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Principles of Marketing

Digital Marketing Tactics

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This lecture covers:

Tactics

- Digital marketing channels
- Paid, owned and earned
- Creating a targeted marketing campaign

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T - Tactics

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T - TACTICS

- What tactics are you going to use?
- How are they going to be used?

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Pitfalls to avoid

Tactics are defined before the strategy

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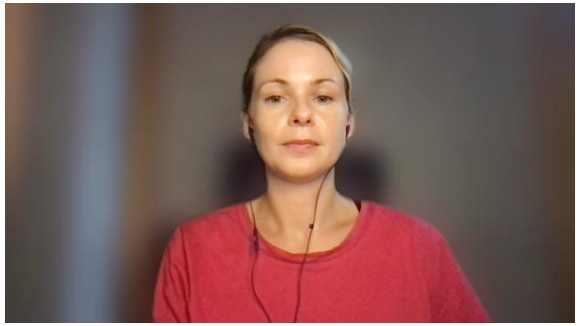
We're here with Customer Services Director, Bert Pijls, who will be answering your questions until 2pm. Tweet your questions using #AskBG



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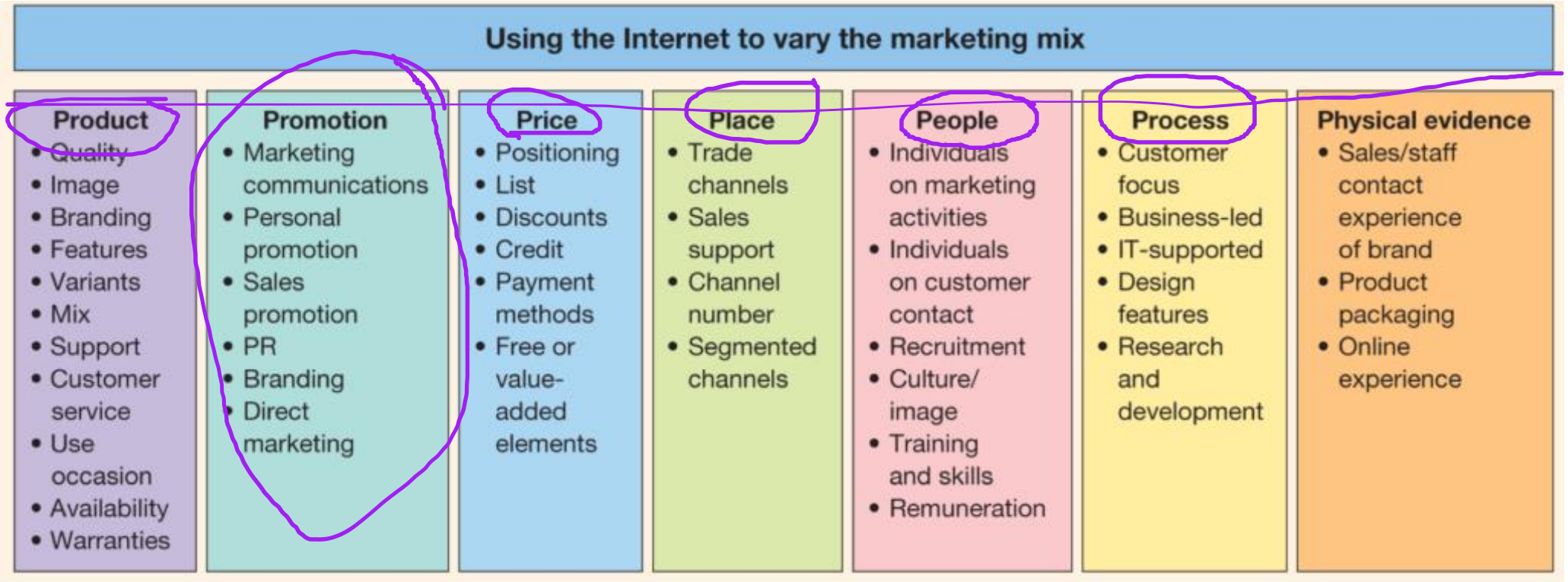
The 7P's



Using the Internet to vary the marketing mix

Product	Promotion	Price	Place	People	Process	Physical evidence
• Quality • Image • Branding • Features • Variants • Mix • Support • Customer service • Use occasion • Availability • Warranties	• Marketing communications • Personal promotion • Sales promotion • PR • Branding • Direct marketing	• Positioning • List • Discounts • Credit • Payment methods • Free or value-added elements	• Trade channels • Sales support • Channel number • Segmented channels	• Individuals on marketing activities • Individuals on customer contact • Recruitment • Culture/ image • Training and skills • Remuneration	• Customer focus • Business-led • IT-supported • Design features • Research and development	• Sales/staff contact experience of brand • Product packaging • Online experience

Chaffey, D, (2022), https://www.davechaffey.com/digital-marketing-glossary/e-marketing-mix/

