



Introduction to Digital Marketing

Senior Lecturer Mr. Mika Saloheimo



Welcome - स्वागत हेस्वागत हे

DIGITALIZATION of LIFE, WORK and BUSINESS



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Finland

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About

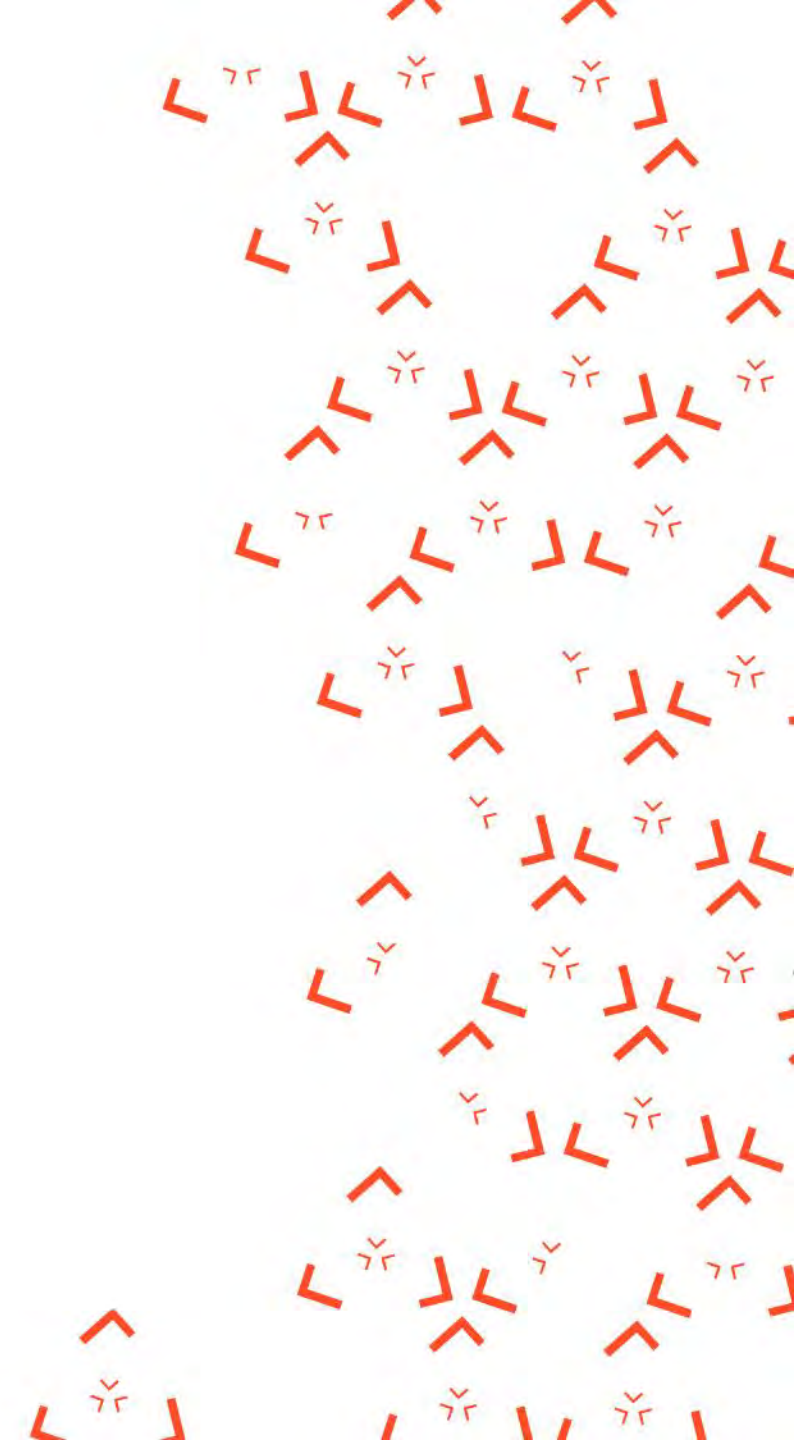
I am an experienced and certified educator and development project manager in the fields of digital marketing, digital business, digital services, marketing research, branding, marketing communications and other related subjects. I have worked for many business clients in EU funded projects and university course projects. I have trained and taught university students and adults, in classroom and in virtual learning environments.

