



# *D I G I T A L   M A R K E T I N G   ( O n l i n e   B r a n d i n g )*

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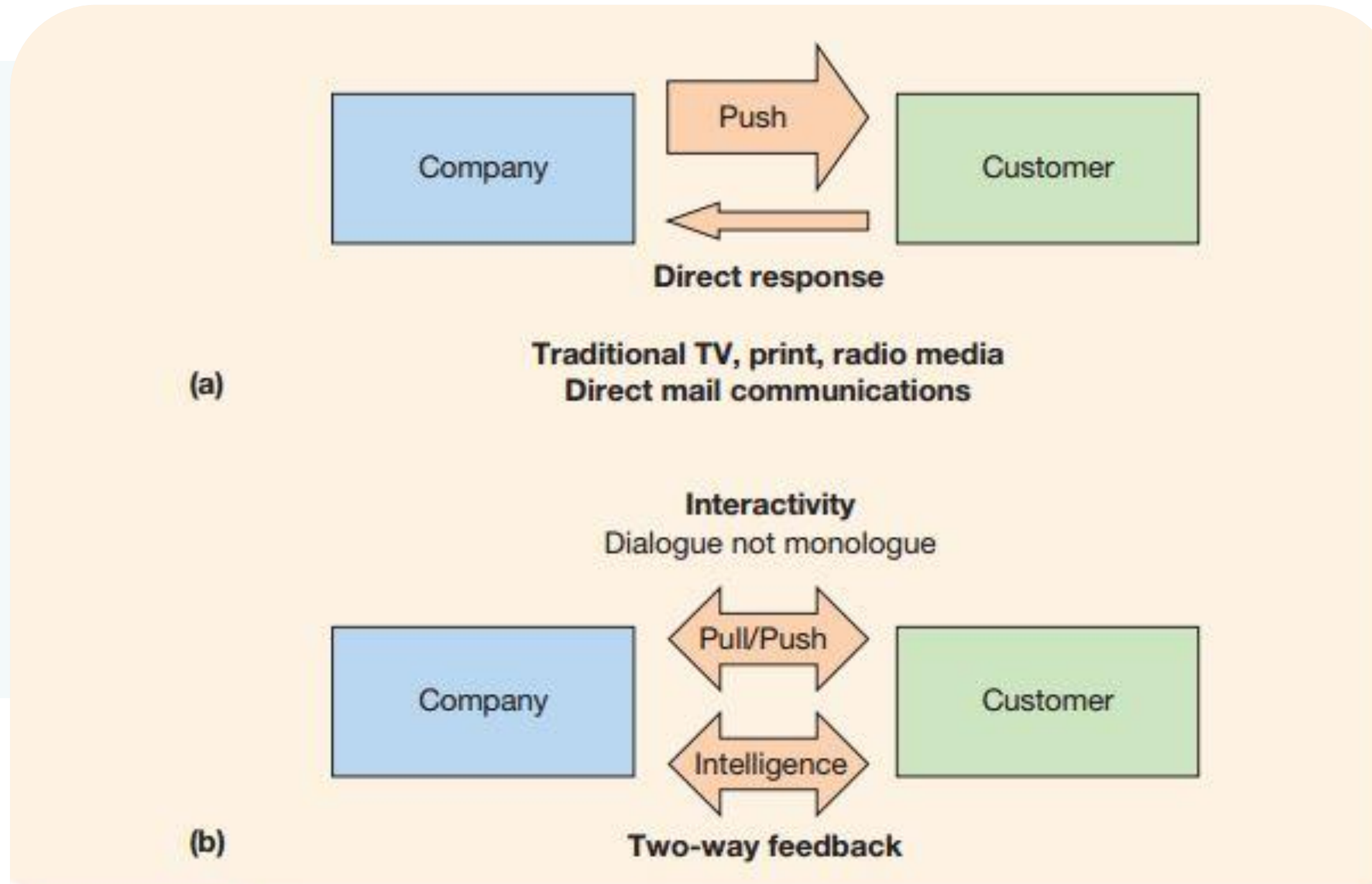
2018

# Characteristics of digital media communications

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## 1 Interactivity

Deighton (1996) was one of the first authors to explain that interactivity is a key characteristic of the Internet which enables companies to communicate with customers in a new way



**Figure 8.16**

Summary of communication models for (a) traditional media, (b) new media

**Figure 8.16**

Summary of communication models for (a) traditional media, (b) new media

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## 2 Intelligence

The Internet can be used as a relatively low-cost method of collecting marketing research, particularly about customer perceptions of products and services. In the competitions referred to above, Nestlé is able to profile its customers on the basis of the information received in questionnaires.

The Internet can be used to create two-way feedback which does not usually occur in other media.

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### 3 Individualisation

Another important feature of interactive marketing communications is that they can be tailored to the individual, unlike traditional media where the same message tends to be broadcast to everyone.

