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MARKETING: The Core 5/e

CHAPTER

18

IMPLEMENTING
INTERACTIVE AND
MULTICHANNEL
MARKETING



McGraw-Hill Education

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LEARNING OBJECTIVES (LO)

AFTER READING CHAPTER 18, YOU SHOULD BE ABLE TO:

L01

Describe what interactive marketing is and how it creates customer value, customer relationships, and customer experiences.

L02

Explain why certain types of products and services are particularly suited for interactive marketing.

18-2

LEARNING OBJECTIVES (LO)

AFTER READING CHAPTER 18, YOU SHOULD BE ABLE TO:

L03

Describe why consumers shop and buy online and how marketers influence online purchasing behavior.

L04

Define cross-channel shoppers and the role of transactional and promotional Web sites in reaching these shoppers.

18-3

SEVEN CYCLES. ONE BIKE. YOURS.



18-4

SEVEN CYCLES. ONE BIKE. YOURS.



the Triad. Redefine Your Expectations.

- Full-Custom Carbon
- Ready in Three Weeks
- Complete Bike Prices Start at \$5,195
- Beyond Your Expectations

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One Bike. Yours.

seven cycles



18-5

CREATING CUSTOMER VALUE, RELATIONSHIPS, AND EXPERIENCES IN MARKETSPACE

L01

CUSTOMER VALUE CREATION IN MARKETSPACE

➤ Marketplace



➤ Marketspace

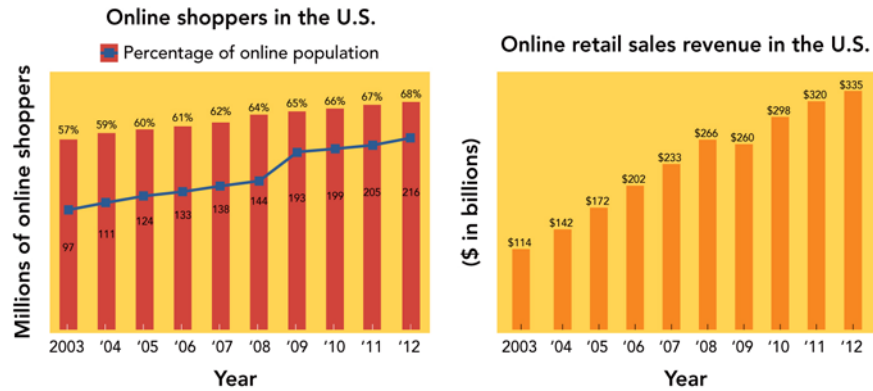


- Time Utility
- Possession Utility
- Form Utility



18-6

FIGURE 18-1 Trend in online shoppers and online retail sales revenue in the U.S.



18-7

CREATING CUSTOMER VALUE, RELATIONSHIPS, AND EXPERIENCES IN MARKETSPLACE
INTERACTIVITY AND INDIVIDUALITY IN MARKETSPLACE

L01

- Interactivity
- Individuality
- Interactive Marketing
- Choiceboard
 - Collaborative Filtering



18-10

L01

CREATING CUSTOMER VALUE, RELATIONSHIPS, AND EXPERIENCES IN MARKETSPLACE INTERACTIVITY AND INDIVIDUALITY IN MARKETSPLACE

➤ **Personalization** MyYahoo!