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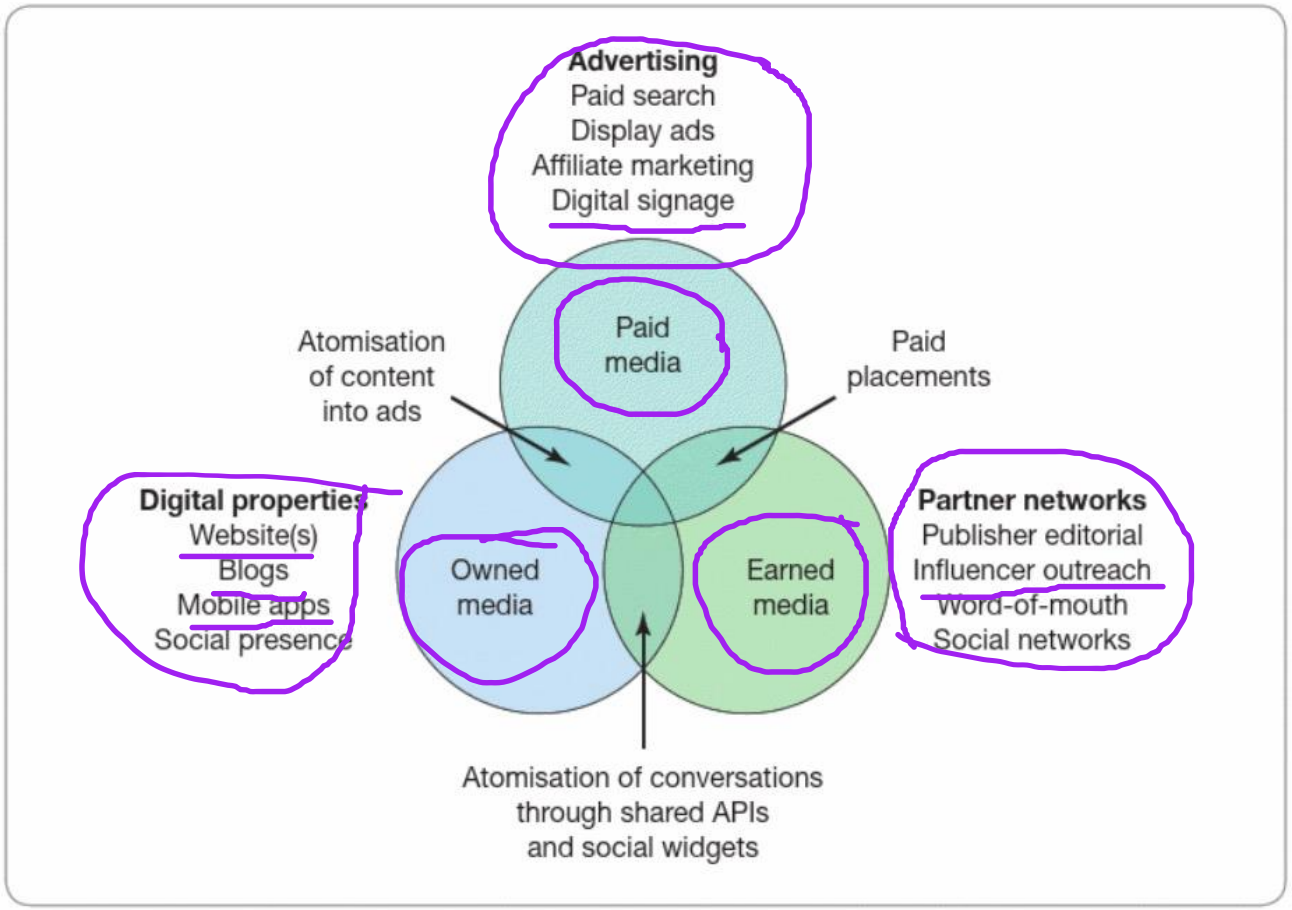
Digital marketing (media) channels

Figure 1.2 The intersection of the three key online media types



Chaffey, D & Ellis-Chadwick, F (2019), (p.11)

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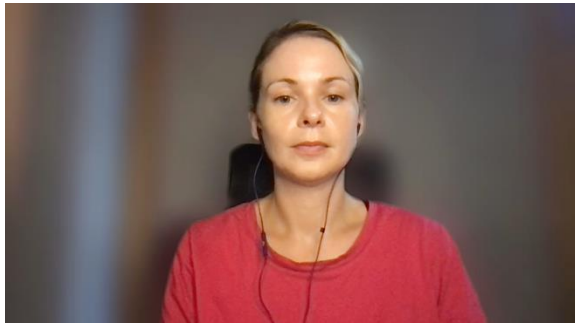

Digital marketing (media) channels: Paid, Owned & Earned

Paid

- Bought media – investment to pay for visitors, read or conversions
- E.g. Paid Per Click (PPC) advertising

Owned

- This is media owned by the brand
- E.g. Company website

Earned

- Publicity generated media
- E.g. PR, reviews

Chaffey, D & Ellis-Chadwick, F (2019), (p.10)

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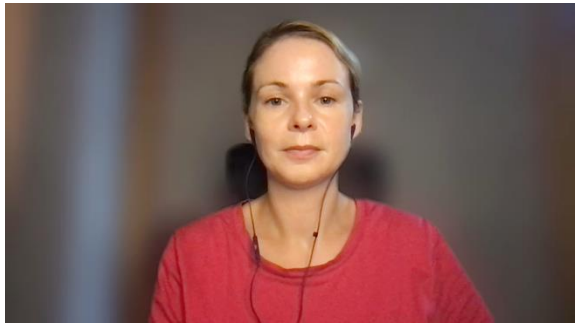

Task: Digital marketing (media) channels

List the paid, owned and earned digital marketing (media) channels that your organisation or an organisation of your choice uses broken down into:

- Paid
- Owned
- Earned

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Owned - Website

Optimisation using AB testing

"This technique is used as part of conversion-rate-optimisation to identify which page elements and variations are important to increasing conversion.

