Digital Communication

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Using Digital Media Channels to support Business Objectives

REACH
Build awareness on other sites and in offline media and drive to web presences
KPIs
-Unique visitors and fan
-Audience share
-Revenue or goal value per visit

ACT
Engage audience with brand on its website or other digital presence
KPIs
-Bounce rate
-Page per visit
- Product page conversion

CONVERT
Achieve conversion to marketing goals such as fans, leads or sales on web presences and offline
KPIs
-Conversion rates
-Leads and sales
-Revenue and margin

ENGAGE
Build customer and fan relationships through time to achieve retention goals
KPIs
-% active hurdle rate
-Fan engagement
-Repeat conversion

Smart Insights (2010)

Benefits of digital media

- **Interactivity**: from monologue to dialogue

- **Intelligence:** from branding to communication: from supply-side to demand-side thinking

- **Individualization:** from customer as a target to customer as a partner

- **Integration:** from segmentation to communities

Paid + Owned + Earned = Converged media

Advertising
Paid Search
Display Ads
Content Adv
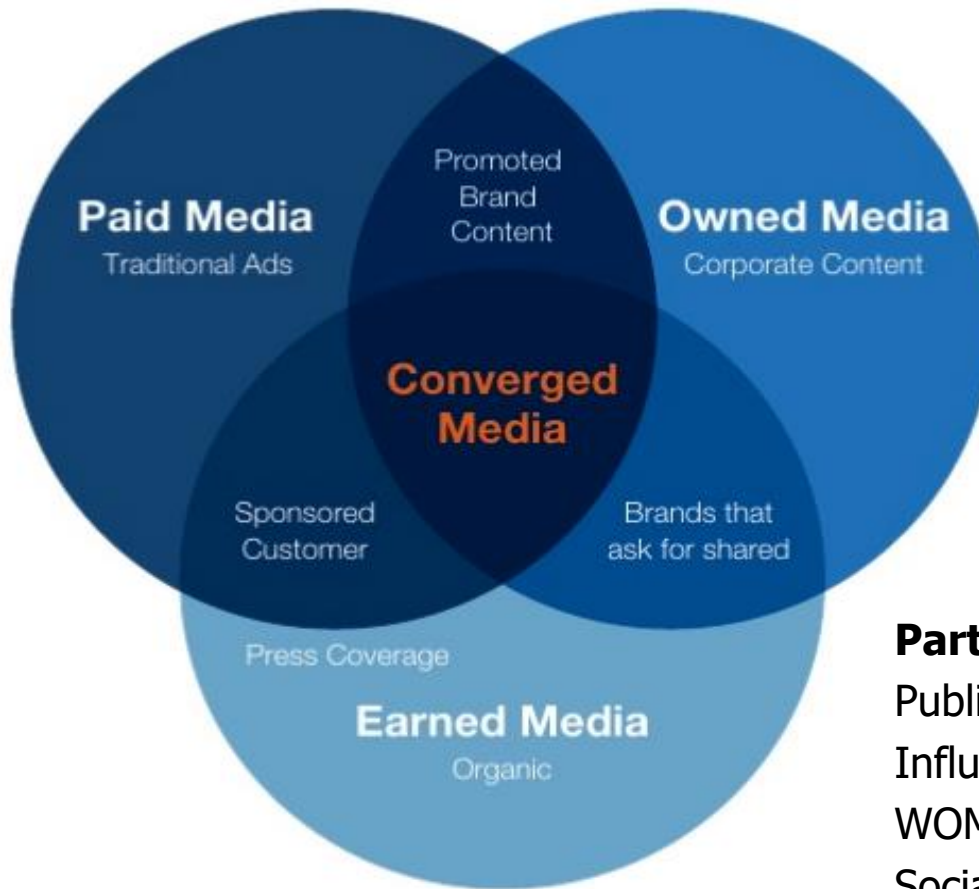
Digital Properties
Website
Blogs
Mobile apps
Social Presence

Partner Networks
Publisher editorial
Influencer outreach
WOM
Social Networks

Paid Media
Traditional Ads

Owned Media
Corporate Content

Promoted Brand Content

Converged Media

Sponsored Customer

Brands that ask for shared

Press Coverage

Earned Media
Organic

Paid + Owned + Earned = Converged media

Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	• Web site • Mobile site • Blog • Twitter account	Build for longer-term relationships with existing potential customers and earn media	• Control • Cost efficiency • Longevity • Versatility • Niche audiences	• No guarantees • Company communication not trusted • Takes time to scale
Paid media	Brand pays to leverage a channel	• Display ads • Paid search • Sponsorships	Shift from foundation to a catalyst that feeds owned and creates earned media	• In demand • Immediacy • Scale • Control	• Clutter • Declining response rates • Poor credibility
Earned media	When customers become the channel	• WOM • Buzz • "Viral"	Listen and respond — earned media is often the result of well-executed and well-coordinated owned and paid media	• Most credible • Key role in most sales • Transparent and lives on	• No control • Can be negative • Scale • Hard to measure

Source: Forrester Research, Inc.

Why digital marketing?
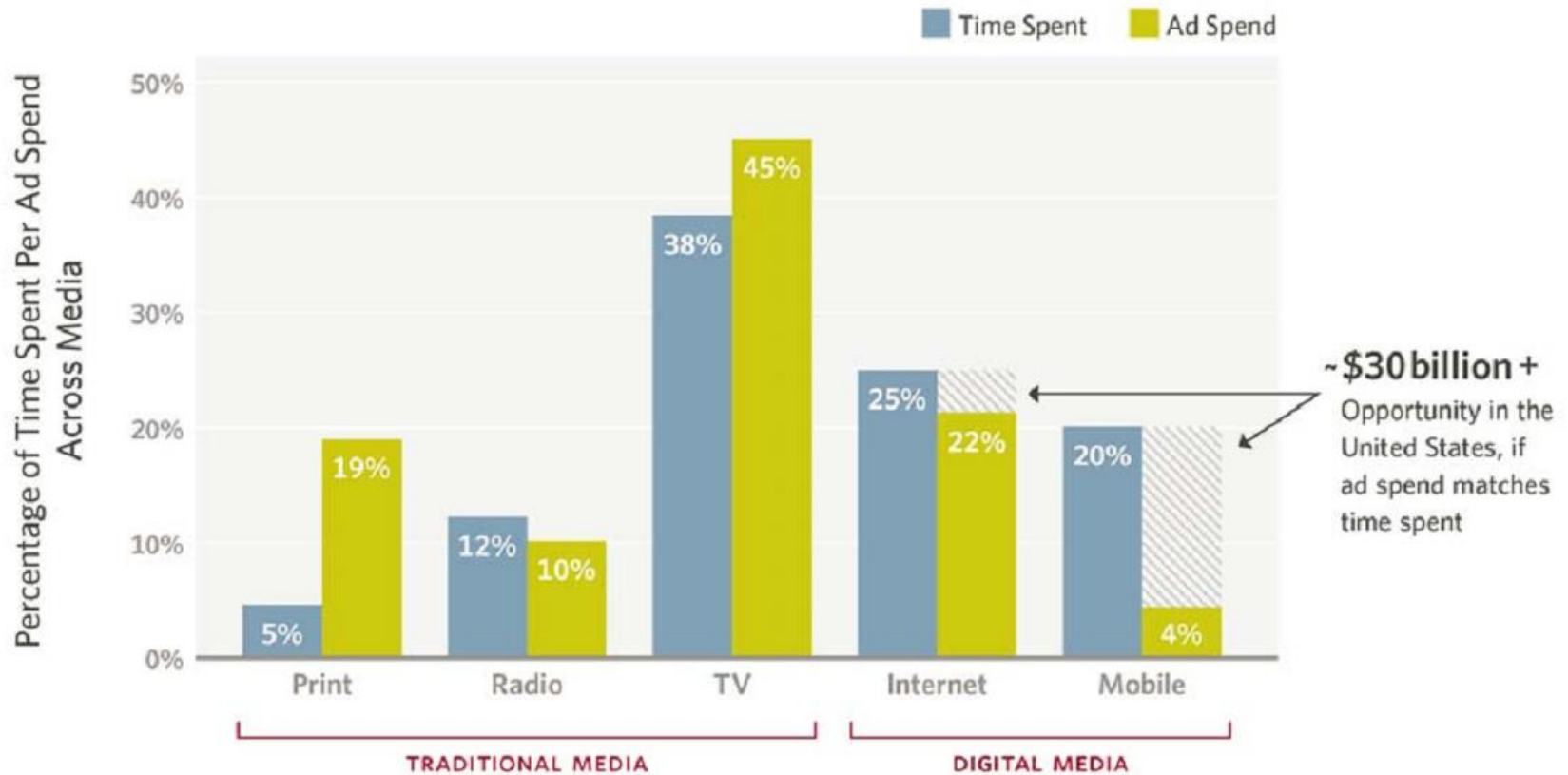
The amount of data being created each minute online.

