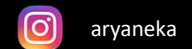# Introducing digital marketing

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2021

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Situation analysis for digital marketing

The online marketplace is complex and dynamic; organisations should carefully analyse the market context in which they operate, identify opportunities and then plan how they can compete effectively. Understanding an organisation's environment is a key part of situation analysis
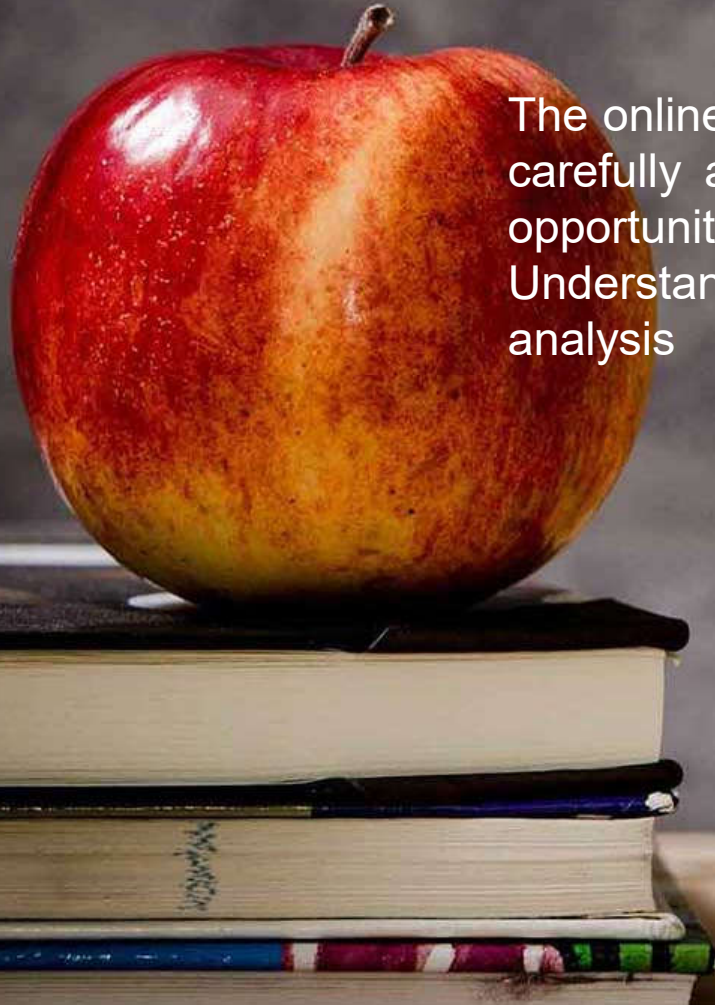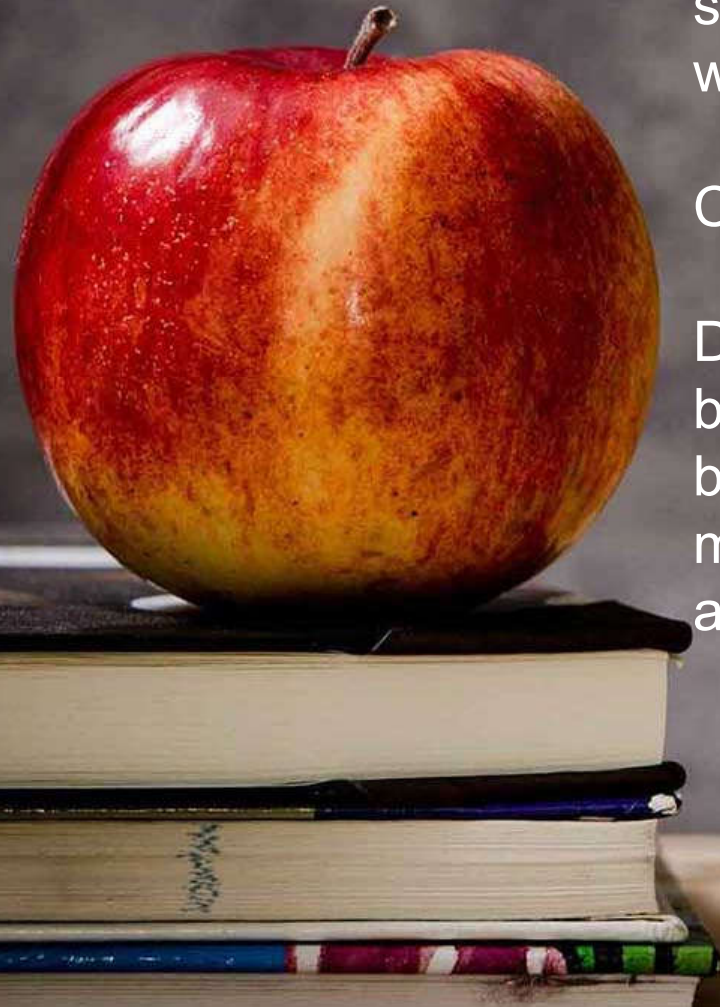
situation analysis should review these factors which we cover in this chapter:

Customers.

Digital proposition and communications should be based around the customer: their characteristics, behaviours, needs and wants. So our view is that marketers should start with the customer when analysing the situation.

Marketplace analysis including intermediaries, influencers and potential partners.

This is a summary of the main online influences on purchase during the customer journey or path to purchase. We will see that there is a wide range of influences including search engines, publisher media sites, blogs, review sites and social networks which should all be considered.

Competitors.