Segmentation using rules-based targeting

"Here rules are set up in a personalisation system to serve different content to different audiences groups based on four types of data (context, behaviour, history and profile)"

1:1 personalisation

"This approach goes beyond pre-defined rules to use machine learning or predictive analytics to serve the most relevant messages to an individual based on all the known profile information and how others similar in their characteristics have responded in the past"

Chaffey, D & Ellis-Chadwick, F (2019), (p.310)

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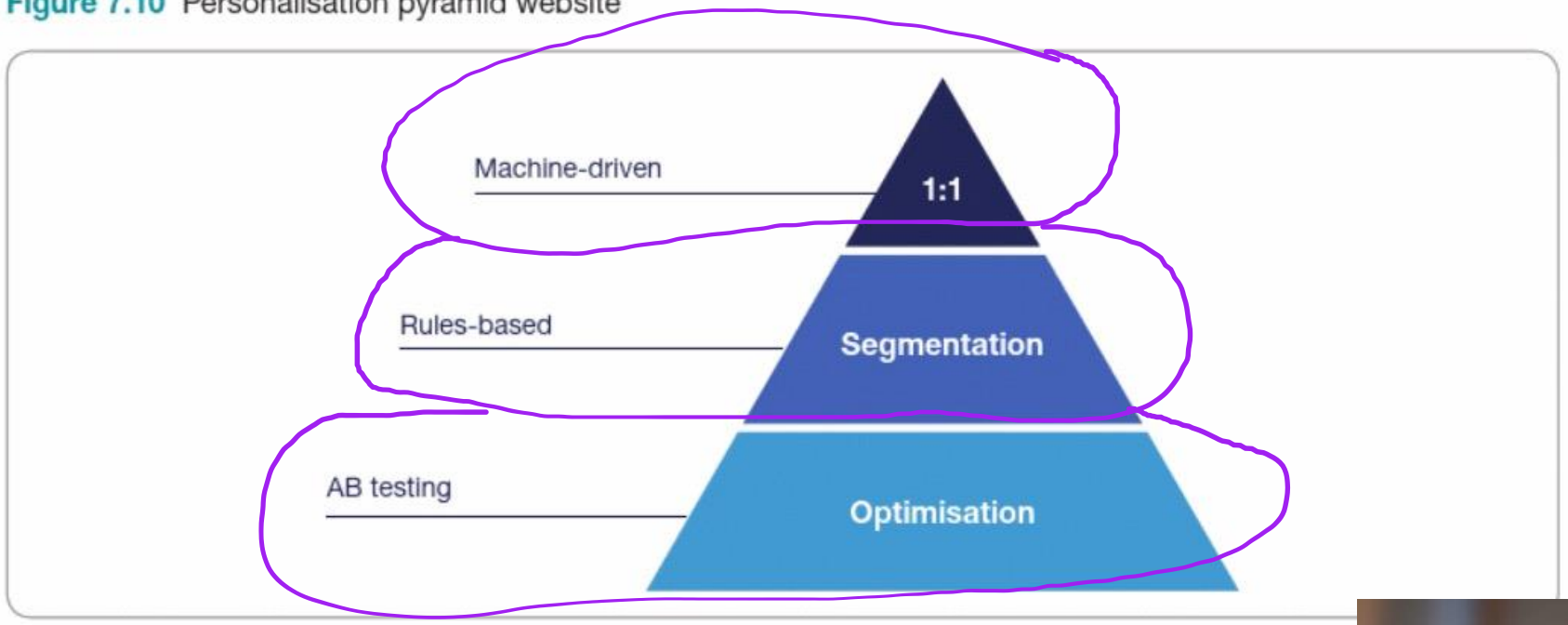
Website design considerations

Figure 7.10 Personalisation pyramid website



Chaffey, D & Ellis-Chadwick, F (2019), (p.310)

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Website tactics

- Shopping cart abandonment
- Website ‘stickiness’
- Search engine optimisation (SEO)
- Website traffic