- 2,000,000 Google Searches

- 685,000 Facebook Updates

- 200,000,000 Sent Emails

- 48 Hours Worth of YouTube Videos

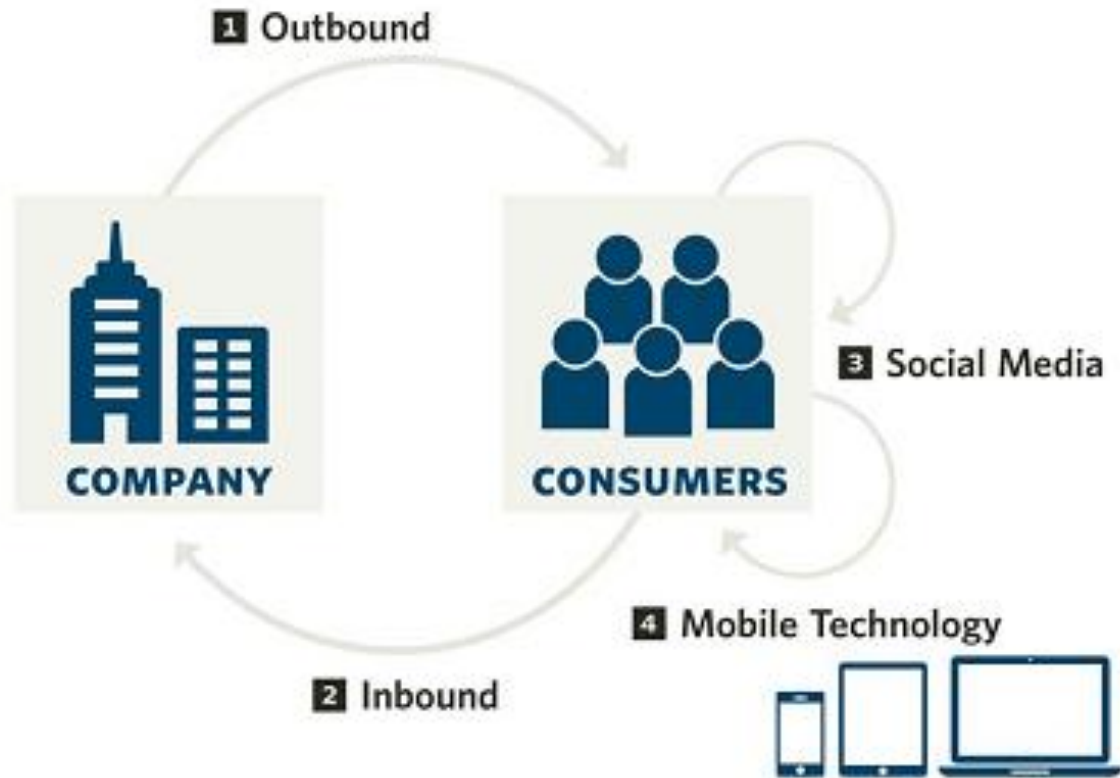- 347 New Blogs Posted

Source: Data Never Sleeps 2.0 infographic

However…

… companies are missing important opportunities

Digital Communication Overview
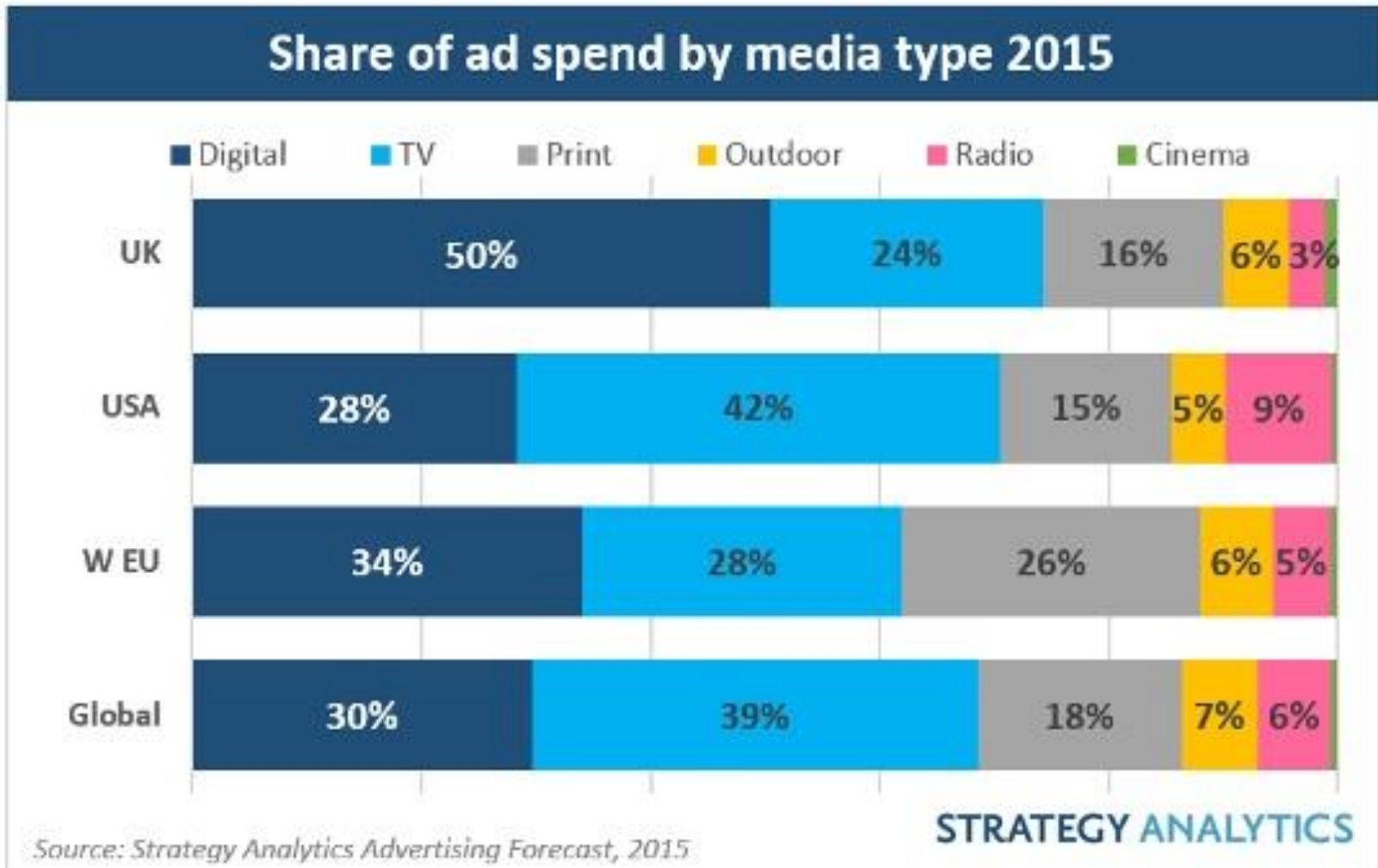
This Course in divided in:

1. Outbound Communication
2. Inbound Communication
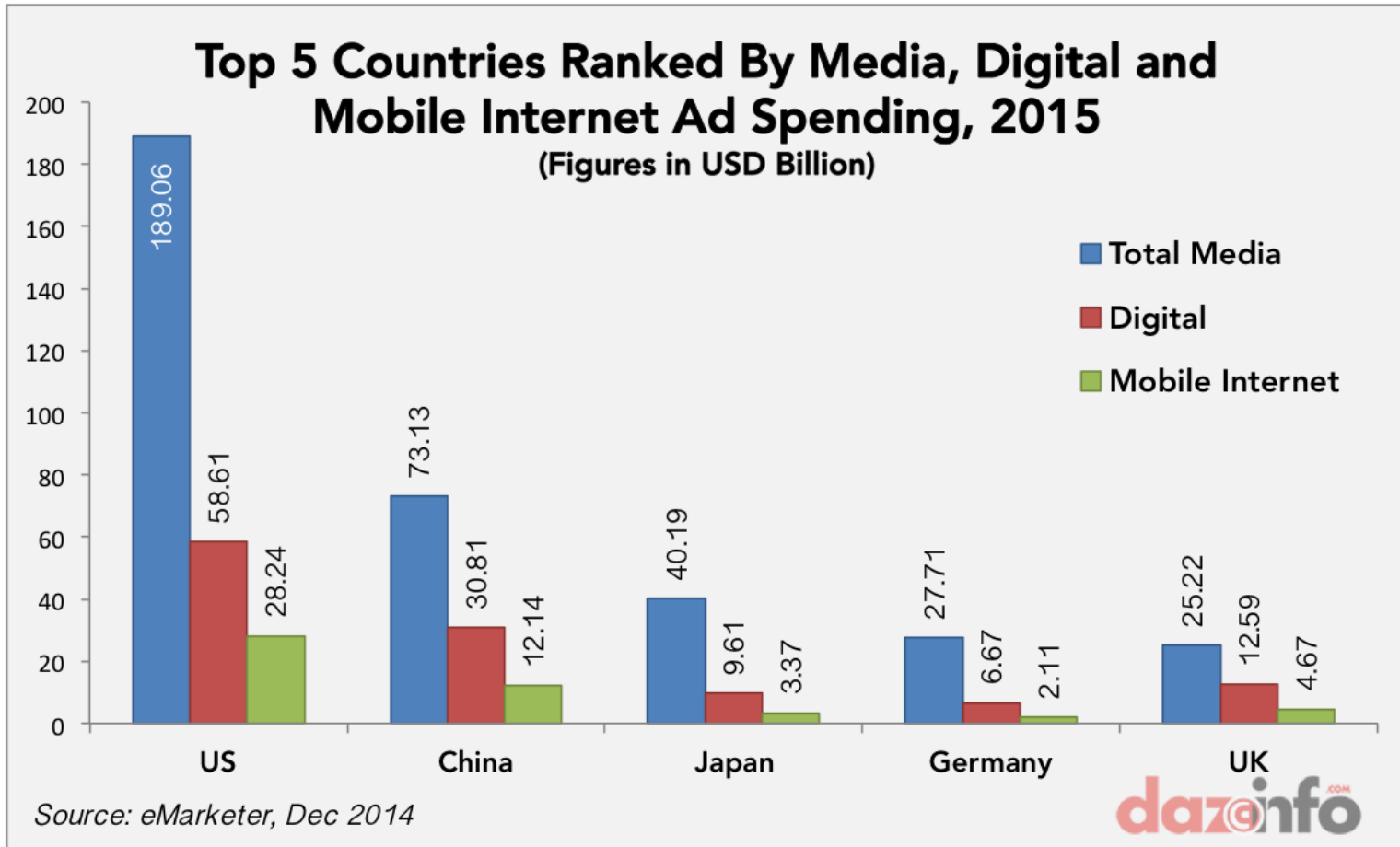3. Social Media Marketing

Outbound Communication

Why digital outbound communication?

Why digital outbound communication?

Top 5 Countries Ranked By Media, Digital and Mobile Internet Ad Spending, 2015
(Figures in USD Billion)

Legend: Total Media, Digital, Mobile Internet

Country	Total Media	Digital	Mobile Internet
US	189.06	58.61	28.24
China	73.13	30.81	12.14
Japan	40.19	9.61	3.37
Germany	27.71	6.67	2.11
UK	25.22	12.59	4.67

Source: eMarketer, Dec 2014

Why digital outbound communication?

Total Media Ad Spending in Western Europe, by Country, 2013-2018

billions

	2013	2014	2015	2016	2017	2018
Germany	$26.93	$27.33	$27.71	$27.99	$28.35	$28.64
UK	$22.15	$23.62	$24.71	$25.75	$26.72	$27.62
France	$15.24	$15.39	$15.56	$15.70	$15.88	$16.04
Italy	$11.50	$11.48	$11.69	$11.95	$12.22	$12.46
Spain	$6.25	$6.34	$6.47	$6.62	$6.77	$6.92
Netherlands	$5.32	$5.37	$5.42	$5.45	$5.49	$5.52
Sweden	$3.77	$3.82	$3.88	$3.94	$4.00	$4.05
Norway	$2.73	$2.76	$2.80	$2.87	$2.94	$3.01
Denmark	$2.12	$2.15	$2.18	$2.20	$2.22	$2.24
Finland	$1.67	$1.65	$1.67	$1.70	$1.73	$1.76
Other	$14.34	$14.67	$15.12	$15.70	$16.31	$17.04
Western Europe	**$112.03**	**$114.59**	**$117.21**	**$119.88**	**$122.63**	**$125.31**

Note: includes digital (desktop/laptop and mobile), directories, magazines, newspapers, outdoor, radio and TV; numbers may not add up to total due to rounding
Source: eMarketer, Sep 2014

178427 www.eMarketer.com

Why digital outbound communication?