Agenda

- Definition of digital marketing
- Marketing spend on digital
- MRACE model
- Role of trust
- Role of customer experience
- Questions and answers



Definition of Digital Marketing



What do you think?

Digital Marketing is..?

Chaffey & Smith 2017

Digital marketing formerly referred to as e-marketing or Internet marketing is at the heart of digital business – **getting closer** to customers and understanding them better, **adding value** to products, **widening distribution** channels and **boosting sales** through running digital marketing campaigns using **digital media channels**.

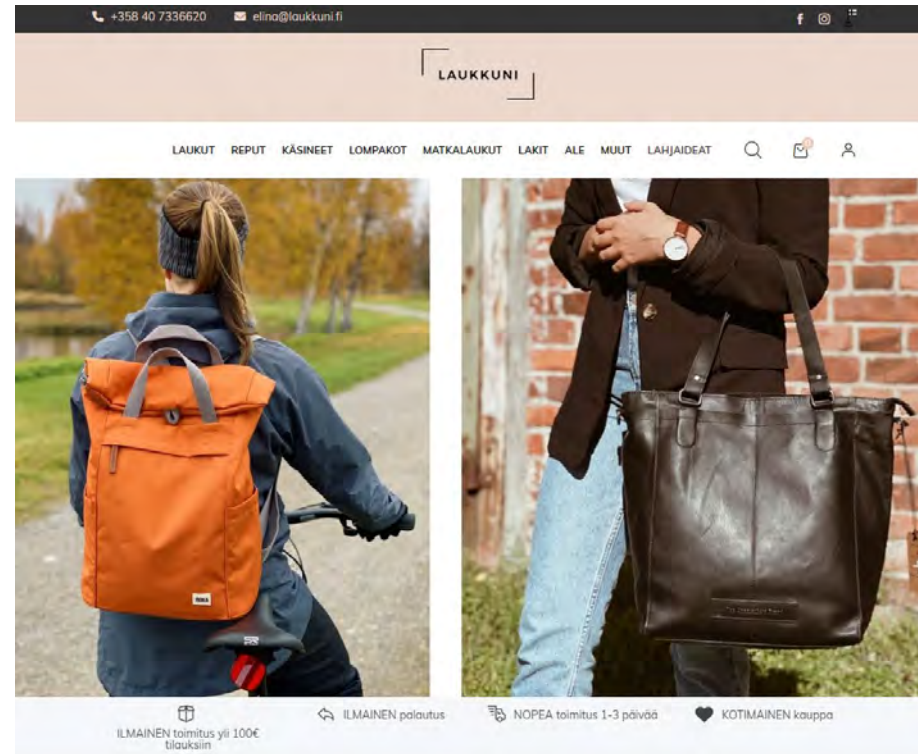


Lahtinen et al. 2022

Digital marketing is developing **value proposition** based on **strategic analysis** and **communicating** this value proposition to selected **buyer personas** in **digital media** in order to **acquire** new customers and **engage** existing ones.



value proposition
strategic analysis
communicating
buyer personas
digital media
acquire
engage



SUOSITUIMMAT



What do you think?

Is all marketing digital..?

