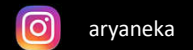




CAMPAIGN FOR DIGITAL MEDIA

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The characteristics of digital media

From push to pull

Traditional media such as print, TV and radio are push media – one-way streets where information is mainly unidirectional, from company to customer, unless direct response elements are built in. In contrast, many digital marketing activities like content, search and social media marketing involve pull media and inbound marketing.



From monologue to dialogue to triologue

Creating a dialogue through interactivity is the next important feature of the web and digital media which provide the opportunity for two-way interaction with the customer.



From one-to-many to one-to-some and one-to-one

Traditional push communications are one-to-many, from one company to many customers, often the same message to different segments and often poorly targeted. With digital media 'one-to-some' – reaching a niche or micro-segment becomes more practical – e-marketers can afford to tailor and target their message to different segments through providing different site content or email for different audiences through mass customisation and personalisation



From one-to-many to many-to-many communications

Digital media also enable many-to-many communications. Hoffman and Novak (1996) noted that new media are many-to-many media. Here customers can interact with other customers via a website, in independent communities or on their personal websites and blogs.



From 'lean-back' to 'lean-forward'

Digital media are also intense media – they are interactive, lean-forward media where the customer wants to be in control and wants to experience flow and responsiveness to their needs. First impressions and devices to encourage the visitor to interact are important.



Increase in communications intermediaries

If we contrast traditional advertising and PR with the options available in paid, owned and earned digital media, there is an increase in options to reach audiences online through a large number of options for media and influencers. Traditional radio channels, newspapers and print titles have migrated online, but in addition there are a vast number of online-only publishers, bloggers and individual sharing through social networks.



Integration

Although digital media have distinct characteristics compared to traditional media, it does not follow that we should concentrate our communications solely on digital media.



Table 8.1

Summary of differences in characteristics of traditional media and digital media (note that rows 10–12 are similarities between the two media types)

Traditional media	Digital media
1 Push emphasis (e.g. TV and print ads and direct mail)	Pull emphasis. Relevance to context (search engine marketing (SEM))
2 One-way communications	Dialogue and interactivity and dialogue through user-generated content (UGC)
3 Targeting cost constrained by media placements	Micro-targeting and personalisation through SEM and media placements on niche sites
4 Limited customer-to-customer interactions	Participation: through communities and social networks
5 Static campaigns – once campaigns have been booked with a media agency it is difficult to adjust them	Dynamic campaigns where it is possible to test alternative creative and targeting and then revise during campaign according to performance
6 Burst campaigns maximise ad impact over a short period	Continuous, 'always-on' media where a permanent 'real-time' presence is required in online media (e.g. in search, social media and on publishers sites)
7 Limited media-buying opportunities with high degree of wastage	Limitless paid media-buying opportunities with pay-per-performance options plus owned and earned media (see Chapter 1 for definitions)
8 Detailed response measurement often limited to qualitative research	Potentially measurable at micro-level through web analytics and ad tracking systems
9 Pre-testing	Can also test and refine during campaign
10 Most communications to reach audience via media owners	Media owners are still important but communications also possible via website and non-media-owned blogs and social networks
11 Integrated communications vital	Integrated communications vital
12 Not cheap, quick or easy	Not cheap, quick or easy

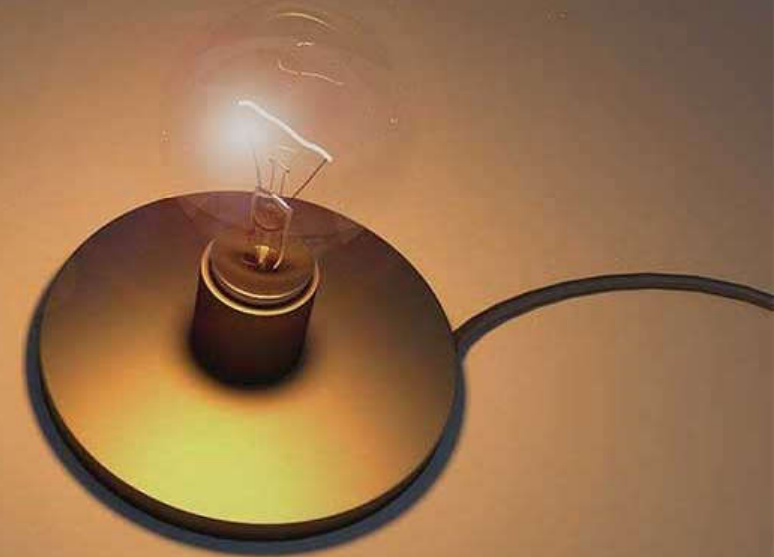
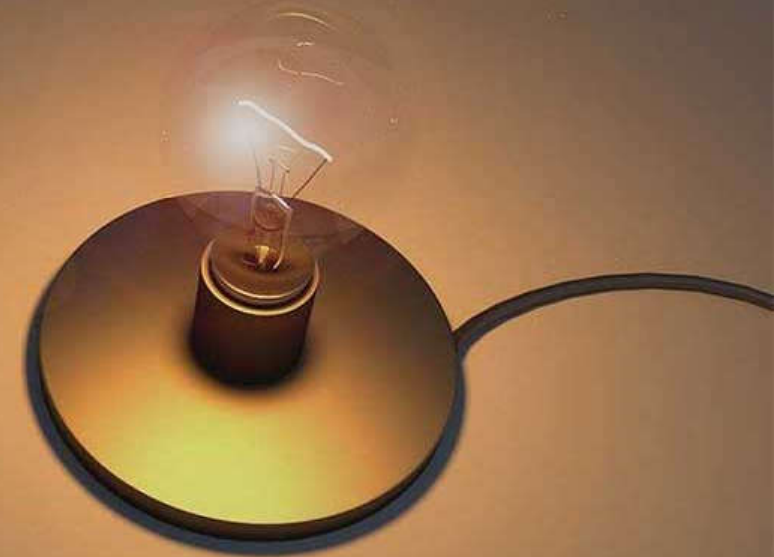


