



MK 312 Integrated Marketing Communications

Direct & Digital Marketing

By Ajarn Suwalya K.

November 2, 2020



- **Speak directly to your ideal customer's pain point instead of addressing a vague audience.**

- Align your messaging to each channel based on what your target customers already expect on it.
- Build an easy-to-reference marketing communications document, so your team, other teams, and future hires can use it with ease.

Plan Your Marketing Communications Strategy in Six Simple Steps

1. Identify Your Target Market. ...
2. Identify Your Target Customers. ...
3. Identify Your Unique Selling Proposition
4. Match Your Audience Problems to Your Product Solutions. ...
5. Match Your Messaging to Channels You Choose. ...
6. Set Your Goals and Identify a Way to Measure Them.

Learning Objectives

1. Define direct and digital marketing and discuss their rapid growth and benefits to customers and companies.
2. Identify and discuss the major forms of direct and digital marketing.
3. Explain how companies have responded to the internet and the digital age with various online marketing strategies.
4. Discuss how companies use social media and mobile marketing to engage consumers and create brand community.
5. Identify and discuss the traditional direct marketing forms and overview public policy and ethical issues presented by direct marketing.
6. How to create effective digital marketing campaigns

Learning Objective 1

Define direct and digital marketing and discuss their rapid growth and benefits to customers and companies.

Direct and Digital Marketing

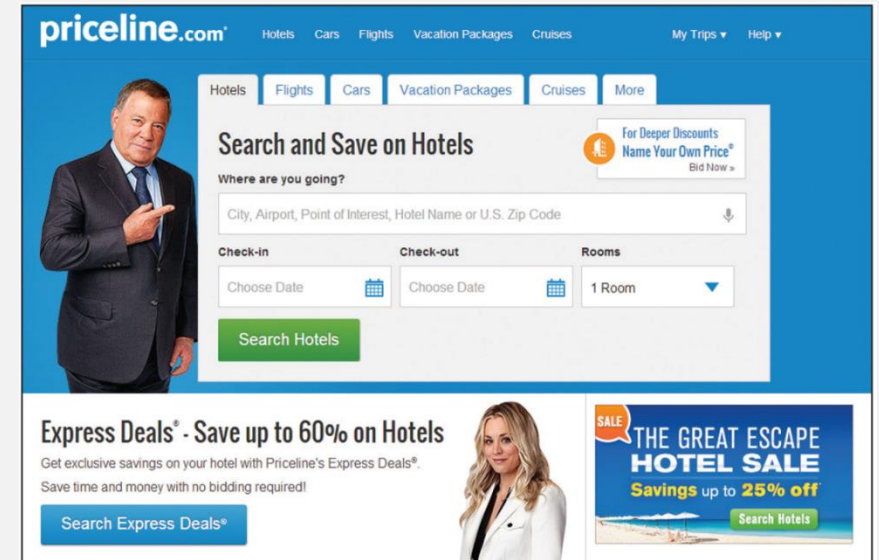
Direct and digital marketing involve engaging directly with carefully targeted individual consumers and customer communities to **both obtain an immediate response and build lasting customer relationships.**



Direct and Digital Marketing

The New Direct Marketing Model

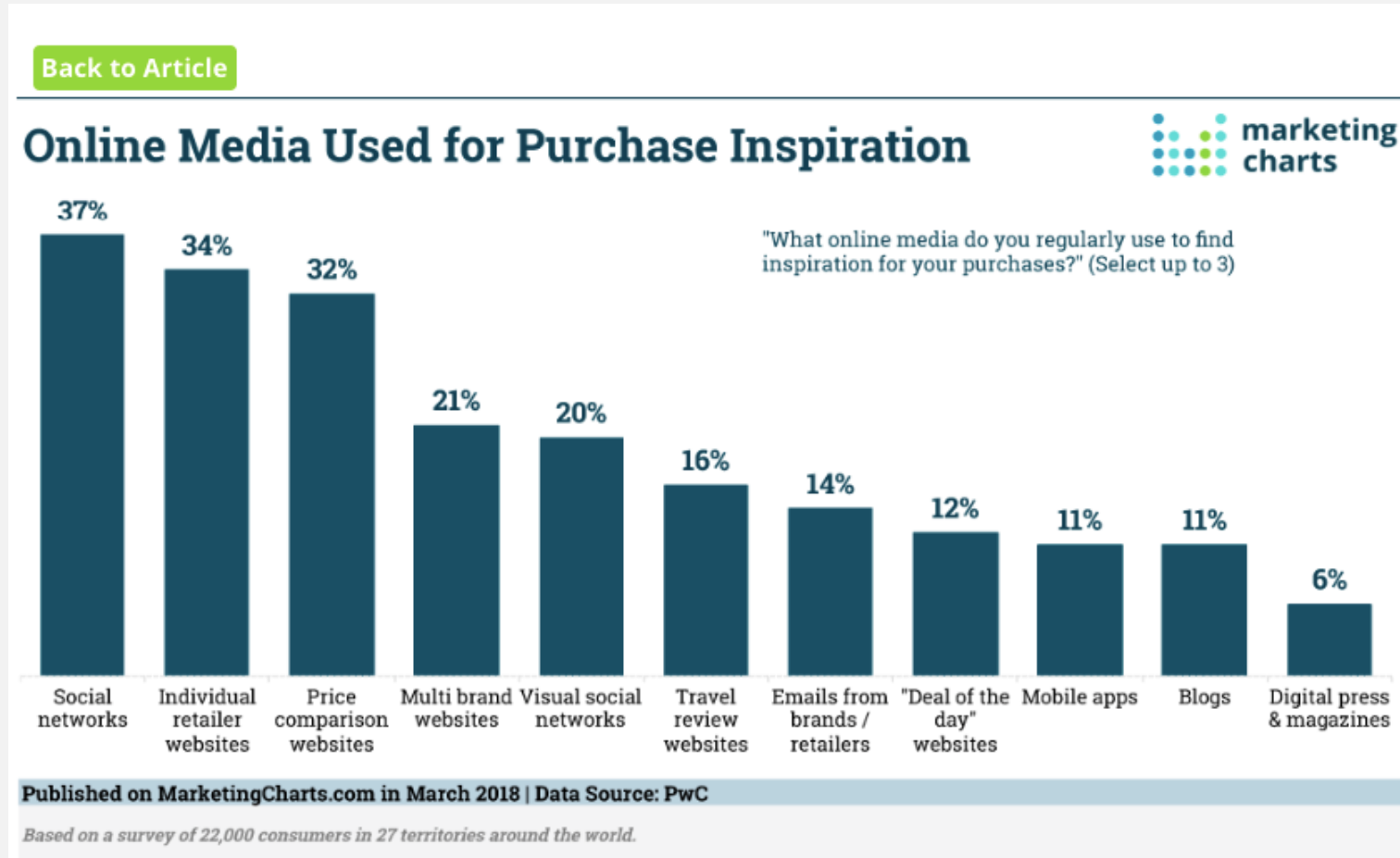
For many companies today, **direct and digital marketing constitute a complete model for doing business.**