Digital Ad Spending Growth Worldwide, by Region, 2013-2018
% change

	2013	2014	2015	2016	2017	2018
Middle East & Africa	47.4%	38.5%	30.0%	26.5%	24.0%	22.0%
Latin America	23.4%	28.7%	18.4%	18.3%	15.9%	14.5%
Central & Eastern Europe	23.1%	22.0%	13.0%	11.0%	9.0%	9.0%
Asia-Pacific	14.3%	18.3%	15.3%	11.9%	10.4%	9.4%
North America	16.5%	17.1%	15.1%	14.0%	11.2%	10.7%
Western Europe	10.4%	11.3%	11.9%	8.4%	6.8%	5.6%
Worldwide	**15.0%**	**16.9%**	**14.7%**	**12.4%**	**10.3%**	**9.6%**

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones and tablets, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising
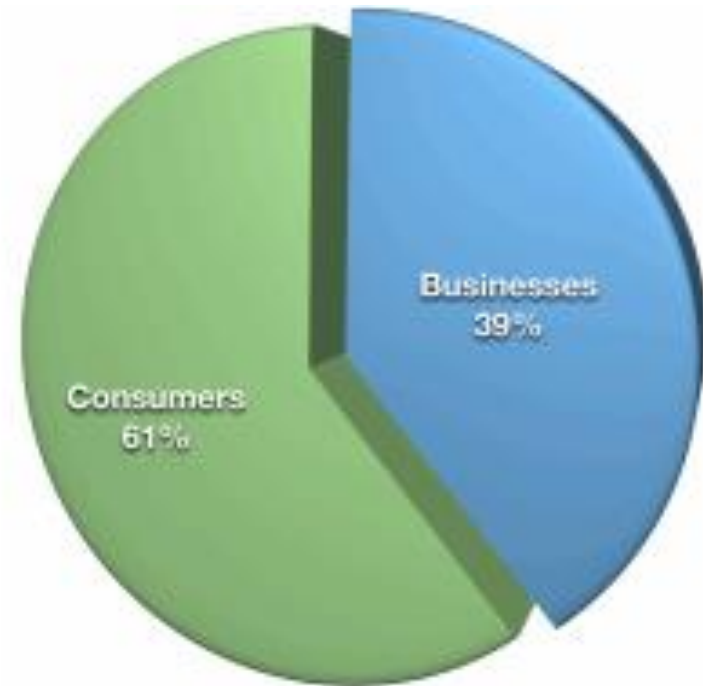Source: eMarketer, Sep 2014

178429 www.eMarketer.com

Social Media Marketing Report 2015

This survey in January 2015 by emailing a list of 330,000 marketers and asking them to take the survey. Here closed is the survey with 3720 participants.
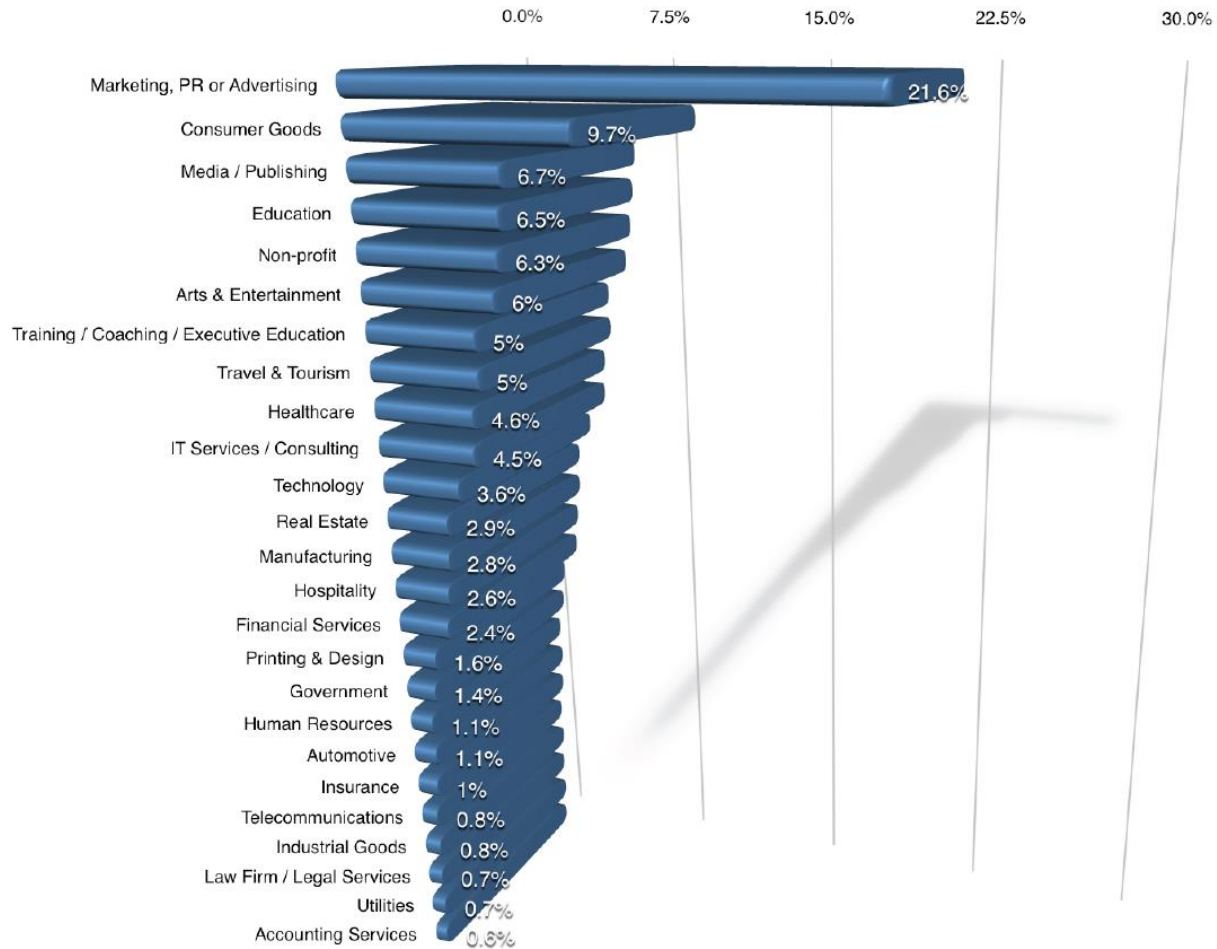

25%

4%

5%

6%

9%

52%

- United States
- Canada
- India
- United Kingdom
- Australia
- All other combined