Benchmarking customer propositions and communications activities against competitors can identify opportunities for new approaches and digital marketing activities that need to be improved.

Wider macro-environment.

These are the broader strategic influences, including social, legal, environment, political and technology influences.

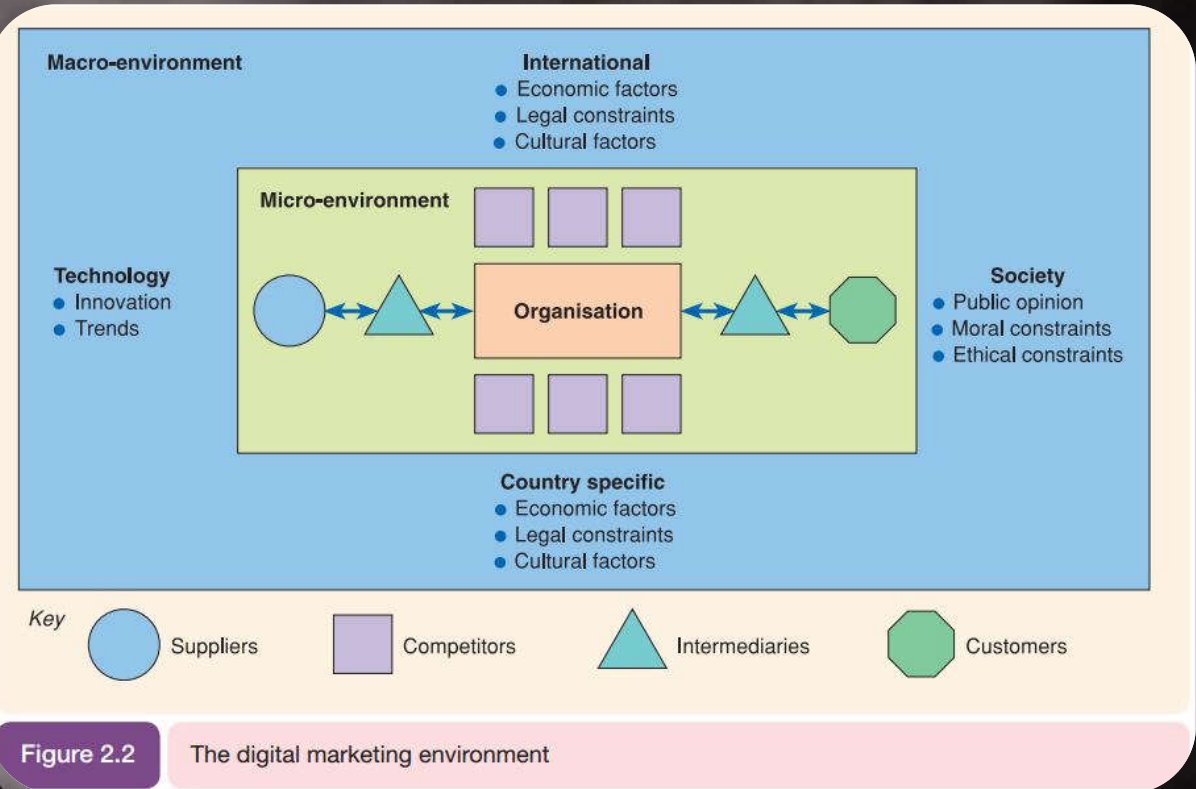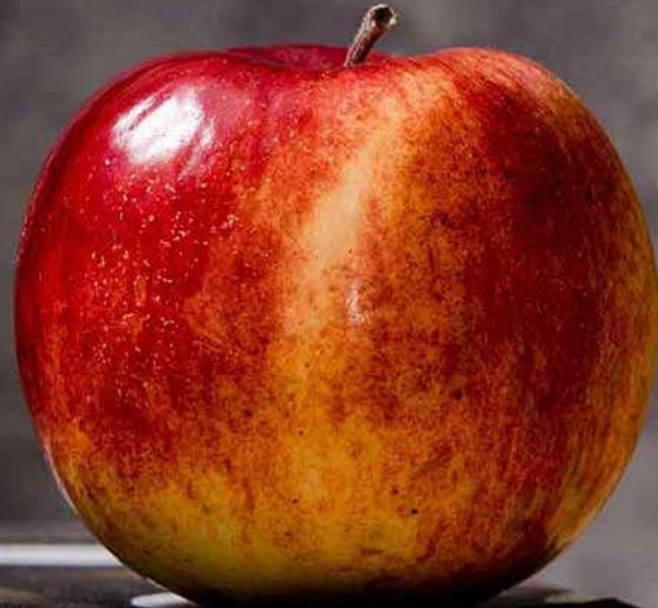# The digital marketing environment

