

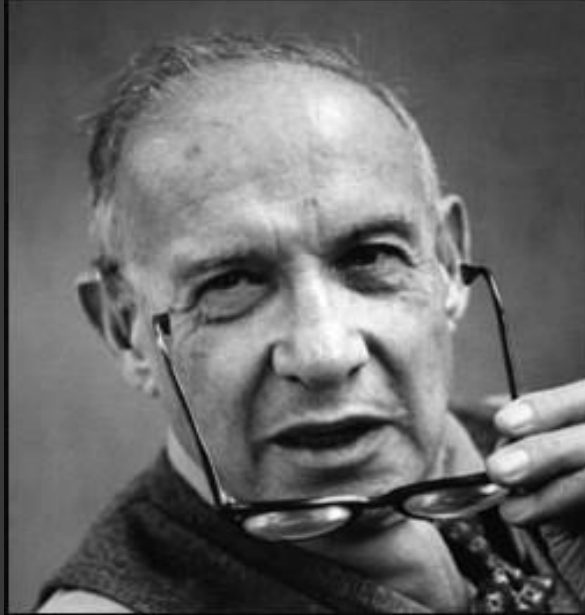
# LOG 206

## **M7: Digital Marketing**

Department of Logistics

Molde University College

Spring 2018



Business has only two functions - marketing and innovation.

(Peter Drucker)

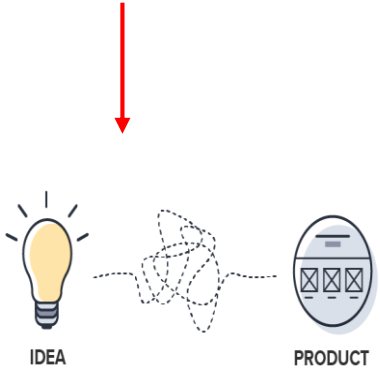
# Marketing.....

Marketing is 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.

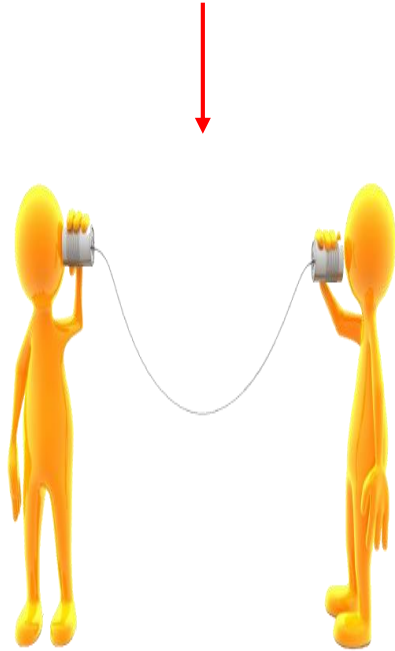


# Marketing.....

**Creating**



**Communicating**



**Delivering**



**Exchanging**

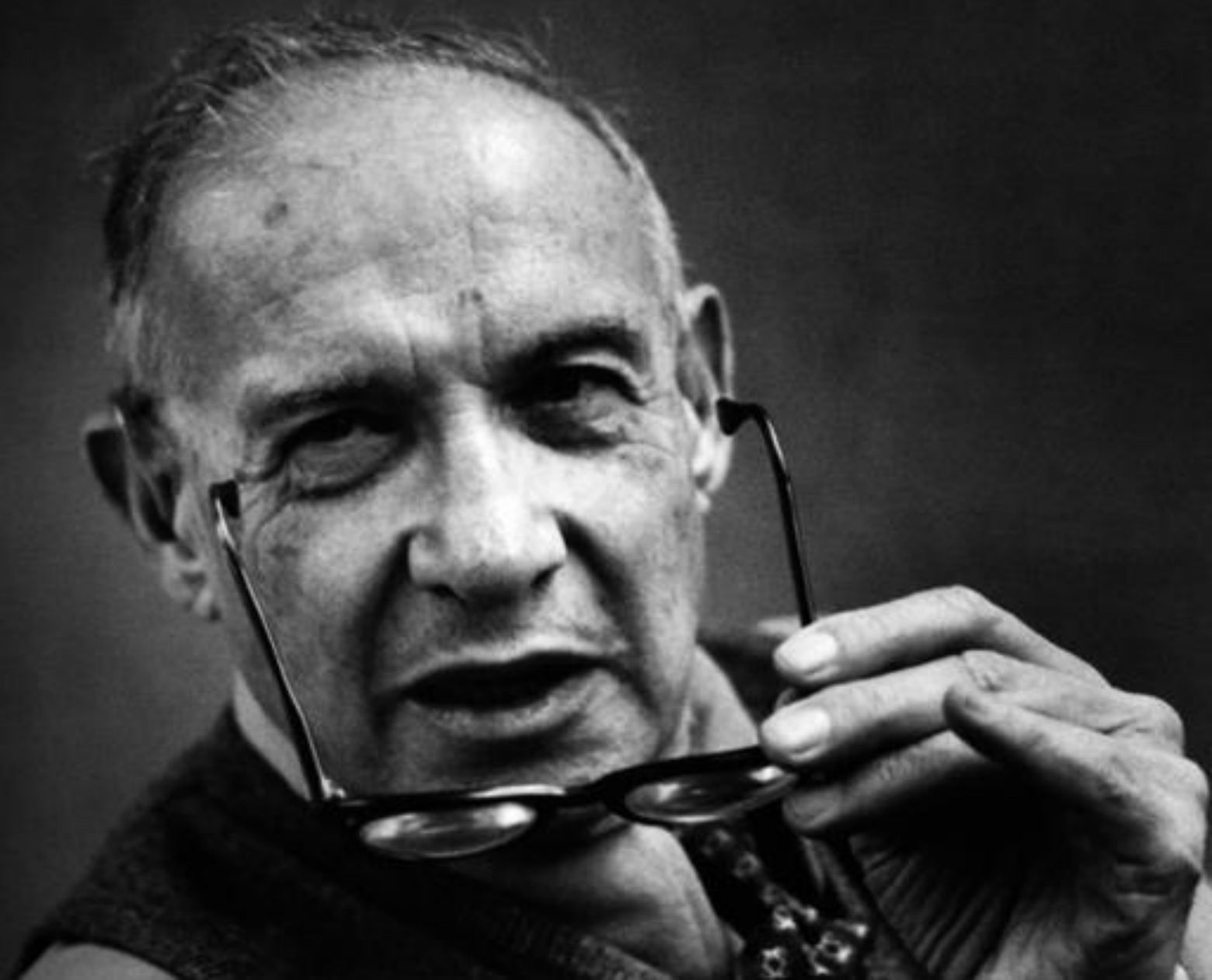


**Value**



The aim of  
marketing is to  
know and  
understand the  
customer so well  
the product or  
service fits him  
and sells itself.

- Peter Drucker



# Know and understand your customer.....

## Research



## Get feedback



## Build relationship



- To achieve this, you need to connect with your audience in the right place and at the right time
- That means you need to meet them where they are already spending time

# Where do today's customers spend time?



# Numbers in Norway as of Nov. 2017 - users above 18yrs old



1.2 mil. accounts



1.7 mil. accounts



1.2 mil. accounts



2.5 mil. accounts



1.2 mil. accounts



800 000 accounts



2.2 mil. accounts



3.5 mil. accounts

Over 3 mil users are on Facebook everyday

Source: Sosialkommunikasjon.no

<http://sosialkommunikasjon.no/brukertallene-i-sosiale-medier/>

# Reach customers online.....

MEET YOUR AVERAGE BUYER: he is online a lot

here are some

**FACTS:**

He spends 3x more time on social media than on email



Like 78% of Internet users, he conducts product research online



and is more likely to buy a product his friends "Like" on Facebook



has made a mobile payment once in the past three months

I ♥ 2 shop smart!



MORE AND MORE BUSINESSES ARE ATTRACTING CUSTOMERS ONLINE

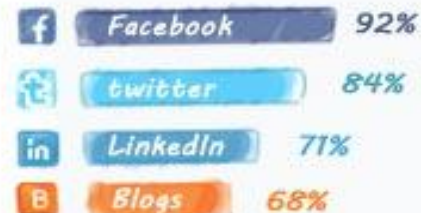
and here is

**WHY...**

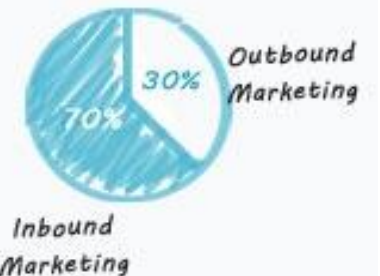
67% of B2C and 41% of B2B companies have acquired a customer through Facebook

Companies that blog get 55% more visitors to their site

DO SMALL BUSINESSES USE SOCIAL MEDIA?



TOTAL LEADS GENERATED



# Digital Marketing.....

- Achieving marketing objectives through online marketing efforts.



# Digital Marketing.....

- Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing
- As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices, digital marketing is becoming more prevalent and efficient.

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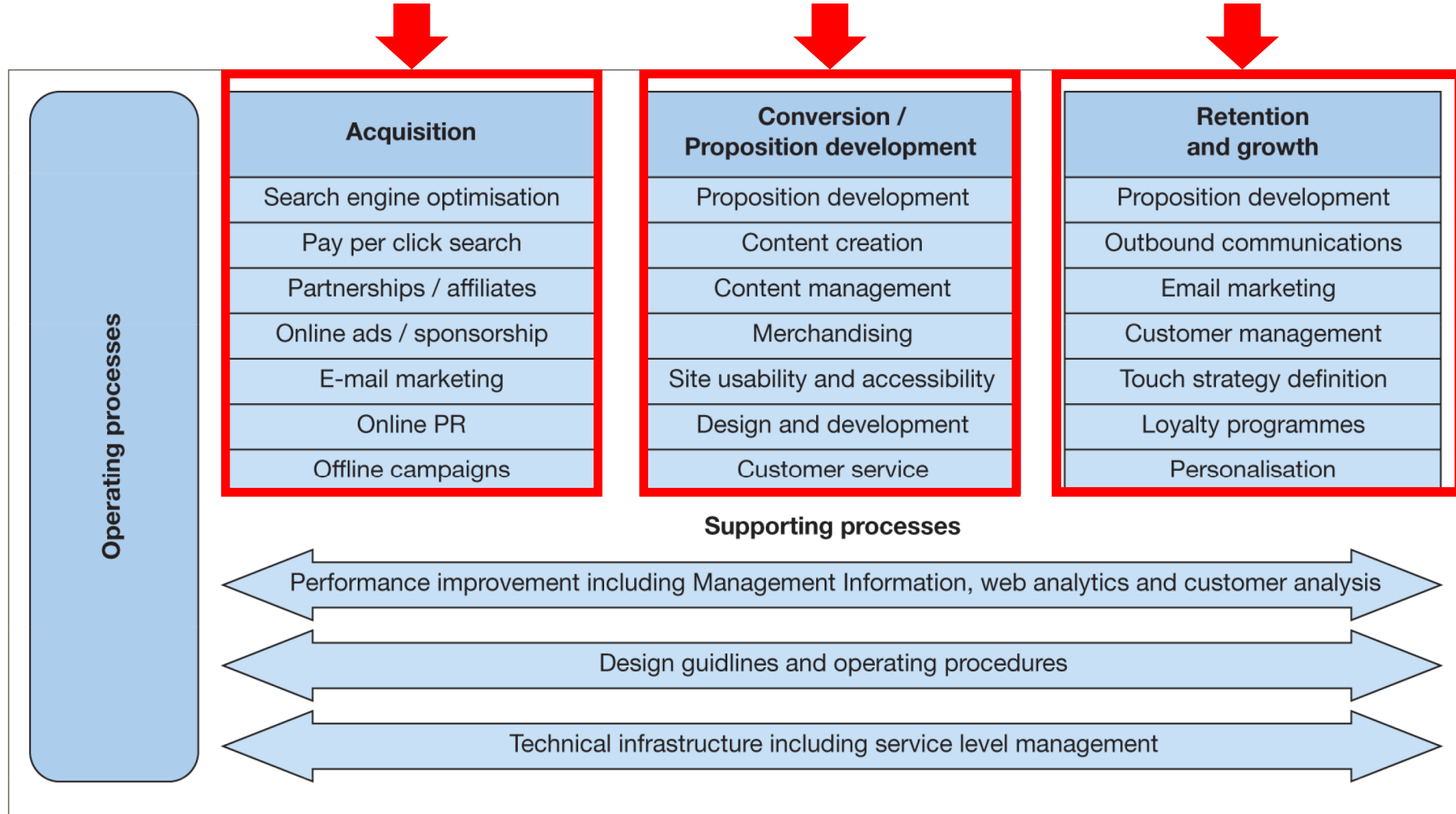
## The History of Digital Marketing

### How It All Started

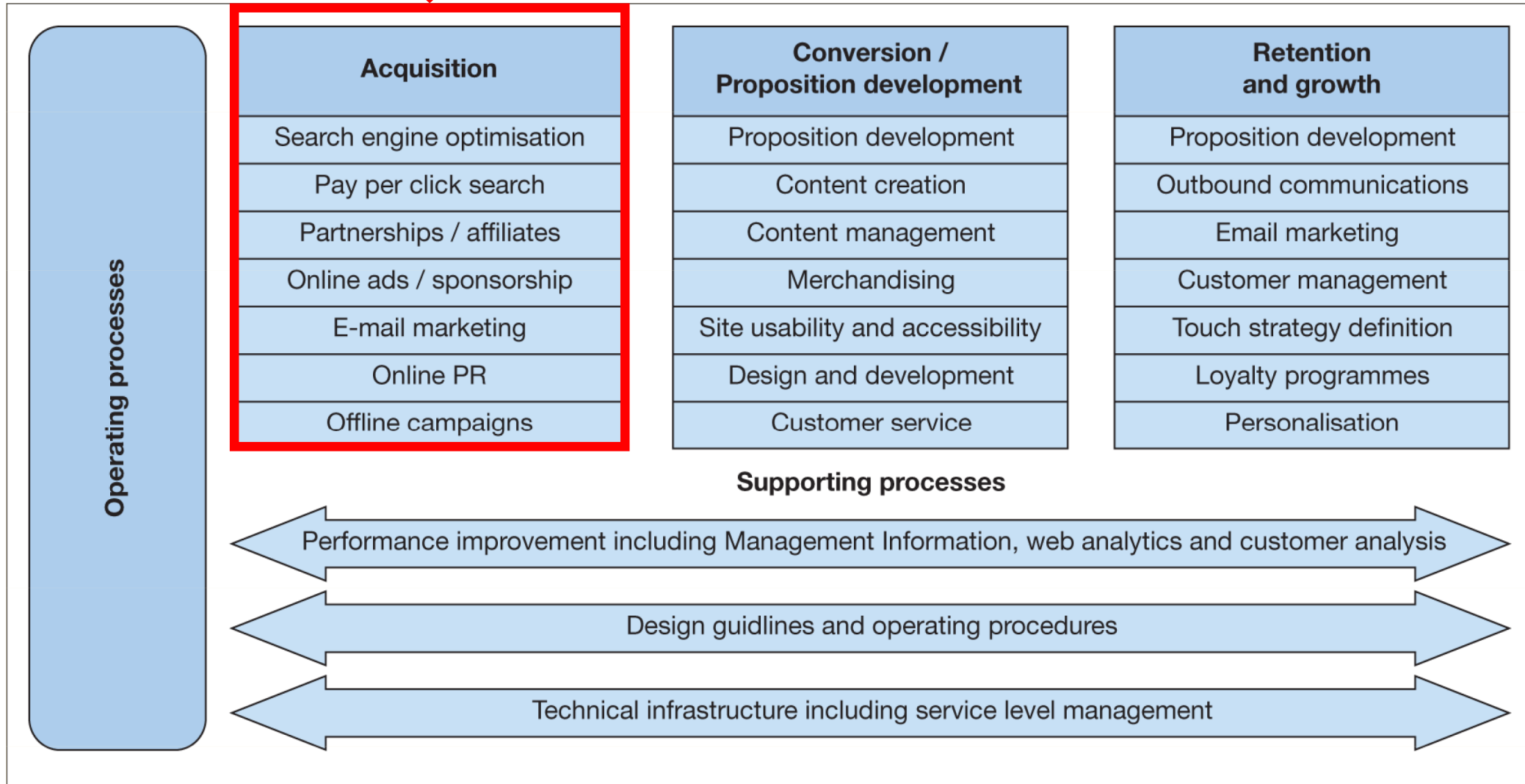
- The term “**Digital Marketing**” was first used in the 1990s, along with the coming of the internet and the developments of the Web 1.0 Platform.
- During the **Web 1.0 Age**, there was no such thing as interaction, as the only activity was reading of content.
- **In 1990, Archie**, the world’s first Search Engine, was born.
- Banner Ads first appeared in **1993**.
- **Yahoo! was launched in 1994**. This provoked extensive changes in the digital marketing space, with companies optimizing their websites to pull in higher search engine rankings.
- **1998: Birth of Google, MSN, and Yahoo! Web Search**. Smaller search engines were wiped out, and the Internet Bubble started to burst.
- The **first mobile marketing campaign (Universal Music)** was launched in 2001
- **2004:** Gmail was launched, Google goes public, and Facebook goes live.
- **Amazon’s** e-commerce sales **surpassed the \$10 Billion** mark in **2006**.
- **2011:** Web-use **overtakes figures for TV viewership** among youth
- **2014:** Mobile exceeds PC internet usage.
- **2015:** The Rise of Predictive Analytics, Content Marketing, and Wearable Technologies



