

Developing Innovation and Creativity for Business Advantage

Week 5 – (Part 3) Digital Marketing

Amare Desta

[PhD, MEd, MSc, LCGI, BSc (Hons)]

Professor of Information & Knowledge Management

Email: a.desta@uwtsd.ac.uk

Recap:

Week 1: (Intro to DIB) + Concepts + techniques of innovation + creativity

Week 2: Creativity, Innovation Entrepreneurship

Week 3: Open and Closed Innovation + New-Product Development Product Life-Cycle + Differentiating between critical and creative thinking)

Week 4: The challenge(s) of adding value to Innovation creativity + Innovation, Growth and Competition

This week (**Week 5**)– **Business Model Canvas + eBusiness**

&

Digital Marketing

Learning Objectives....

- What is marketing?
- What makes marketing digital?
- Understanding your audience – user research and personas
- Email marketing
- CRM and email marketing systems
- Threats and opportunities

What is marketing?

- Marketing is defined by the American Marketing Association as "the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large."
- Marketing is the action or business of promoting and selling products or services, including market research and advertising
- Marketing is all about ascertaining human needs and satisfying them, by providing the products they require, profitably.
- Sales is a narrower process of inducing customers to make purchase of goods or services offered by the company

What makes marketing digital?

Component	Traditional	Digital
Approach	• The 4P's – Product, place, price and promotion	• Product, place, price, promotion, participation and principles
Market Segmentation	• Broad	• Focused
Product	• Product features	• Customer benefits/experience
Place	• Offline	• Online and offline
Objectives	• Sell products • Increase consumer spending	• Grow customer loyalty and advocacy • Sustainable growth
Data	• Limited information about customers • Ad hoc, collected by marketing research	• Systematic, fully automated data collection • Detailed insight into customer interests and behaviours
Relationships	• Largely one-way • Consumers as recipients of marketing messages	• Many-to-many • Sustainable relationships and networks
Sales Process	• Short-term engagement	• Long-term value

The Customer Journey - From Awareness to Advocacy

Stage	Awareness	Interest	Involvement	Commitment	Loyalty	Advocacy	Champion
Goals	Gain Exposure	Foster Interactivity	Encourage Enquiry	Generate Conversion	Serve Customers	Reward Loyalty	Engage Passion
Targets	Target Demographic	Potential User/ Customer	Prospect	Customer/ Client	Loyal Customer	Advocate	Super Fan
Tools	• Brand Website • Posters • Television • Radio • Facebook • Print media	• Email-opt-ins • Twitter • Pinterest • Social Contests	• YouTube • Blogs • Newsletters	• Email Promotional offers • Social buzz • Email opt-ins • Call to action	• Email • Social Customer Relationship Management	• Social Share Buttons • Comments and Reviews • Referral links	• User-Generated Content • Case Studies • Testimonials
Actions	• Visit website	• Register interest (opts in for emails) • Likes, shares or comments on a post • Engages in contest	• Watch video • Subscribe to blog/ newsletter	• Buy product or service • Redeem promotional coupon • Attend event	• Service interactions – phone, online, chat, store • Service reviews	• User shares blog • Completes survey • Leaves comments or reviews • Shares links	
Metrics/KPIs	• Unique visits • Dwell time	• Follows, likes and retweets		• Conversion Rates • Customer acquisition	• Mentions • Reviews	• Number of times shared • Revenue generated from referral links	

Channels – paid, bought and earned

Media Type	Description	Examples
Paid Media	These are bought media, where the organisation has paid to appear in the channel.	• Print advertising • TV advertising • Google ads (pay per click) • Facebook etc.
Owned Media	This is media owned by the brand	• Website • Blogs • Email list • Mobile apps • Social presence on Facebook, LinkedIn or Twitter • Offline media include brochures and retail stores
Earned Media	Traditionally, this was publicity generated through PR. Now includes conversations in social networks	• Customer feedback in Facebook (Likes and posts), Twitter etc.