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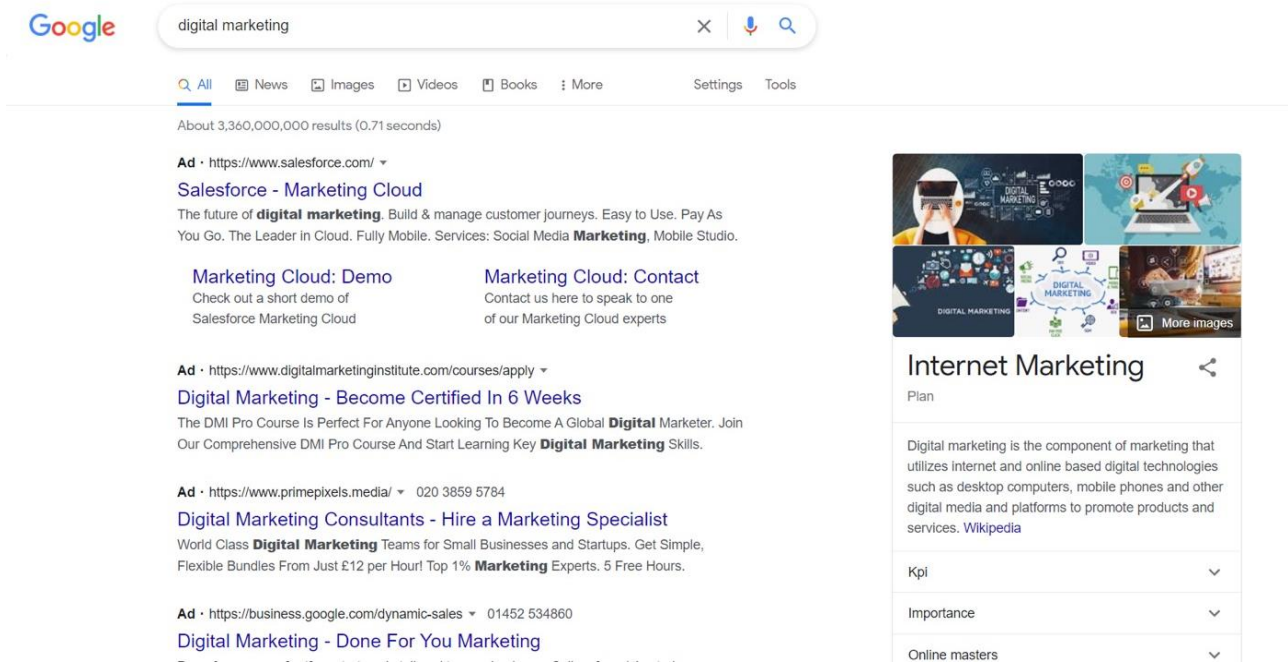
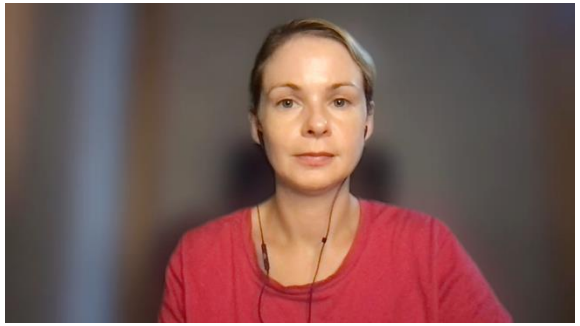
Earned/Owned: Search Engine Marketing (SEM)

"Search engine marketing (SEM) is a key technique for generating quality visitors to a website"

- Google
- Bing
- Youtube (Google owned)





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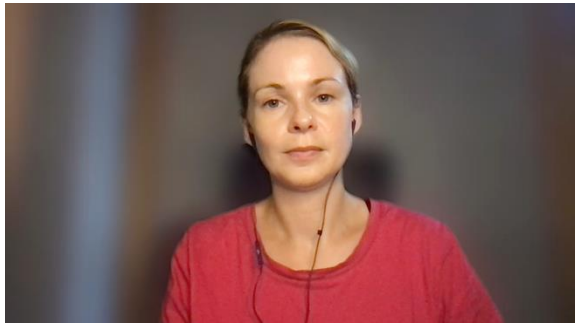
Chaffey, D & Ellis-Chadwick, F (2019), (p.400)

SEO

“Search engine optimisation (SEO) involves achieving the highest position or ranking practical in the natural or organic listings....as the main body of search engine results pages (SERPS) across a range of specific combinations of keywords (or key phrases) entered by search engine users”



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Chaffey, D & Ellis-Chadwick, F (2019), (p.401)

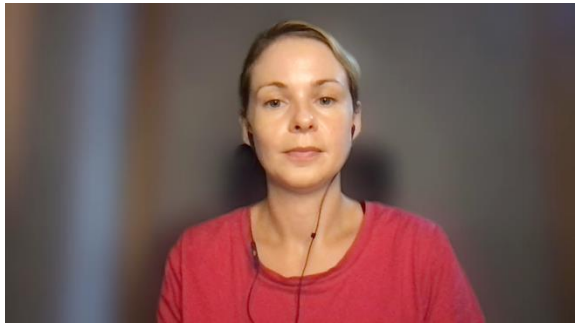
SEO advantages & disadvantages

Advantages

- Traffic
- Highly targeted
- Low-cost visitors (potentially)
- Dynamic

Disadvantages

- Lack of predictability
- Time for results to be implemented
- Complexity & dynamic nature (Google updates)
- Ongoing investment



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Chaffey, D & Ellis-Chadwick, F (2019), (p.404-406)

Paid: PPC

“Paid search (pay per click) marketing (PPC) is similar to conventional advertising; here a relevant text ad with a link to company page is displayed when the user of a search engine types in a specific phrase. A series of text ads usually labelled as ‘sponsored links’ are displayed above or to the right of the natural listings, a sufficient number do click on the paid listings (typically around a quarter or a third to half of all clicks)”

Chaffey, D & Ellis-Chadwick, F (2019), (p.401)

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PPC advantages & disadvantages

Advantages

- Specific campaign keywords/phrases
- Highly targeted
- Low-cost visitors (potentially)
- Dynamic

Disadvantages

- Skillset
- Time for results to be implemented
- Complexity & dynamic nature (Google updates)
- Ongoing investment

Chaffey, D & Ellis-Chadwick, F (2019), (p.404-406)

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Earned: Online PR

"Online public relations, or digital PR, leverages the network effect of the Internet and Social Networks"

It achieves connections with online influencers or key opinion leaders that generate backlinks essential for SEO.