# The operational processes of digital marketing



# The operational processes of digital marketing



# Customer acquisition .....

- Customer acquisition simply means gaining new customers.
- Acquiring new customers involves persuading consumers to purchase a company's products
- Marketers employ various strategies to acquire target customers

Customer acquisition



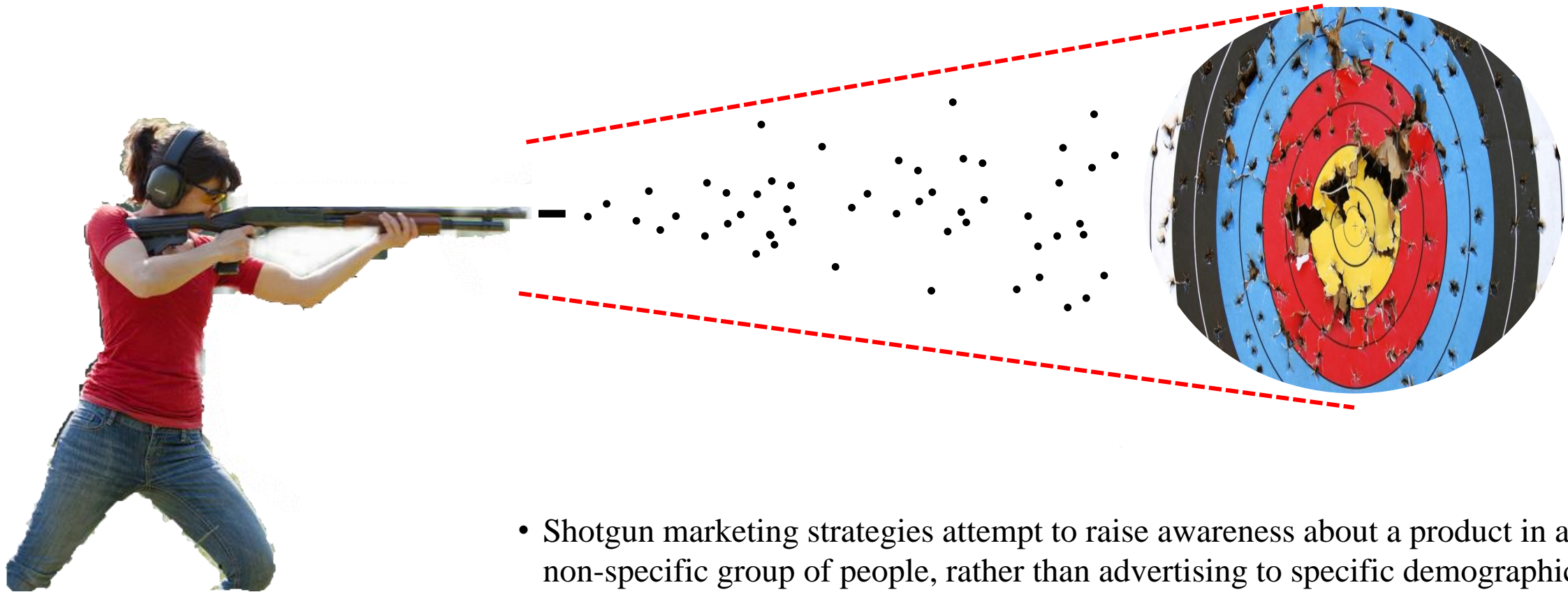
# Traditional marketing



**Traditional marketing** or outbound marketing involves customer acquisition through the use of traditional media such as newspapers, magazines, flyers, commercials both on TV and radio and billboards. Unsolicited telemarketing calls also fall under traditional marketing.

# Traditional marketing

.....is like shooting with a shotgun



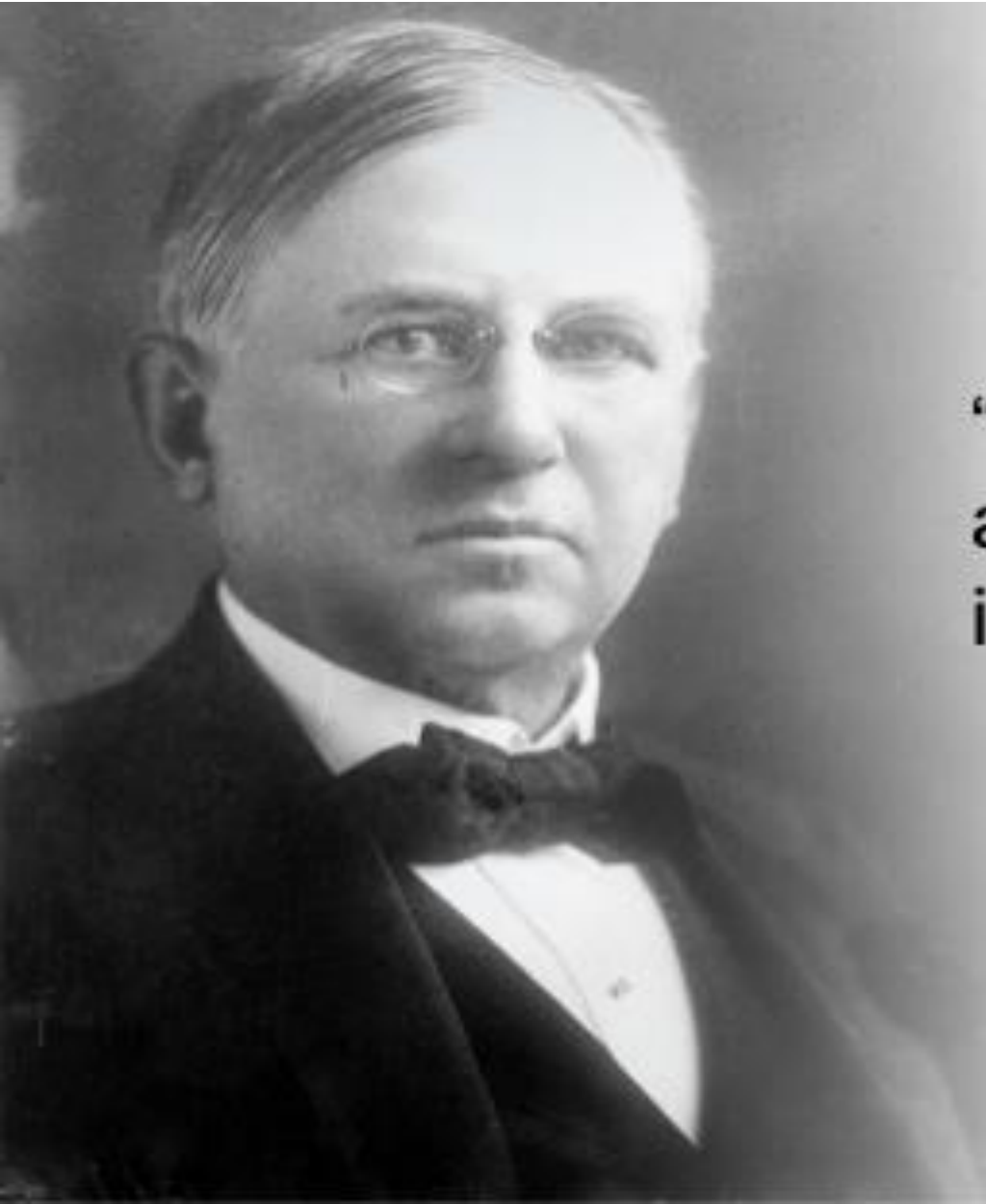
- Shotgun marketing strategies attempt to raise awareness about a product in a large, non-specific group of people, rather than advertising to specific demographics.
- The shotgun approach comes out of the philosophy that more is better. Advertisers seek to gain the attention of the largest possible crowd in hopes that the number of eventual purchasers will be equally large.

# The Downside to Traditional Marketing

- **There is very little interaction between the medium used and the customers.** It is more of providing information to the public that the brand exists with the hope of these people patronizing the brand.
- **Print or radio advertisements can be very costly.** Printing materials can be expensive and you need to hire people to distribute these.
- **Results on this marketing strategy cannot easily be measured.** Was the campaign successful?



# The Downside to Traditional Marketing



“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

**John Wanamaker**

US department store merchant (1838 - 1922)

# Digital Marketing.....

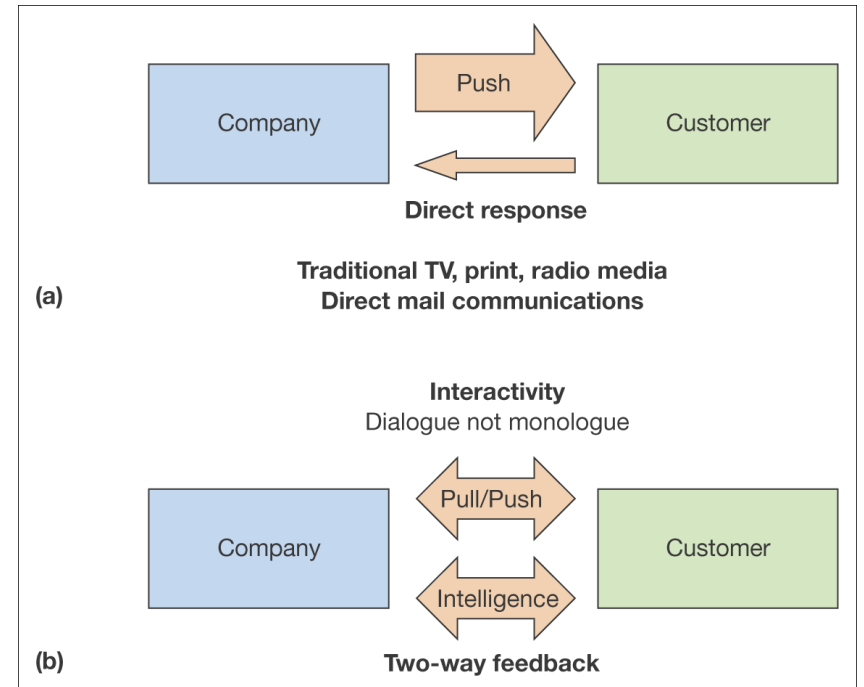
- Today businesses leverage digital channels such as Google search, social media, email, and their websites to connect with their current and prospective customers.



# Characteristics of digital media marketing communications

## 1. Interactivity

- Traditional media are predominantly push media where the marketing message is broadcast from company to customer and other stakeholders
- Digital media marketing communication involves interaction between the company and customers



# Characteristics of digital media marketing communications

## 2. Intelligence

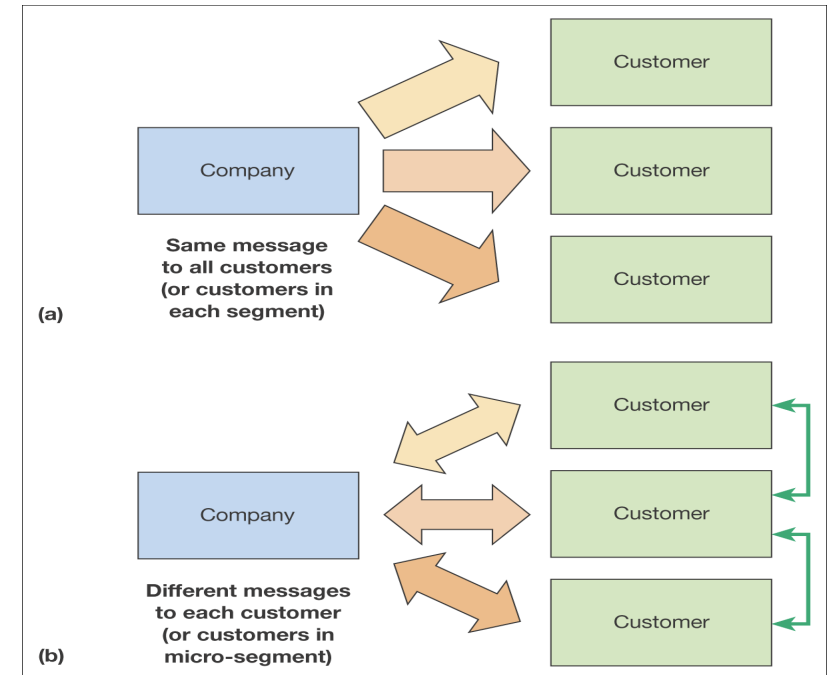
- The Internet can be used as a relatively low-cost method of collecting marketing data, particularly about customer perceptions of products and services
- The Internet can be used to create two-way feedback which does not usually occur in other media.
- A wealth of data is also available from the web site itself, since every time a user clicks on a link this is recorded and can be analysed with the web analytics tools.



# Characteristics of digital media marketing communications

## 3. Individualization

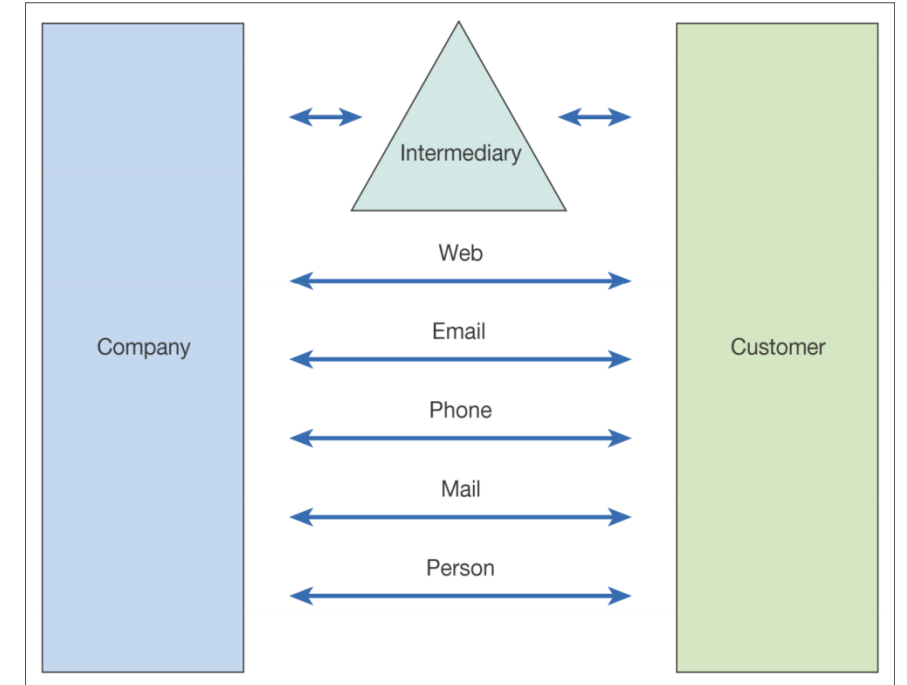
- Interactive marketing communications can be tailored to the individual
- The process of tailoring is also referred to as personalization and is an important aspect of achieving customer relationship management online



# Characteristics of digital media marketing communications

## 4. Integration

- The Internet provides further scope for integrated marketing communications
- The Internet complements other channels in communication of company's marketing messages to new and existing customers



# Characteristics of digital media marketing communications

## 5. Industry restructuring

- Disintermediation, reintermediation and countermediation are key concepts of industry restructuring that should be considered.
- It is important to consider the company's representation on these intermediary sites by answering questions such as:
- ✓ Which intermediaries should we be represented on?
  - ✓ 'How do our offerings compare to those of competitors in terms of features, benefits and price?'

