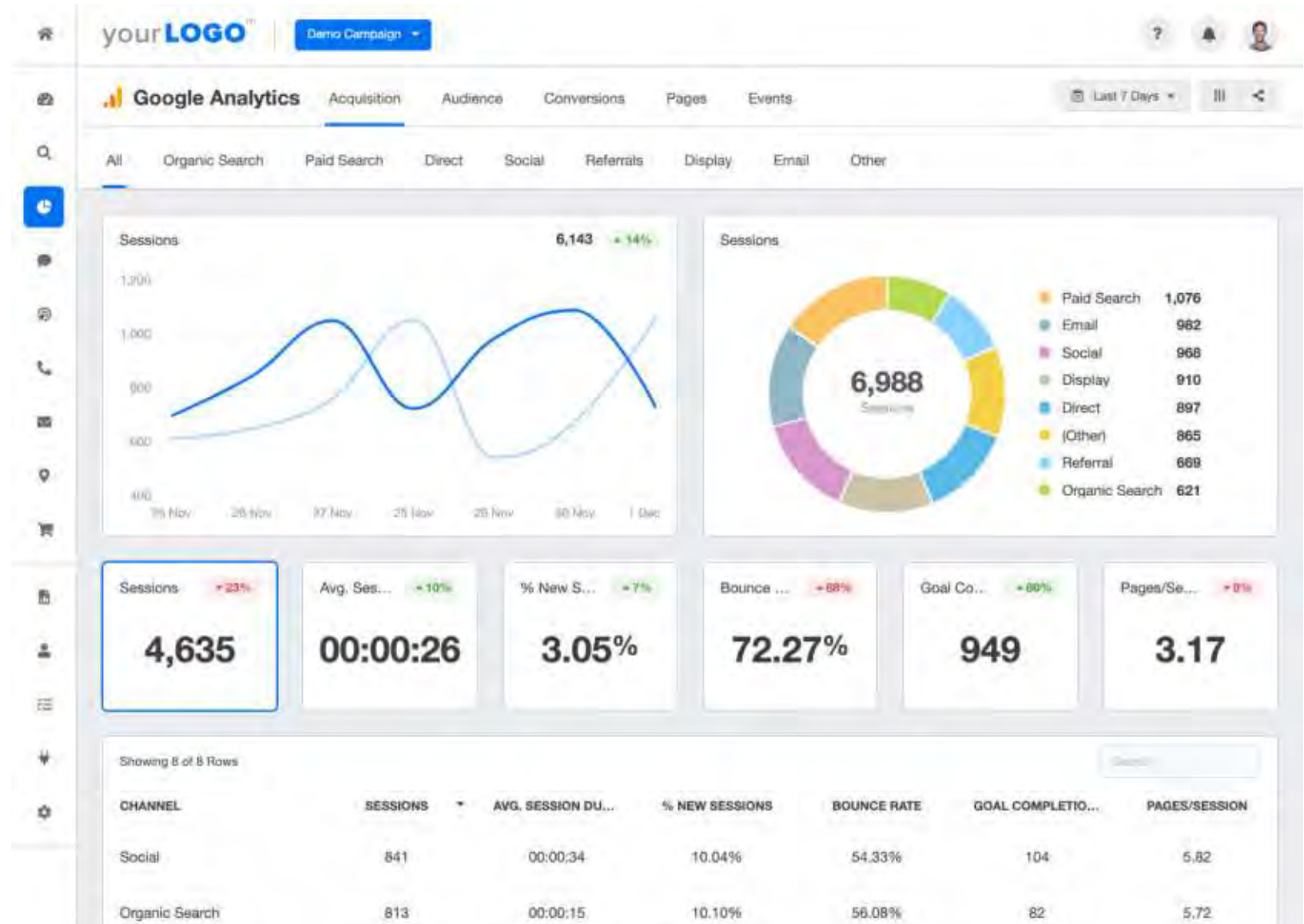


Content Engagement - measure your social media content's likes, shares, comments, and clicks.

Average Time on Page - This metric, found in Google Analytics, considers the average amount of time spent on a single page by all users.

Bounce Rate - High bounce rate indicates that you may not reach a KPI.





This is what your Google Analytics dashboard looks like.

DIGITAL MARKETING

Unilever campaigns on social issues while associating the brand (Dove) with real beauty.



THANK YOU FOR TODAY

*Pierre Portelli for 21 Academy
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