Figure 2.2 — The digital marketing environment

Macro-environment

International
- Economic factors
- Legal constraints
- Cultural factors

Technology
- Innovation
- Trends

Micro-environment

Organisation

Society
- Public opinion
- Moral constraints
- Ethical constraints

Country specific
- Economic factors
- Legal constraints
- Cultural factors

Key
- Suppliers
- Competitors
- Intermediaries
- Customers

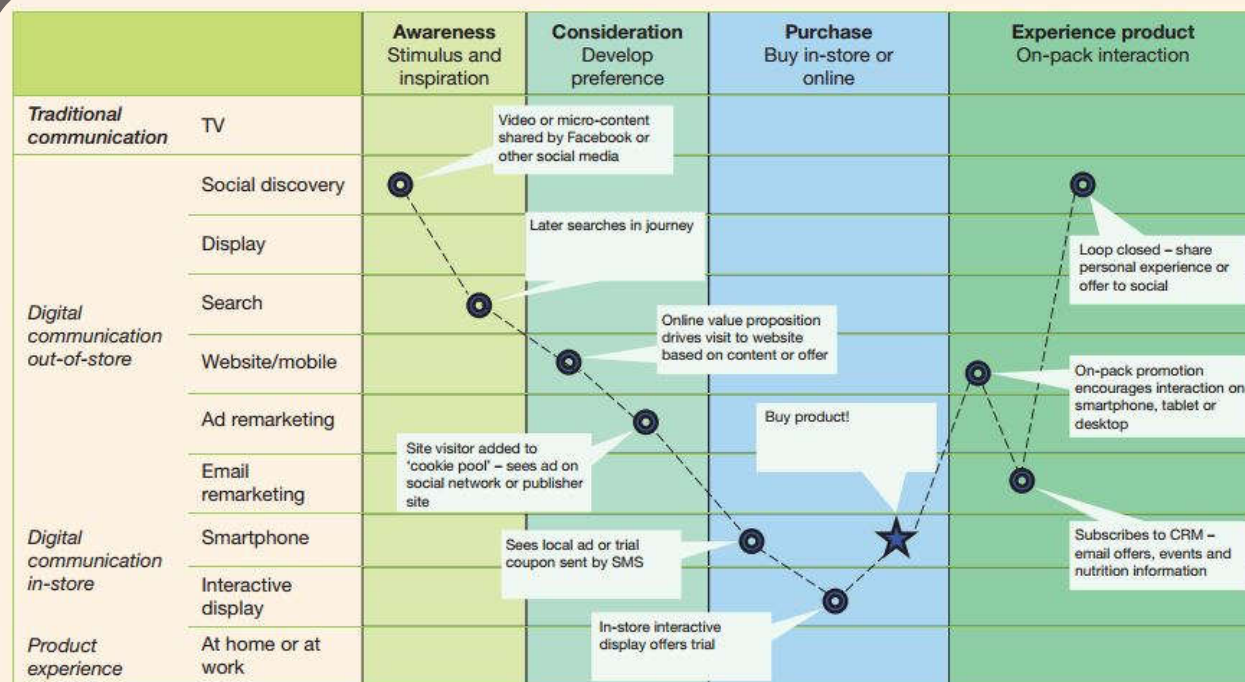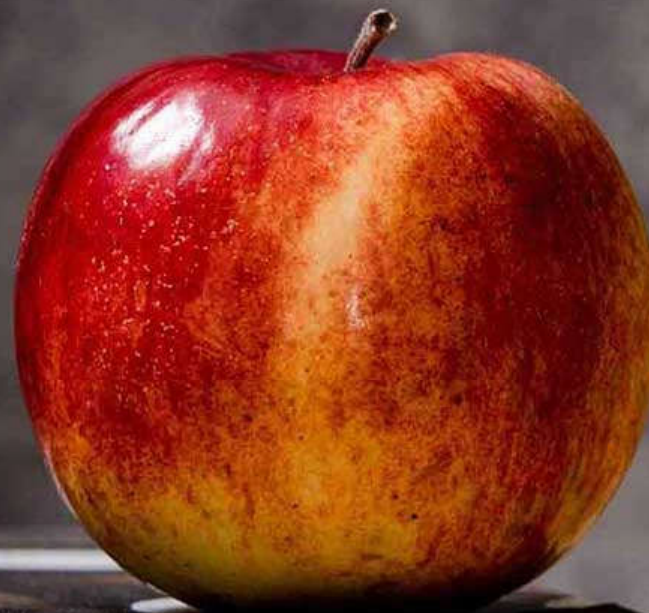# Understanding customer journeys

Figure 2.3 An example of a customer journey map

Zero Moment of Truth (ZMOT)

