Chapter 12

To consolidate your learning, the key points from this chapter are summarized here:

■ Define digital marketing and social media marketing.

Digital marketing is the management and execution of marketing using digital technologies and channels (for example email, digital television, Internet) to reach markets in a timely, relevant, personal, interactive, and cost-efficient manner. It is related to, but distinct from, e-marketing, direct marketing, and interactive marketing. Social media marketing is a form of digital marketing that uses social networking sites to produce content that users will share and which will in turn create exposure of the brand to customers and thereby increase or reinforce its customer base.

■ Explain how digitalization is transforming marketing practice.

The growth of digital technologies is not only changing consumer behaviours, but also changing business itself. Successful marketing in a digital world requires digital marketing to be integrated into marketing research, products, and services, as well as marketing communication and channel distribution plans. Thus digital marketing should be considered and adapted more widely than simply as a new communication or distribution channel. It can help to create new business opportunities and enable new relationships (and thereby insights) with and between consumers.

■ Discuss key techniques in digital marketing and social media marketing.

Key techniques in digital marketing include Internet advertising, search marketing, email marketing, social media marketing, content marketing, and mobile marketing. Characteristic of digital marketing, especially that through social media, is that marketers need to give up some control and power to consumers. Marketers must share control over their brands with their online users; users will co-create content and generate their own content; customers will develop their own communities to which marketers should seek to contribute rather than usurp. It is about dialogue, conversation, and listening, rather than monologue and transmitting.

■ Review how practitioners measure the effectiveness of social media marketing.

To measure the effectiveness of a social media campaign, marketers should follow a seven-step process: identify a set of appropriate social media metrics; review the social media campaign objectives; map the campaign by highlighting links to brand-generated content, consumer-generated content, consumerfortified content, and exposure to content(ed) consumers; choose the criteria and tools of measurement; establish a benchmark; undertake the campaign; and measure it frequently.

■ Discuss crowdsourcing and explain how it can be harnessed for marketing.

Crowdsourcing is the process of outsourcing a task or group of tasks to a generally large ‘crowd’ of people. It can be used in marketing to outsource routine activities, to obtain content (for example Volvo’s Twitter campaign), or to obtain creative input (for example LEGO® and new product development). It can also be used as a way of gaining access to financial resources (for example Flippin’ Burger and its funding of a restaurant).