

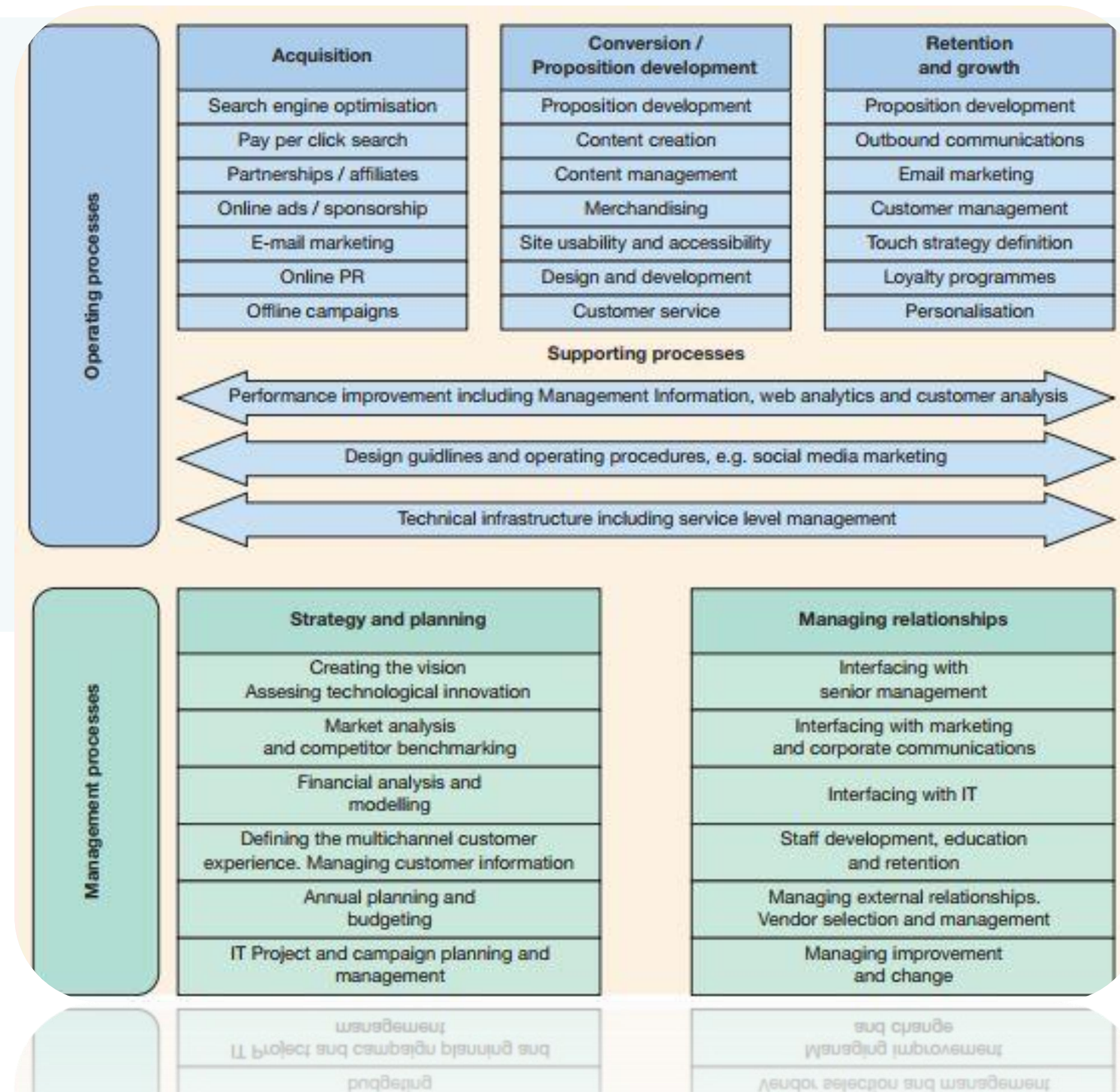


DIGITAL MARKETING

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The operational and management processes of digital marketing



What is digital marketing?