A summary of today's multichannel consumer decision making for product purchase where they search, review ratings, styles, prices comments on social media before visiting a retailer.
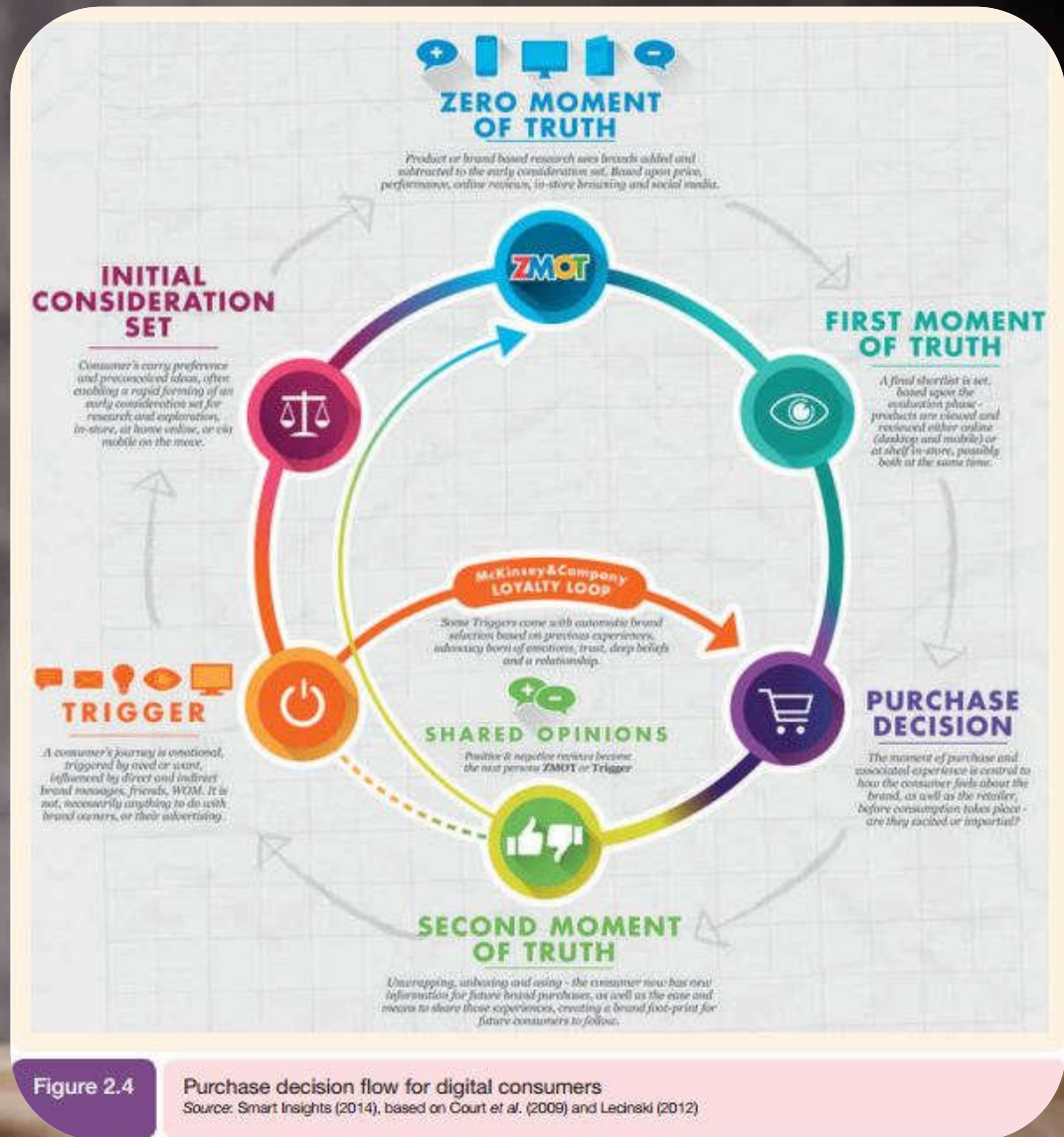
Figure 2.4 — Purchase decision flow for digital consumers
Source: Smart Insights (2014), based on Court et al. (2009) and Lecinski (2012)