Businesses 39%

Consumers 61%

Social Media Marketing Report 2015

Industry	Percentage
Marketing, PR or Advertising	21.6%
Consumer Goods	9.7%
Media / Publishing	6.7%
Education	6.5%
Non-profit	6.3%
Arts & Entertainment	6%
Training / Coaching / Executive Education	5%
Travel & Tourism	5%
Healthcare	4.6%
IT Services / Consulting	4.5%
Technology	3.6%
Real Estate	2.9%
Manufacturing	2.8%
Hospitality	2.6%
Financial Services	2.4%
Printing & Design	1.6%
Government	1.4%
Human Resources	1.1%
Automotive	1.1%
Insurance	1%
Telecommunications	0.8%
Industrial Goods	0.8%
Law Firm / Legal Services	0.7%
Utilities	0.7%
Accounting Services	0.6%

Traditional Outbound Communication tools

Offline communications
1 Advertising
2 Personal selling
3 Sales promotion
4 PR
5 Sponsorship

Offline communication
6 Direct mail
7 Exhibitions
8 Merchandizing
9 Packaging

What is the position in the customer communication funnel? (Edelm's article)

Chaffey and Smith (2008)

Integrated Outbound Communication tools

4 Interactive ads
- Site-specific media buys
- Ad networks
- Native Advertising
- Sponsorship
- Behavioural targeting

5 Opt-in e-mail
- House list e-mails
- Cold (rented list)
- Co-branded
- Ads in third party e-newsletters

What is the position in the customer communication funnel? (Edelm's article)

Chaffey and Smith (2008)

Online communication Mix and budget

Digital Media Channels: online communications techniques used to achieve goals of brand awareness, familiarity, favorability and influence purchase intent by encouraging users of digital media to visit a website to engage with the brand or product, and ultimately to purchase online or offline through traditional media channels such as phone or in-store. (Chaffey and Ellis-Cadwick, 2012)

The Digital Media tools to engage customers:

1. **Pay-per-click**
2. **Display Ads**
3. **Affiliate Marketing**
4. **E-mail / Permission Marketing**

Online communication Mix and budget

Essential Vocabulary

1)CPM /CPT (cost per mille/thousand impressions): the cost of placing an ad viewed by 1,000 people. An impression takes place when an ad appears on a web page when downloaded by a user (e.g. brand adv => repeated exposure)

2) **CPC** (cost per click) or pay per click: the cost of each click from a reffering sito to a destination site, typically from a search engine pay-per-click search marketing.

Example: 0,2€ CPC (500 clicks delivered by Google Adwords costing 100€)

3) **CPA** (cost per action)or CPS: cost of acquiring a customer or achieve a sale. Typically limited to the communication cost and refers to cost per sale for new customers.

Online communication Mix and budget

REACH e-communications		
	21,700,000	Ad Impression
	€ 700,000	Media Cost
	0.23%	Click-through rate
	€32.26	Cost-per-mille/thousand (CPM/CPT)

Attraction efficiency

Website VISIT		
	50,000	Clicks (Approx. Visitors)
	€ 14.00	Cost-per-click (CPC)
	33.40%	Conversion rate

Site conversion efficiency

LEAD or opportunities generated		
	16,700	Opportunity response
	€ 41.92	Cost-per-opportunity (CPO)
	10.60%	Conversion rate (Opportunity to sale)

Lead conversion efficiency

Number of OUTCOMES delivered		
	1,770	Sales
	€ 395.58	Cost-per-sale (CPS)

Online communication Mix and budget
A. Inbound Marketing
PAID LISTING

PAID LISTENING
Mixture of:
• How much you're willing to pay per Click

• How big your monthly budget is

• How many people click on your ad
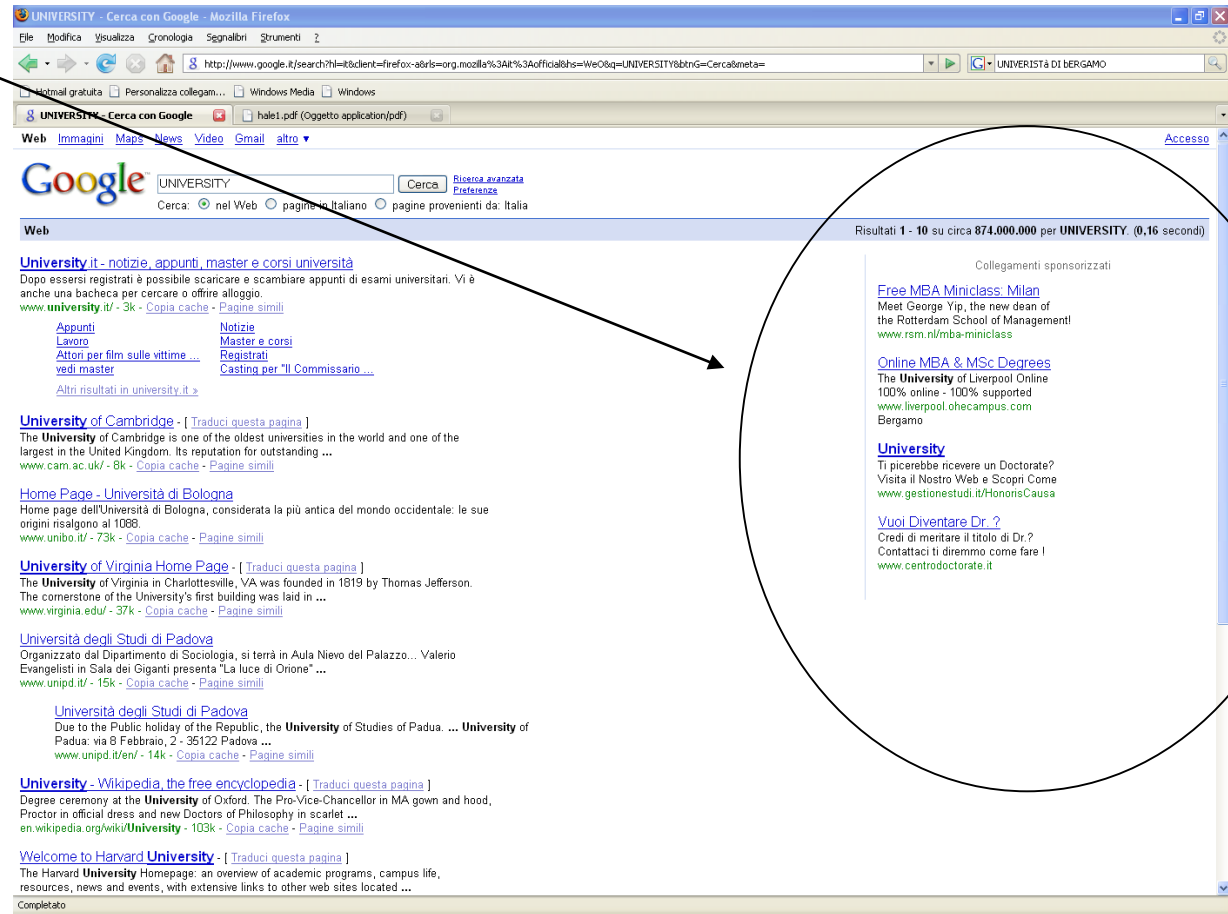
Inbound Marketing

Inbound Communication tools

Inbound marketing

Inbound marketing is a way to engage consumers by creating content including blogs, podcasts, white papers, and search engine optimization (SEO) so that a company—its brand, products, and services—is found when consumers search for information

Inbound Marketing drivers

- The diminished influence of advertising and the rise of consumer search. In the United States, approximately 86% of TV viewers skip commercials altogether, and 84% of consumers between the ages of 25 and 34 have clicked out of a website due to "irrelevant or intrusive" ads.