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Chaffey, D & Ellis-Chadwick, F (2019), (p.420)

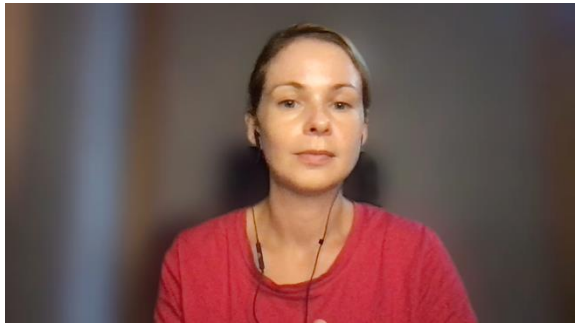
PR advantages & disadvantages

Advantages

- Reach
- Cost
- Credibility
- Supports SEO activity (backlinks)

Disadvantages

- Limited control over content
- Time consuming
- Resource intensive
- Constant need for content/news



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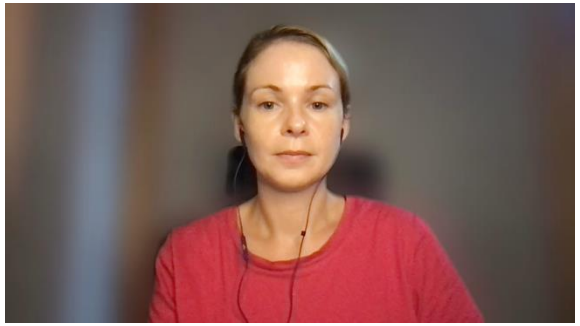
Chaffey, D & Ellis-Chadwick, F (2019), (p.404-406)

Paid: Affiliate marketing

"Affiliate marketing is the ultimate form of marketing communications since it is what is known as 'pay-per-performance marketing' method and it is a commission-based arrangement where the merchant only pays when they make the sale or get a lead"



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Chaffey, D & Ellis-Chadwick, F (2019), (p.430)

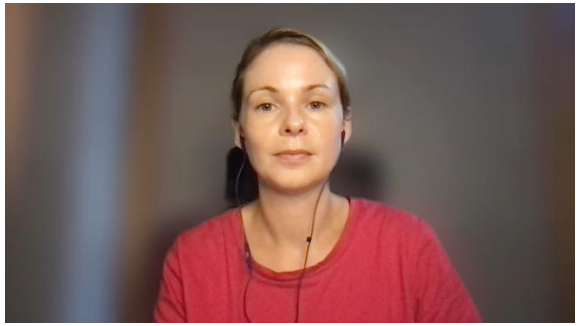
Affiliate Marketing advantages & disadvantages

Advantages

- Search engine results pages (SERP)s visibility
- Reach different audiences
- Responsive to market change
- Generate awareness

Disadvantages

- Sales may be limited
- Affiliates may exploit your brand name
- May damage your brand reputation
- Programme management fees (may take a % of sales)



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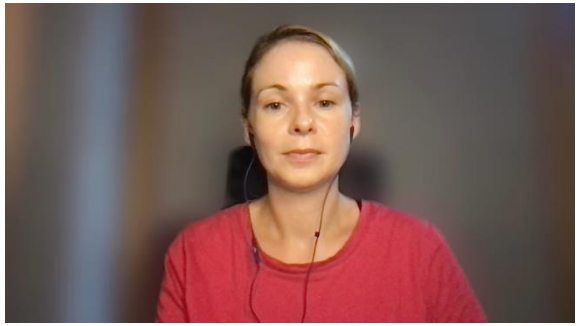
Chaffey, D & Ellis-Chadwick, F (2019), (p.430)

Paid: Display advertising

"Display advertising involves an advertiser paying for an advertising placement on third party sites such as publishers or social networks"



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Chaffey, D & Ellis-Chadwick, F (2019), (p.432-436)

Display advertising advantages & disadvantages

Advantages

- Reach to drive awareness
- Direct response
- Retargeting
- Advertising now available for smaller advertisers

Disadvantages

- Low clickthrough rates
- Relatively high costs or low efficiency
- Brand reputation
- Not always used sophisticatedly

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Chaffey, D & Ellis-Chadwick, F (2019), (p.432-436)

Owned: Email Marketing

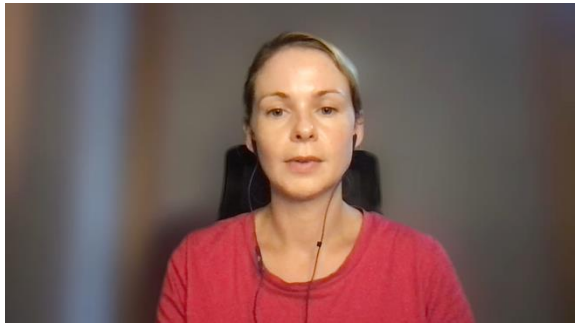
Outbound (company initiated) and inbound (customer initiated) communication through opt-in emails