Slide 2.13

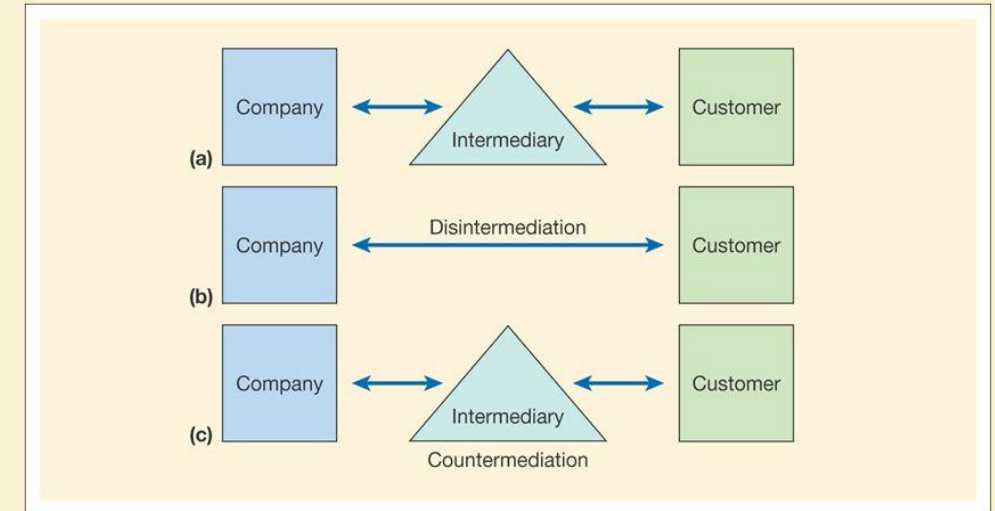


Figure 2.9 From (a) original situation to (b) disintermediation or (c) reintermediation or countermediation

Chaffey, *Internet Marketing*, 3<sup>rd</sup> Edition © Pearson Education Limited 2007

# Characteristics of digital media marketing communications

## 6. Independence of location

- It provides the possibility of increasing the reach of company communications to the global market
- This gives opportunities to sell into international markets that may not have been previously accessible
- The Internet makes it possible to sell to a country without a local sales or customer service force



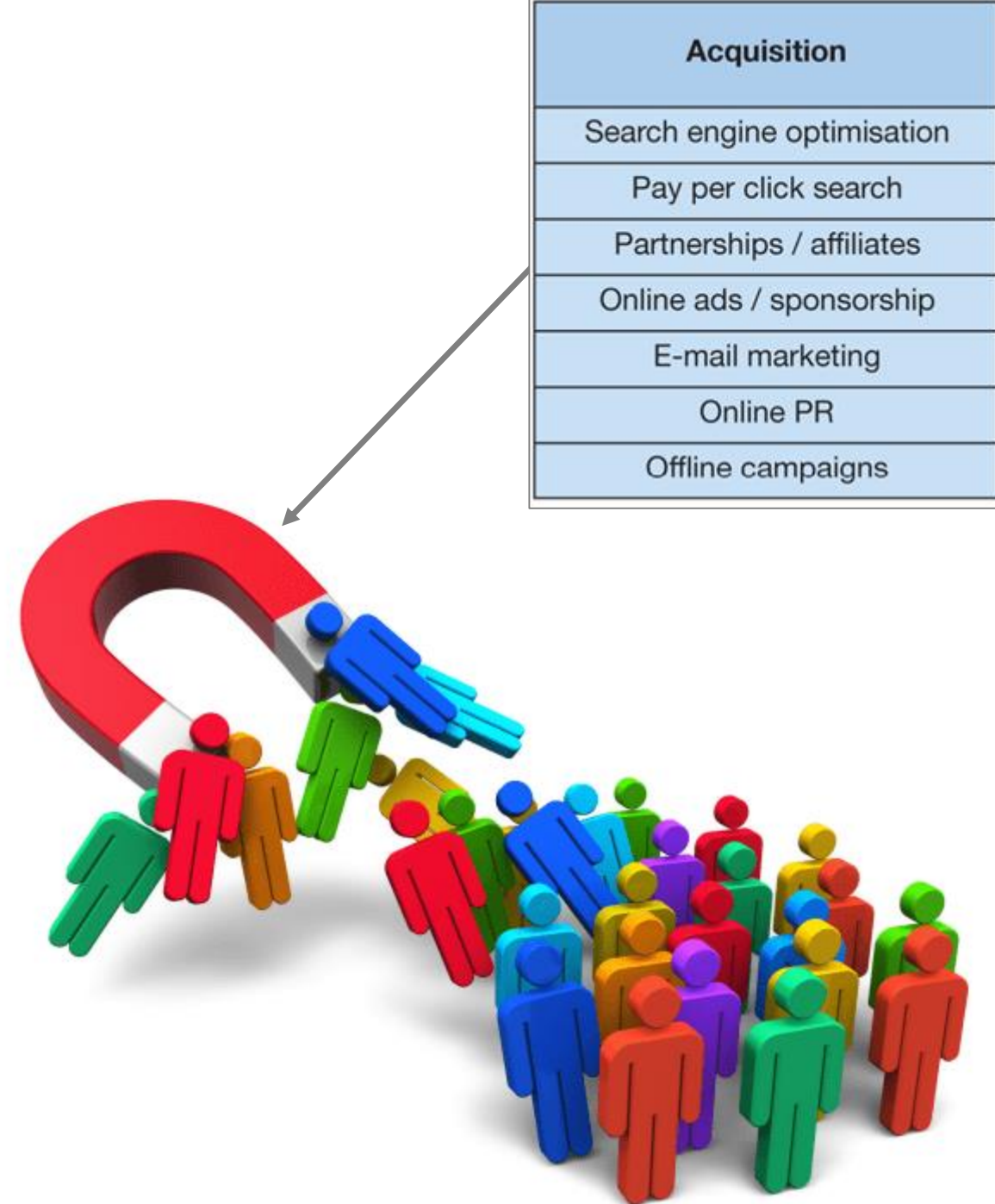
# Inbound marketing

- This is a new approach to marketing whereby companies are leveraging consumers' proactive behavior in seeking out information for their needs.
- It involves targeting potential customers through the internet.
- Inbound Marketing is based on the premise of making it easy for your target audience to find you.



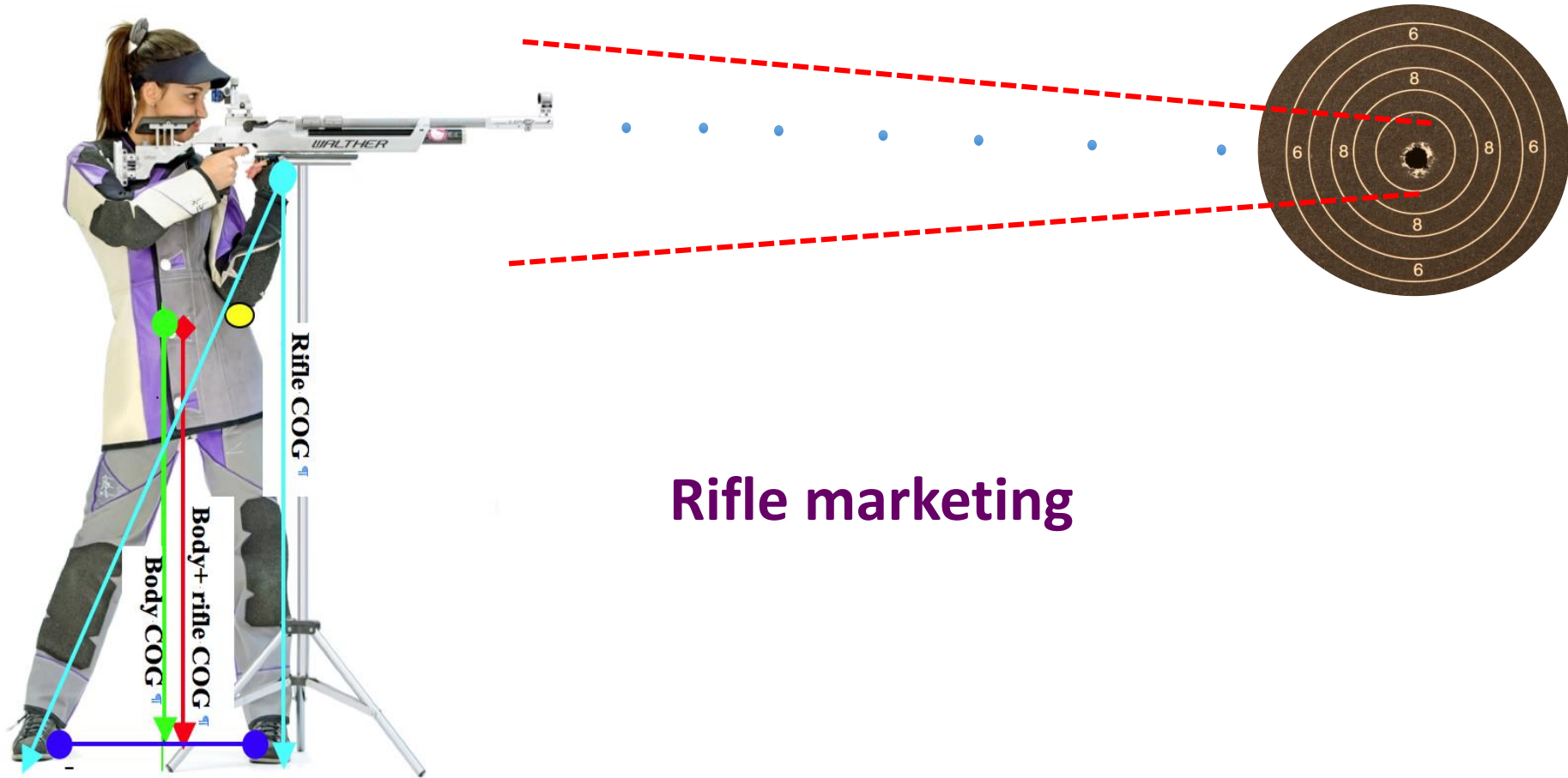
# Inbound marketing

- It involves attracting the right strangers (your target persona) to your website and to your brand with quality, compelling content that answers the questions they have.
- Various strategies are employed such as blogging, social media, SEO, and even outbound advertising to do this.



# Inbound marketing

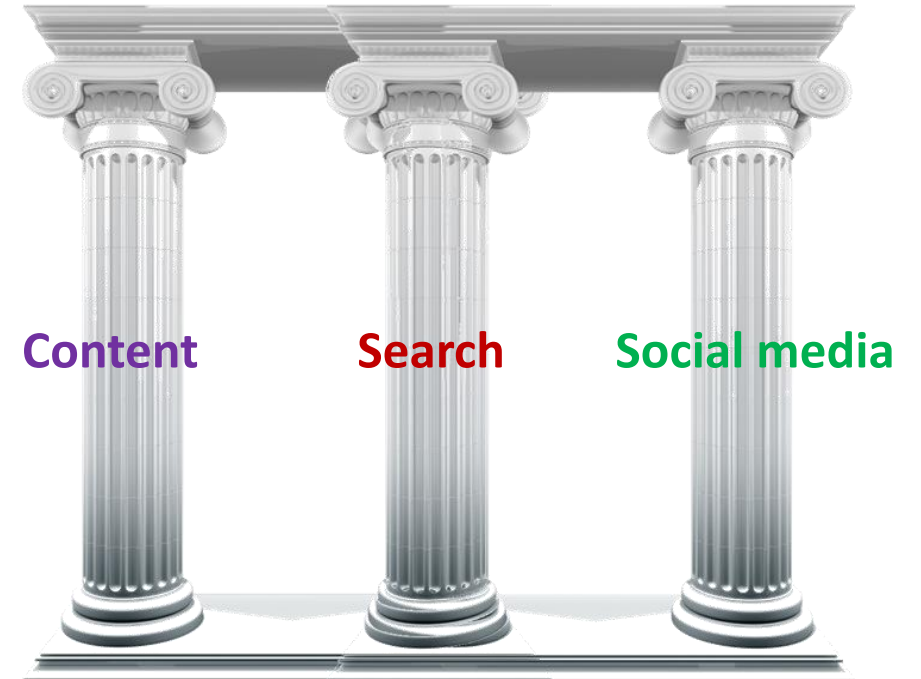
.....Its like shooting with a riffle



# “Pillars” of inbound marketing.....

With inbound marketing, interactions with brands are attracted through:

- ◆ Content
- ◆ Search
- ◆ Social media



# Three approaches to inbound marketing.....

The three pull mechanisms of inbound marketing (content, search and social media) give rise to three approaches to inbound marketing:

◆ **Content marketing**

◆ **Search marketing**

◆ **Social media marketing**

# Content marketing

- Content marketing is a strategic marketing approach focused on creating and distributing content to attract clearly defined audience — and, ultimately, to drive profitable customer action
- Text, rich media, audio and video content are used to engage customers and prospects to meet business goals, published through print and digital media



**“Content  
is  
King”**

***Bill Gates, 1996***



# Characteristics of great online content

**Visual**

**Shareable**

**Emotional**

**Interactive**

**Unique**

**Credible**

**Timely**

**Fun**

**Relevant**

**Relevant**

**Relevant**

# Three approaches to inbound marketing.....

The three pull mechanisms of inbound marketing (content, search and social media) give rise to three approaches to inbound marketing:

◆ **Content marketing**

◆ **Search marketing**

◆ **Social media marketing**

# Search marketing

- ◆ Companies seek to improve their visibility in search engines for relevant search terms by increasing their presence in the search engine search pages.
- ◆ **Search marketing** is a marketing approach that involves gaining traffic and visibility from search engines through both paid and unpaid efforts.
- ◆ Thus, it is an umbrella term over **Search engine optimization** (SEO) and **Search Engine Marketing** (SEM)



# Search Engine Marketing (SEM)

- ◆ **SEM** (Search Engine Marketing) is the process of gaining website traffic by purchasing ads on search engines. Ex: Google AdWords
- ◆ Below are some of the most common terms also used to refer to SEM activities:
  - Paid search ads
  - Paid search advertising
  - PPC (pay-per-click)



# Paid search marketing

- Unlike conventional advertising, the advertiser doesn't pay when the ad is displayed, but only when the ad is clicked
- The relative ranking of these 'paid performance placements' is typically based on the highest bid cost-per-click value for each keyphrase
- The search engines also take relevance (measured by relative clickthrough rates of the ads) into account when ranking the sponsored links
- Google AdWords is by many measures the most popular paid search platform used by search marketers followed by Bing Ads





hotel booking



All

Bilete

Shopping

Books

Mer

Innstillinger

Verktøy

Omtrent 142 000 000 resultater (0,65 sekunder)

PPC

Ad

### Book Hotel | Opplev Nordic Choice Hotels | nordicchoicehotels.no

[Annonse](#) [www.nordicchoicehotels.no/Hotel](http://www.nordicchoicehotels.no/Hotel)

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### Hotel Booking - Hotels.com

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Destinations: Bangkok, London, New York, Oslo, Paris, Barcelona

### Stryn Hotel (Stryn) – oppdaterte priser i 2018 - Booking.com

<https://www.booking.com> > [Norge](#) > [Sogn og Fjordane](#) > [Jostedalssjøen](#) > [Hotell i Stryn](#)

Dette hotellet ligger ved siden av Stryneelva i Stryn, skistedet hvor du kan gå på ski på isbreer hele året.