- 82% of US consumers conduct online research before buying a product.

Source: Inbound Marketing vs. Outbound Marketing

ATTRACT → CONVERT → CLOSE → DELIGHT

Strangers → Visitors → Leads → Customers → Promoters

ATTRACT
Blog
Keywords
Social Media

CONVERT
Form
Calls-to-Action
Landing Pages

CLOSE
E-mail
Signals
Workflows

DELIGHT
Events
Social Inbox
Smart Content

Video

Hubspot CEO video

https://www.youtube.com/watch?v=lkDiXCWWghg&list=PLzGnbXYz0egCJzahSe-jcbeP7iXaDXJj9
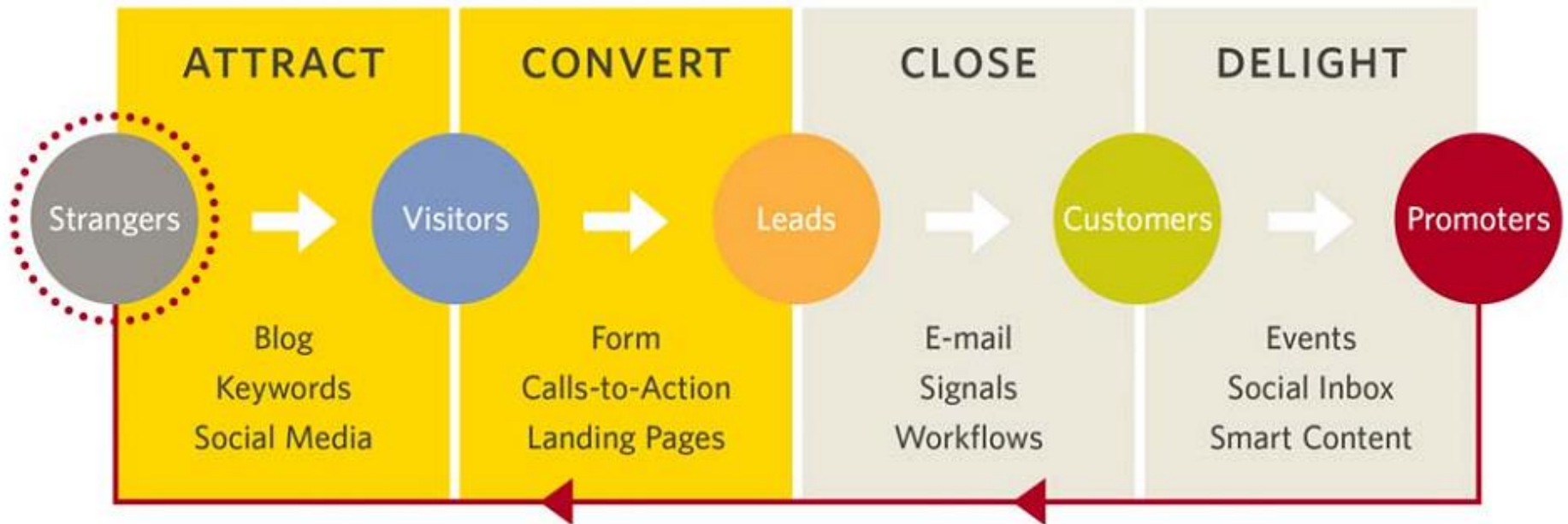
Some questions

- How do consumers find me?

- What content should I create to attract potential customers?

- How do I optimize my website for engagement?

Further downstream, the inbound marketing funnel involves sales management ("close") or customer management ("delight")

Main step of inbound marketing

1. Getting Found
2. Create Content
3. Optimizing Landing Pages

1. Getting found

GOOGLE SEARCH – How it works

- Google indexes web pages on the Internet, just like a catalog in a library.
- Google ranks web pages based on relevance and importance to consumers' search queries.

The process of gaining ranks in search results is called search engine optimization based on

-> *relevance*

-> *authority*

1. Getting found

Therefore, inbound marketing requires two key actions.

1. **content, keywords, and meta tags** that improve its relevance to a particular search query

2. the firm needs to find ways to garner inbound links from other websites to build its authority. It can do this by **savvy content creation**.
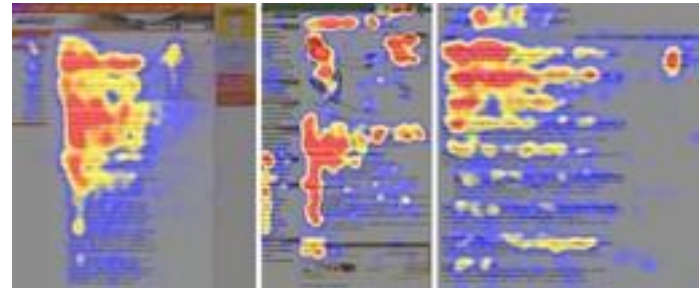
1. Getting found

1. Getting found
A. Natural Search or Organic Search

The Natural Search or Organic Search of a Search Engine is the result of web sites for crawlers.

Crawlers are the automated process the search engines use to evaluate web sites, in order to determine which sites most closely satisfy the search criteria.

Natural Search is the most effective way to be found and considered by internet users because results are posted in the most important part of a web site.

POSITIONING

To be found in a Natural Search, the web site content has to be optimized according to the keywords selected

To be highly visible in natural search results, sites must:

1) get crawled

2) choose the strategic Key Words

3) optimize the content of our web pages

4) increase relevance of our internet web site to search engines (trust rank /page rank).

We have to wait for the **SPIDER**:

A program that automatically fetches Web pages. Spiders are used to feed pages to search engines. It's called a spider because it *crawls* over the Web. Another term for these programs is *webcrawler*. Because most Web pages contain links to other pages, a spider can start almost anywhere. As soon as it sees a link to another page, it goes off and fetches it. Large search engines, like Google, have many spiders working in parallel.

1. Getting found
POSITIONING:
2) choose the strategic Key Words

The most crucial step in defining keywords is to create models of your customers

1) Track the words that currently bring traffic to you and your competitors' sites via natural search;

2) note how current customers, salespeople, and partners describe your business;

3) use keyword suggestion tools available through Google, Wordtracker, and Yahoo!, and paid services like SEMphonic;

4) buy variations on a selected keyword — gerunds, plurals, misspellings, or hyphens;

5) test keywords routinely to discover new buys and measure the ROI of existing buys.