Advantages

- Relatively low cost of fulfilment
- Direct response medium encourages immediate action
- Ease of personalisation
- Integration

Disadvantages

- Deliverability
- Renderability (creatives display)
- Email response decay
- Resource intensive



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Chaffey, D & Ellis-Chadwick, F (2019), (p.440 - 442)

Owned/Paid: Social Media

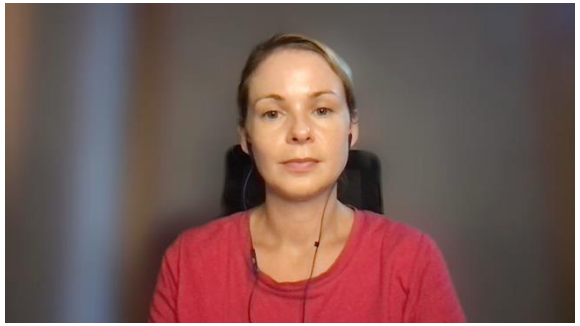
"Social media (and viral) marketing is monitoring and facilitating customer interaction and participation throughout the web to encourage positive engagement with a company and its brands"

Advantages

- Cost effective
- Reach a large audience
- Peer influences
- Retargeting available through Facebook (custom audience)

Disadvantages

- High risk technique
- Success is not guaranteed
- Audience engagement challenges
- Negative sentiments



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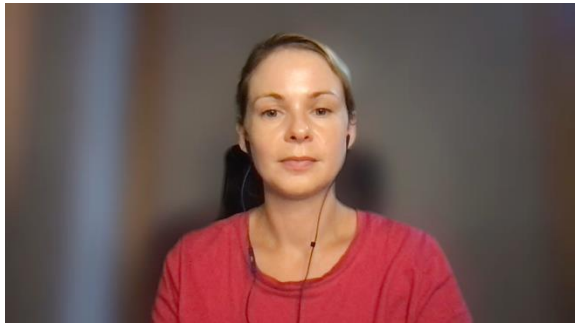
Chaffey, D & Ellis-Chadwick, F (2019), (p.445-449)

Task

Choose one product such as a car.

Select 3 companies that sell this product (one low-end, one mid-range, and one high-end).

Research and specify the Place, Price and Promotional Strategies for the Product for each company that sells it.



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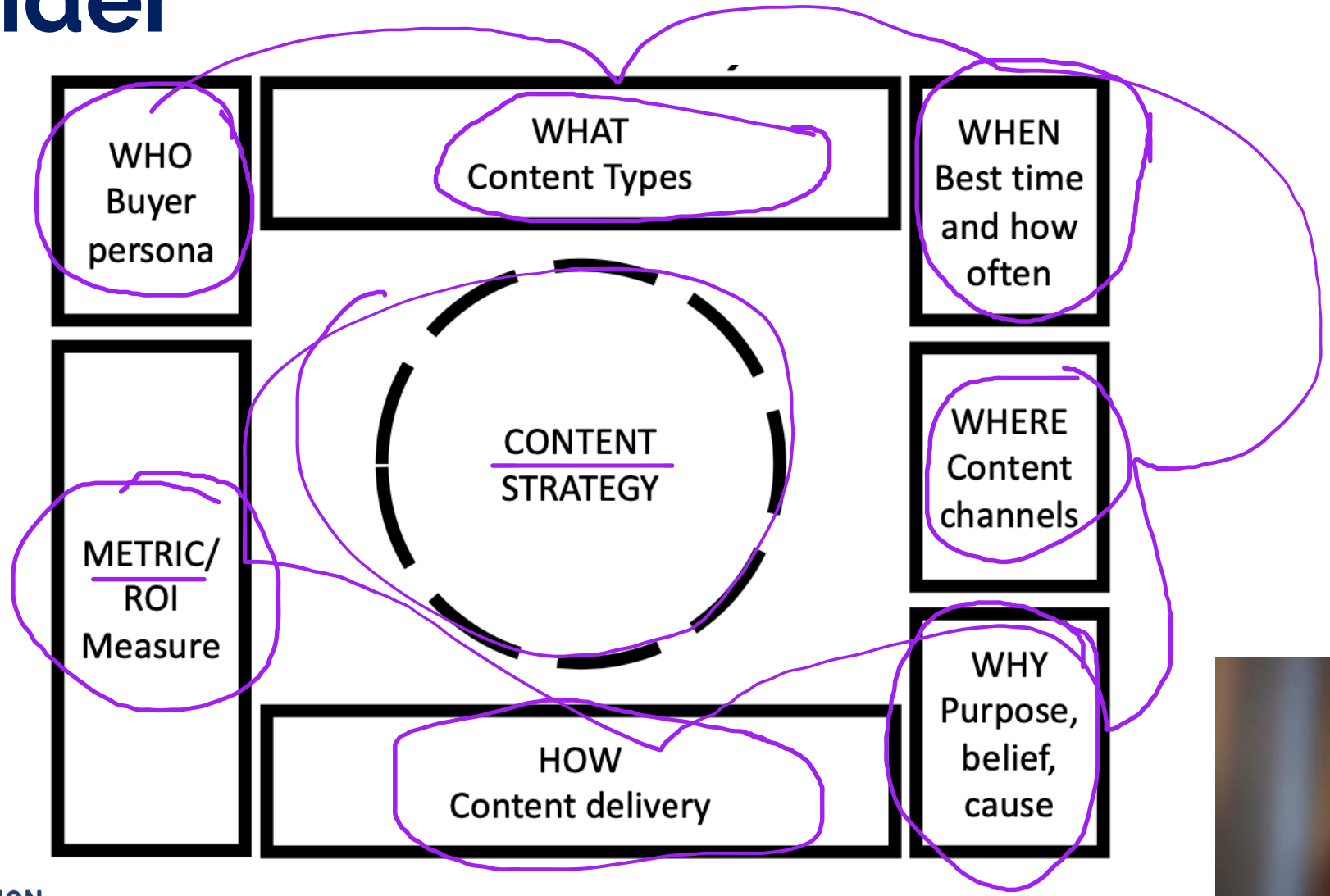
Content strategy template – things to consider