Table 8.2

Comparison of the properties of different media

	TV	Outdoor	Print	Internet
Intrusiveness	High	High	Low	Low
Control/ selectivity	Passive	Passive	Active, selective	Active, selective of consumption
Episode attention	Long	Short	Long	Restless, frag- mented span
Active processing	Low	Low	High	High
Mood	Relaxed, seek- ing exceptional gratification	Bored, under- stimulated	Relaxed, seek- ing interest, stimulation	Goal-orientated, needs-related
Modality	Audio/visual	Visual	Visual	Visual (auditory increasing)
Processing	Episodic, superficial	Episodic/ semantic	Semantic, deep	Semantic, deep
Context	As individual in interpersonal setting	Solitary (in public space)	Individual, personal	Alone, private

Source: Branthwaite et al. (2000)



Examples of digital campaign measures

Audience or traffic building goals. These define targets for using online site promotion and offline site promotion to drive quality visitors or traffic to a website or other social presence which convert to the outcomes required (sales, lead, newsletter sign-up, social interaction) at an acceptable cost.



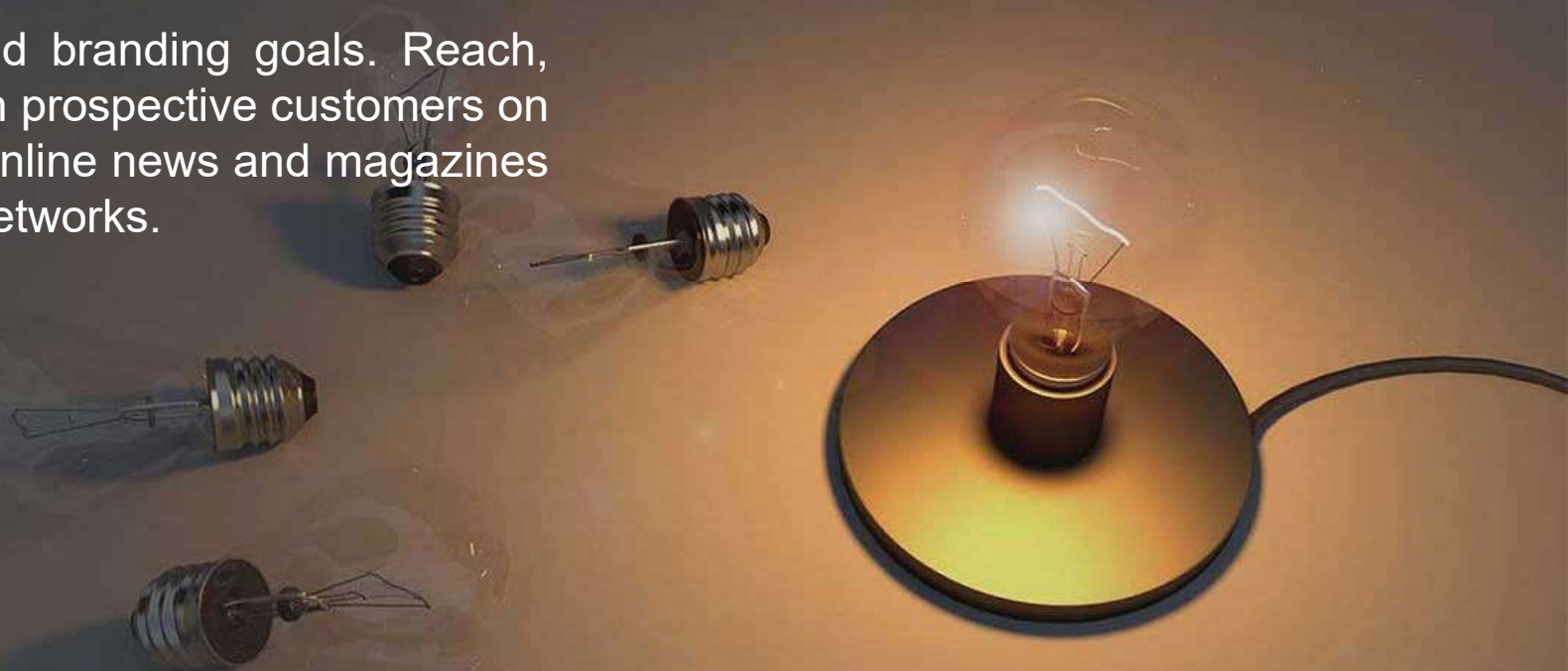
Conversion or interaction goals.