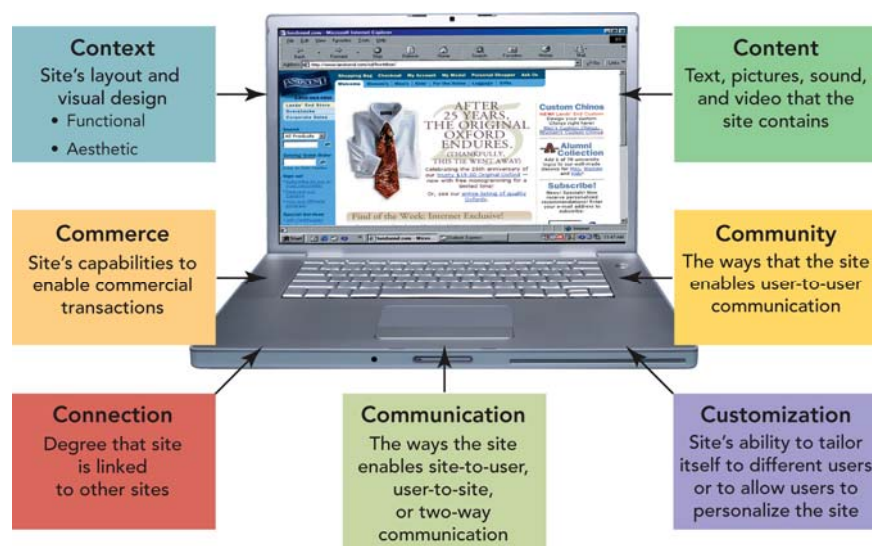


➤ **Permission Marketing**

- Opt-In
- Opt-Out

18-11

FIGURE 18-2 Seven Web site design elements that drive customer experience



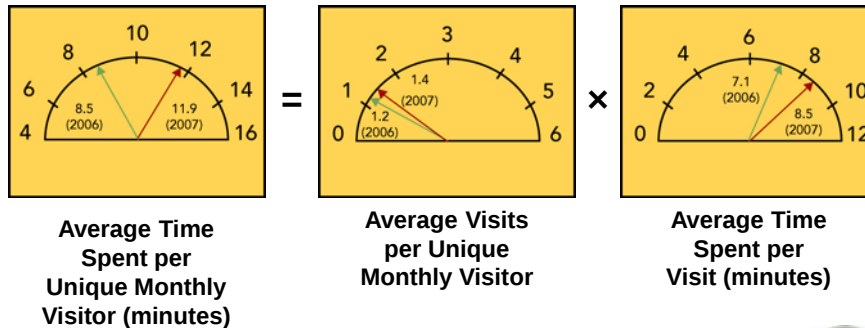
18-12

L01

USING MARKETING DASHBOARDS

Sizing Up Site Stickiness at Sewell Automotive Companies

Average Time Spent per Unique Monthly Visitor



18-13

L02

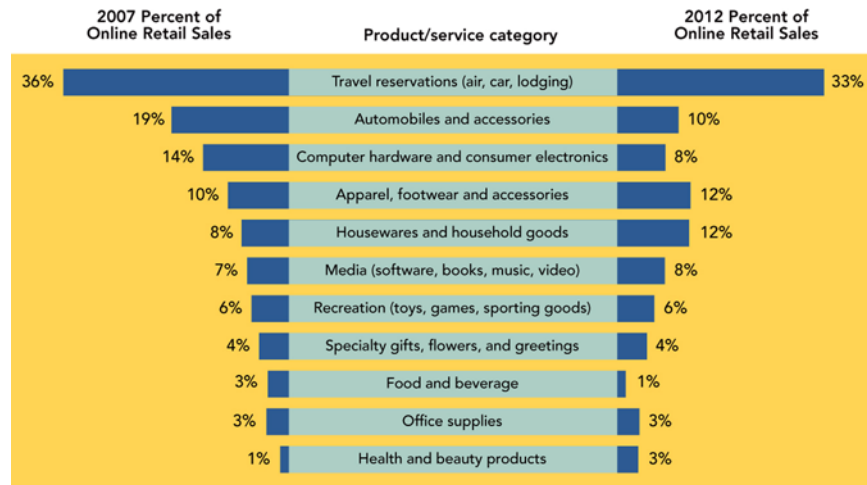
ONLINE CONSUMER BEHAVIOR AND MARKETING PRACTICE IN MARKETSPACE

WHO IS THE ONLINE CONSUMER?

- Seeks Product Information
- Likely to be:
 - Women
 - Young
 - Diverse
 - Educated
 - Affluent
- Those with \$75,000 Incomes Account for About 50% of Purchases

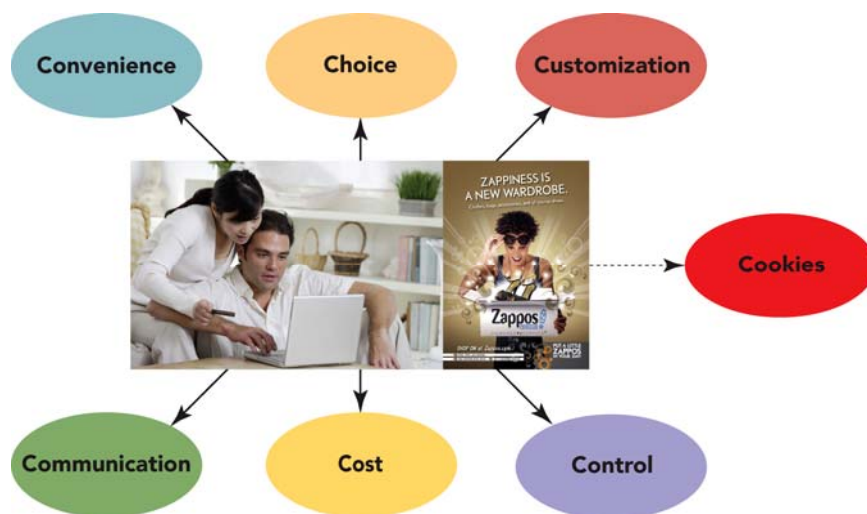
18-14

FIGURE 18-3 Estimated percentage of online retail sales by product/service category: 2007 and 2012



18-17

FIGURE 18-4 Why consumers shop and buy online



18-18

L04

CROSS-CHANNEL SHOPPERS AND MULTICHANNEL MARKETING WHO IS THE CROSS-CHANNEL SHOPPER?

➤ **Cross-Channel Shopper**

- **Compares Products Among Retailers**
- **Obtains Information Not in Stores**
- **Reduces Trips to Multiple Retail Locations**

18-25

L04

CROSS-CHANNEL SHOPPERS AND MULTICHANNEL MARKETING IMPLEMENTING MULTICHANNEL MARKETING

- **Multichannel Marketing**
- **Transactional Web Sites**
 - **Cannibalization**
 - **Channel Conflict**



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VIDEO CASE 18

PIZZA HUT AND IMC²: BECOMING A MULTICHANNEL MARKETER



FIGURE 1 IMC² Brand Sustainability Map™



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