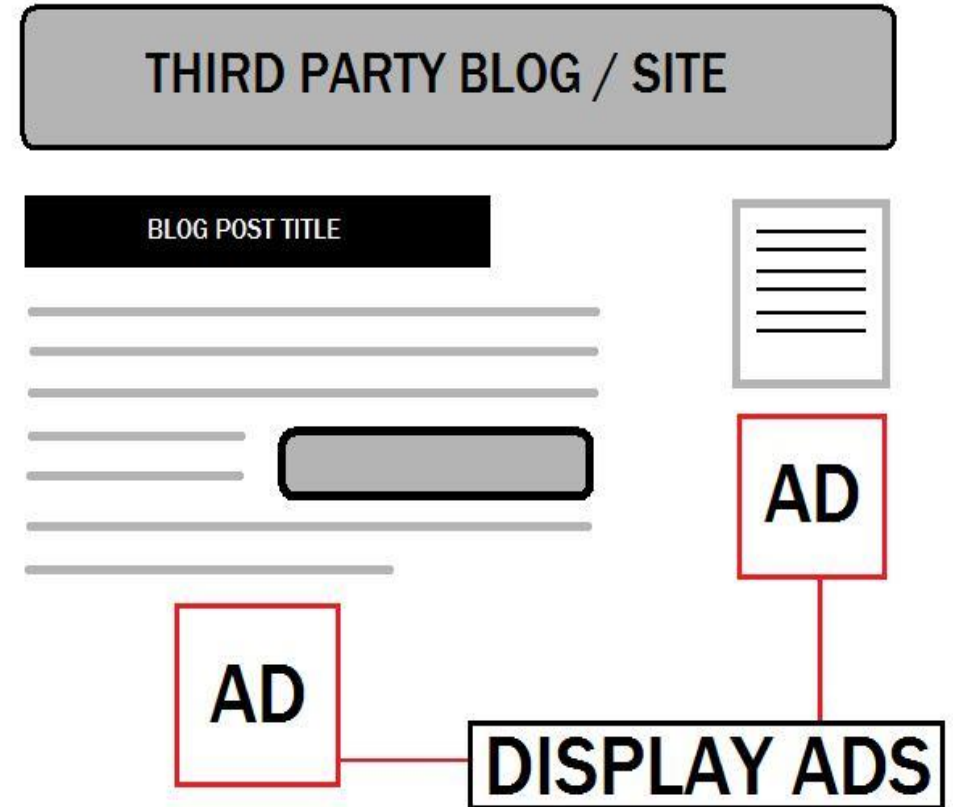
Gjestene kan glede seg over kostnadsfri Wi-Fi og avgiftsfri privat parkering. Alle rommene på Stryn

**Hotel** har satellitt-TV, skrivebord og eget bad med dusj. På hotellet finner du Gulkoppen, som serverer

en tradisjonell ...

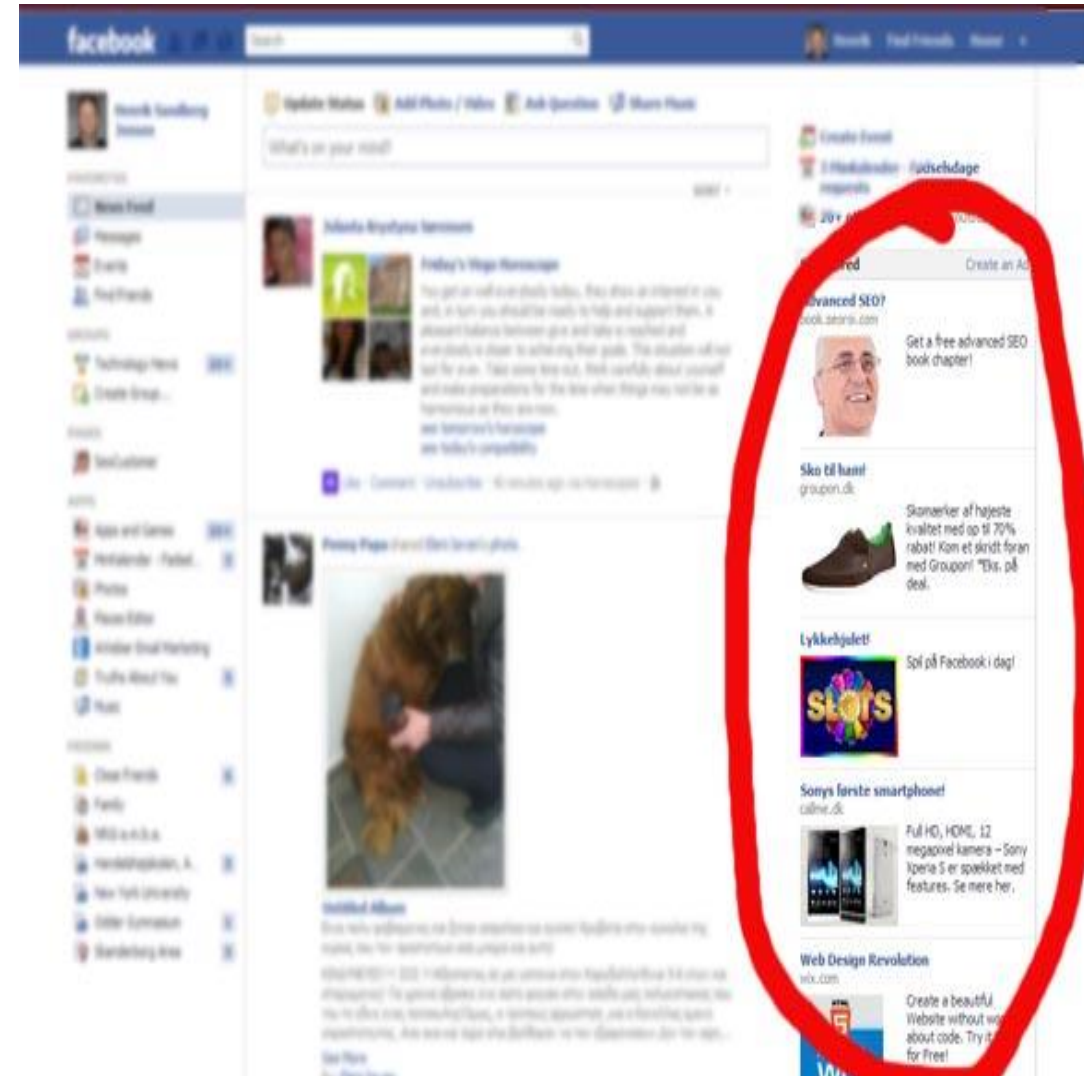
# Ads displayed on thirdparty sites

- Text ads are also displayed on thirdparty sites to form a 'content network' such as Google AdSense or Content Match on Yahoo!
- In this case contextual ads are displayed automatically according to the type of content
- These are typically paid for on a cost-per-click (CPC) basis but ads can also be paid for on a Cost Per Thousand (CPM)
- They enable marketers to reach a wider audience on selectable third-party sites



# Facebook pay-per-click advertising

- Facebook has adopted the successful pay-per-click model from Google in an effort to monetise its audience
- It allows advertisers to select which users get to see their ad based upon age, gender, marital status and even the interests users record themselves in their profiles
- Sites will receive greater amounts of traffic with a well designed ad that targets many users, has a high bid per click and a large budget.
- Three different types of reports can be obtained:  
Advertising Performance, Responder Demographics and Conversions by Impression Time



# Factors which increase click through response to banner ads

- ✓ Animations: Great but avoid excessive animations
- ✓ Target your audience: Take the time to identify your target customer
- ✓ Message length
- ✓ Promotional incentive
- ✓ Action phrase (call-to-action): Ask a question  
e.g. "Want to drop four sizes?"
- ✓ Mind your placement

HOW TO GET BETTER

CTR



# Fake clicks

- When CPC is applied, then the legitimacy of clicks becomes a critical issue.
- This may involve, for example, competitors hiring people to click on your ads in order to “bankrupt” your business
- But also fraudulent operators can use robots to impersonate people clicking on digital ads
- The PPC ad networks detect multiple clicks from the same computer (IP address) and say they filter them out
- Google has sophisticated monitoring and detection systems to identify, report, and act on invalid clicks or impressions when our system finds they may have occurred”



The screenshot shows a webpage from 'Data and Targeting Insider'. The article title, 'Fake Clicks To Cost Marketers \$11.6 Billion', is circled in red with a red arrow pointing to it from the top right. The article is by Laurie Sullivan, dated January 29, 2014. The text discusses how bots waste \$11.6 billion in advertising budgets. A sidebar on the right features an Oracle Marketing Cloud advertisement for a '50% DATA COST SAVINGS' report and a subscription form for the newsletter.

**Data and Targeting INSIDER**

## Fake Clicks To Cost Marketers \$11.6 Billion

by Laurie Sullivan @lauriesullivan, January 29, 2014, 12:43 PM | Comment (2) | Recommend (12)

It's a little unsettling to read that marketers expect to waste \$11.6 billion in advertising budgets this year due to bots, up 22% from 2013, according to the Solve Media survey findings released Tuesday. Fake traffic costs advertisers big bucks.

Some 59% of agency media buyers participating in the survey see bot traffic negatively affecting campaign performance. About 34% of online publishers surveyed admit they will implement technology to combat the decline in revenue media buyers have seen as a result.

Rob Griffin, EVP and global head of digital at Havas Media Group, said this problem doesn't affect direct-response search marketers as much. Major brands with conservative approaches to media buys don't worry as much because the losses are smaller for them. He said his agency does a lot of analysis to estimate and

**LAURIE SULLIVAN**  
Laurie Sullivan is a writer and editor for MediaPost. You can reach Laurie at lauriesullivan@gmail.com.  
Contact MediaPost Editorial

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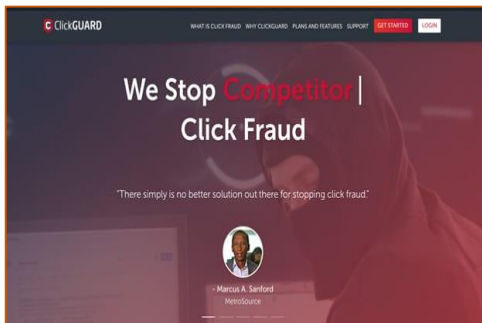
More from Data and Targeting Insider  
**Data and Targeting INSIDER**

# Ways to Stop Fake Clicks

## 1. Fake clicks prevention apps

The apps work on more or less the same principle, that is, they sit between your ads and your website, and they audit incoming clicks. When a click matches whatever their definition of a fraudulent click would be, they block that visitor from actually arriving on your page.

### [ClickGuard](#)



### [Clixtell](#)



### [Improve.ly](#)



### [Click Fraud Monitoring](#)



# Ways to Stop Fake Clicks

## 2. Manual Adjustments

- Track specific actions from specific people.
- Track their IP address, the timestamps of their clicks and actions, and the user agent they use to access your site.
- Exclude known bots by creating a custom filter and including the spam host names.

# How To Identify If You Have Bot Traffic

## 1. Abnormally High Click-Through Rates (CTRs)

- CTR is a metric that measures the number of clicks advertisers receive on their ads per number of impressions.
- A high CTR means that a high percentage of people who see your ad click it.
- A major red flag for identifying bot traffic is an unusually high CTR With no explanation, external factors, or reason as to why the sudden spike



# How To Identify If You Have Bot Traffic

## 2. Under Performing Site Metrics

- Dig into analytics examine the stats for the campaign in question
- Presence of extreme deviations on your site metric may indicate bot traffic

Source/Medium ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	343 % of Total: 0.76% (45,048)	73.47% Avg for View: 83.22% (-11.72%)	252 % of Total: 0.67% (37,491)	100.00% Avg for View: 78.41% (27.54%)	1.00 Avg for View: 1.35 (-26.08%)	00:00:00 Avg for View: 00:01:05 (-100.00%)
1. <a href="#">ok.co.uk / referral</a>	17 (4.96%)	70.59%	12 (4.76%)	100.00%	1.00	00:00:00
2. <a href="#">onpagelove.com / referral</a>	13 (3.79%)	100.00%	13 (5.16%)	100.00%	1.00	00:00:00
3. <a href="#">davidairey.com / referral</a>	10 (2.92%)	70.00%	7 (2.78%)	100.00%	1.00	00:00:00
4. <a href="#">hyve.news / referral</a>	9 (2.62%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00
5. <a href="#">connect.zoho.com / referral</a>	8 (2.33%)	75.00%	6 (2.38%)	100.00%	1.00	00:00:00

Average time per session

Bounce rate

1.35 Avg for View: 2.31 (-41.77%)	00:00:10 Avg for View: 00:01:52 (-90.62%)	56.60% Avg for View: 37.52% (50.85%)	76.13% Avg for View: 61.80% (23.19%)
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# How To Identify If You Have Bot Traffic

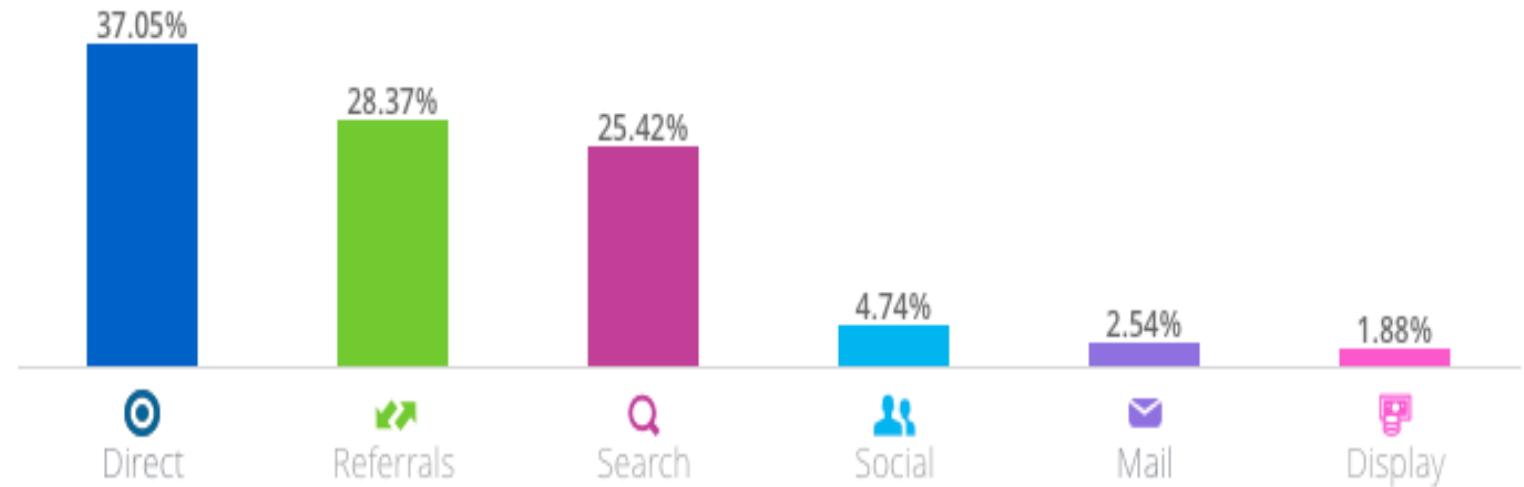
## 3. Weird Referrals

- If you see a random, irrelevant referral source in your analytics reports, it is most likely going to be a bot or spam

### Traffic Sources ?

On Desktop, in last 3 months

Embed Graph



# Search engine optimization (SEO)

- ◆ All major search engines such as Google, Bing and Yahoo have primary search 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.
- ◆ **SEO** (Search engine optimization) is the process of getting traffic through “free,”/“organic,”/“natural” search results on search engines.