1. Getting found

POSITIONING:
3) optimize the content of our web pages for the natural search

- Domain Name

- HTML:

- Title,

- Meta Tag Description,
  Keywords, Robots, H1, H2, H3

- Text

- Images

1. Getting found
POSITIONING:
3) optimize the content of our web pages for the natural search

```html
<script type="text/javascript">
</script>
<meta http-equiv="imagetoolbar" content="no"/>
<title>TripAdvisor: Read Reviews, Compare Prices &amp; Book</title>
<meta name='yandex-verification' content='72f2dede0d56da88'/>
<meta http-equiv="pragma" content="no-cache"/>
<meta http-equiv="cache-control" content="no-cache,must-revalidate"/>
<meta http-equiv="expires" content="0"/>
<script type="application/ld+json">
```

Example of content of a website (www.tripadvisor.com)

1. Getting found

POSITIONING:
3) optimize the content of our web pages for the natural search

```
<meta property="og:title" content="TripAdvisor: Read Reviews, Compare Prices &amp; Book"/>
<meta property="og:description" content="World&#39;s Largest Travel Site. 200 million+ unbiased traveller reviews. Search 200+ sites to find the best hotel prices."/>
<meta property="og:image" content="https://static.tacdn.com/img2/branding/TA_550x370.png"/>
<meta property="og:image:width" content="550"/>
<meta property="og:image:height" content="370"/>
<meta name="keywords" content="holiday, holidays, holiday packages, holiday package, travel package, travel packages, travel, planning, hotel, hotels, motel, bed and breakfast, inn, guide book, review, reviews, popular, plan, air fare, cheap, discount, map, maps, golf, ski, articles, attractions, advice, restaurants"/>
<meta name="description" content="World&#39;s Largest Travel Site. 200 million+ unbiased traveller reviews. Search 200+ sites to find the best hotel prices."/>
```

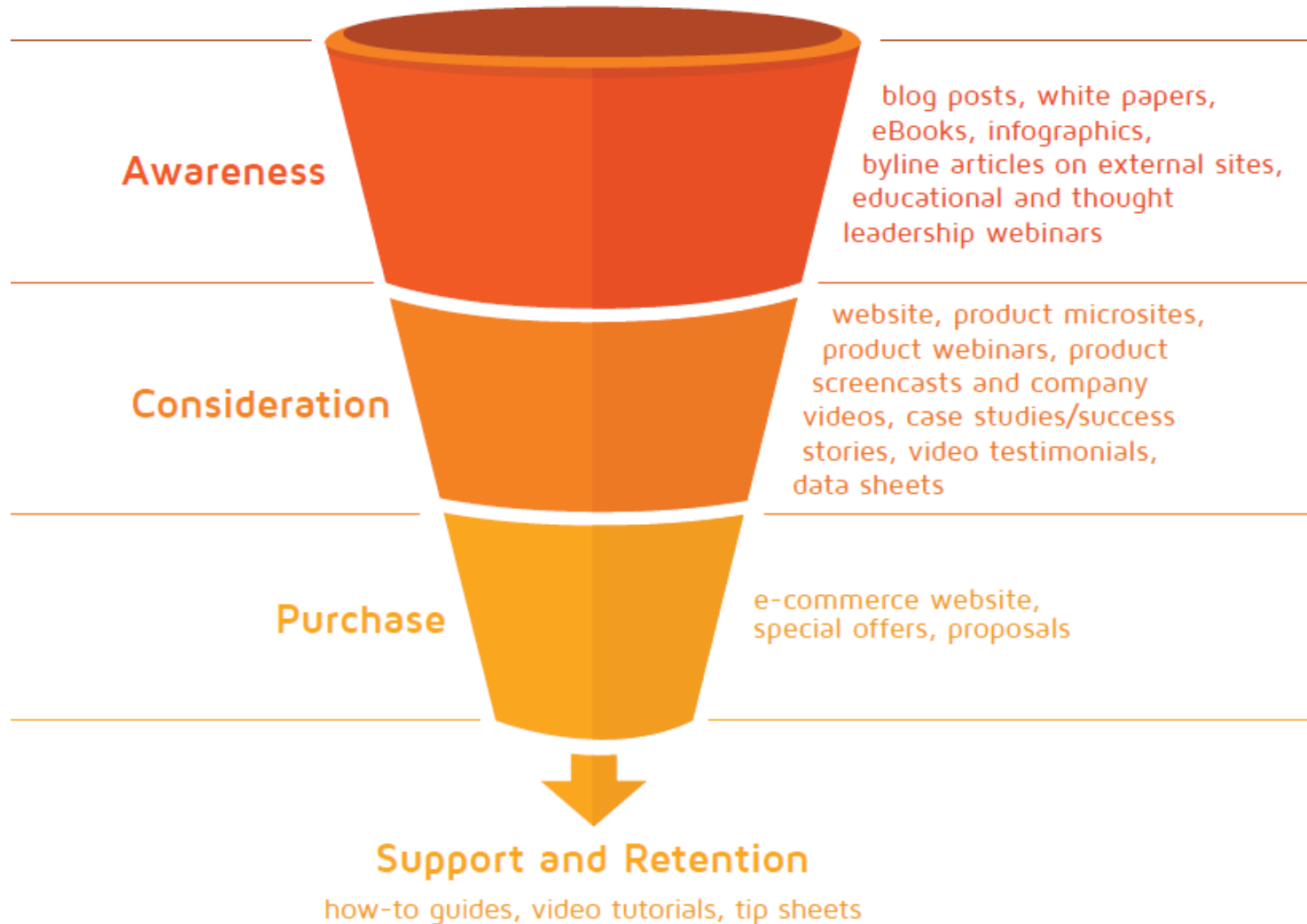Example of meta tag (*www.tripadvisor.com)*

1. Getting found
POSITIONING: 4) PAGE RANK

- Google describes PageRank as:

  "PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

- In other words, a PageRank results from a "ballot" among all the other pages on the World Wide Web about how important a page is. A hyperlink to a page counts as a vote of support.

- Numerous academic papers concerning PageRank have been published since Page and Brin's original paper. In practice, the PageRank concept has proven to be vulnerable to manipulation, and extensive research has been devoted to identifying falsely inflated PageRank and ways to ignore links from documents with falsely inflated PageRank.

- Important, high-quality sites receive a higher PageRank, which Google remembers each time it conducts a search. Of course, important pages mean nothing to you if they don't match your query. So, Google combines PageRank with sophisticated text-matching techniques to find pages that are both important and relevant to your search. Google goes far beyond the number of times a term appears on a page and examines all aspects of the page's content (and the content of the pages linking to it) to determine if it's a good match for your query.

2. Creating content

Awareness — blog posts, white papers, eBooks, infographics, byline articles on external sites, educational and thought leadership webinars

Consideration — website, product microsites, product webinars, product screencasts and company videos, case studies/success stories, video testimonials, data sheets

Purchase — e-commerce website, special offers, proposals

Support and Retention — how-to guides, video tutorials, tip sheets

David Kross (2016)

Who is the audience?

2. Creating content

Content creation for digital marketing has two main goals.

1. to answer customers' questions and needs beyond basic product information.

2. to create trustworthy, original, and interesting content that improves its authority by encouraging other websites from other organizations or individuals to link to the website.