Customer characteristics

Demographic variables.
Doherty and Ellis-Chadwick (2010) suggest that any personal attributes that tend to remain static throughout an individual's lifetime, or evolve slowly over time – such as age, gender, race etc. – can be defined as demographic variables.
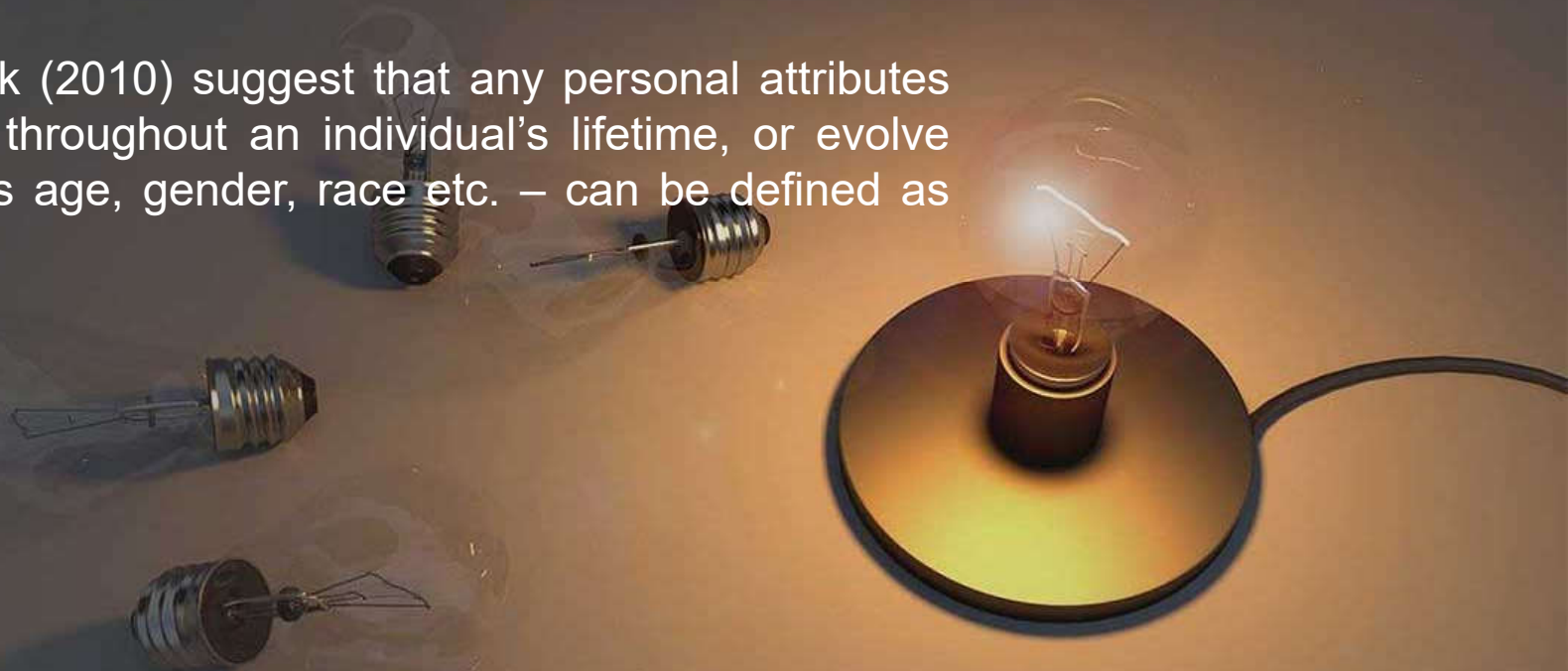
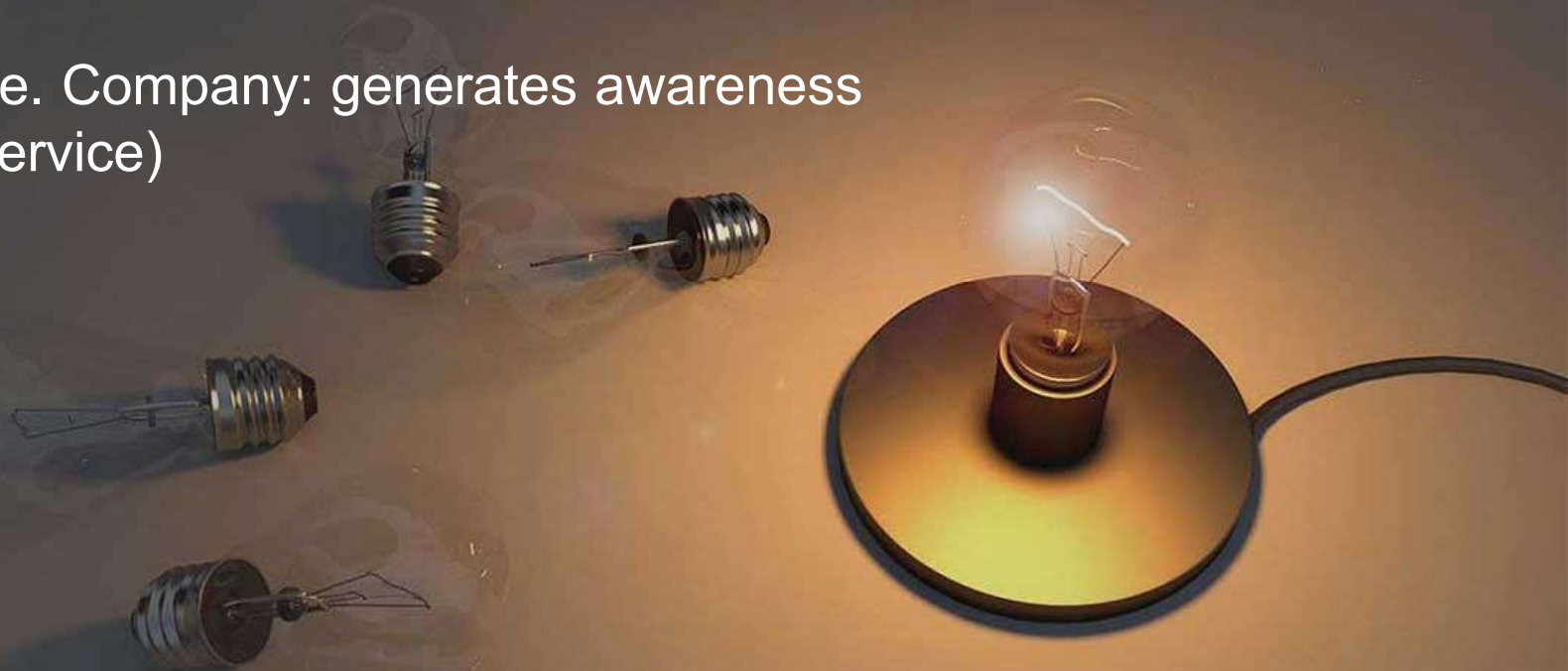Psychographic and behavioural variables.