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Freddie: The experience seeker

Age: 30

Goals

To try new experiences, explore new places, likes adrenaline-invoking activities.

Quote

"I'm always in search of the most incredible places on our planet. Noizy crowded cities are not for me. I'm a lover of wildlife and open spaces."

Trip Criteria

Trip budget (£)

0 500 1000 1500 2000+

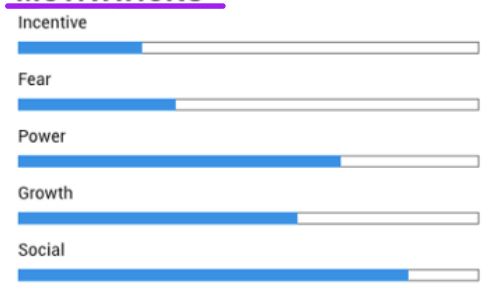
Remoteness from home

nearby short-range long-range

Trip diration (days)

0 10 20 30 40+

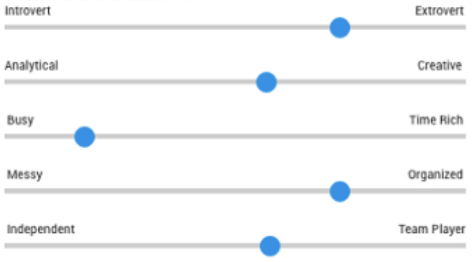
MOTIVATIONS



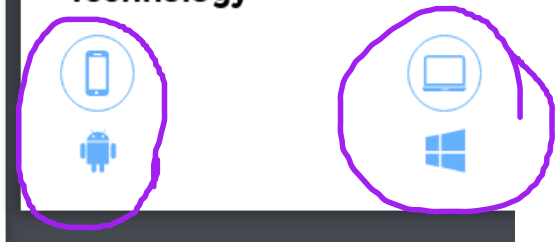
Frustrations

- Long journeys from airports to the desired destination;
- Mainstream destinations with crowds of other tourists.

PERSONALITY



Technology



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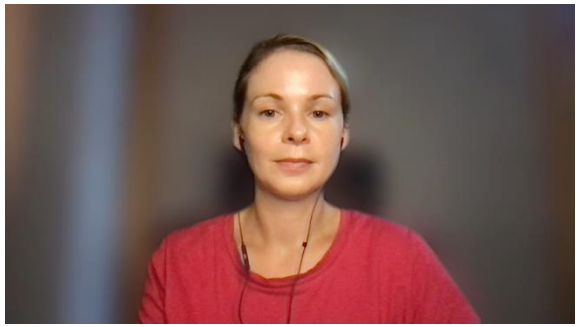
Task

Choose two tactical channels i.e. email and web and identify how they would be used to attract, engage and convert Freddie.

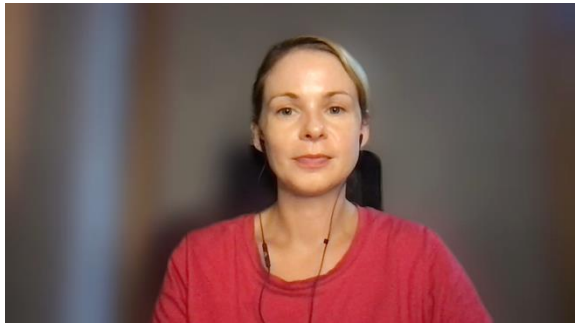


Task

Identify how the following organisations are using social media marketing:
1: **Fabletics**: https://www.facebook.com/Fabletics/
2: **Doug the Pug**: https://www.instagram.com/itsdougthepug/?hl=en
3: **Little Moons**: https://www.tiktok.com/@littlemoonsmochi?lang=en

Questions to answer:

- How often is content posted?
- Who do you think is the audience (their persona) type they are trying to engage?
- Why does the organisation use social media?
- Would their social media content engage persona Freddie?



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Example social media marketing

Objective: Grow social media audience.