Understanding Your Audience – User Research and Personas

- Brands often use segmentation to help understand and target an audience. This means taking into consideration general details about the average customer, such as their demographic, gender, socio-economic status and so on.
- Personas can be one of the most effective ways of bringing this customer segmentation to life.
- A persona is a fictional, yet realistic, description of a typical or target user of the product. A persona is an archetype instead of an actual living human, but personas should be described as if they were real people.
- Personas are a great way of ensuring a company-wide consensus on precisely who the organisation is trying to reach.
- Personas help managers and staff to focus on their customer's point of view and encourage empathy with the customer.
- Personas introduce the customer's needs into the decision making process and promote a deeper understanding of the customer.
- Development of personas should be based on data and customer research.

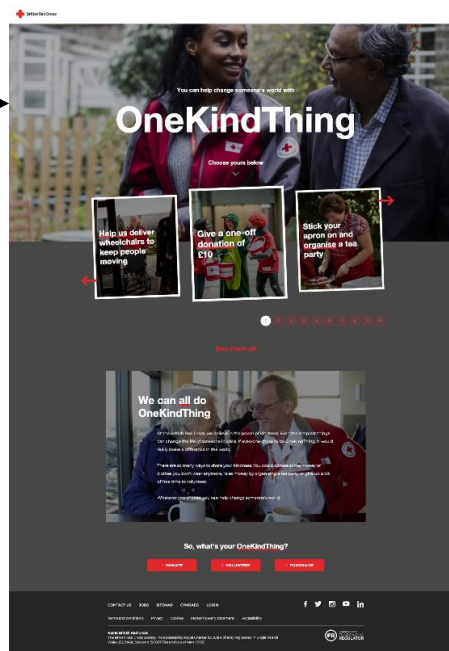
The British Red Cross' One Kind Act Campaign

Facebook



Campaign Video
<https://youtu.be/vBDgLf6AsrA>

Campaign Landing Page

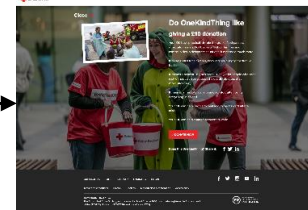


Calls to Action

Help out in one of our shops



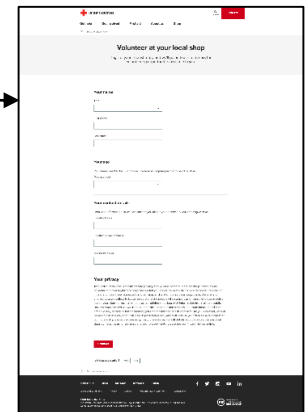
Give a £10 donation



Give a £10 donation

Other actions

The Onward Journey



Systems

Facebook/
Social Media

Agency Created "Micro Site"

British Red Cross
Web Content
Management System
and CRM

Email Marketing

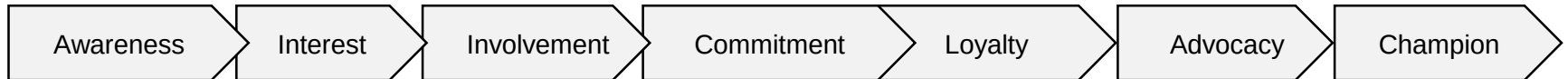
- Email marketing is the act of sending a commercial message, typically to a group of people, using email.
- Email marketing can allow you to create targeted and personalised messages. This can help you to build meaningful relationships with your customers. It can also improve response rates to your direct marketing campaigns.
- You must have an individuals consent before sending them emails.
- You must also provide a mechanism enabling them to opt-out of further communications.

Categories of e-commerce Marketing Emails

- **Transactional emails.** These are sent at key points in the lifecycle of a transaction – order confirmation, goods dispatch, feedback etc.
- **Promotional emails.** These are designed to promote an offer or product. e.g. special offers for Mother's Day, Father's Day, summer holidays or Valentine's night.
- **Customer lifecycle emails.** These are based on where the customer is in their relationship with the brand e.g. an action that a customer took – or didn't take – set in the context of where the shopper is in a customer journey.

Class exercise

Identify an email that you might send to customers (or prospective customers) as they progress thorough the customer lifecycle.