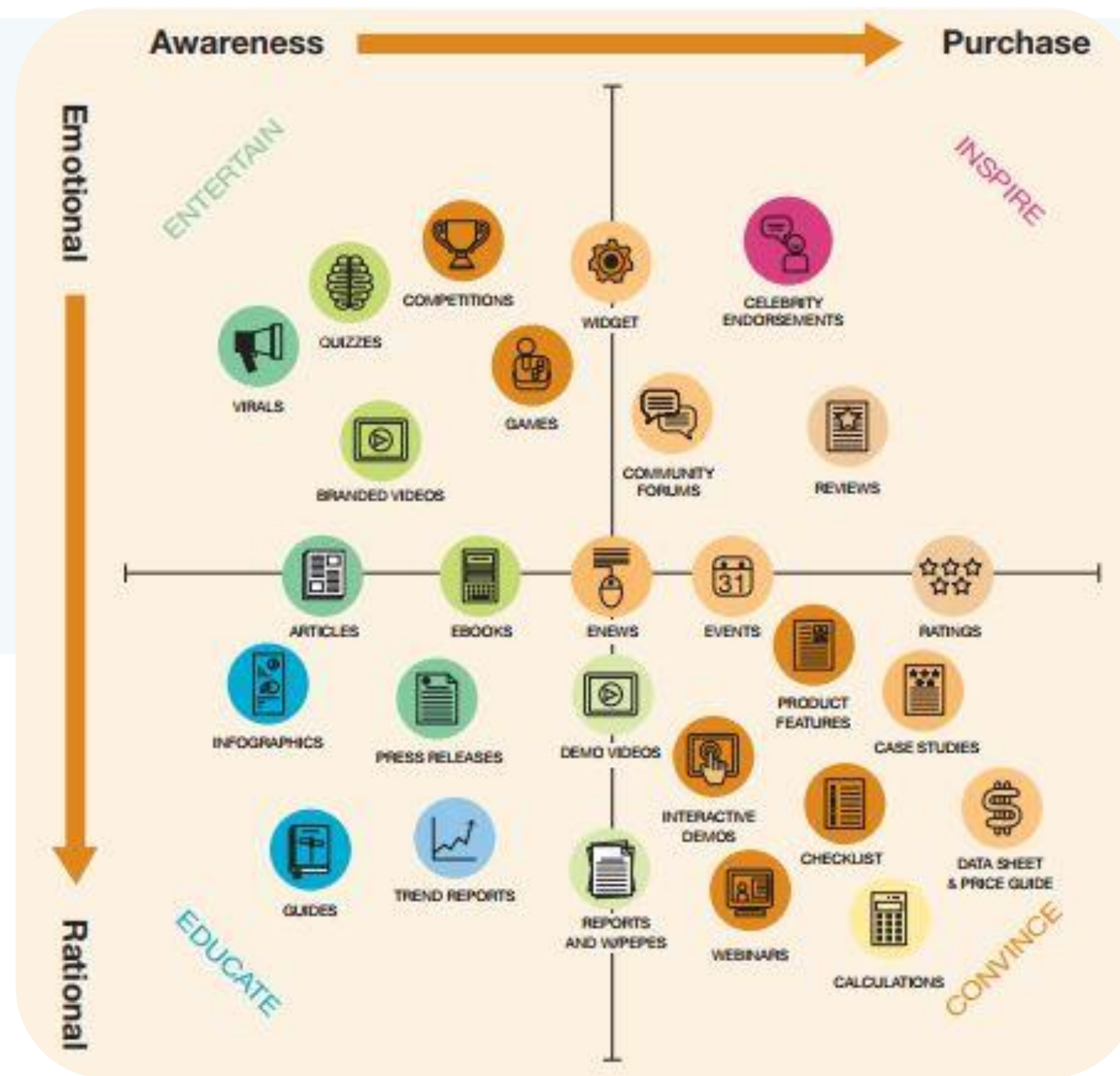
Digital marketing has been described simply as ‘*achieving marketing objectives through applying digital technologies*’ (Chaffey and Ellis-Chadwick, 2012). This succinct definition helps remind us that it is the results delivered by technology that should determine investment in Internet marketing, not the adoption of the technology