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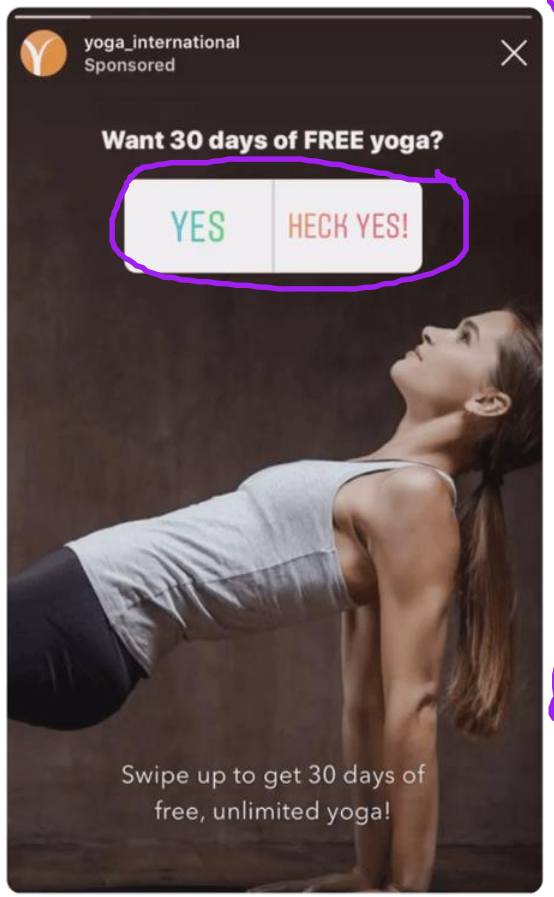
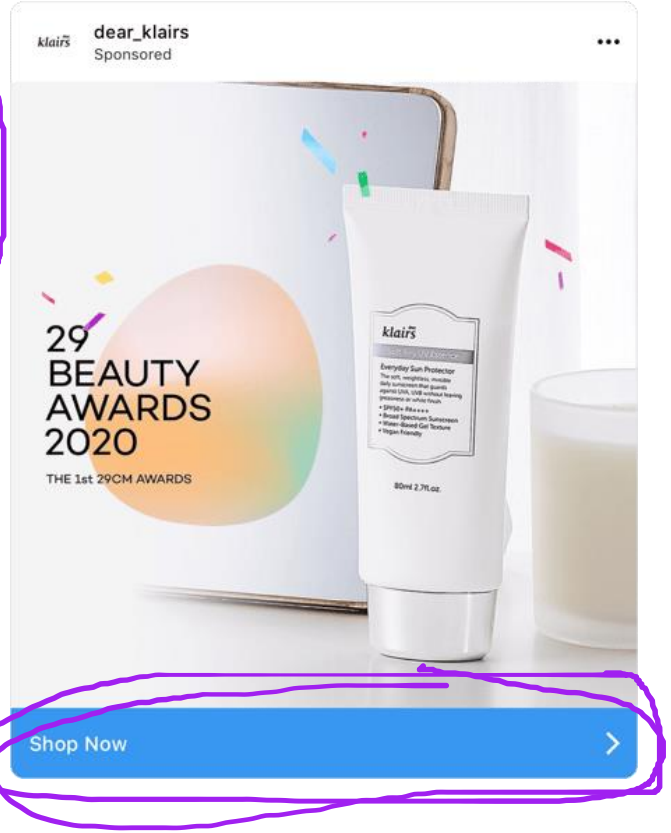
Instagram ad examples





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What do you notice about these ad examples?

Tips when creating content

Top 5 questions to ask:

1. What interests your target audience/customer?
2. What channels do they use i.e. TikTok, Instagram, email, blog
3. What will engage that audience? Competitions, quizzes
4. When will you launch the content and how will you promote it?
5. What is the main action you want the viewer to take? (what is the objective of the content?)

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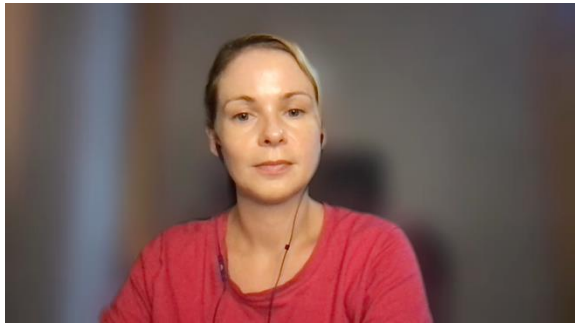

Activity: Create a social media ad/post

Imagine Fabletics, Doug the pug and Little Moons are trying to engage your persona. Design an social media ad/post– you can choose the platform e.g. TikTok, Instagram, Snapchat, Facebook.

Consider the following:

- Remember your personas will be different - pick one to focus on
- Think about the main action you want the viewer to take after seeing the ad e.g. to click on a web page, to buy, to find out more
- What makes your ad stand out on the feed?

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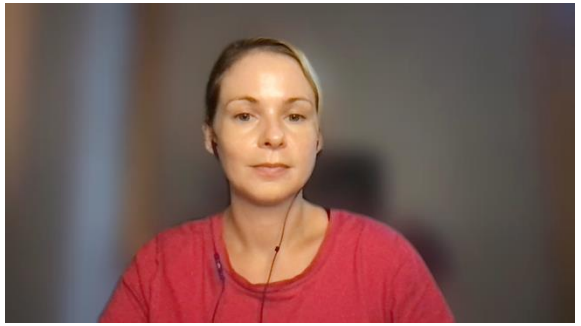

Privacy

How much information is too much information?

The amount of information used in the content or ad will engage and unengage different personas

Remember marketing ethics and legislation

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This lecture covered:

Digital Marketing Tactics

- Digital marketing channels
- Paid, owned and earned
- Creating a targeted marketing campaign

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Thank you!

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