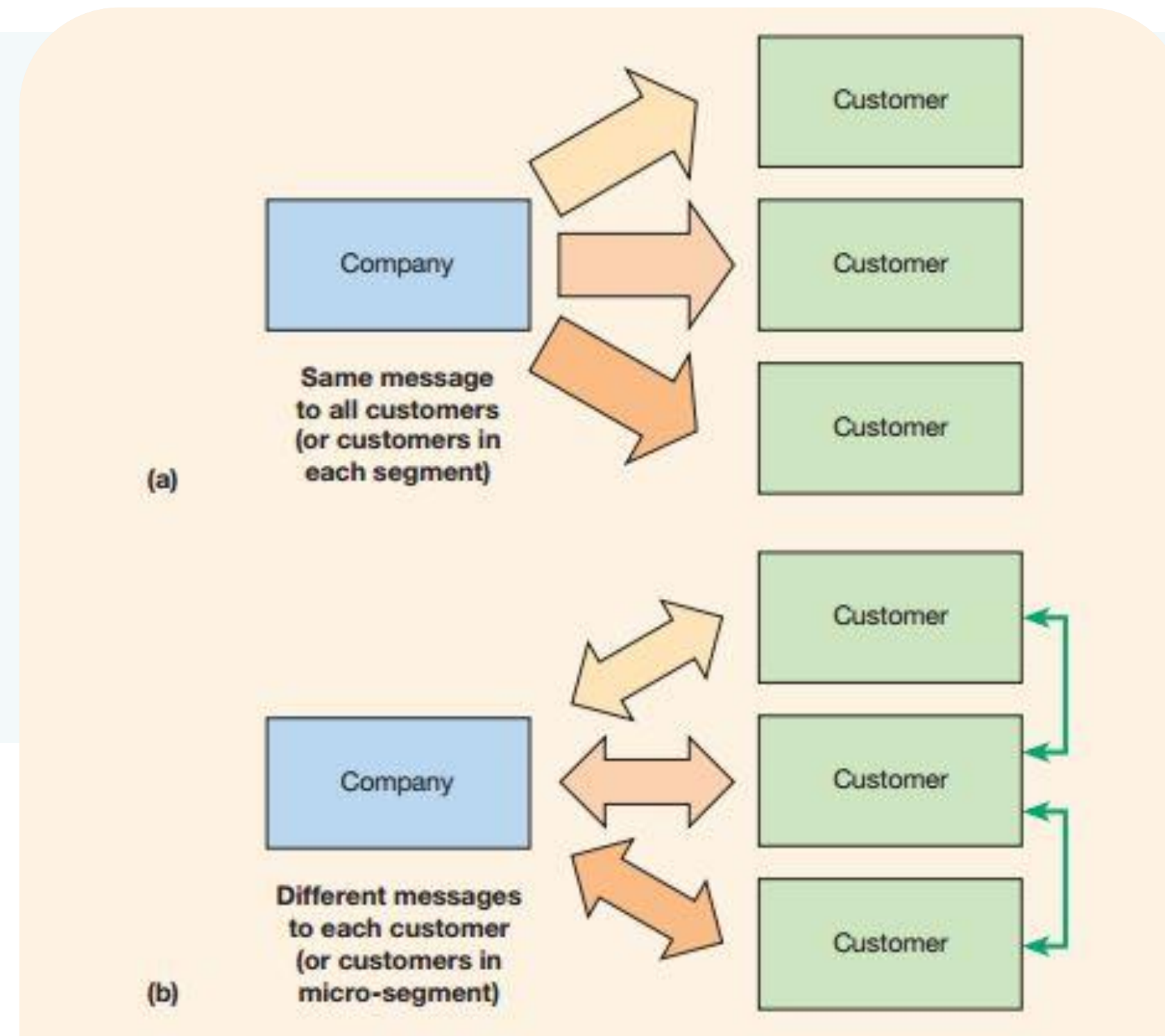


Figure 8.17

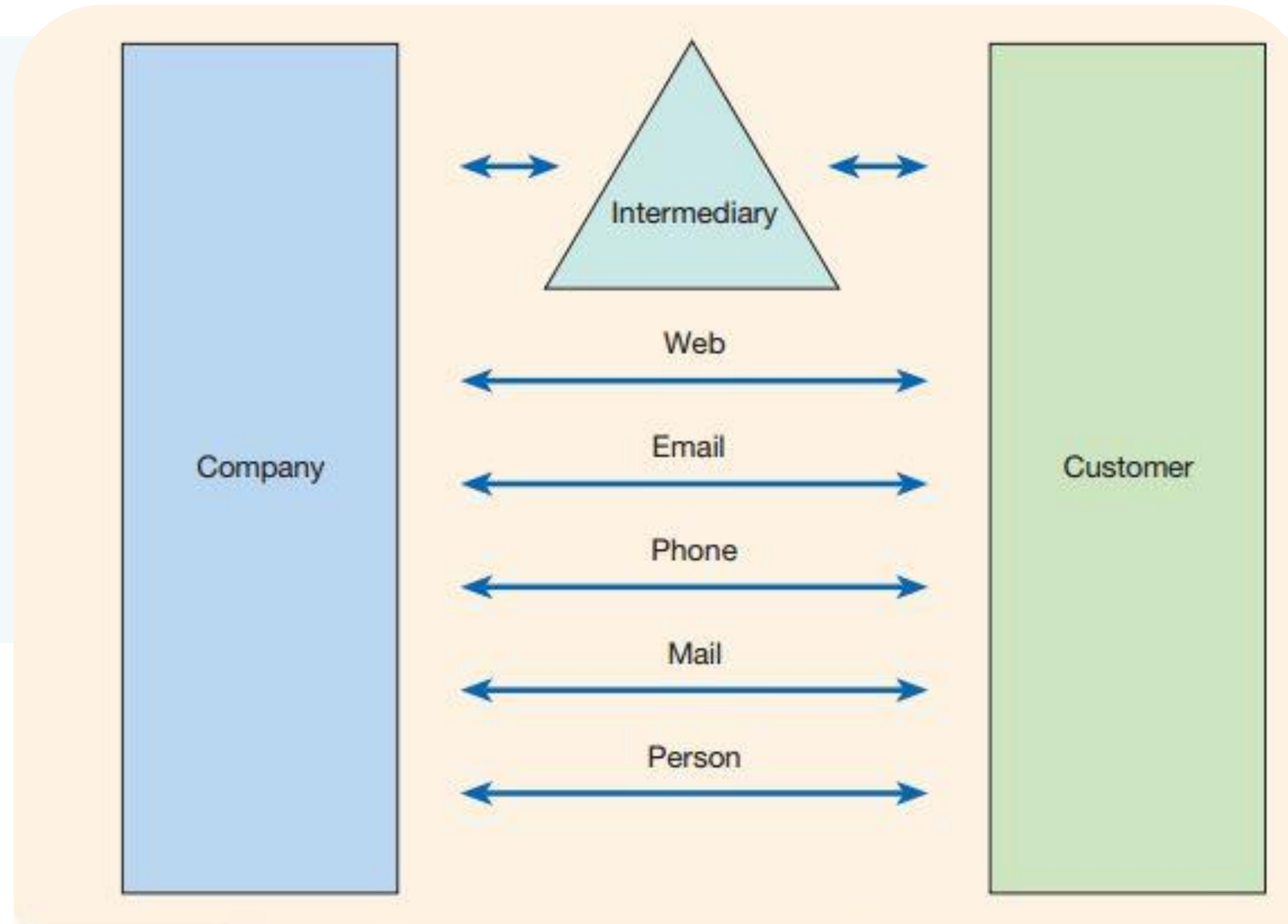
Summary of degree of individualisation for (a) traditional media (same message), (b) new media (unique messages and more information exchange between customers)

Figure 8.17

exchange between customers)  
 message)' (b) new media (unique messages and more information  
 Summary of degree of individualisation for (a) traditional media (same