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably

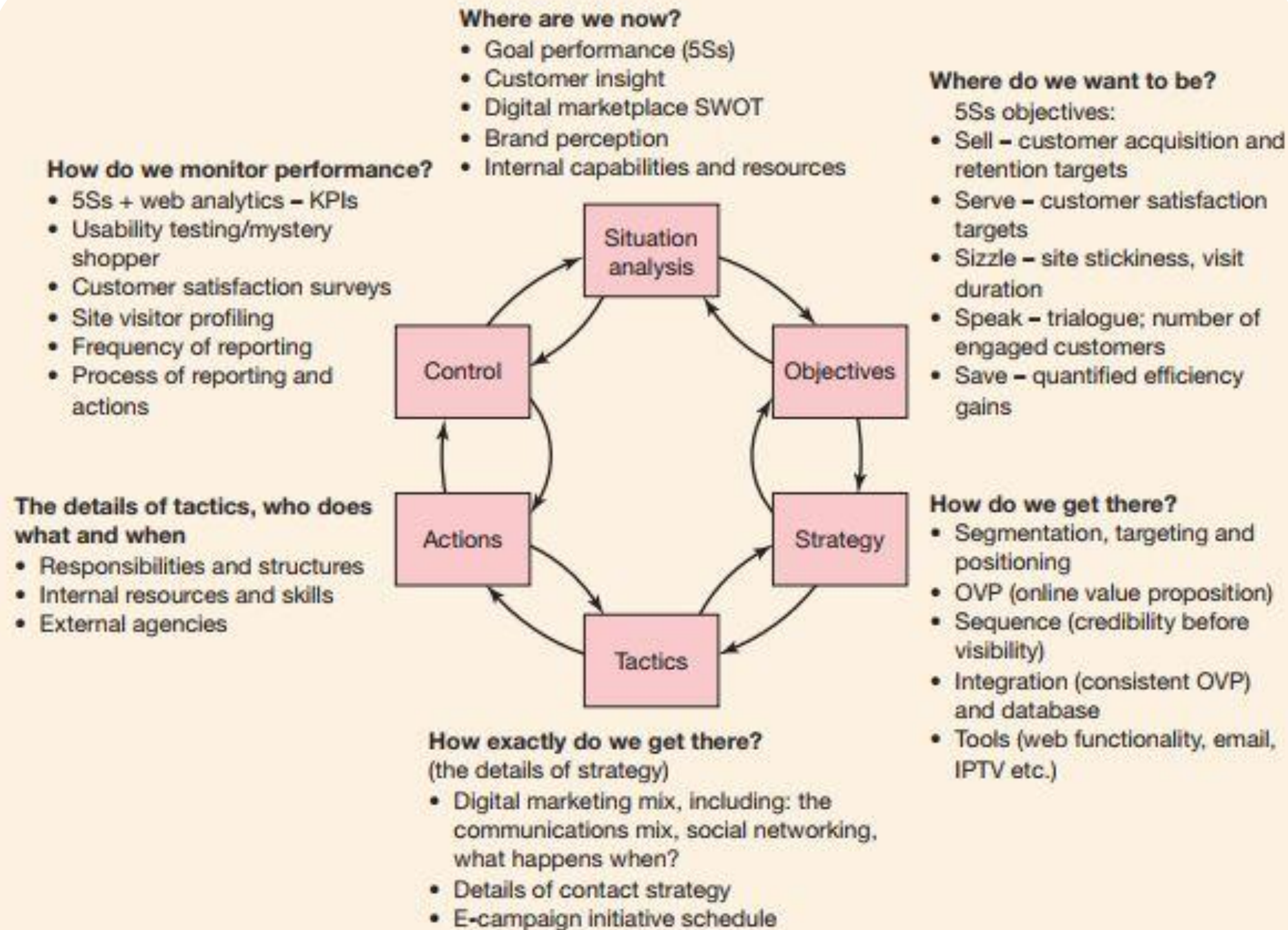
The consumer is proactive in actively seeking out information for their needs and interactions with brands are attracted through content, search and social media marketing.

The management of text, rich media, audio and video content aimed at engaging customers and prospects to meet business goals published through print and digital media, including web and mobile platforms, which is repurposed and syndicated to different forms of web presence such as publisher sites, blogs, social media and comparison sites.