# Search-engine optimization (SEO)

- SEO involves a structured approach used to increase the position of a company or its products in search-engine natural or organic results listings for selected key phrases.
- It also involves controlling index inclusion or ensuring that as many pages of a site as possible are included within the search engine
- Although each search engine has its own evolving algorithm with hundreds of weighting factors there are common factors that influence search engine rankings



# Factors that influence search engine rankings

## Create unique, accurate page titles

- Titles should be concise, specific, and not contain any unnecessary words. The ideal length is between 40 and 70 characters.
- This is significant in search engine listings since if a keyphrase appears in a title it is more likely to be listed high than if it is only in the body text of a page
- Each page on a site should have a specific title giving the name of a company and the product, service or offer featured on a page
- Greater weighting is given to keyphrases at the left of the title tag and those with a higher keyphrase density

### [How to Help the Homeless - Ezine Articles](#)

[ezinearticles.com](#) > Home and Family

Oct 26, 2008 – Whats the best way to **help the homeless**? Can you really help a drunken bum? I hear there are many children now on the street - Is that true?

### [How to Help the Homeless - Yahoo! Voices - voices.y...](#)

[voices.yahoo.com/how-help-homeless-211766.html](#)

Feb 27, 2007 – The **homeless** population in America is only expanding. In fact, the National Coalition for the **Homeless** predicts that 1.35 million U.S. children ...

### [National Alliance to End Homelessness](#)

[www.endhomelessness.org/](#)

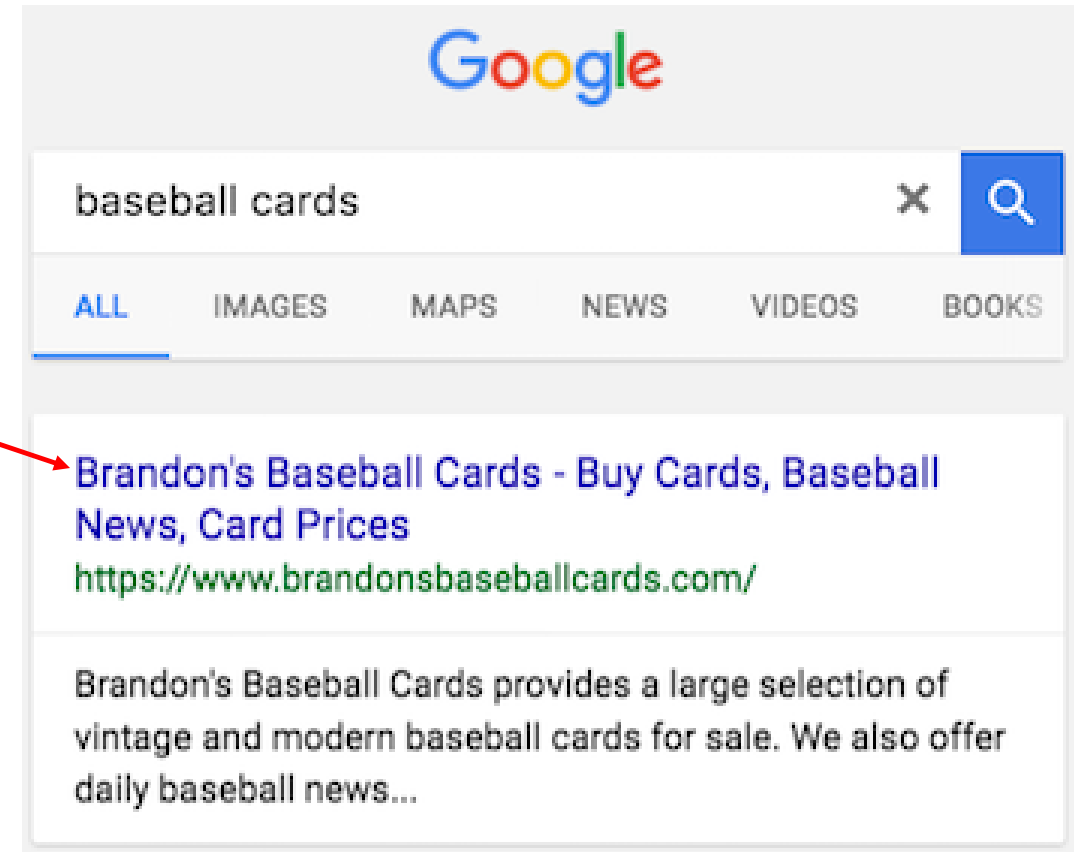
Apr 19, 2012 – HRI creates INTERACTIVE TOOLS public understanding of **homelessness**. Rapid re-h **help** survivors of DOMESTIC ...

Title tags  
in a SERP

# Factors that influence search engine rankings

## Create unique, accurate page titles

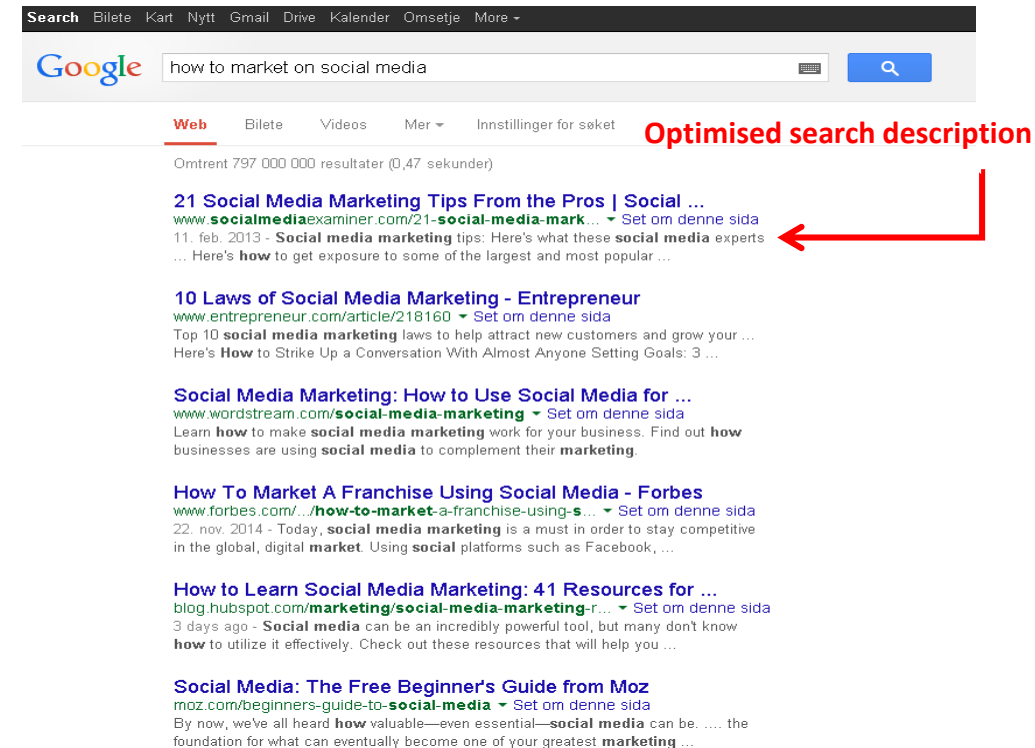
```
<html>
<head>
<title>Brandon's Baseball Cards - Buy Cards,
Baseball News, Card Prices</title>
<meta name="description=" content="Brandon's
Baseball Cards provides a large selection of
vintage and modern baseball cards for sale. We
also offer daily baseball news and events.">
</head>
<body>
```



# Factors that influence search engine rankings

## Search Engine Link Description

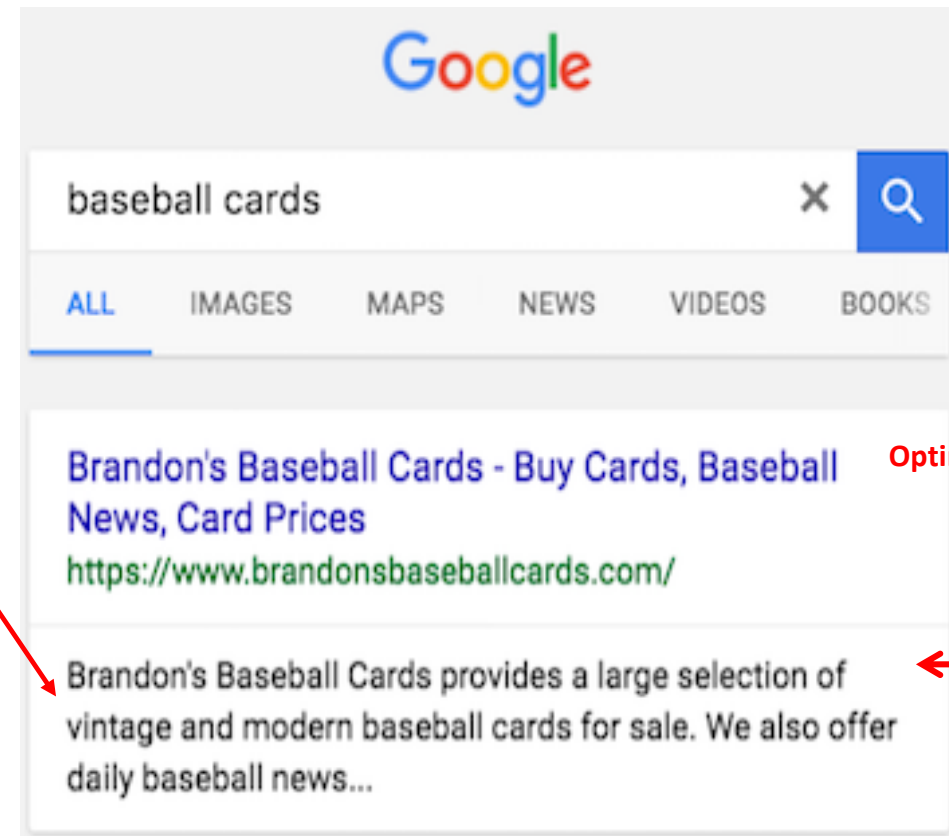
- This is the description that is displayed beneath a link on a search engine page.
- Description meta tags are important because Google might use them as snippets for your pages.



# Factors that influence search engine rankings

## Search Engine Link Description

```
<html>
<head>
<title>Brandon's Baseball Cards - Buy Cards,
Baseball News, Card Prices</title>
<meta name="description" content="Brandon's
Baseball Cards provides a large selection of
vintage and modern baseball cards for sale. We
also offer daily baseball news and events.">
</head>
<body>
```

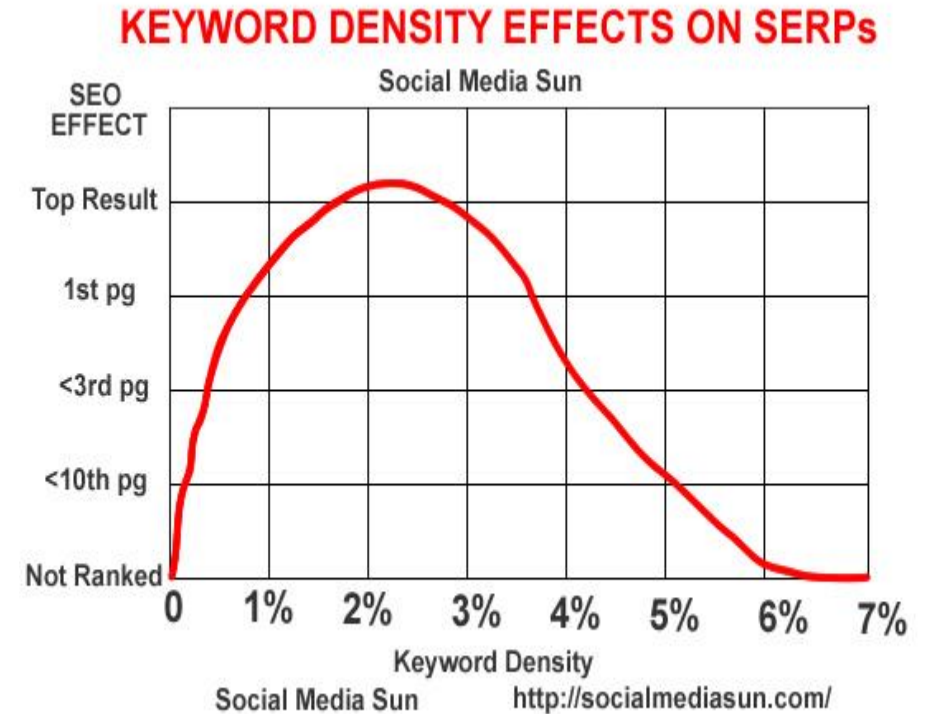


Optimised search description

# Factors that influence search engine rankings

## Frequency of occurrence in body copy

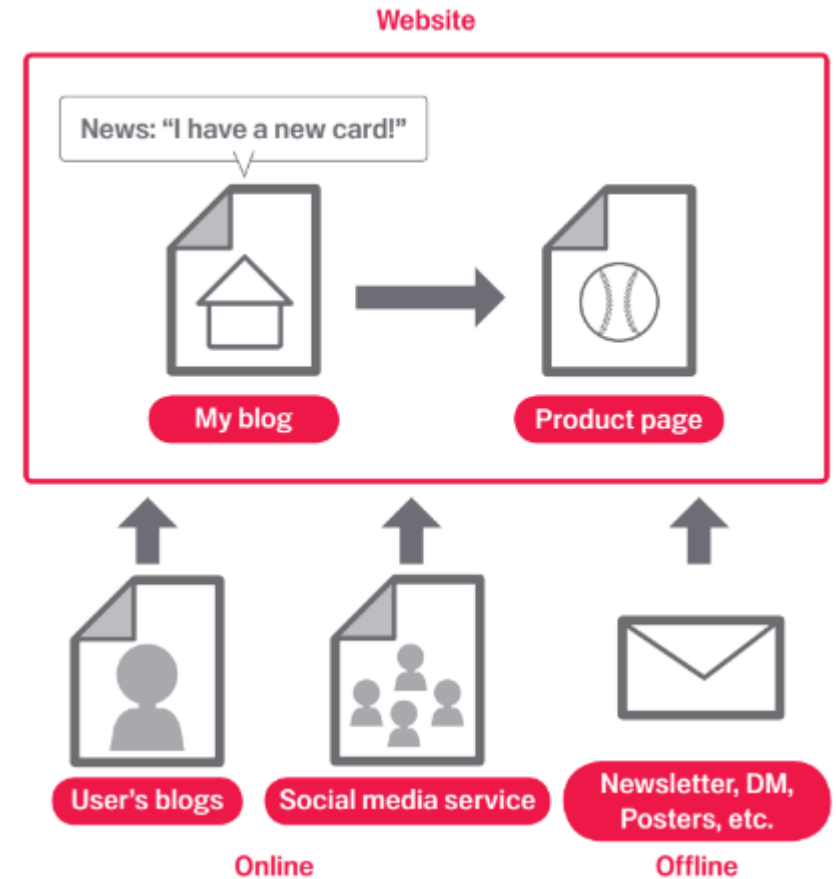
- The number of times the key phrase is repeated in the text of the web page
- Body copy can be written to increase the number of times a word or phrase is used
- However search engines make checks that a phrase is not repeated too many times



# Factors that influence search engine rankings

## Optimize your content

- Creating compelling and useful content will likely influence your website more than any of the other factors
- Users know good content when they see it and will likely want to direct other users to it. This could be through blog posts, social media services, email, forums, or other means.
- Organic or word-of-mouth buzz is what helps build your site's reputation with both users and Google, and it rarely comes without quality content.



# Factors that influence search engine rankings

## Number and quality of inbound links (page rank)

- The more links you have from good-quality sites, the better your ranking will be.
- Google uses an assessment called 'page rank' to deliver relevant results since it counts each link from another site as a vote
- Google gives greater weight to links from pages which themselves have high page rank and which have the same context or topical content as the page they link to.
- Inclusion in directories such as Yahoo! or Business.com or the Open Directory is important since it can assist in boosting page rank.