Advertising spend in Finland

Mediaryhmien osuudet ja muutokset 2021

Digitaalinen mainonta omana mediaryhmänä



(mainonnan määrän muutos-% vs. 2020)

KANTAR

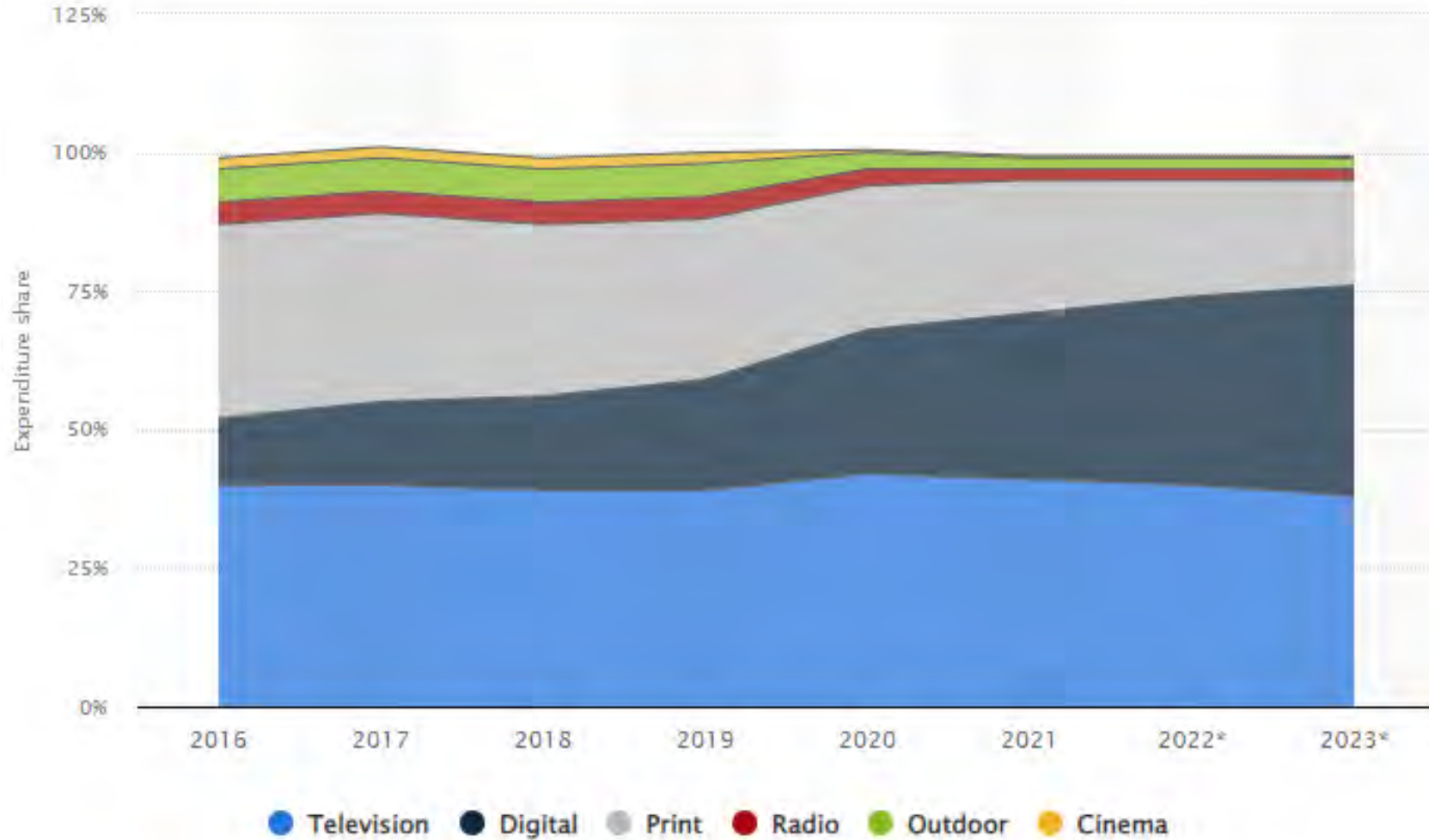
LAPIN AMK

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Lähde: Kantar Advertisingin vuosittainen raportti + erilliset kyselyt