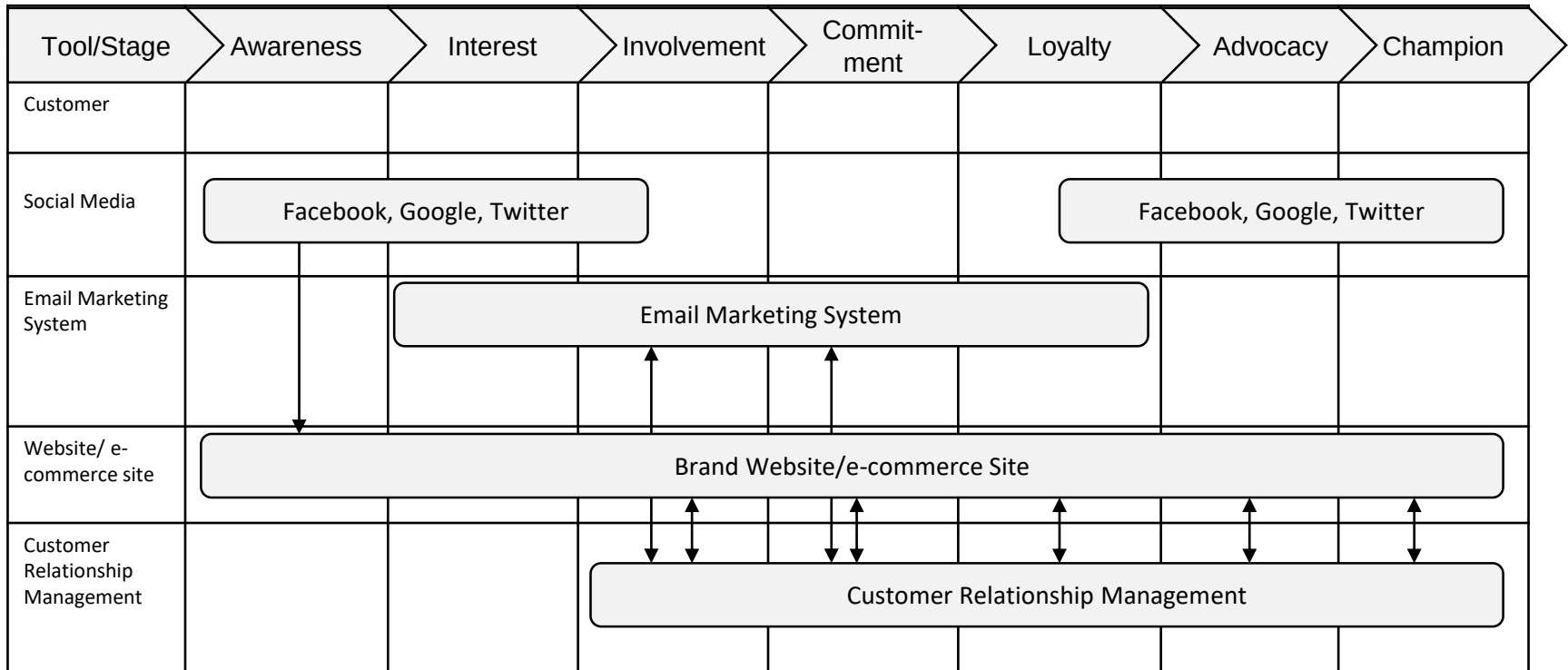
Email Marketing

Customer consents to receive emails



Tool/Stage	Awareness	Interest	Involvement	Commitment	Loyalty	Advocacy	Champion
Website			Pre-launch page on website with option to sign-up for more information				
Transactional Emails				- Order confirmation (or receipt) - Shipping confirmation	Invite feedback on customer experience (focus on satisfaction)		
Promotional emails (sent to segment of email list)		Content update (if opted-in)		- Option to add additional (complementary) products before dispatch. - Shopping cart abandonment emails	- New products or services - Time-sensitive deals e.g. on related items - Subscriber-only discounts - Seasonal promotions		
Lifecycle emails			Welcome emails		Win-back emails for		Personal thank you

Systems Supporting Digital Marketing



Creating a seamless customer experience require organization structures, business processes and information systems that are aligned with customer journeys.

Treats and Opportunities

- You are the most tracked generation in history.
- You are also the most connected and empowered.
- These approaches have already shaped your futures...
- YouTube trailer for Brexit – An Uncivil War:
<https://www.youtube.com/watch?v=3U9PtoH5bsM>