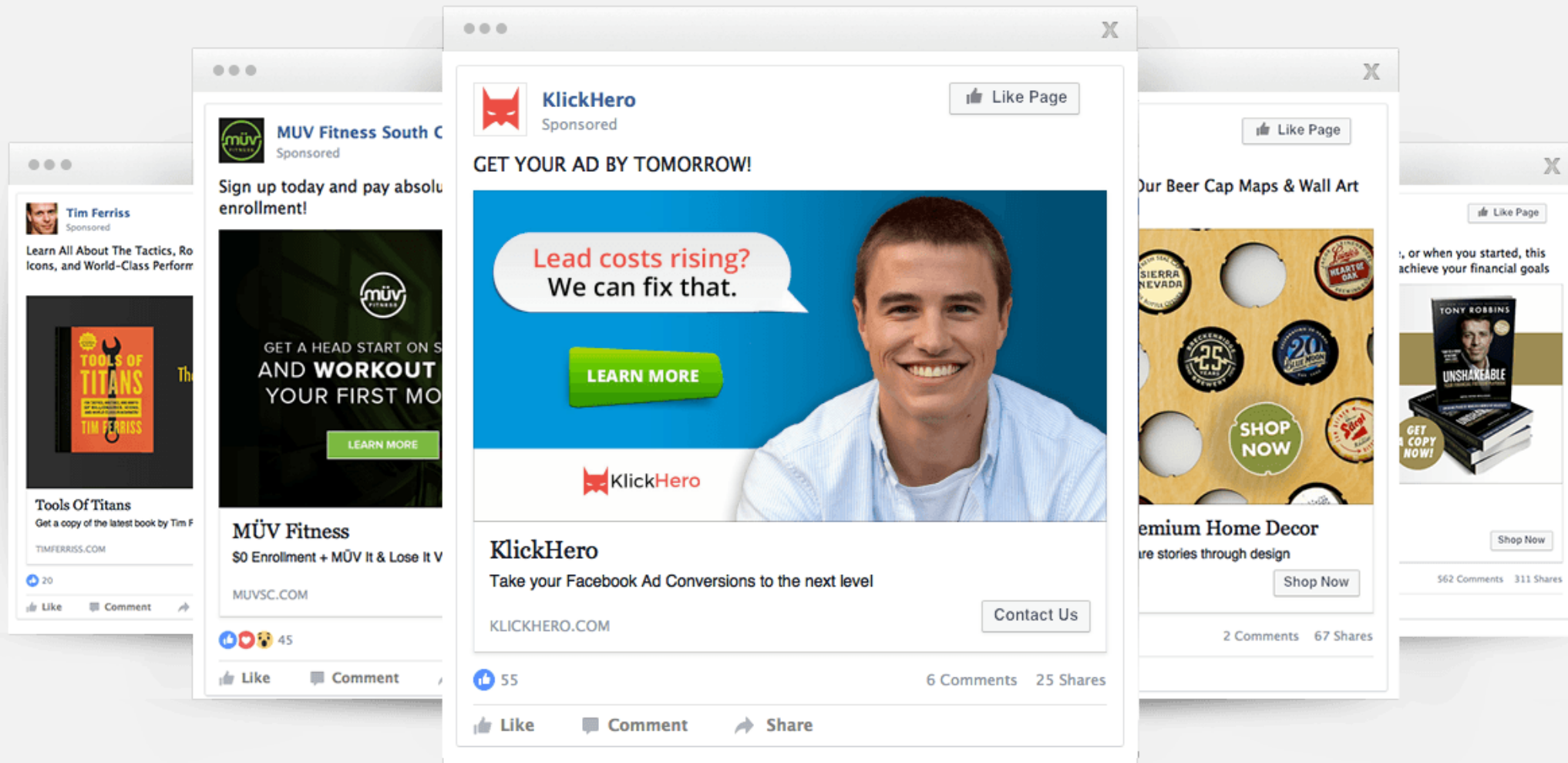
● The new direct marketing model: Online travel agency Priceline.com sells its services exclusively through online, mobile, and social media channels. Along with other online competitors, Priceline.com has pretty much driven traditional offline travel agencies to extinction.

priceline.com

Purchase Inspiration



Direct and Digital Marketing



Direct and Digital Marketing

Rapid Growth of Direct and Digital Marketing

Direct and digital marketing have become the fastest-growing form of marketing.

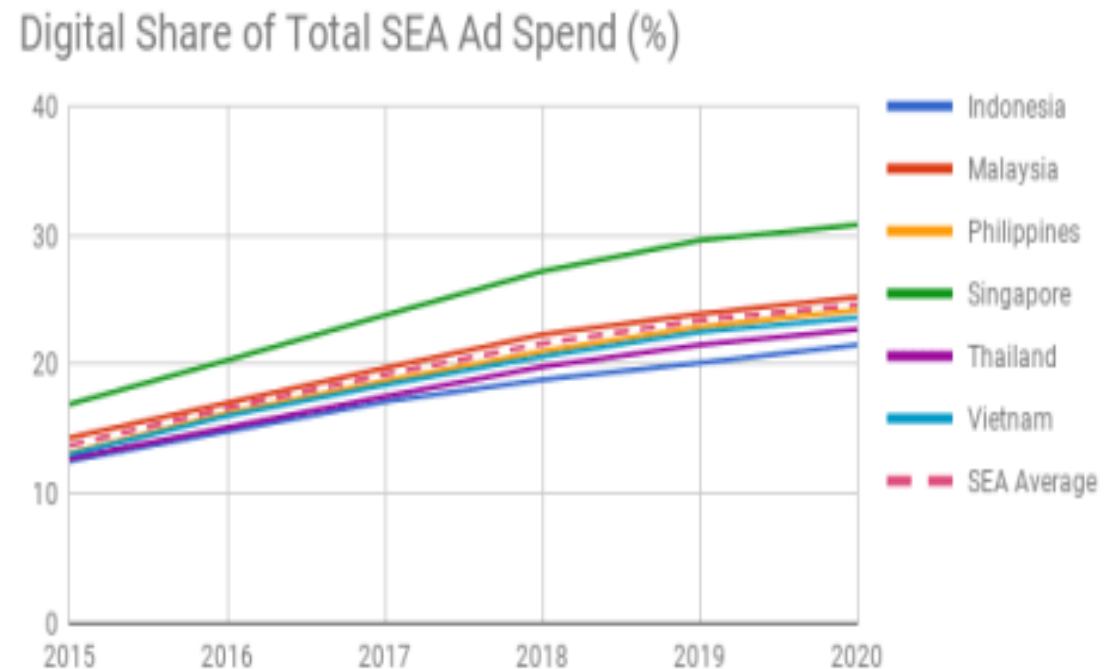
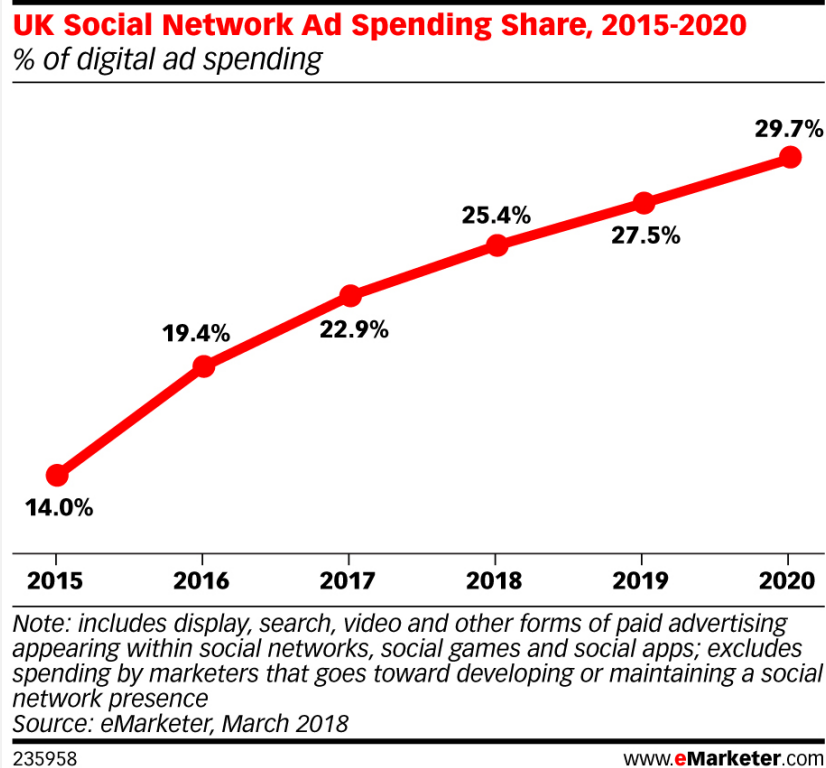
Direct marketing continues to become more Internet-based, and digital direct marketing is claiming a surging share of marketing spending and sales.

Top Areas of Marketing Spend



Direct and Digital Marketing

Rapid Growth of Direct and Digital Marketing



Direct and Digital Marketing

Benefits of Direct and Digital Marketing—Buyers

- ✓ Convenience
- ✓ Ready access to many products
- ✓ Access to comparative information about companies, products, and competitors
- ✓ Interactive and immediate

Direct and Digital Marketing

Benefits of Direct and Digital Marketing—Sellers

- ✓ Tool to build customer relationships
- ✓ Low-cost, efficient, fast alternative to reach markets
- ✓ Flexible
- ✓ Access to buyers not reachable through other channels

What's Ad Growth Going to Look Like in the Digital Arena?