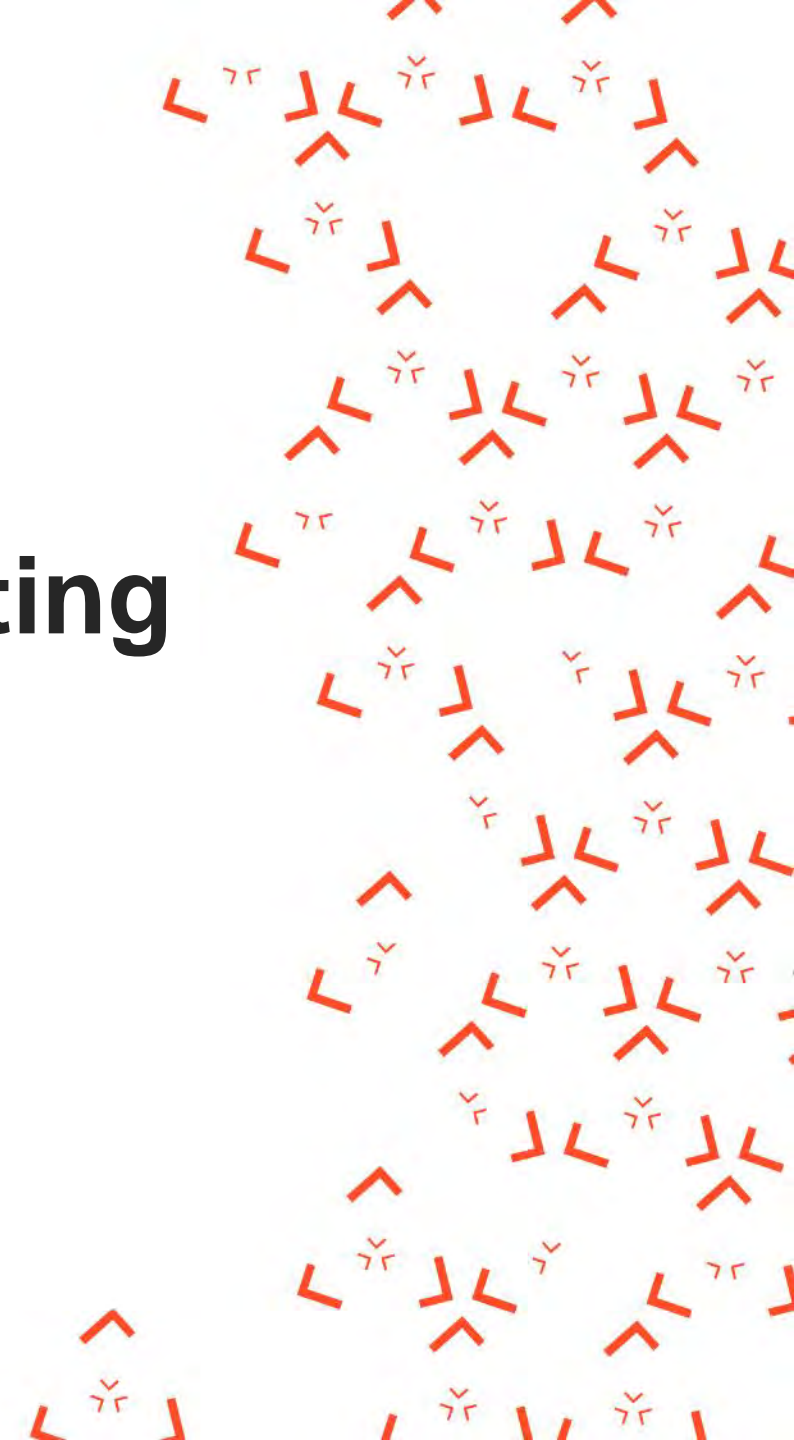
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Advertising spend in India