Content Marketing Matrix



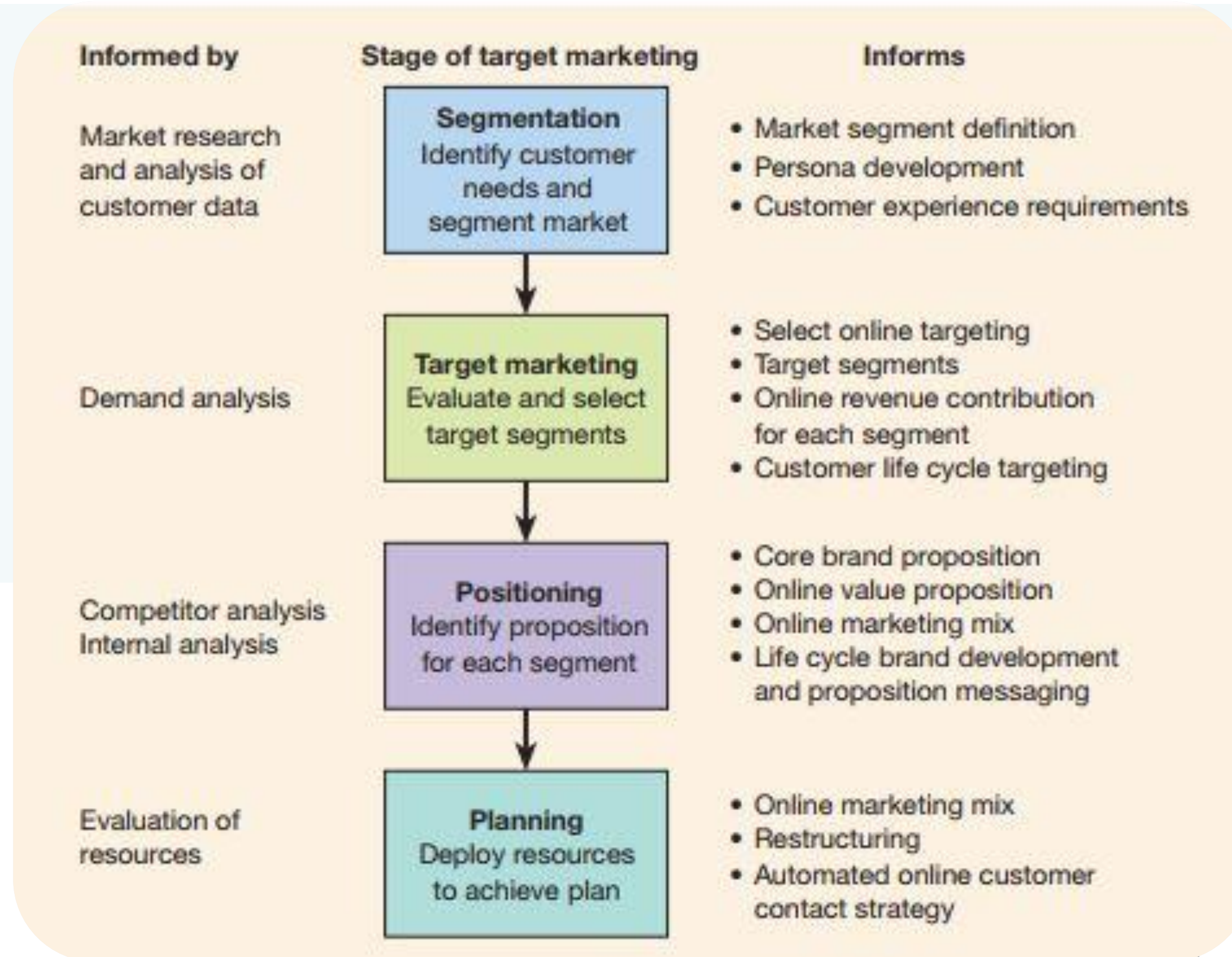
a generic framework for digital marketing planning



Example SWOT analysis


The organisation	Strengths – S 1 Existing brand 2 Existing customer base 3 Existing distribution	Weaknesses – W 1 Brand perception 2 Intermediary use 3 Technology/skills (poor web experience) 4 Cross-channel support 5 Churn rate
Opportunities – O 1 Cross-selling 2 New markets 3 New services 4 Alliances/co-branding	SO strategies Leverage strengths to maximise opportunities = attacking strategy Examples: 1 Migrate customers to web strategy 2 Refine customer contact strategy across customer life cycle or commitment segmentation (email, web) 3 Partnership strategy (co-branding, linking) 4 Launch new web-based products or value-adding experiences, e.g. video streaming	WO strategies Counter weaknesses through exploiting opportunities = build strengths for attacking strategy Examples: 1 Countermediation strategy (create or acquire) 2 Search marketing acquisition strategy 3 Affiliate-based acquisition strategy 4 Refine customer contact strategy (email, web)
Threats – T 1 Customer choice (price) 2 New entrants 3 New competitive products 4 Channel conflicts 5 Social network	ST strategies Leverage strengths to minimise threat = defensive strategy Examples: 1 Introduce new Internet-only products 2 Add value to web services – refine OVP 3 Partner with complementary brand 4 Create own social network/customer reviews	WT strategies Counter weaknesses and threats: = build strengths for defensive strategy Examples: 1 Differential online pricing strategy 2 Acquire/create pure-play company with lower cost-base 3 Customer engagement strategy to increase conversion, average order value and lifetime value 4 Online reputation management strategy/E-PR

Stages in target marketing strategy development



T A S K

*BUATLAH TAHAPAN DARI TARGET PEMASARAN PRODUK/
JASA ANDA SESUAI BAGAN PADA MATERI INI !!*

The background features teal-colored geometric shapes in the corners, resembling folded paper or abstract triangles. The main text is centered in a clean, sans-serif font.

THANK YOU!

ANY QUESTIONS?