Digital advertising revenue worldwide from 2015 to 2021, by format (in billion U.S. dollars)



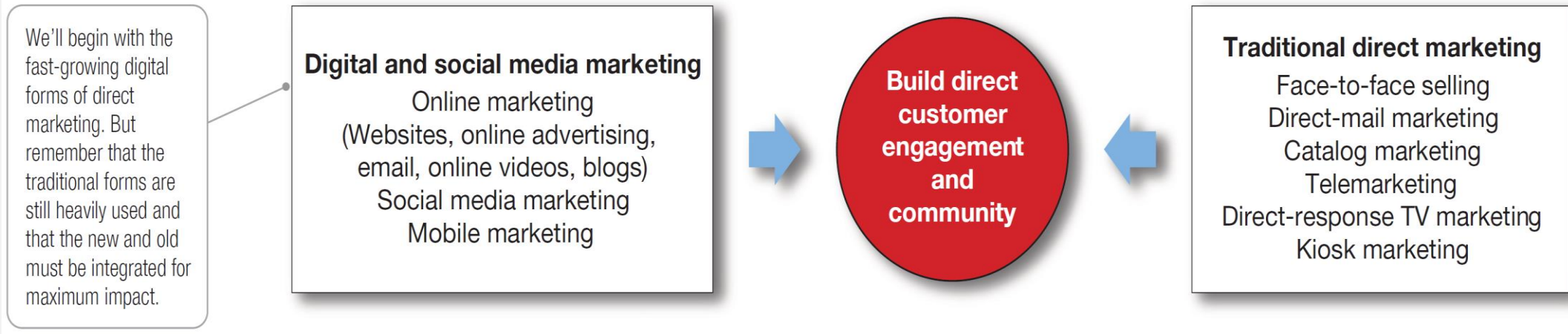
Learning Objective 2

Identify and discuss the major forms of direct and digital marketing.