Any aspect of a consumer's perceptions, beliefs and attitudes that might influence online behaviour, and in particular a consumer's intention to shop, can be defined as a psychographic/behavioural variable.
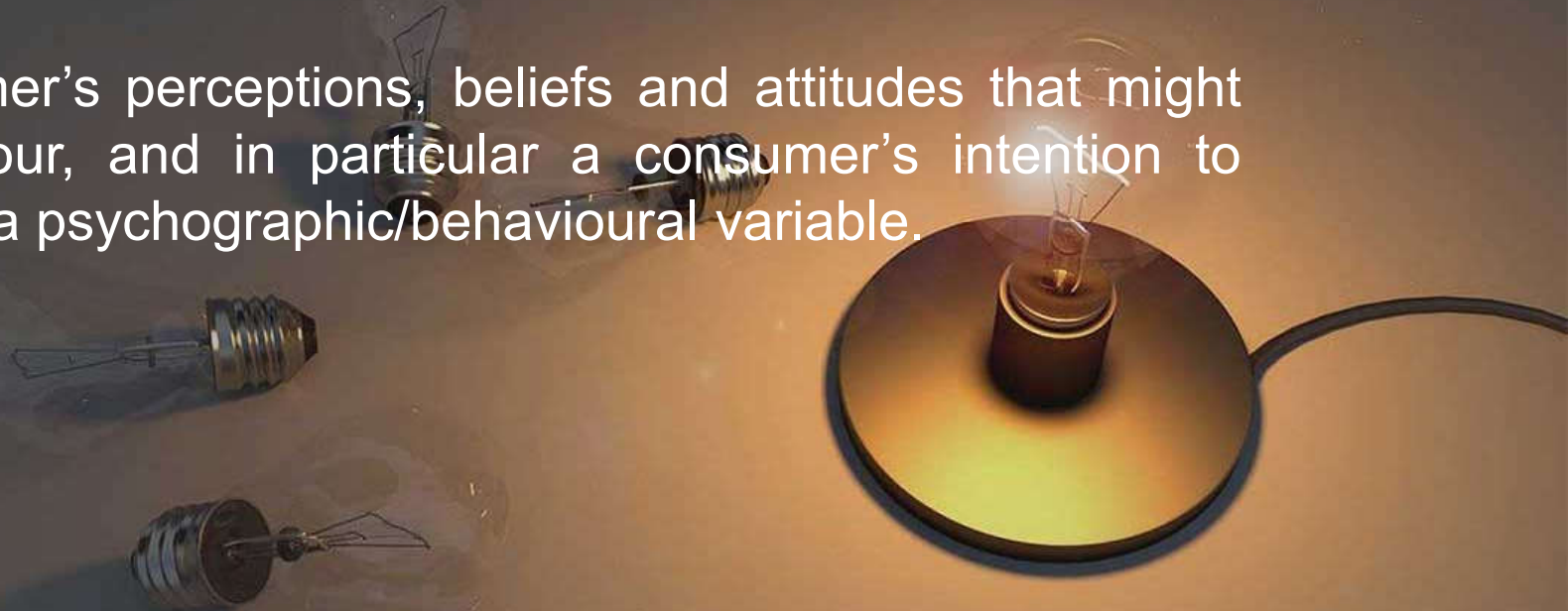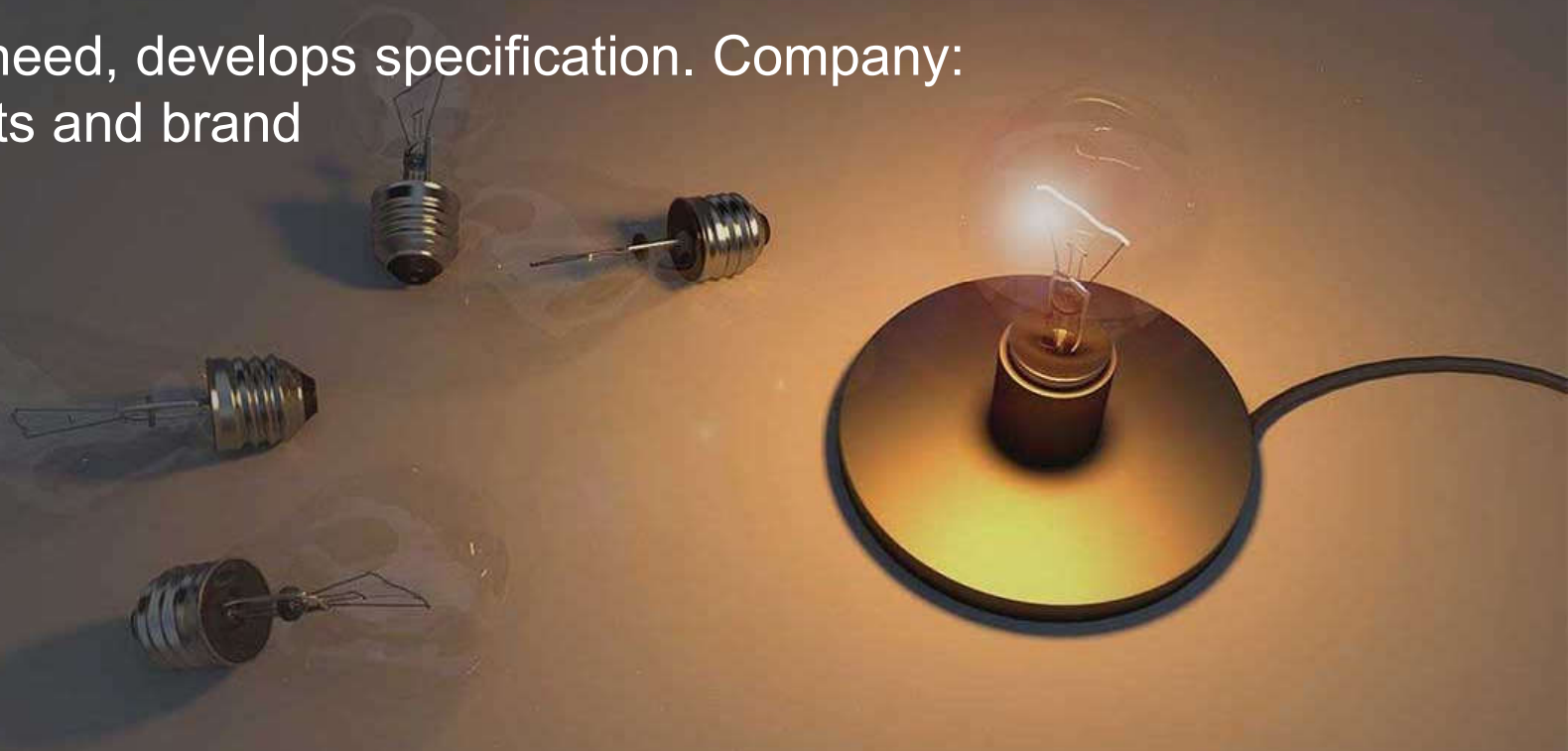
The buying process