Use onsite communications to deliver an effective message to the visitor which helps influence perceptions or achieves a required marketing outcome.





Third-party site reach and branding goals. Reach, influence and engage with prospective customers on third-party sites such as online news and magazines sites, portals and social networks.



Segmentation and targeting

Table 8.3

A range of targeting and segmentation approaches for a digital campaign

Targeting variable	Examples of online targeting attributes
1 Relationship with company	New contacts (prospects), existing customers, lapsed customers
2 Demographic segmentation	B2C: Age, gender, social group, geographic location B2B: Company size, industry served, individual members of decision-making unit
3 Psychographic or attitudinal segmentation	Attitudes to risk and value when buying, e.g. early adopter, brand loyal or price conscious
4 Value	Assessment of current or historical value and future value
5 Lifecycle stage	Position in lifecycle, related to value and behaviour, i.e. time since initial registration, number of products purchased, categories purchased in
6 Behaviour	Search term entered into search engine Responsiveness to different types of offers (promotion or product type). Responsiveness to campaigns in different channels (channel preference). Purchase history in product categories including recency, frequency and monetary value (Chapter 6)



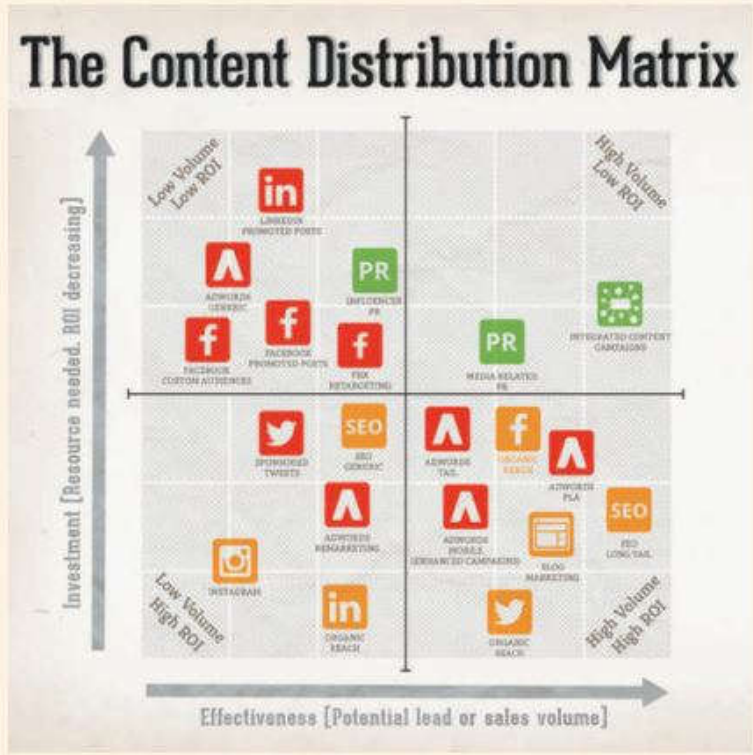
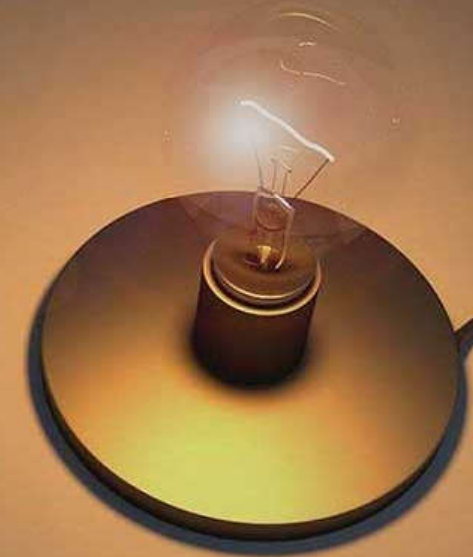


Figure 8.12

The Content Distribution Matrix
Source: SmartInsights.com (with permission)

Figure 8.12

The Content Distribution Matrix
Source: SmartInsights.com (with permission)







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Any Question ??