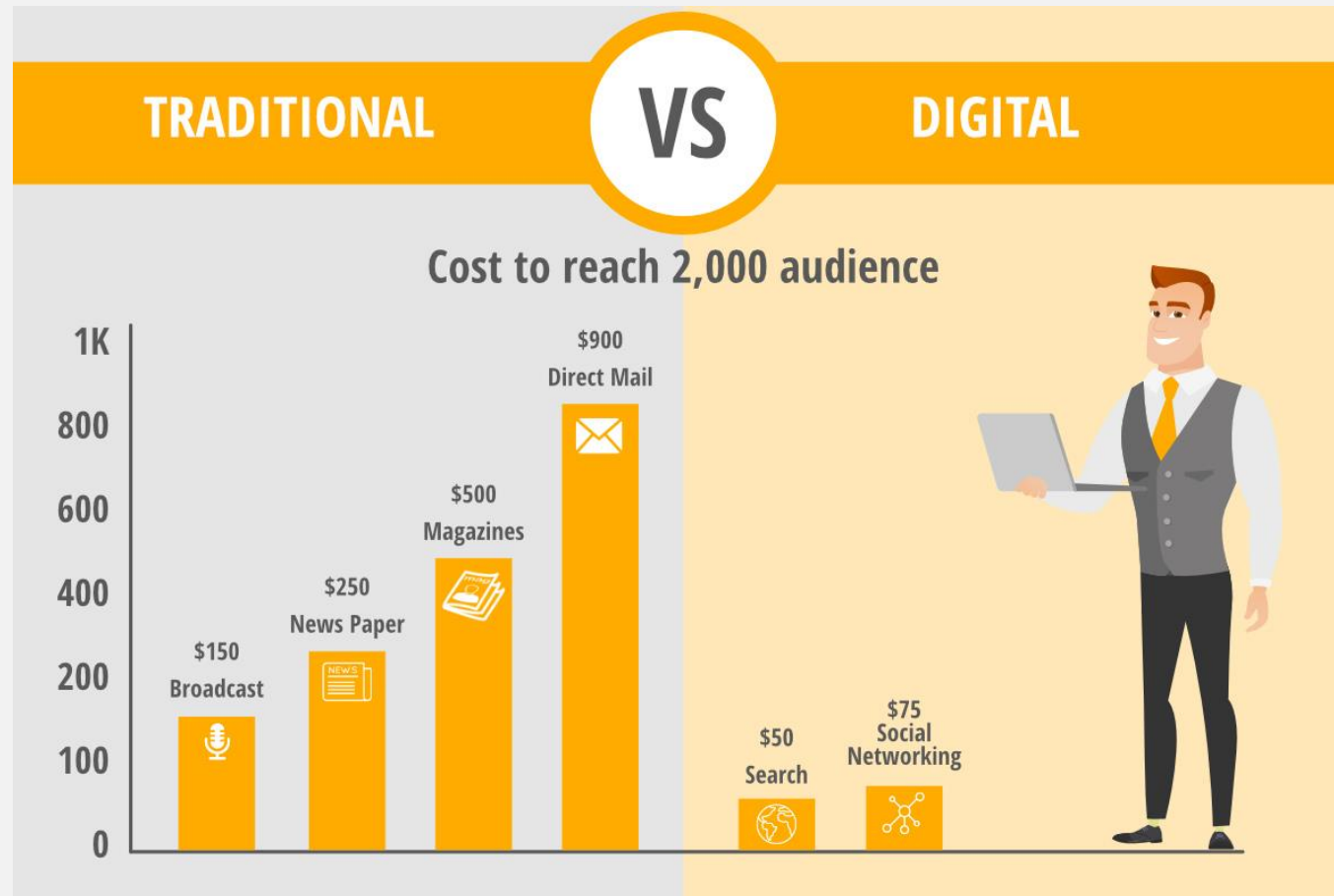
Forms of Direct and Digital Marketing

● FIGURE | 17.1

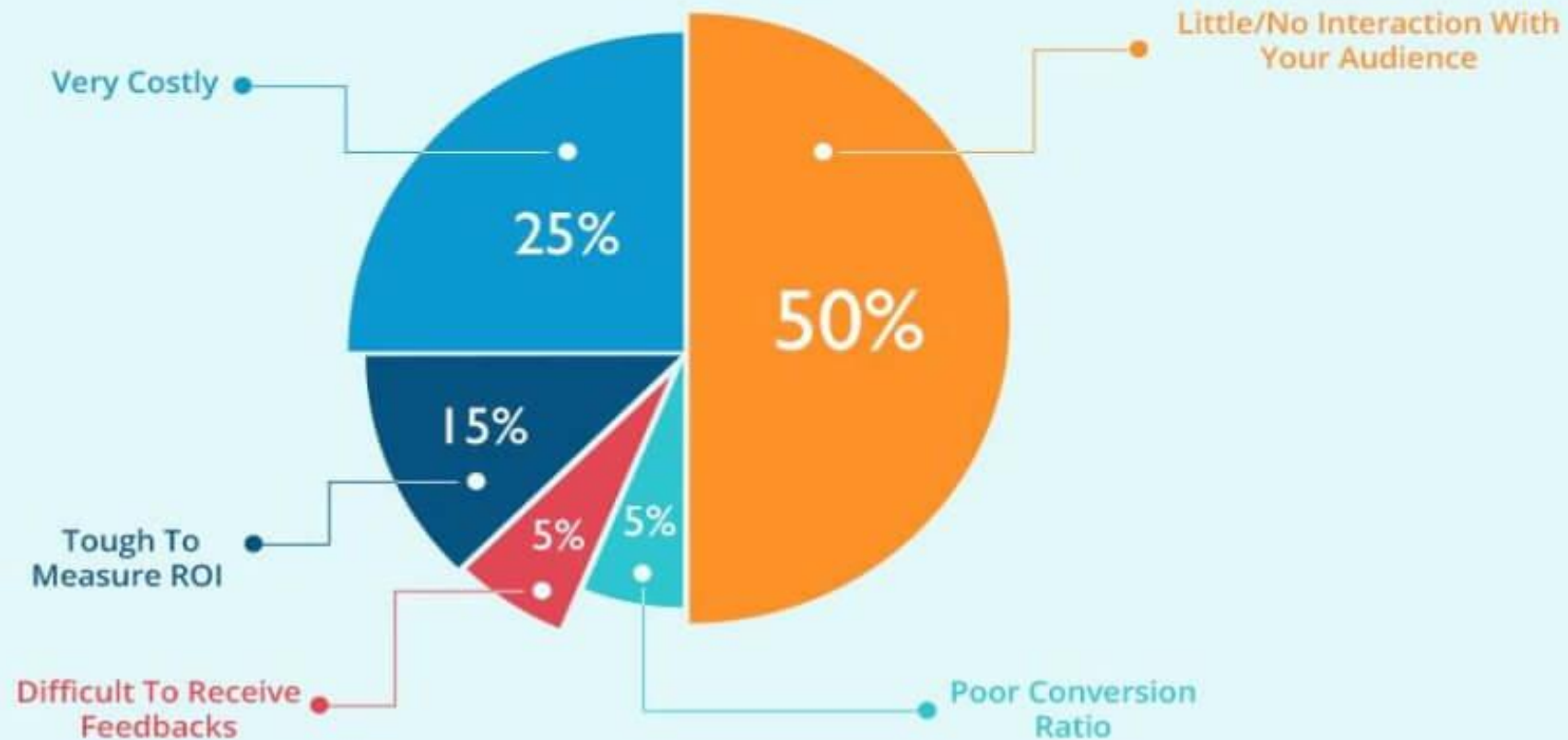
Forms of Direct and Digital Marketing



Forms of Direct and Digital Marketing



Marketers state the biggest **Drawbacks of Traditional Marketing**



Learning Objective 3

Explain how companies have responded to the internet and the digital age with various online marketing strategies.

Marketing, The Internet, and the Digital Age

Digital and social media marketing—Using digital marketing tools such as websites, social media, mobile apps and ads, online video, email, and blogs **that engage consumers anywhere, anytime via their digital devices.**

Marketing, The Internet, and the Digital Age

Omni-channel retailing creates a seamless cross-channel buying experience that integrates in-store, online, and mobile shopping—
creates a single shopping experience.



● **Omni-channel retailing:** Home Depot's goal is to provide “a seamless and frictionless experience no matter where our customers shop, be it in the digital world, our brick and mortar stores, at home, or on the job site. Anywhere the customer is, we need to be there.”

THE HOME DEPOT name and logo are trademarks of Home Depot Product Authority, LLC, used under license.

Multi-Channel



Omni-Channel



Marketing, The Internet, and the Digital Age

Online Marketing

Online marketing is marketing via the Internet using company Web sites, online ads and promotions, e-mail, online video, and blogs.

Marketing Web sites engage consumers to move them closer to a direct purchase or other marketing outcome.

Branded community Web sites present brand content that engages consumers and creates customer community around a brand.

WHAT'S A BRAND COMMUNITY

- A specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand (Muniz, 2001).
- A group of ardent consumers organized around the lifestyle, activities, and ethos of a brand (Fournier & Lee, 2009).
- It is not just: Social Network or CRM.



Brand Communities - Alejandro Delgado 27/Jan/2017



**WE LIVE IN MORE THAN 100
COUNTRIES. OUR HOME IS ANY
ROAD, ANY CITY, AND ANY
PLACE WE CHOOSE TO GATHER.**

SIGN IN

CREATE A PROFILE  **JOIN NOW** 

Learn more about H.O.G.® 





My Starbucks Idea

GOT AN IDEA?

VIEW IDEAS

IDEAS IN ACTION

FAQ

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Ideas so far 152

Search Ideas

PRODUCT IDEAS

- 26,505 Coffee & Espresso Drinks
- 2,221 Frappuccino® Beverages
- 8,149 Tea & Other Drinks
- 12,447 Food
- 6,280 Merchandise & Music
- 8,512 Starbucks Card
- 1,241 New Technology
- 8,629 Other Product Ideas

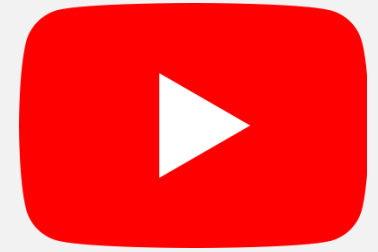
EXPERIENCE IDEAS



© Starbucks



NIKE



Marketing, The Internet, and the Digital Age

Online Marketing

Online advertising is advertising that appears while consumers are browsing online and includes display ads, search-related ads, online classifieds, and other forms.

E-mail marketing involves sending highly targeted, highly personalized, relationship-building marketing messages via e-mail.

Spam is unsolicited, unwanted commercial e-mail messages.

Unilever
Network

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[What's New](#) | [Global Business](#) | [Beauty & Wellness](#) | [Wealth & Lifestyle](#) | [Leadership](#) | [Shop Online](#) | [Media Gallery](#)

HAPPY Shop

HAPPY Share

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Good Food, Good Life

Descargables
PERSONALIZA TU PC

CALENDARIO

Recetas que siempre
te acompañan

Salva Pantallas

Con Nestlé todo
es posible

Fondos de pantalla

El mejor aliado para ti

Calendario.

Según día te
falta todo el
labor de Nestlé.

Salva Pantallas.

Nunca fue tan
fácil preparar los
mejores alimentos.

Fondos de pantalla.

La historia demuestra la
especialidad del trabajo y el
amor por lo que se hace.

Nuestra Compañía

Nestlé comprometida con la gente

Nestlé en
Ecuador

Nestlé está en el país
desde 1975,
ofreciendo a las
familias ecuatorianas
los productos
alimenticios de la
mejor calidad.

Responsabilidad
social

Nestlé dirige sus
actividades a la
mejora de la
calidad de vida de
todas las personas
que viven en el
mundo de las
actividades diarias.

Trabaja con nosotros

“No gusta jugar con y para el Equipamiento.”
Este es realmente un gran lugar para trabajar.”
Ana María, Consumer Excellence

Nuestro laboratorio de Nestlé tiene un rol tanto individual como
complementario en conjunto, día a día, la Campaña del mañana.

Nestlé en
Ecuador

La historia demuestra la
especialidad del trabajo y el
amor por lo que se hace.

Documentos
Corporativos

Los fundamentos de Nestlé
reflejan su historia por la
gente.

Educación
Nestlé

Una gran cuenta para
comenzar todo lo que Nestlé
tiene para ti.

Marketing, The Internet, and the Digital Age

Online Marketing

Online video marketing involves posting digital video content on brand Web sites or social media sites such as YouTube, Facebook, and others.

Viral marketing is the digital version of **word-of-mouth marketing**: videos, ads, and other marketing content that is so infectious that customers will seek it out or pass it along to friends.



Marketing, the Internet, and the Digital Age

Online Marketing

Blogs are online journals where people and companies post their thoughts and other content, usually related to narrowly defined topics.





Learning Objective 4

Discuss how companies use social media and mobile marketing to engage consumers and create brand community.



Social Media and Mobile Marketing

Social Media Marketing

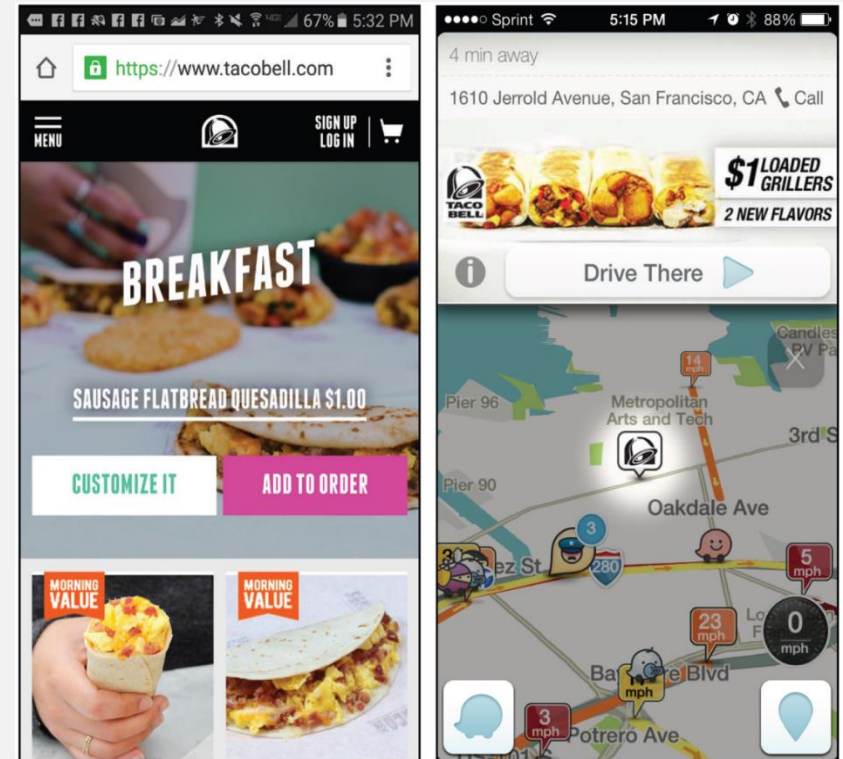
Advantages:

- ✓ Targeted and personal
- ✓ Interactive
- ✓ Immediate and timely
- ✓ Real-time marketing
- ✓ Cost effective
- ✓ Engagement and social sharing capabilities

Social Media and Mobile Marketing

Mobile Marketing

Mobile marketing delivers messages, promotions, and other content to **on-the-go consumers** through mobile phones, smartphones, tablets, and other mobile devices.