1. Consumer: unaware. Company: generates awareness (of need, product or service)
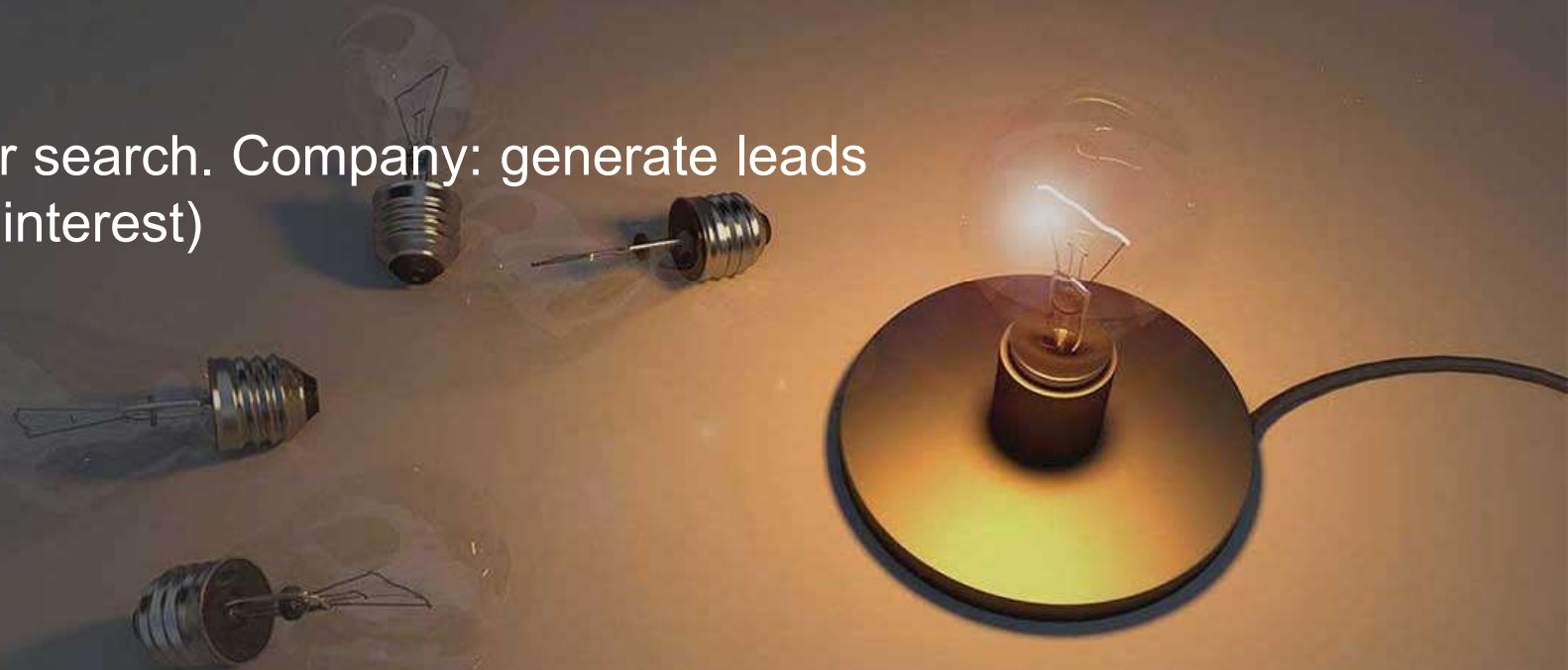
The buying process

2. Consumer: aware of need, develops specification. Company: position features, benefits and brand
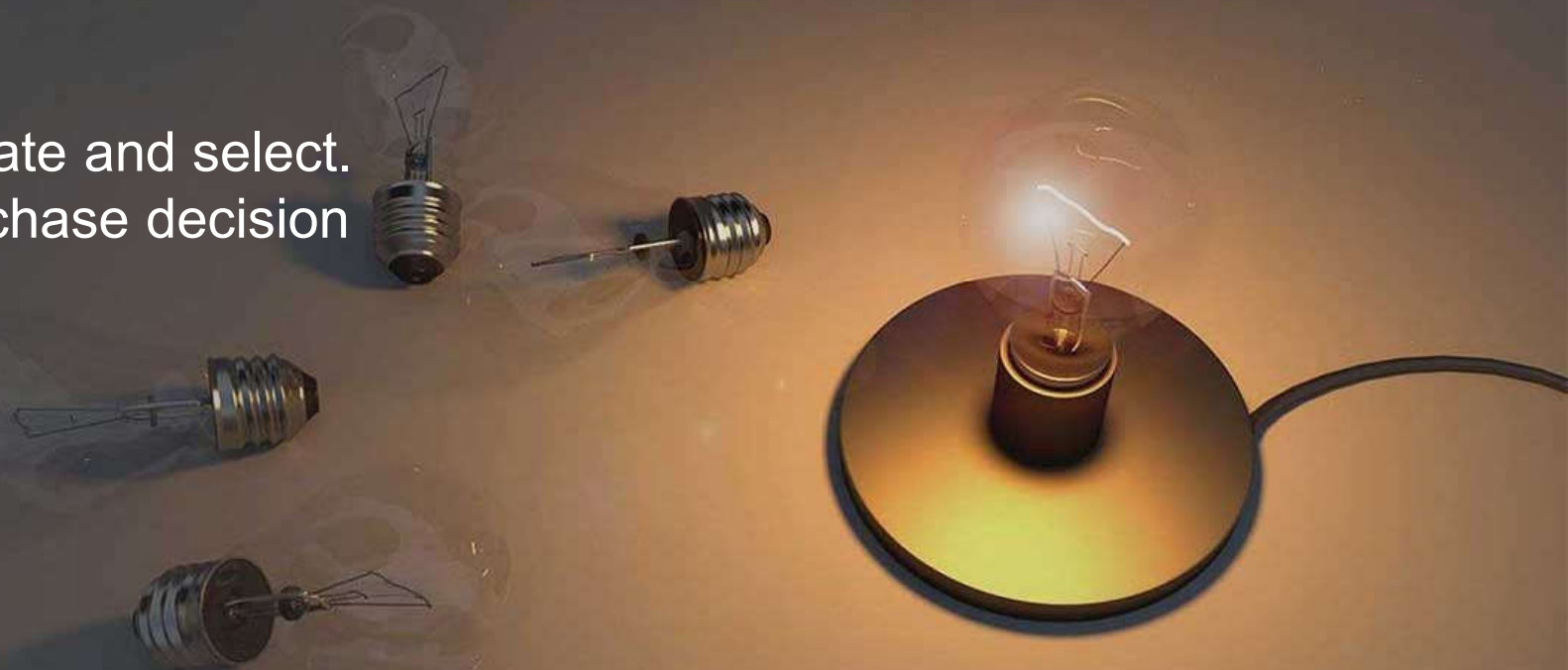
The buying process