## 4 Integration



**Figure 8.18**

Channels requiring integration as part of integrated digital marketing strategy

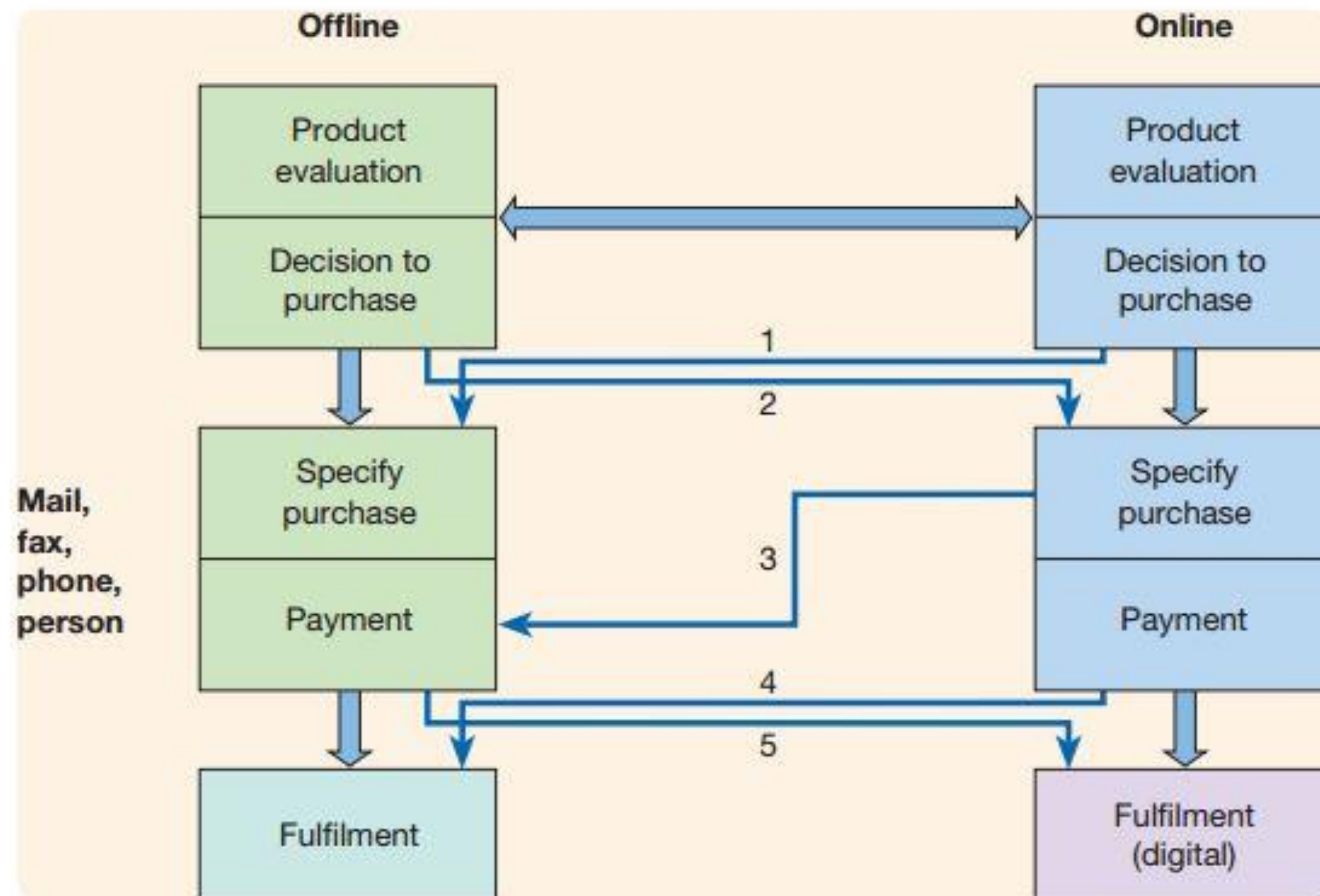


Figure 8.19

Channel integration required for digital marketing and mixed-mode buying



Using the Internet to vary the marketing mix						
<b>Product</b> <ul style="list-style-type: none"> <li>• Quality</li> <li>• Image</li> <li>• Branding</li> <li>• Features</li> <li>• Variants</li> <li>• Mix</li> <li>• Support</li> <li>• Customer service</li> <li>• Use occasion</li> <li>• Availability</li> <li>• Warranties</li> </ul>	<b>Promotion</b> <ul style="list-style-type: none"> <li>• Marketing communications</li> <li>• Personal promotion</li> <li>• Sales promotion</li> <li>• PR</li> <li>• Branding</li> <li>• Direct marketing</li> </ul>	<b>Price</b> <ul style="list-style-type: none"> <li>• Positioning</li> <li>• List</li> <li>• Discounts</li> <li>• Credit</li> <li>• Payment methods</li> <li>• Free or value-added elements</li> </ul>	<b>Place</b> <ul style="list-style-type: none"> <li>• Trade channels</li> <li>• Sales support</li> <li>• Channel number</li> <li>• Segmented channels</li> </ul>	<b>People</b> <ul style="list-style-type: none"> <li>• Individuals on marketing activities</li> <li>• Individuals on customer contact</li> <li>• Recruitment</li> <li>• Culture/image</li> <li>• Training and skills</li> <li>• Remuneration</li> </ul>	<b>Process</b> <ul style="list-style-type: none"> <li>• Customer focus</li> <li>• Business-led</li> <li>• IT-supported</li> <li>• Design features</li> <li>• Research and development</li> </ul>	<b>Physical evidence</b> <ul style="list-style-type: none"> <li>• Sales/staff contact experience of brand</li> <li>• Product packaging</li> <li>• Online experience</li> </ul>

Figure 8.20

The elements of the marketing mix


Figure 8.20

The elements of the marketing mix

A brand is described by Leslie de Chernatony and Malcolm McDonald in their classic 1992 book *Creating Powerful Brands* as:

*an identifiable product or service augmented in such a way that the buyer or user perceives relevant unique added values which match their needs most closely. Furthermore, its success results from being able to sustain these added values in the face of competition*



The image features a light blue background with teal geometric shapes in the corners. The main text is centered and reads "THANK YOU!".

THANK YOU!

ANY QUESTIONS?