● Mobile marketing: Carefully-targeted mobile advertising lets Taco Bell reach breakfast customers at “moments that matter”—such as when they first open their eyes in the morning.

Taco Bell Corp.



Make-up Genius



Learning Objective 5

Identify and discuss the traditional direct marketing forms and overview public policy and ethical issues presented by direct marketing.

Traditional Direct Marketing Forms

Direct-mail marketing involves an offer, announcement, reminder, or other item to a person at a particular address.

- Personalized
- Easy-to-measure results
- Costs more than mass media
- Provides better results than mass media



Traditional Direct Marketing Forms

Catalog direct marketing involves printed and Web-based catalogs.

Benefits of Web-based catalogs

- Lower cost than printed catalogs
- Unlimited amount of merchandise
- Real-time merchandising
- Interactive content
- Promotional features

Challenges of Web-based catalogs

- Require marketing
- Difficulties in attracting new customers

MIX IT UP

Con la MIX IT UP Merrell creiamo un nuovo modo di guardare la calzatura sportiva: un mix di materiali, colori e forme che creano un look unico e moderno. Merrell per chi ama la natura e la montagna. [www.merrell.it](#)

Merrell

Merrell Vibe
La Vibe è la calzatura che ti dà la sensazione di camminare su nubi. Con la sua suola in schiuma di poliuretano, ti offre un'ammortizzazione eccezionale e ti protegge da ogni irregolarità del terreno. Merrell Vibe è la tua scelta per chi ama camminare a lungo. [www.merrell.it](#)

Merrell Trail & Mountain
La Trail & Mountain è la calzatura che ti dà la sensazione di camminare su nubi. Con la sua suola in schiuma di poliuretano, ti offre un'ammortizzazione eccezionale e ti protegge da ogni irregolarità del terreno. Merrell Trail & Mountain è la tua scelta per chi ama camminare a lungo. [www.merrell.it](#)

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Merrell

Traditional Direct Marketing Forms

Telemarketing involves using the telephone to sell directly to consumers and business customers.

- Outbound telephone marketing sells directly to consumers and businesses.
- Inbound telephone marketing uses toll-free numbers to receive orders from television and print ads, direct mail, and catalogs.



Traditional Direct Marketing Forms

Direct-response television

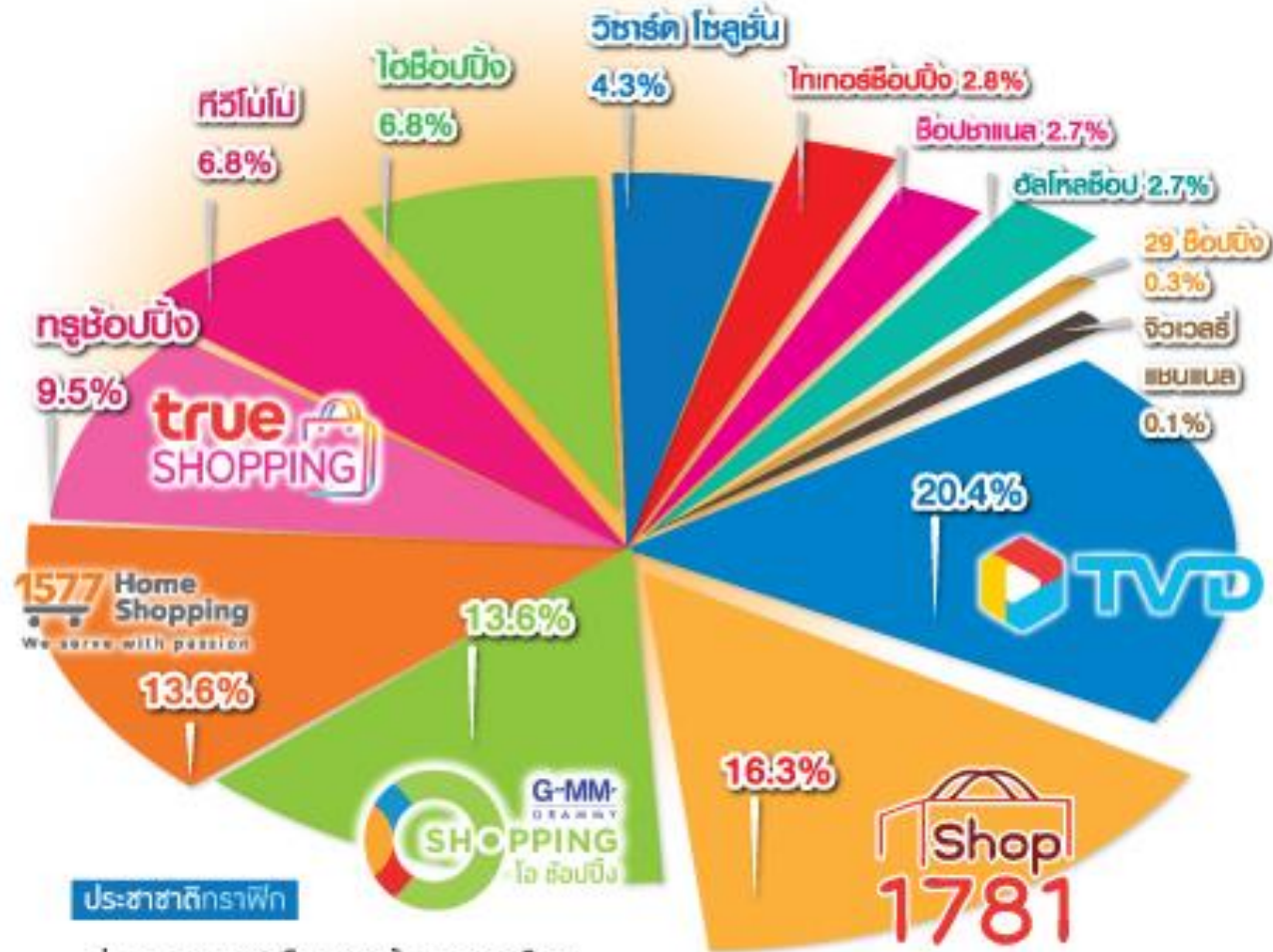
marketing includes the following:

- 60 to 120 second advertisements that describe products or give customers a toll-free number or website for ordering
- 30-minute infomercials such as home shopping channels