# Factors that influence search engine rankings

## Alternative graphic text

- A site that uses a lot of graphical material and/or plug-ins, is less likely to be listed highly
- To improve on this, graphical images can have hidden text associated with them
- The "alt" attribute allows you to specify alternative text for the image if it cannot be displayed for some reason

Example:

```

```



# Factors that influence search engine rankings

## Make your site mobile-friendly

- Most people are searching on Google using a mobile device.
- Having a mobile ready site is critical to your online presence
- Starting in late 2016, Google begun experiments to primarily use the mobile version of a site's content for ranking



Recommended reading: Search Engine Optimization (SEO) Starter Guide

<https://support.google.com/webmasters/answer/7451184?hl=en>

# Three approaches to inbound marketing.....

The three pull mechanisms of inbound marketing (content, search and social media) give rise to three approaches to inbound marketing:

◆ **Content marketing**

◆ **Search marketing**

◆ **Social media marketing**

# Social media marketing

- ◆ The growth in popularity of social media is a major trend in digital business
- ◆ Social media marketing is the use of social media platforms and websites to achieve marketing goals.
- ◆ It involves the use of different types social media platforms



# Social media .....

## Social networking

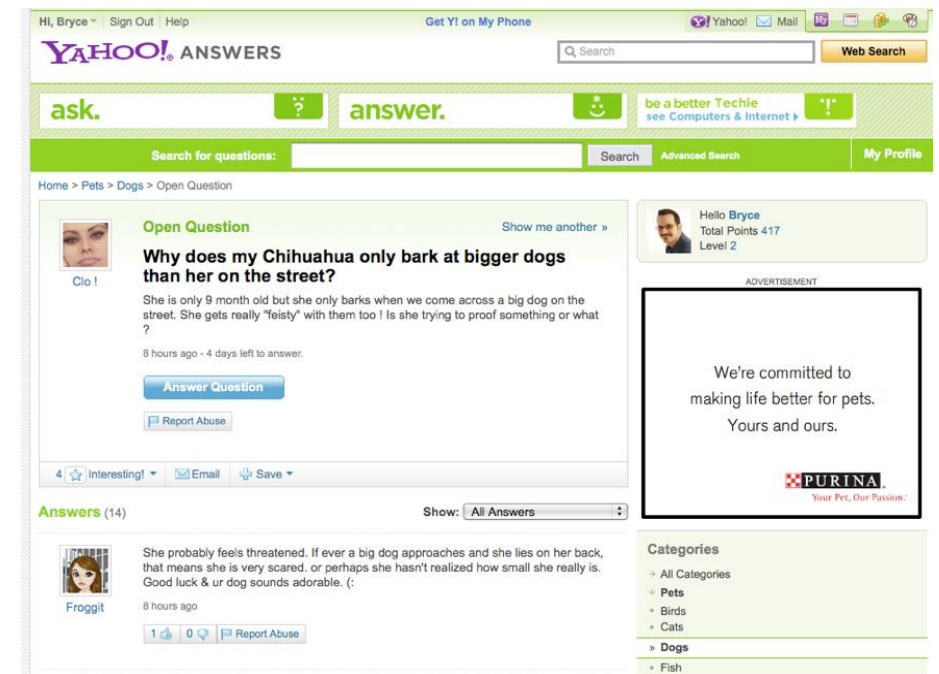
The emphasis here is on listening to customers and sharing engaging content. Facebook is the most important for consumer audiences and LinkedIn for business audiences.



# Social media .....

## Social knowledge

These are informational social networks like Yahoo! Answers, where you can help an audience by solving their problems and subtly show how your products have helped others.



# Social media .....

## **Social news**

These are platforms primarily for sharing news.  
Twitter is the best example.

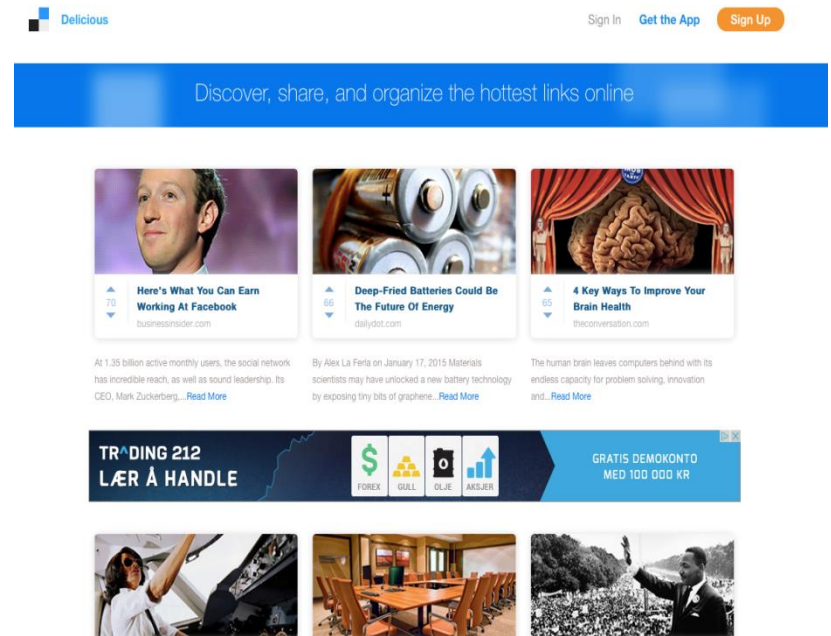


# Social media .....

## Social sharing

These are social bookmarking sites. They provide hottest links and stories on the internet.

Example: [www.delicious.com](http://www.delicious.com)



# Social media .....

## Social streaming

Rich and streaming media social sites for sharing photos, videos and podcasts.

Example: Youtube

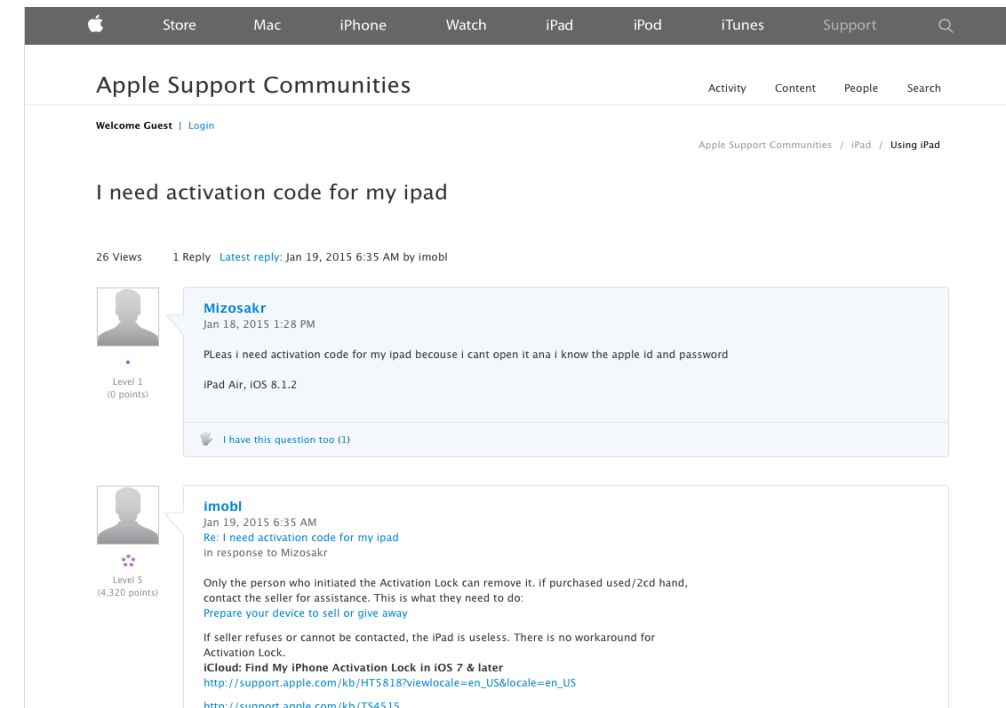


# Social media .....

## Company user-generated content and community

Distinct from other types of social presence which are independent of companies, these are the company's own social space which may be integrated into product content (reviews and ratings), a customer support community or a blog.

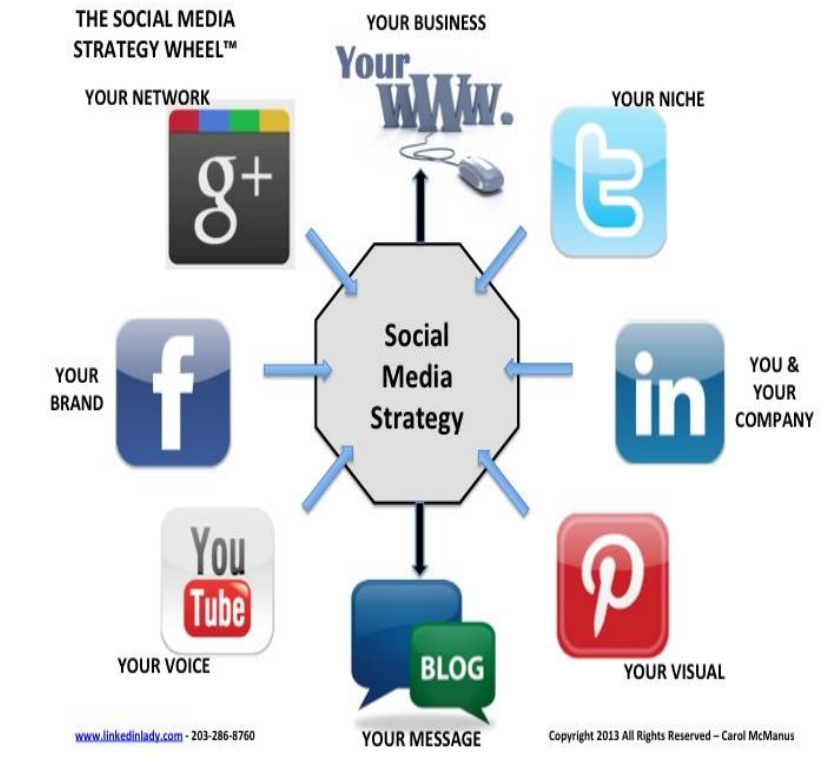
Example: Apple Support Communities



# Ways to succeed in social media marketing

## 1. Invest time to plan

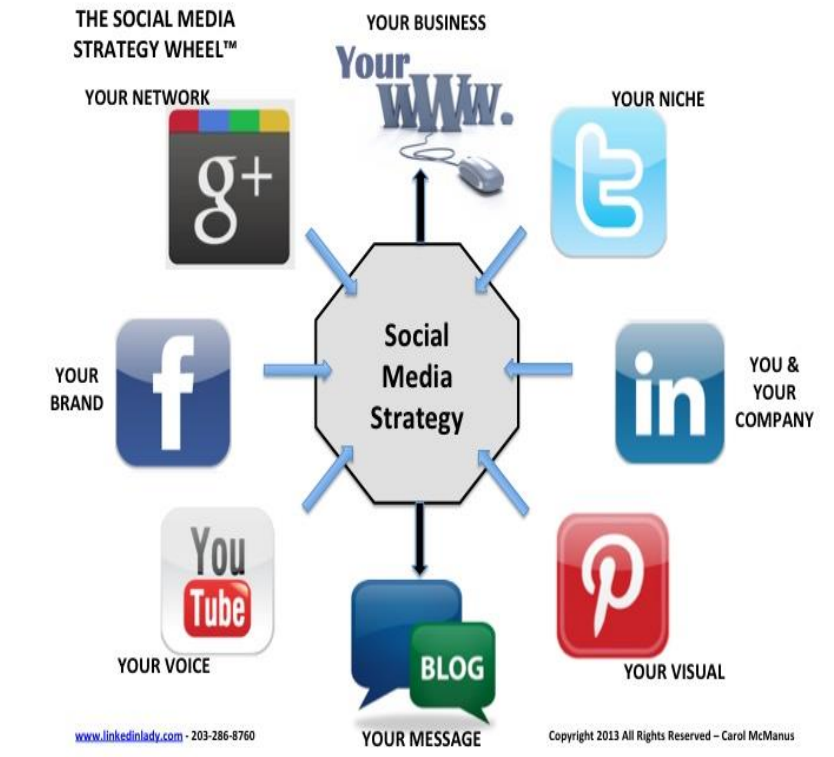
- Invest time to understand how to make the most of social media for you
- Learn the mechanics of each of the leading social media platforms in order to select platforms suitable for you
- Begin by finding the top 5 most popular profiles in your niche, study what they are doing and how they are doing it



# Ways to succeed in social media marketing

## 2. Don't try to be OMNIPRESENT

- Every social media platform is different. Twitter is different from Facebook. Facebook is different from Instagram etc.
- In order to succeed, try to focus on one, two or maximum three platforms at a time.
- Identify the ones with maximum potential for your business and put your best efforts on them



# Ways to succeed in social media marketing

## 3. Build community

- Social Media is all about making connections, interacting with people and getting to know their views and thoughts
- The real power of social media resides in building a community.
- Build a community of like minded people, curate people who are related to your field, get to know what they are talking and become an active contributor in the conversations.
- Be active on social and try to engage in conversation. Never leave an opportunity online to get noticed and share your knowledge and expertise.



# Ways to succeed in social media marketing

## 4. Ask questions, give answers

- This point is an extension of the point on building a community
- Asking questions is the best way to engage people on social media, because it makes them feel valued.
- Start by participating in activities like Twitter Chats, and once you have a loyal following or once people start to recognize you, host one of your own sessions.



# Ways to succeed in social media marketing

## 5. Take advantage of current events and influencers

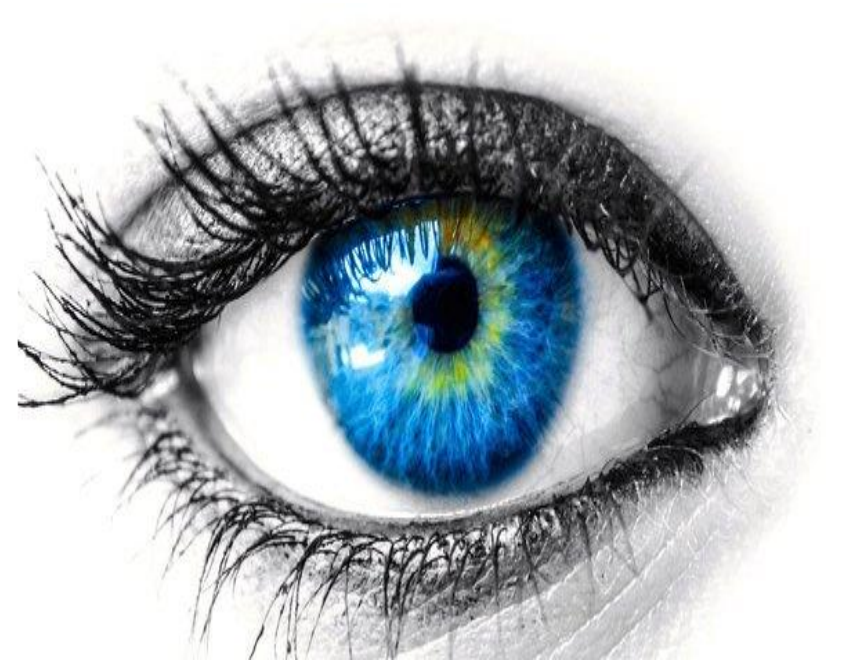
- The one SUPERPOWER of social media is that things spread faster than wildfire
- In order to become successful in social media marketing you must know how to leverage this speed
- Try to stay on top of the current trends, business events and other causes which might be related your business or industry
- Also, try to get the eyes of influencers in the industry on you by regularly mentioning them, tagging them in your post, sharing their content and becoming actively following them on social media.