2. Creating content - Answering customers' needs

Companies should adopt a customer-centric view of the world, finding ways to solve a consumer's problem regardless of any immediate, direct connection to product sales.

In the process, although the consumer may eventually buy from a competitor, the company has improved its relationship with the consumer and also increased awareness of and need for the product

2. Creating content - which needs?

In order to understand how to solve your customers' problems, interview them, read what they read, talk to the subject matter experts in your company and build buyer and user personas. These are excellent ways to start understanding the needs of your audience.

David Kross (2016)

2. Creating content – which content?

HOW-TO
Teach your readers how to do something.

Example: How to write an elevator pitch

LISTICLE
Organize your content in a list.

Example: Top 7 SaaS solutions for sales execs

COMPILATION
Compile content on a topic from external sources.

Example: Essential advice from 5 B2B sales experts

EXPLANATORY
Explain what something is.

Example: What is a sales qualified lead (SQL)?

THINK PIECE
Share your observations and opinions.

Example: How social media revolutionized selling

WHY PIECE
Explain why something is.

Example: Why solution selling is effective

PROFILE / FEATURE
An in-depth view of a person, company, product or trend.

Example: CEO John Doe knows how to find top sales talent

SURVEY
Poll your readers with an embedded or linked form.

Example: What are the essential skills to succeed in sales?

Q&A
An interview with someone.

Example: An interview with Sales Exec Jane Doe on managing a global team

David Kross (2016)

2. Creating content – how many words?

Avg Content Length of Top 100 Results
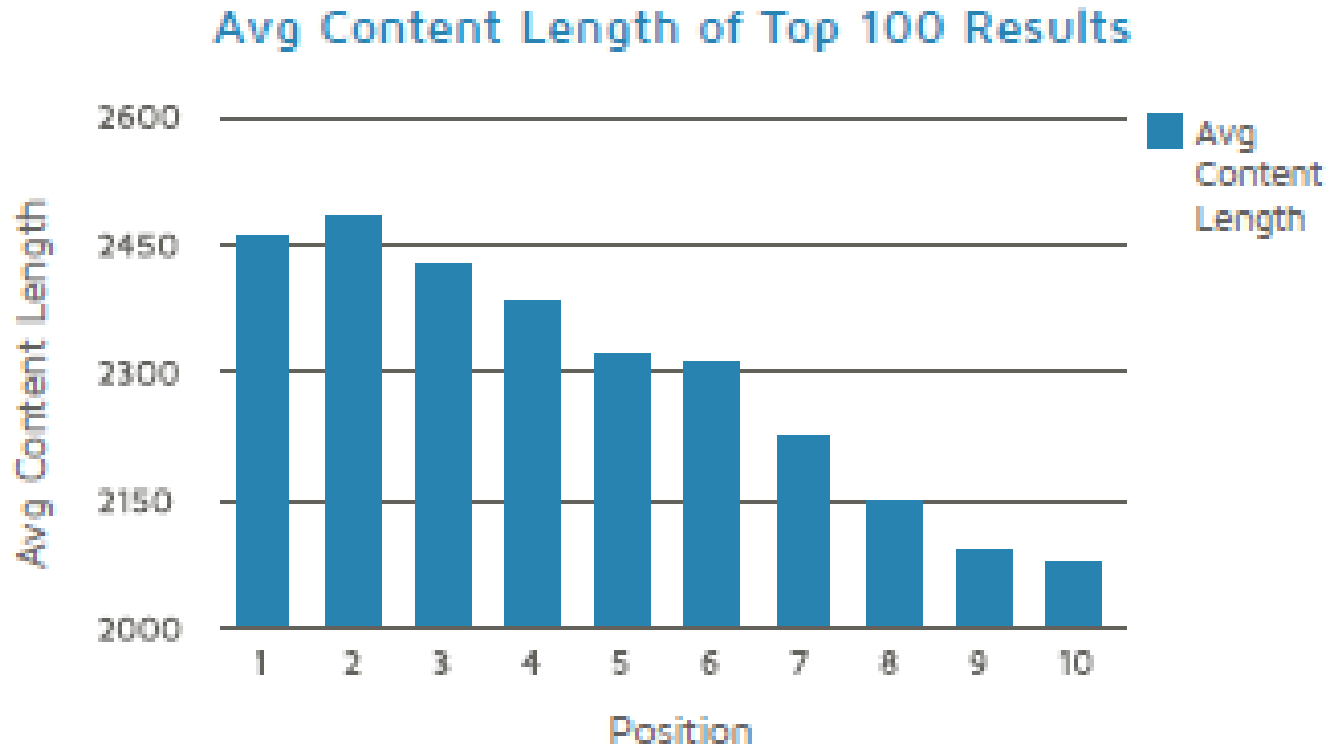
A study by serpIQ involving more than 20,000 keywords showed that the average content length of each of the top 10 results in Google was more than 2,000 words.

David Kross (2016)

2. Creating content – SEO

- Include your keyword(s) in your page titles, URLs, and headers

- Put your keyword(s) in the alt text for your graphics, banners and buttons, to make your content more visible in image search results

- Incorporate your keywords in the first 200 words of your content, and one time within the first 160 characters of the meta description of the page

David Kross (2016)

Sephora's videos

CORPORATE

https://www.youtube.com/watch?v=17gGfYZP3lY

CUSTOMER

https://www.youtube.com/watch?v=O3nPfu-4Zmw

2. Creating content 3/3
Creating original content that encourages other websites to provide links to it

The content should contribute to a company's brand reputation.

Example:

https://www.americanexpress.com/

3. Optimizing Landing Pages

Getting the consumer to click on an organic link is half the battle; the other half is deciding what content should appear on the landing page to convert the consumer into a customer.

At this point, user experience is paramount. Using consumer focus groups to test website design (including the use of colors, button shapes, position, wording, and logos) can show a company which style choices would resonate most effectively with target customers.

- *Landing pages are designed as a springboard for users to step further into your site. They do this by being relevant and focused on a single point — such as the user's search inquiry. They are most commonly associated with pay-per-click pages such as Google Adwords but are certainly not limited to that platform.*

- *Using landing pages is all about maximizing your return on investment for each customer. The more specific, simple and streamlined a page is, the more likely the user will take the desired action.*

- *Ideally, landing pages should be used to segment your offers, your users, as destination pages for your pay per click ads, and/or as a way to create anticipation about a product event (and encourage users to sign up as the event comes closer).*

- *There are certain things that landing pages are not built to do — mainly act as long-form sales letter or simple name-squeeze pages. Your landing page is essentially the **"welcome mat"** that draws visitors into the rest of your site. Provided that you have a captivating offer that resonates well with them, you're digitally encouraging them to walk through the front door.*

- *Some of the best converting landing pages embody the philosophy of **"less is more"**. It's common to remove superfluous graphics, navigation, testimonials and even customer support options to help the user focus on a single action you want them to take.*

- *Search engine optimization isn't meant to replace landing pages or vice versa. SEO adds to landing pages, and when done right, landing pages can in turn increase relevancy in the eyes of the search engine and potentially increase your rankings.*