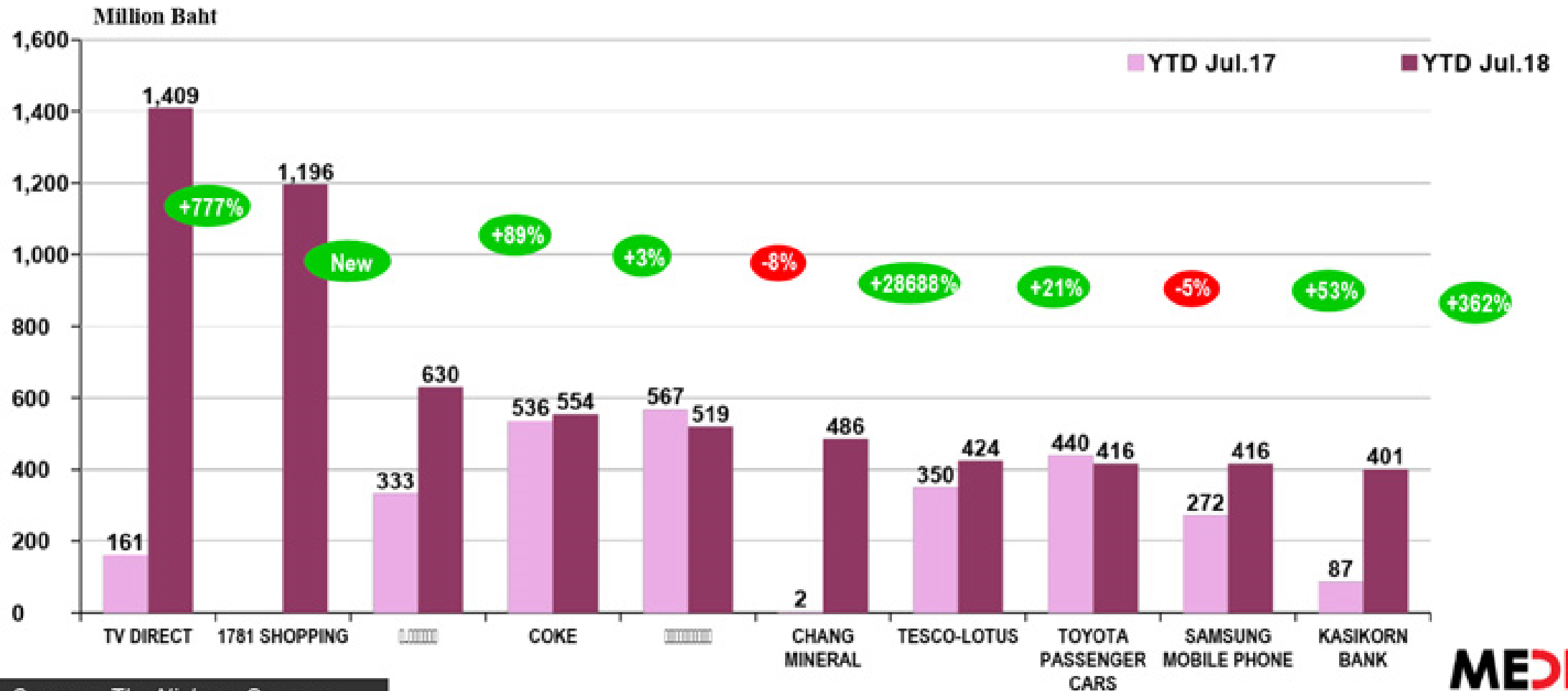
ส่วนแบ่งตลาดทีวีโฮมช้อปปิ้ง ครึ่งปีแรก (ม.ค.-มิ.ย. 62)



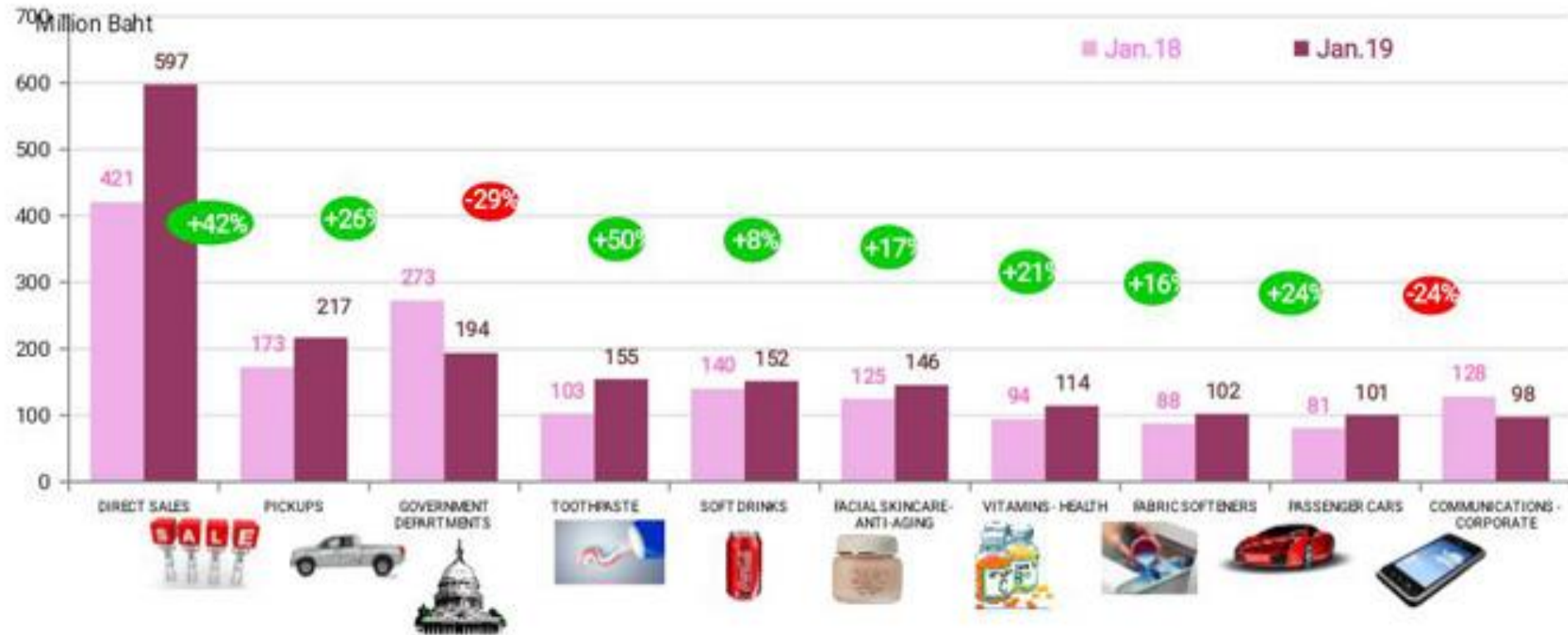
ประชาสัมพันธ์

ที่มา : สมาคมทีวีโฮมช้อปปิ้ง (ประเทศไทย)

TOP 10 BRANDS *(The Nielsen Company - Thailand)*



TOP 10 CATEGORIES (nielsen)



Source: The Nielsen Company; excluded classified ads and media owner ads.

MEDIA
Intelligence

Traditional Direct Marketing Forms

Kiosk Marketing



● Kiosk marketing: This Gold-to-go machine is a vending machine that dispenses items made of pure gold.

Marijan Murat/dpa picture alliance archive/Alamy Stock Photo



Public Policy Issues in Direct and Digital Marketing

- **Irritation** includes annoying and offending customers.
- **Unfairness** includes taking unfair advantage of impulsive or less-sophisticated buyers.
- **Deception** includes “heat merchants” who design mailers and write copy designed to mislead consumers.
- **Fraud** includes identity theft and financial scams.
- **Consumer privacy** involves concerns that marketers may have too much information and use it to take unfair advantage.