3. Consumer: supplier search. Company: generate leads (engage and capture interest)
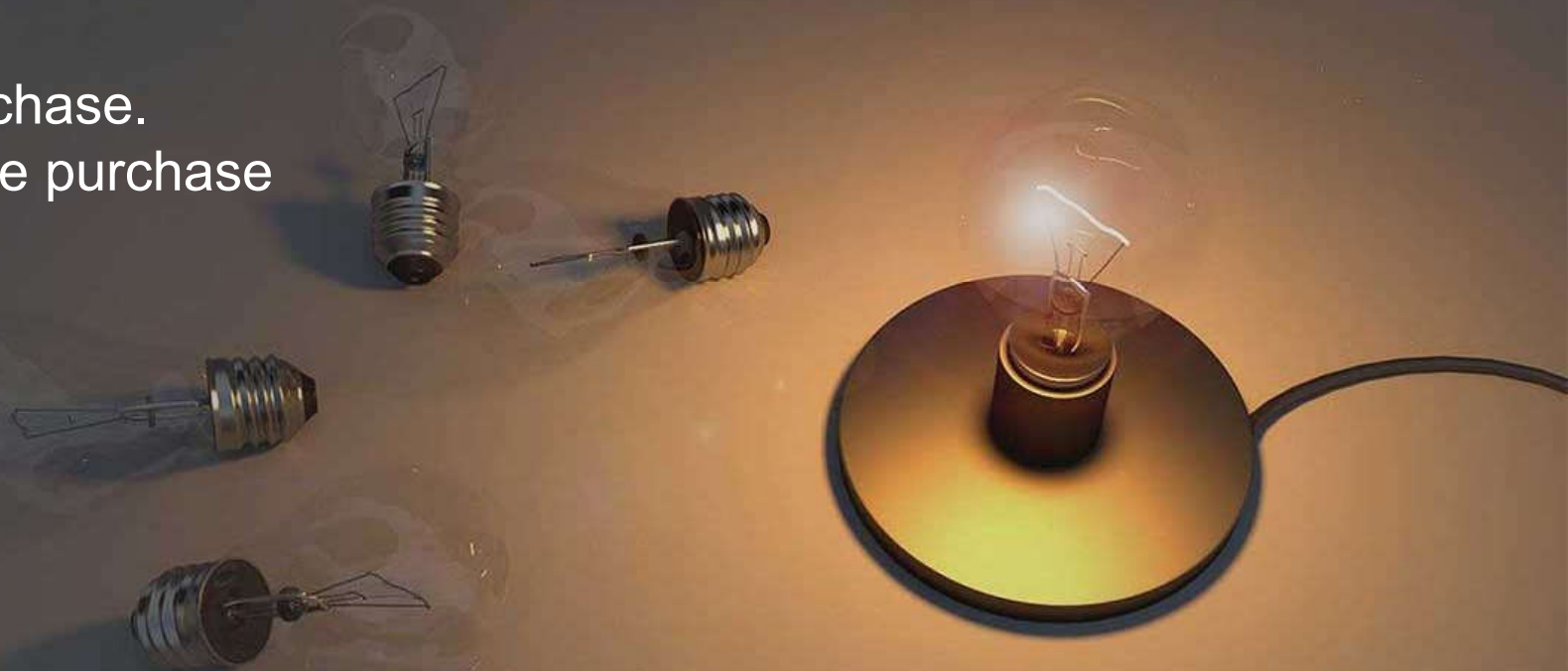
The buying process

4. Consumer: evaluate and select.
Supplier: assist purchase decision

The buying process

5. Consumer: purchase.
Company: facilitate purchase

Task

Lacak seluruh proses pembelian yang anda lakukan dengan urutan proses pembelian konsumen, serta berika penjelasan singkat masing – masing prosesnya !

REFLEKSI

1. Informasi penting hari ini

2. Manfaat penting dari informasi penting hari ini

3. Tindak lanjut yang dapat saudara lakukan

THANK YOU

Any Question ??