# Ways to succeed in social media marketing

## 6. Go visual

- Remember to focus not just on writing good content but also paying heed to the visual aspect
- This includes videos, banners, infographics, posters and images that are eye catching and enhance the visual appeal of your posts.
- In fact, statistics show that social media posts with images produced a whopping 650% more engagement rate than posts without images.
- It takes only 50 milliseconds for something to create an impression on people online — make sure your content leaves an impact in this time.



# Ways to succeed in social media marketing

## 7. Take advantage of automation

- There are plenty of automation tools and applications available out there that can help you automate your posts and sharing on social media.
- Save yourself from the hassle of posting and spreading it by making use of the right technology.
- The time you will save you can use it to learn more about the technology, engage with your followers/customers and other important stuff.
- Rather than going for paid tools and apps in one go, try out some free options first. Here are some suggestions:

<http://www.jeffbullas.com/11-best-social-media-automation-tools-smart-content-marketers/>



# E-mail marketing

# E-mail marketing

- Email marketing is the act of sending a commercial message, typically to a group of people, using email
- In its broadest sense, every email sent to a potential or current customer could be considered email marketing.
- It usually involves using email to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.



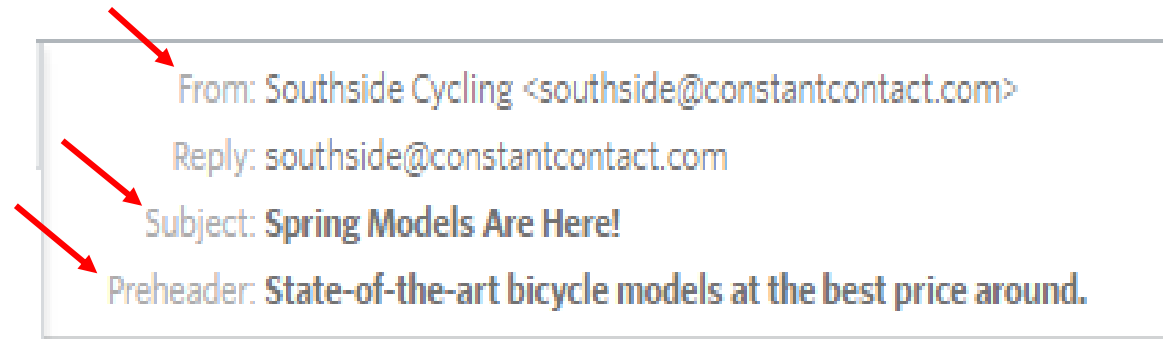
# Creating a successful email marketing campaign

**The Header:** The header should entice your recipients to open the email and read your message

**From Name:** This plays a crucial part in getting your reader's attention and gaining their trust. Sending from a recognizable name, instead of an anonymous account, will increase your open and click-through rates.

**Subject Line:** Should be personal, action-oriented, and honest. It also needs to be short; subject lines below 50 characters can increase open rates by 12.5 percent and click-through rates by 75 percent.

**Preheader:** Most email clients allow users to see a short preview of the email in addition to the subject line. If you don't specify this preheader text, the software will simply pull in the start of your email. Instead, customize it with six to eleven words that describe succinctly why your message is valuable.



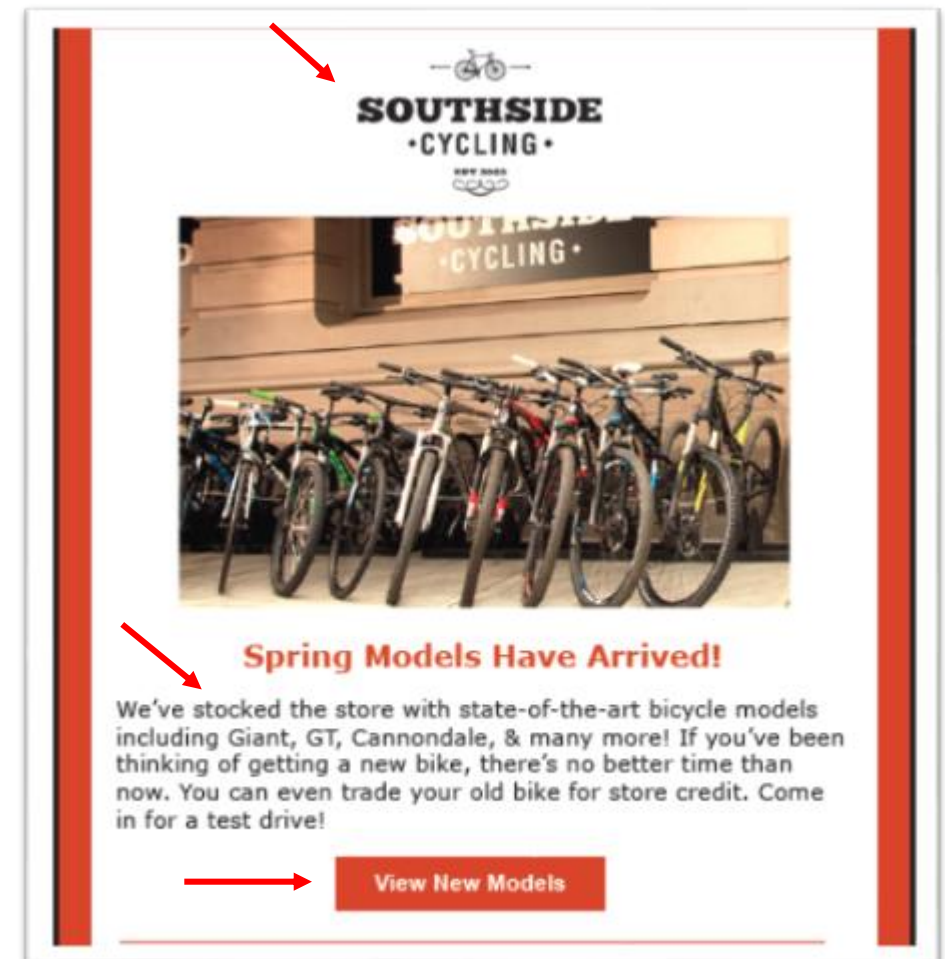
# Creating a successful email marketing campaign

**The Body:** Convince the recipients that what you're saying is interesting and valuable enough to lead to action.

**Company Logo:** Add your logo right at the top of your email and make it clickable, so it leads back to your website.

**Text:** This is your chance to convince your audience about the value of your message. Keep your message focused and concise. Studies suggest that for most industries, emails with around 20 lines of text and 3 or fewer images receive the highest click-through rates.

**Call-to-Action:** The perfect spot for a call-to-action button is at the point when your audience has read enough to be intrigued but doesn't yet need to scroll. Typically, placing it right after the intro paragraph leads to click-through success.



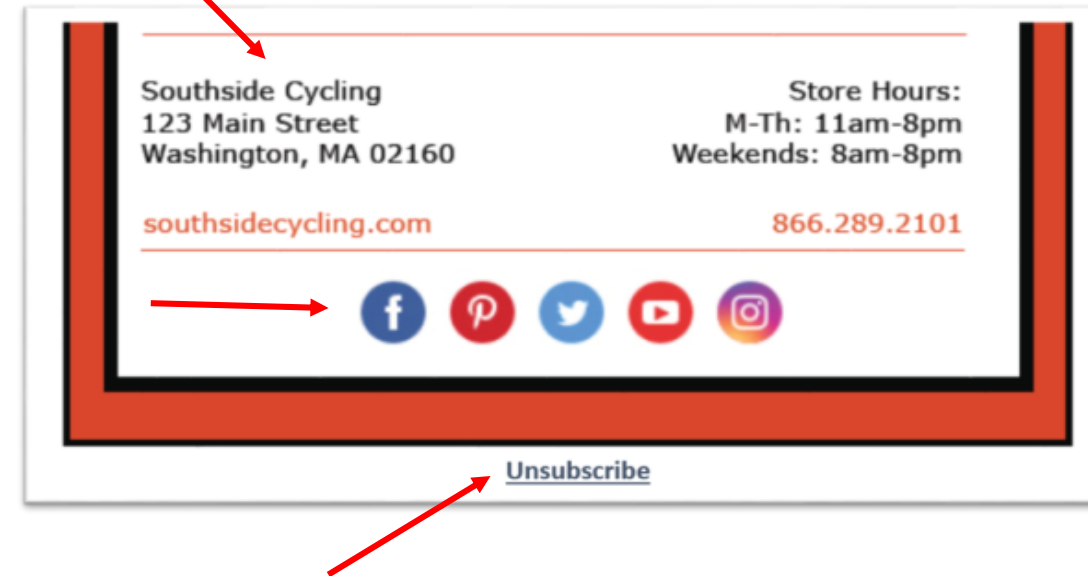
# Creating a successful email marketing campaign

**The Footer:** Your footer is vital, both for compliance and maximum impact. Here's what it should include:

**Social Media Links:** Allow your audience to keep their engagement going and connect with you through other avenues. Include links to all your active social media channels at the end of your email.

**Address and Contact Information:** Always make it easy for your audience to respond to the email or contact you in a different way. Similarly, your email should always include your company's physical address.

**Unsubscribe Option:** Regulations require that you offer your subscribers an easy way to opt out of future communication. An easily visible unsubscribe link accomplishes the trick.



# Online partnerships

# Online partnerships

- Partnerships are an important part of today's marketing mix
- Three key types of online partnerships which need to be managed:
  - ✓ Link building
  - ✓ Affiliate marketing
  - ✓ Online sponsorship



# Online partnerships

## Link building

- A structured activity to include good-quality hyperlinks to your site from relevant sites with a good page rank.
- These commonly include reciprocal links- Links which are agreed between yours and another's organization.

### Rule:

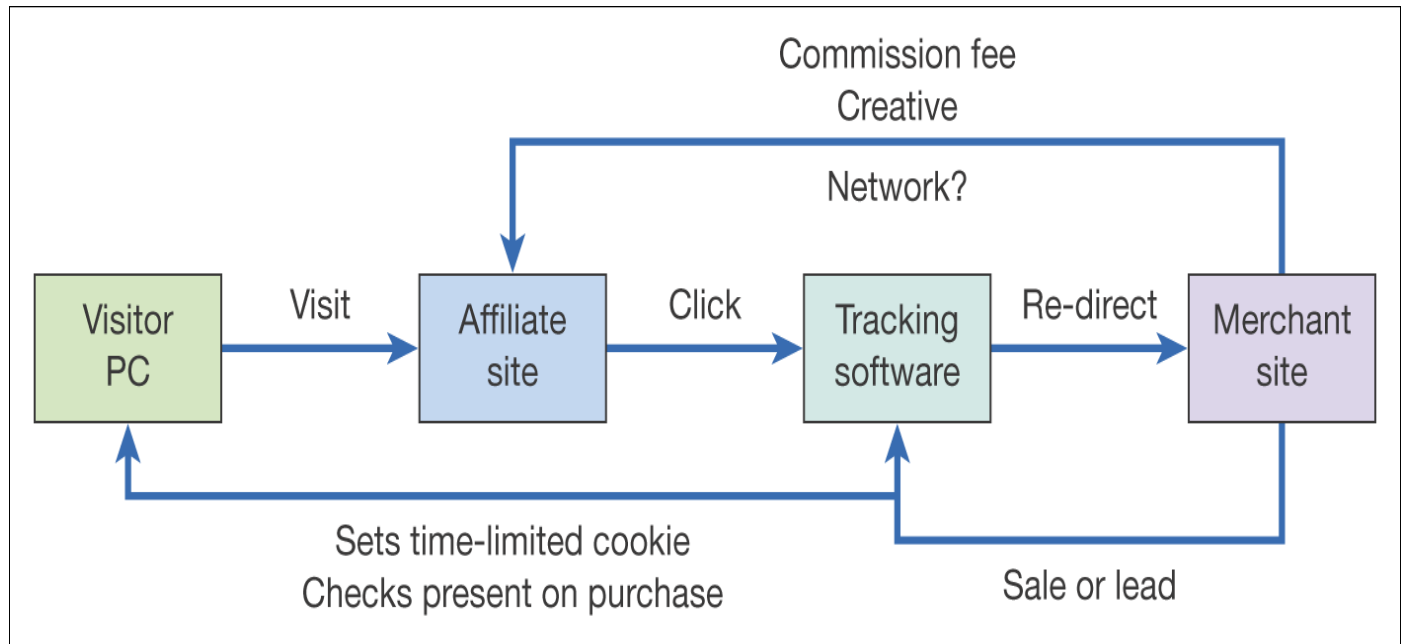
“Create great content, link to great content and great content will link to you” (McGaffin, 2004)



# Online partnerships

## Affiliate marketing

A commission-based arrangement where an e-retailer pays sites that link to it for sales, leads (CPA-based) or less commonly (CPC-based).



# Online partnerships

## Online sponsorship

The linking of a brand with related content or context for the purpose of creating brand awareness and strengthening brand appeal in a form that is clearly distinguishable from a banner, button, or other standardized ad unit.

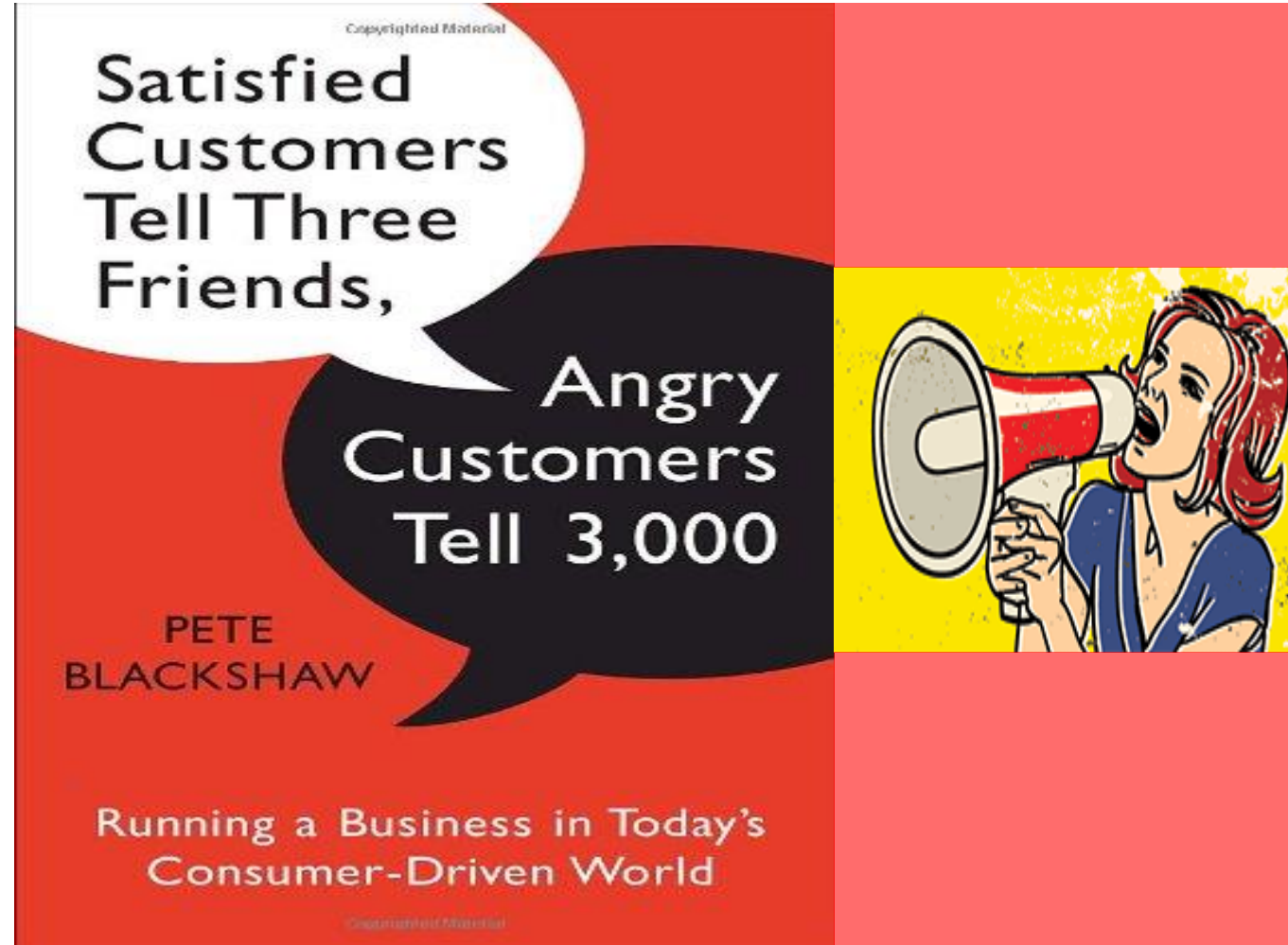


Online PR

# Reputation as an asset to the company



# Reputation as an asset to the company



## Examples of negative stories in the media that can potentially hurt brands

### This Mexican ad blames Coke for the country's obesity epidemic



### Facebook use 'makes people feel worse about themselves'

Using Facebook can reduce young adults' sense of well-being and satisfaction with life, a study has found.