Public Policy Issues in Direct and Digital Marketing

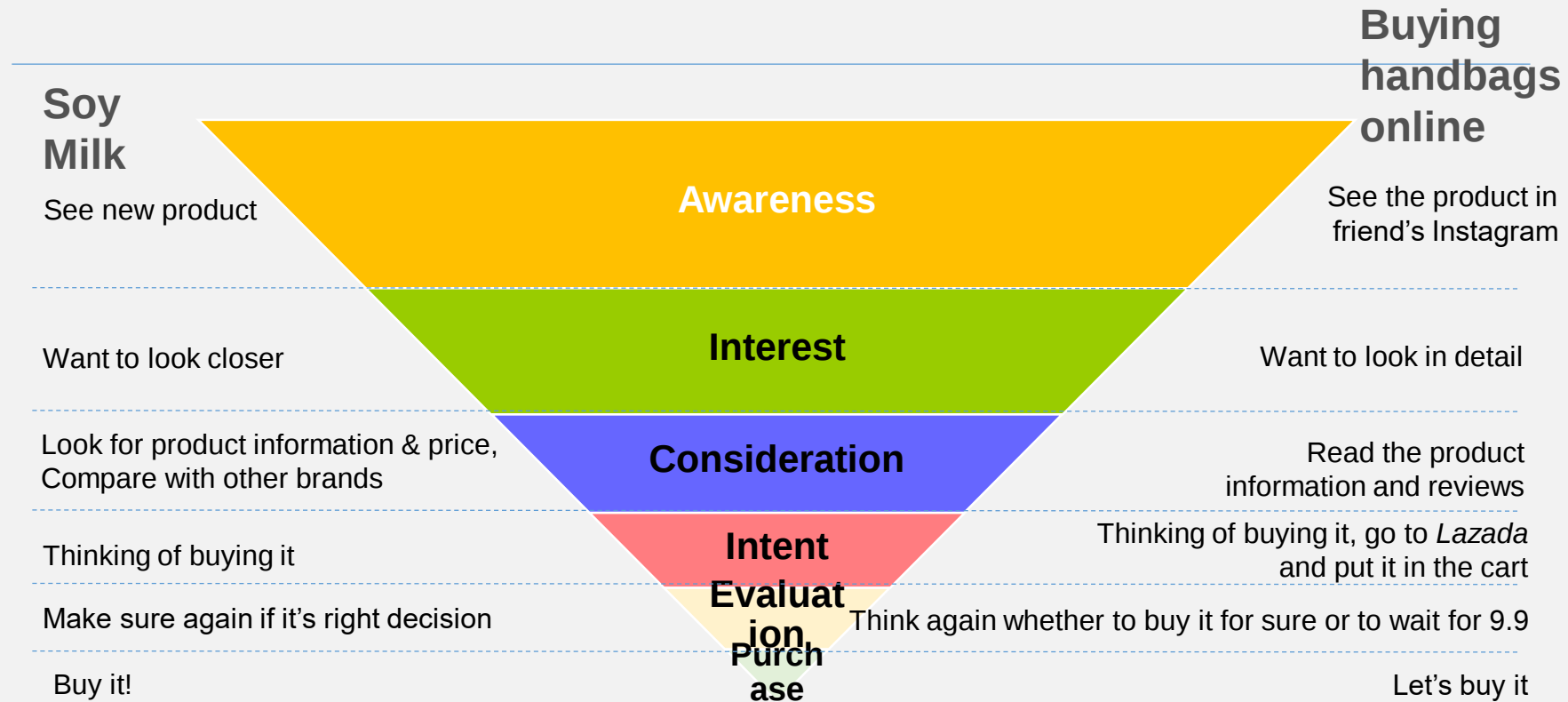
A Need for Action

- AdChoices
- Can Spam
- Children's Online Privacy Protection Act (COPPA)
- TRUSTe

Learning Objective 6

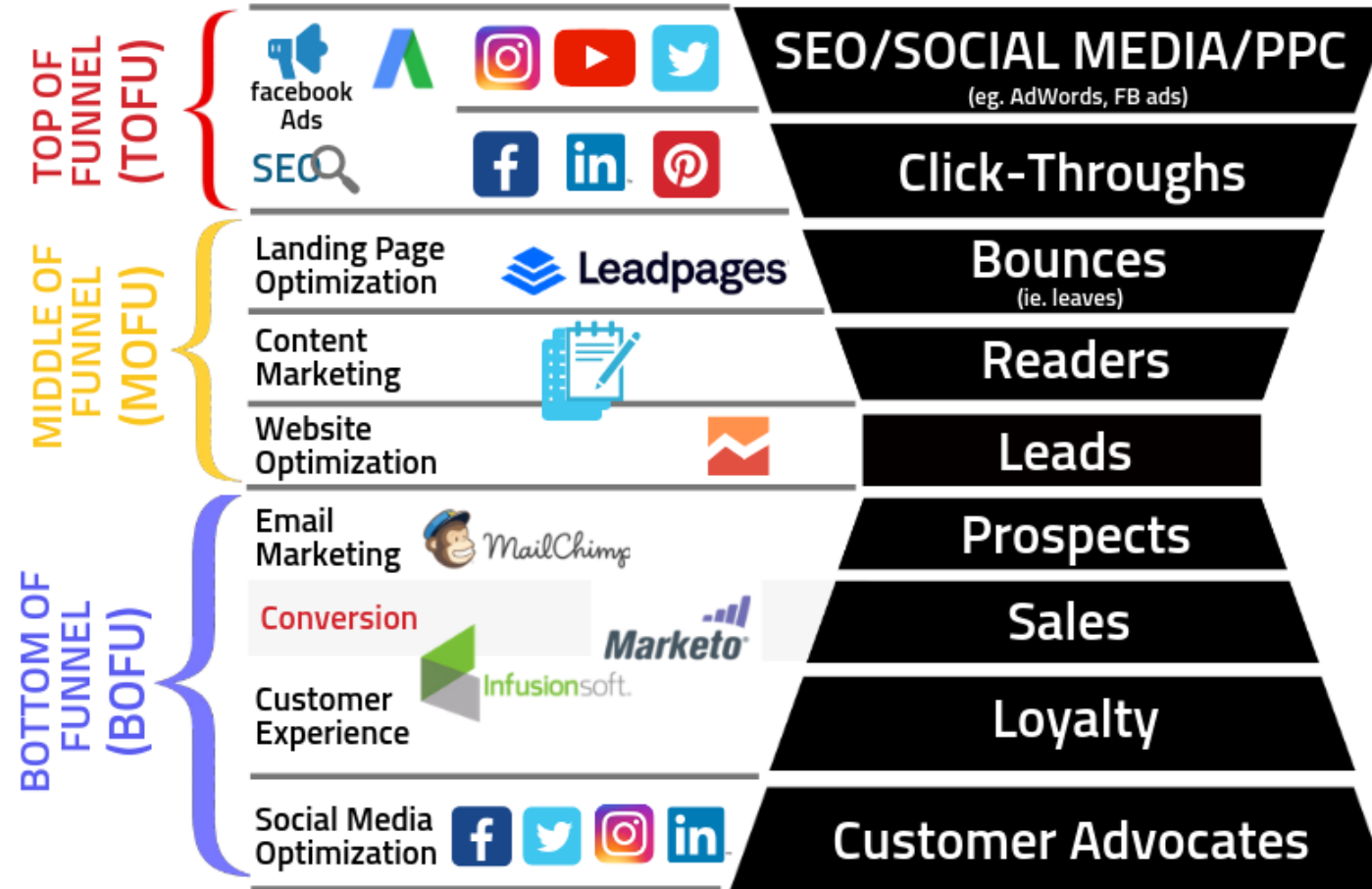
How to create effective digital marketing campaigns

Customer Journey



How your marketing activities stimulate customers in each stage?

DIGITAL MARKETING FUNNEL (Tools)



Key Components of a Digital Marketing Strategy



DEFINE YOUR GOALS & OBJECTIVES

What do you want to achieve from Digital Marketing?



CREATE BUYER PERSONAS

Describe this person in detail – what they do for a living, income, family status, age, likes & dislikes.



COMPETITOR RESEARCH

What are your competitors doing digitally to stand out?



DEFINE YOUR TARGET MARKET

A successful digital marketing campaign has a well defined audience.



BUDGET

For any digital marketing campaign you will need to set a realistic budget.



SEARCH ENGINE OPTIMIZATION

Focus on-page & off-page SEO. Also do your keyword research.



SOCIAL MEDIA

Create a social media strategy to plan & optimize your channels. Pick your platforms according to your target audience.



AD CAMPAIGNS

Create engaging advertisements & pick platforms that resonate with your target audience.



RE-MARKETING

If someone browses your products but does not make a purchase you can target them with ads or emails.



EMAIL MARKETING

Have a plan for how to grow your mailing list & create content accordingly.



CONTENT MARKETING

Create quality content like blog posts, articles, videos, podcasts, webinars & more.