Checking Facebook made people feel worse about both issues, and the more they browsed, the worse they felt, the University of Michigan research said.

**The study**, which tracked participants for two weeks, adds to a growing body of research saying Facebook can have negative psychological consequences.

Facebook has more than a billion members and half log in daily.

"On the surface, Facebook provides an invaluable resource for fulfilling the basic human need for social connection. Rather than enhancing well-being, however, these findings suggest that Facebook may undermine it," said the researchers.

Internet psychologist Graham Jones, a member of the British Psychological Society who was not involved with the study, said: "It confirms what some other studies have found - there is a growing depth of research that suggests Facebook has negative consequences."

But he added there was plenty of research showing Facebook had



The study found people spent more time on Facebook when they were feeling lonely

#### Related Stories

[Why do neologisms make people angry?](#)

[Why not let social media run the country?](#)

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18 December 2014 Last updated at 18:27 GMT

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## Apple 'failing to protect Chinese factory workers'

By Richard Bilton

BBC Panorama



Richard Bilton reports from Shanghai: "An exhausted workforce"

**Poor treatment of workers in Chinese factories which make Apple products has been discovered by an undercover BBC Panorama investigation.**

Filming on an iPhone 6 production line showed Apple's promises to protect workers were routinely broken.

#### Related Stories

[Petitioners want 'ethical iPhone'](#)

[Apple boss defends iPhone factory](#)

And it happens not just to large companies.....

# Knallharde anklager mot 1 Fotballfrue

Hevder fotballfrue står bak kommentarer på egen blogg.

S2 Tarjei Berg/Nordlys Publisert 11.01.15 20:47

f Del på Facebook

210

Del på Twitter

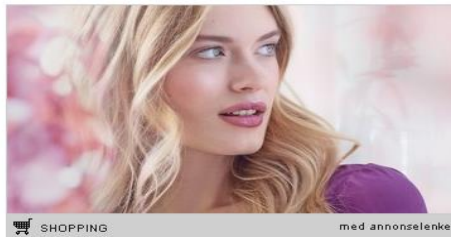
Den siste uken har en rekke skjermdumper av kildekoder fra bloggen til Fotballfrue dukket opp på nett sammen med påstander om at Caroline Berg Eriksen, alias Fotballfrue, har utgitt seg for å være fiktive personer og skrevet egne kommentarer på sin blogg.

- Jeg så det med mine egne øyne. Nå har de endret systemene på nettsidene sine, så det er ikke lenger mulig å påvise det ut fra kildekodene til sidene, sier **Kvinneguide**-brukeren «Nora Nordbo» til **Nordlys**.

Den anonyme kvinnen har sendt over et skjermdump til Nordlys som viser hvordan kommentator «PT Åge» har samme kildekode som Fotballfrue selv.

Den samme skjermdumpen brukes i bloggen **Whatthell** som omtaler de angivelige falske kommentarene

«PT Åge» kommenterer: «Rumpa er helt på rett plass her. Hilsen personlig trener».



Slik legger du sminken



**FIKSER PÅ VIRKELIGHETEN:** Caroline Berg Eriksen står bak en av Norges største blogger, og har tidligere sagt at hun kun redigerer lys på bildene hun legger ut på bloggen sin. Dagbladet har tilgang på den uredigerte versjonen av dette bildet. Foto: Skjermdump fra Berg Eriksens blogg

## Slik jukser «Fotballfrue» med bilder

### Brief translation into English

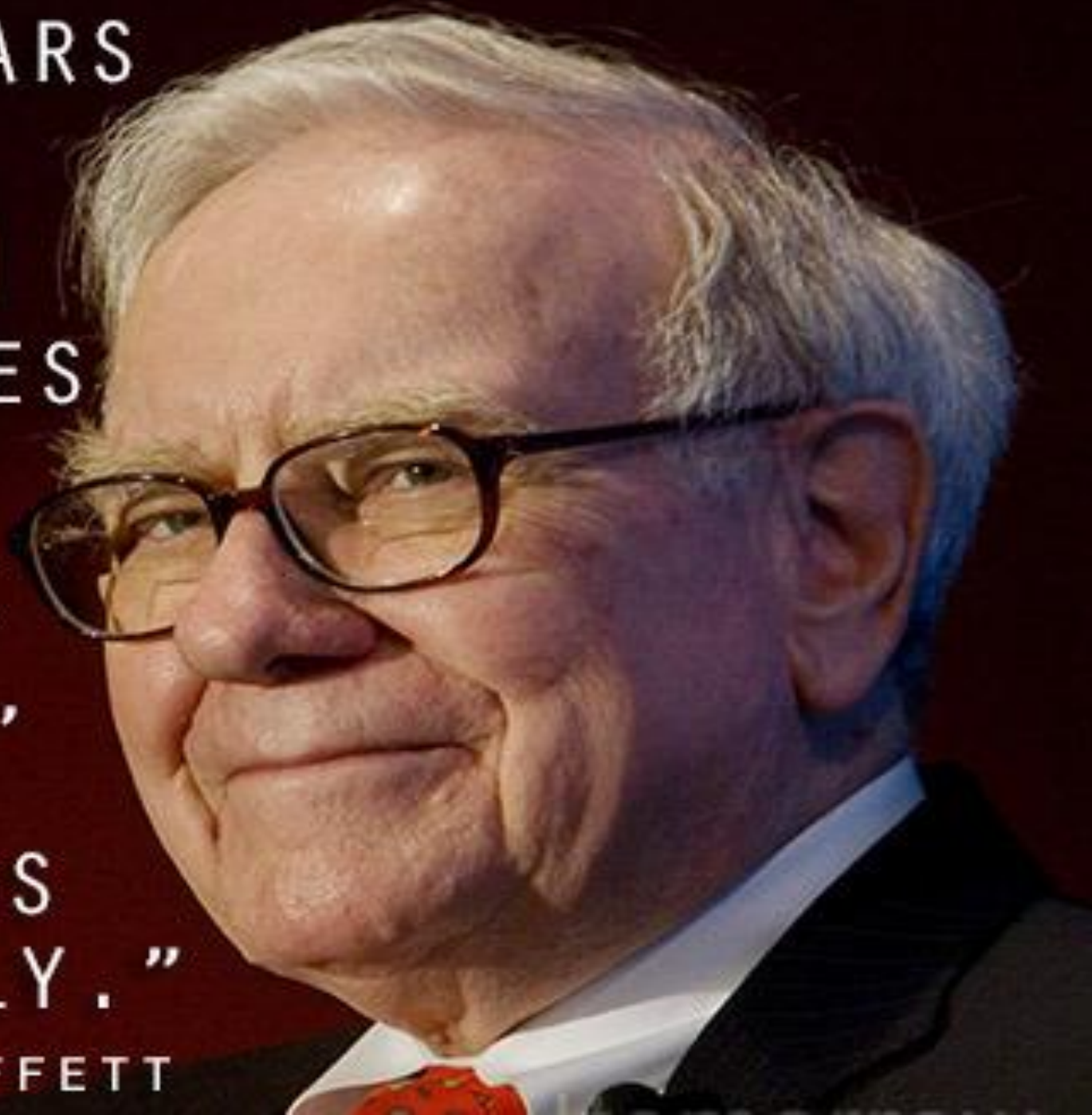
Fotballfrue (Caroline Berg Eriksen) is one of the leading bloggers in Norway.

**Screen capture 1:** She is alleged for fabricating comments on her blog

**Screen capture 2:** She is alleged for manipulation of her pictures on her to create false impression about her looks

"IT TAKES 20 YEARS  
TO BUILD A  
**REPUTATION**  
AND FIVE MINUTES  
TO RUIN IT.  
IF YOU THINK  
ABOUT THAT,  
YOU'LL DO THINGS  
DIFFERENTLY."

- WARREN BUFFETT



# The challenge of managing reputation online

The advancement of [internet](#) and social media use have made reputation management even more critical



# Online PR

- It involves maximizing favourable mentions of your company, brands, products or web sites on third-party web sites which are likely to be visited by your target audience.
- Mentions of a brand or site on other sites are powerful in shaping opinions and driving visitors to your site.
- Minimizing unfavourable mentions through online reputation management is also an aspect of online PR



# Activities which can be considered to be online PR include the following

## (a) Communicating with media online

- It involves using the Internet as a new channel to disseminate press releases (SEO-optimized) through e-mail and on-site and on third-party sites.
- Options to consider for a company include:
  - ✓ Setting up a press-release area on the web site
  - ✓ Creating e-mail alerts about news that journalists and other third parties can sign up to
  - ✓ Submitting your news stories or releases to online news feeds



# Activities which can be considered to be online PR include the following

## (b) Managing how your brand is presented on third-party sites

- It is important to set up monitoring services that track on how your brand is presented on other sites
- It is also necessary to have the resources to deal with negative PR as part of online reputation management
- Examples of alerting service include: Google Alerts, Giga Alert





Generate Leads. Monitor Competitors. Safeguard Your Reputation.



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The web's leading solution for monitoring your professional interests online. Track the entire web for your topics and receive new results by daily email.

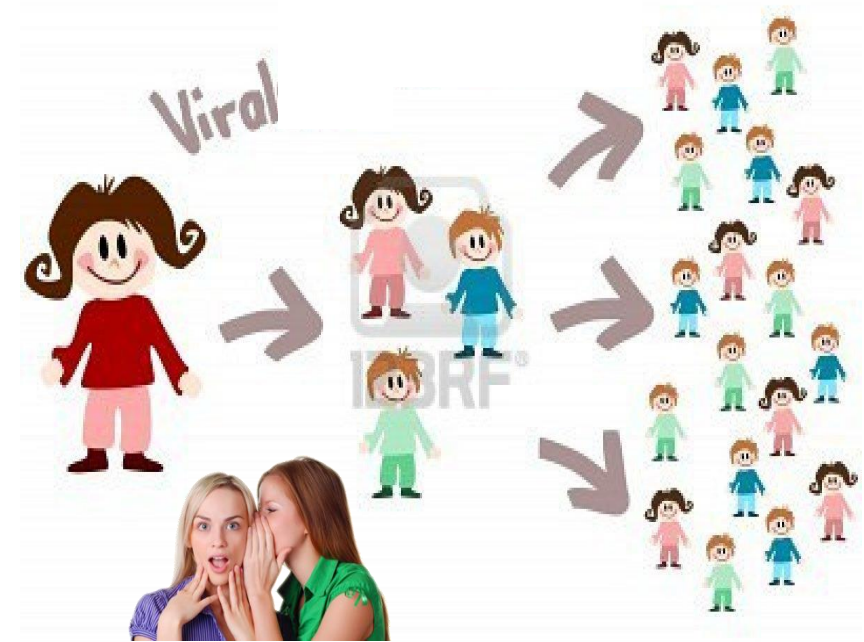
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# Activities which can be considered to be online PR include the following

## (c) Creating a buzz – online viral marketing

- A marketing strategy that focuses on spreading information and opinions about a product or service from person to person, especially by using unconventional means such as the Internet or email



## Creating a buzz – online viral marketing e.g. WestJet Christmas Miracle

YouTube <sup>NO</sup>

westjet christmas miracle

Q



We'll give Santa the last word

4:46 / 5:25

WestJet Christmas Miracle: Real-time Giving

47,990,374 views

215K 6.8K Download 720 SHARE

A red arrow points from the bottom left towards the view count.

# Some factors for successful viral marketing campaigns

## 1. Provoke an emotion

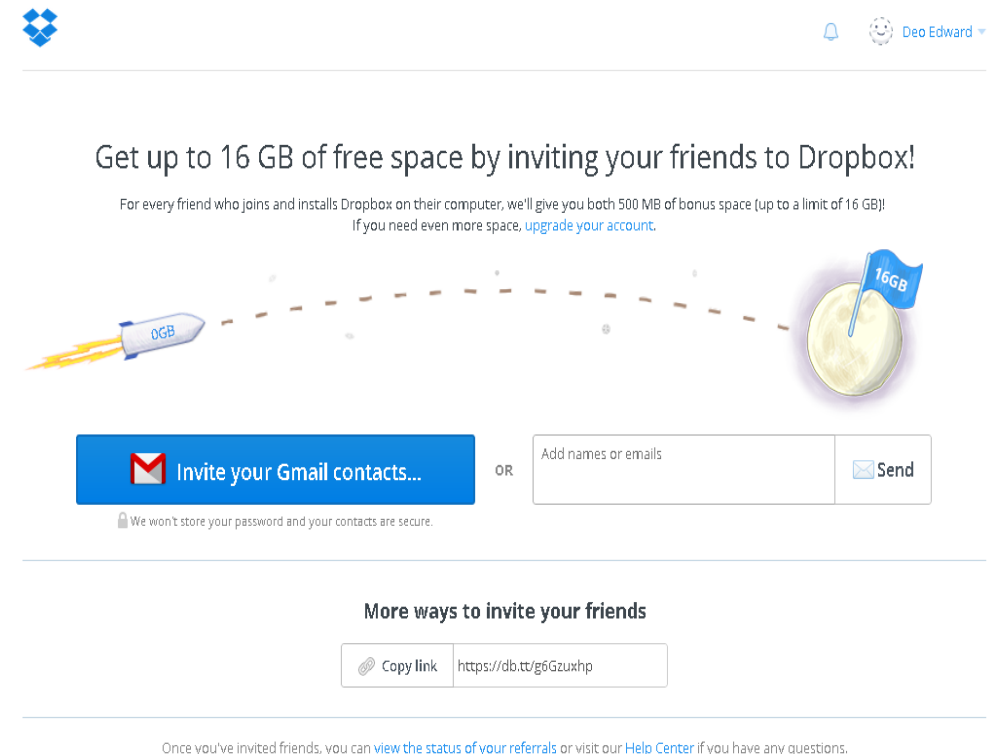
- Playing on people's emotions tends to go viral more easily.
- It is important that a campaign has the ability to light a spark of emotion
- The campaign has to be engaging. This is the only way that you are going to get people to willingly pass along the viral to their friends



# Some factors for successful viral marketing campaigns

## 2. Rewarding

- The rewarding factor is directed against the specific user.
- Provide incentive (reward) for users to spread the word about your product or brand
- Criteria for a rewarding campaign include:
  - ✓ Access for as many as possible to be rewarded for their actions
  - ✓ The quality and/or quantity of the reward, how well the reward fits the campaign
  - ✓ The more users that benefits from one specific reward, the better.



# Some factors for successful viral marketing campaigns

## 3. You need to be transparent.

- Be open about your affiliation with the product or what you are selling
- If you are not transparent and the public finds out that they were set up, the negative reaction can be far worse



# Some factors for successful viral marketing campaigns

## 4. Get influencer's engaged with the campaign

- These bloggers, youtubers, diggers and the like have large networks of friends
- They can help push your campaign to the markets that you are trying to penetrate.
- These are also the people who will crucify you if you are not transparent with your marketing attempts.