MEASURE

Set up analytics to see what works best & where you can improve.



exposure ninja

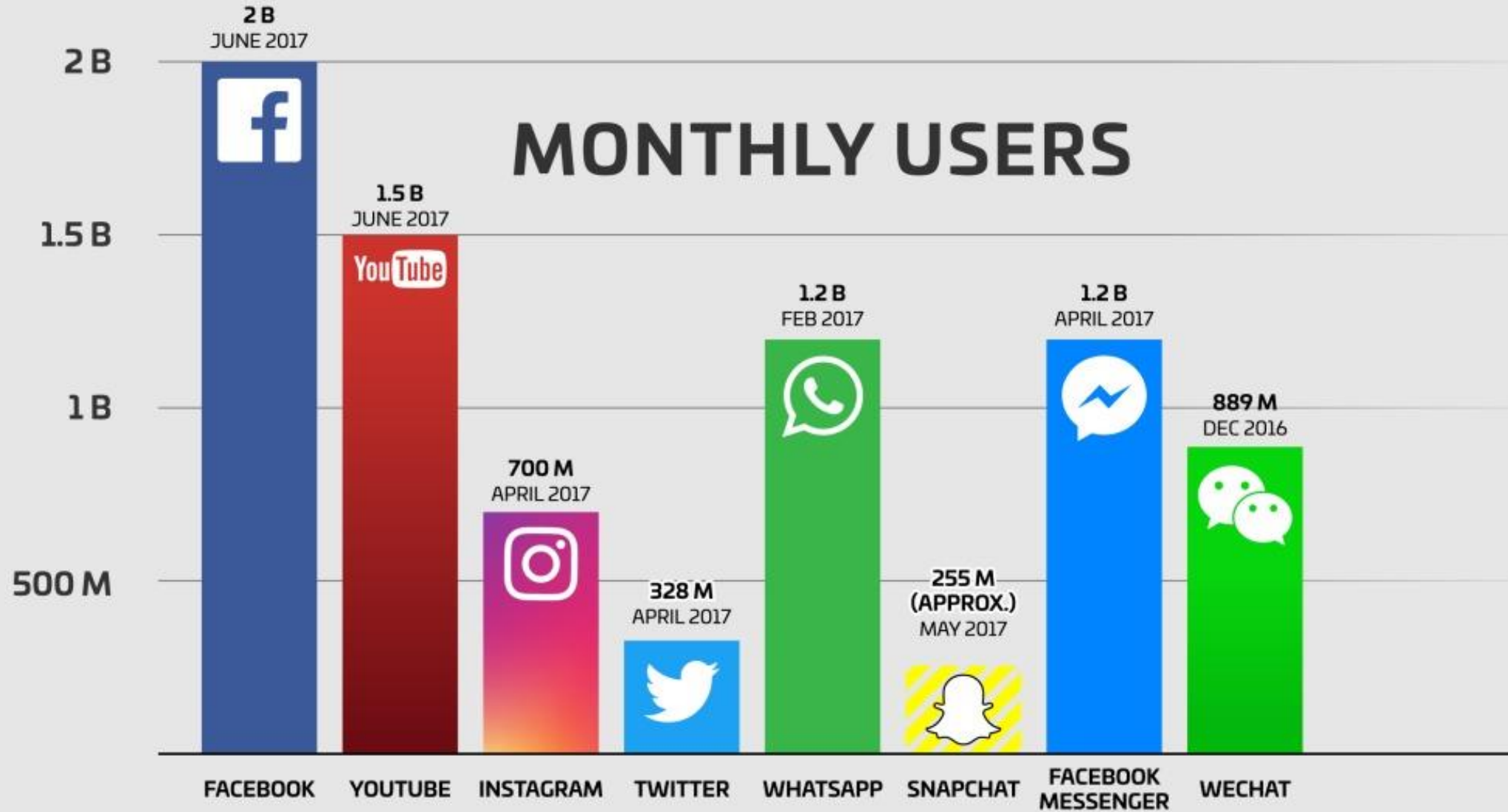


- Reviewing examples of business success is a great way to learn about what makes an effective digital marketing campaign. But how do you put this into practice for your business? The experts at [Exposure Ninja](#) have broken down the task of designing a successful digital marketing strategy into 12 easy-to-follow steps.

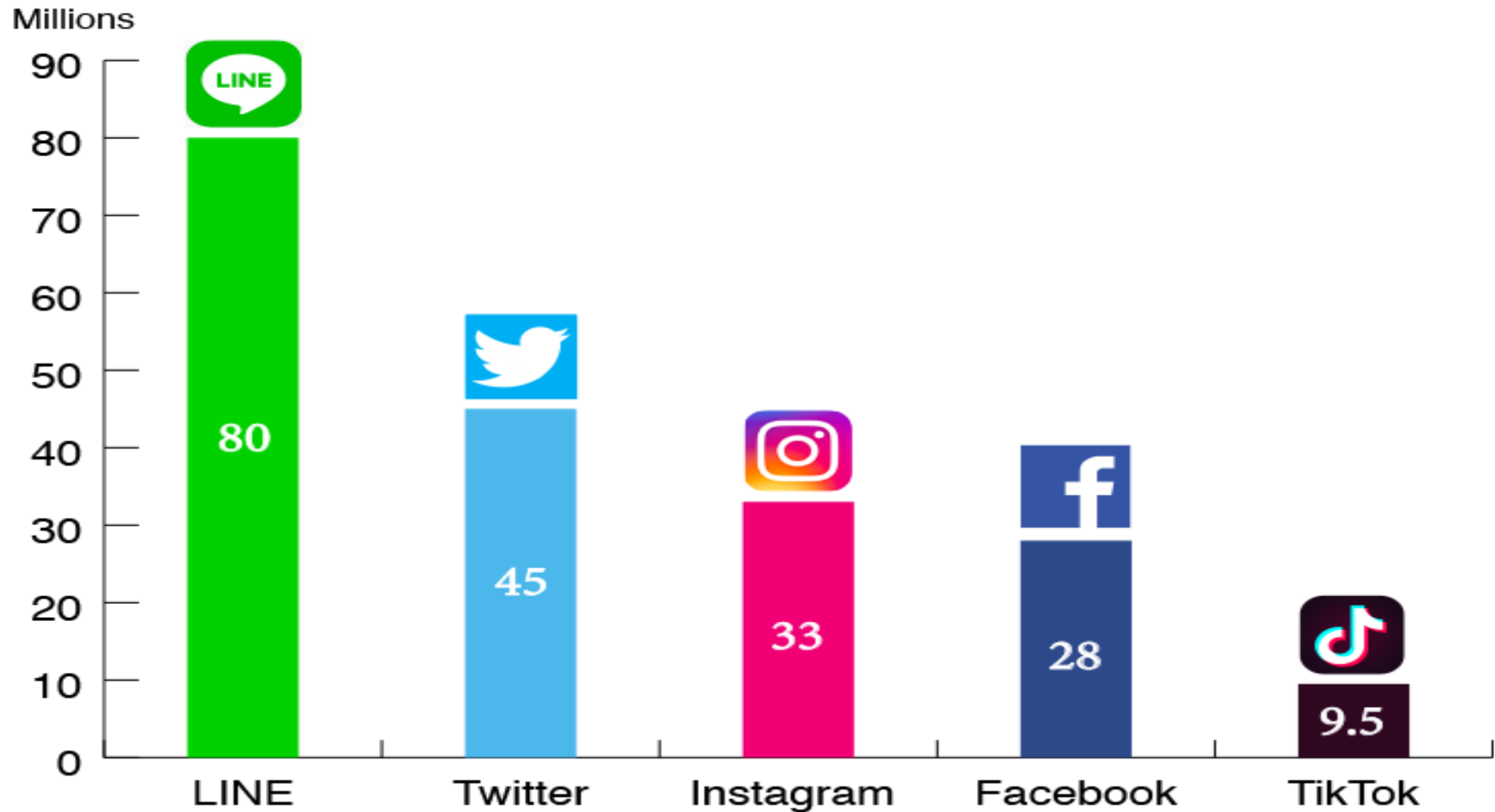
1. [Choose a Campaign Goal](#)
2. [Choose Which KPIs to Measure](#)
3. [Set a Campaign Budget](#)
4. [Review Your Previous Digital Marketing Campaigns](#)
5. [Analyse Your Competitors' Digital Marketing Campaigns](#)
6. [Define Your Target Audience](#)
7. [Decide a Campaign Message](#)
8. [Choose the Right Medium](#)
9. [Choose the Best Networks](#)
10. [Convert Your Traffic](#)
11. [Measure Your Results](#)
12. [Go Back To Step 1](#)



The main **difference between SEM vs. SEO** is that **SEM** is a paid strategy and **SEO** is an organic strategy. Like most things **in the** search industry, the definitions related to search marketing have evolved . Some marketers may consider **SEM** to be an umbrella term that includes both paid and organic strategies.



Top 5 Social Media Platforms in Japan by Monthly Active Users (MAU)



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



Kob Khun Krup...Ka