Lahtinen et al. 2022

MRACE model of digital marketing



Strategic analysis

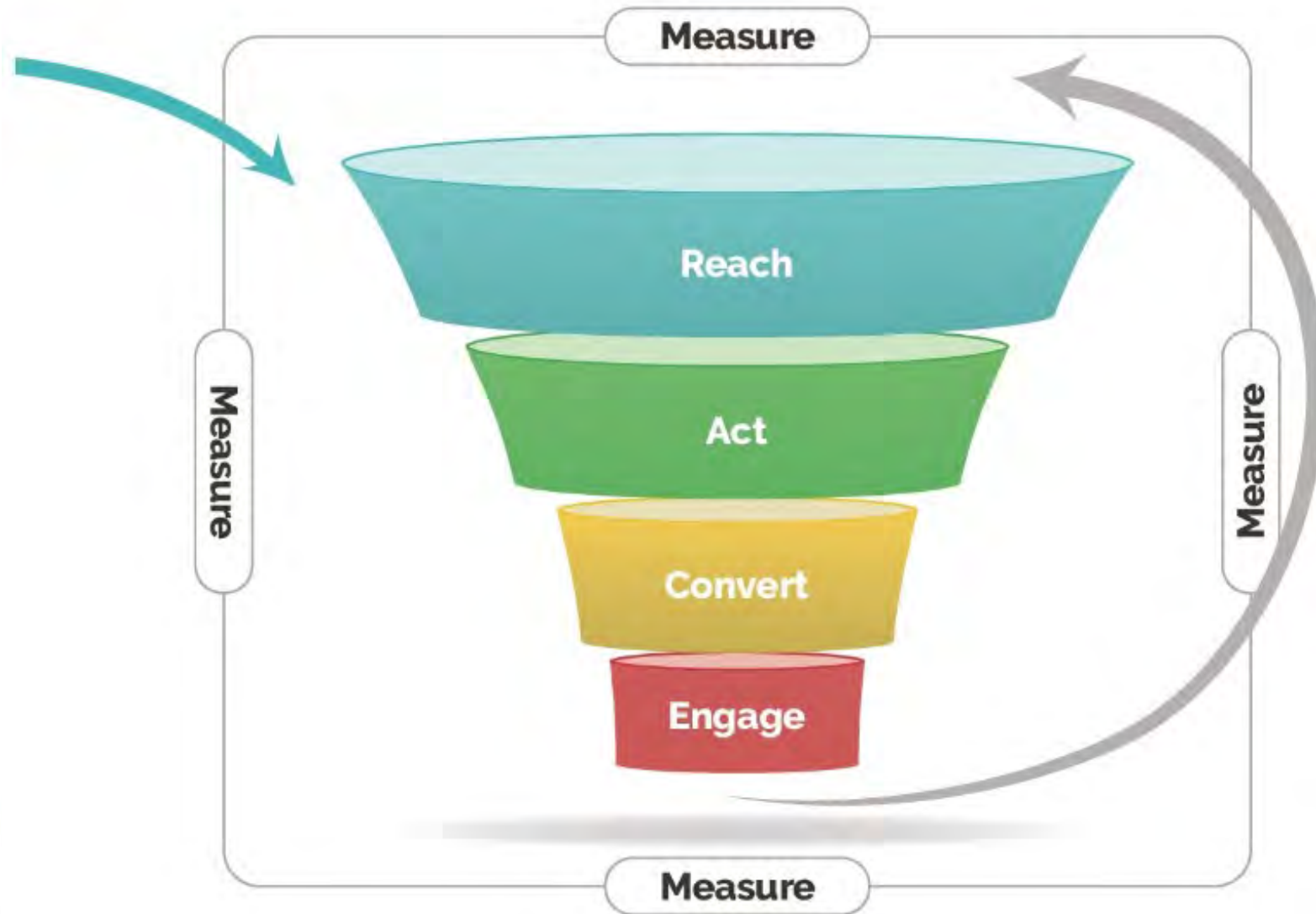
Lahtinen et al. 2022

- Understanding customer needs
- Target markets and segments
- Value proposition, differentiation, positioning
- 4P: product, price, distribution, promotion
- Customer relationship
- Market share and profit



MRACE model

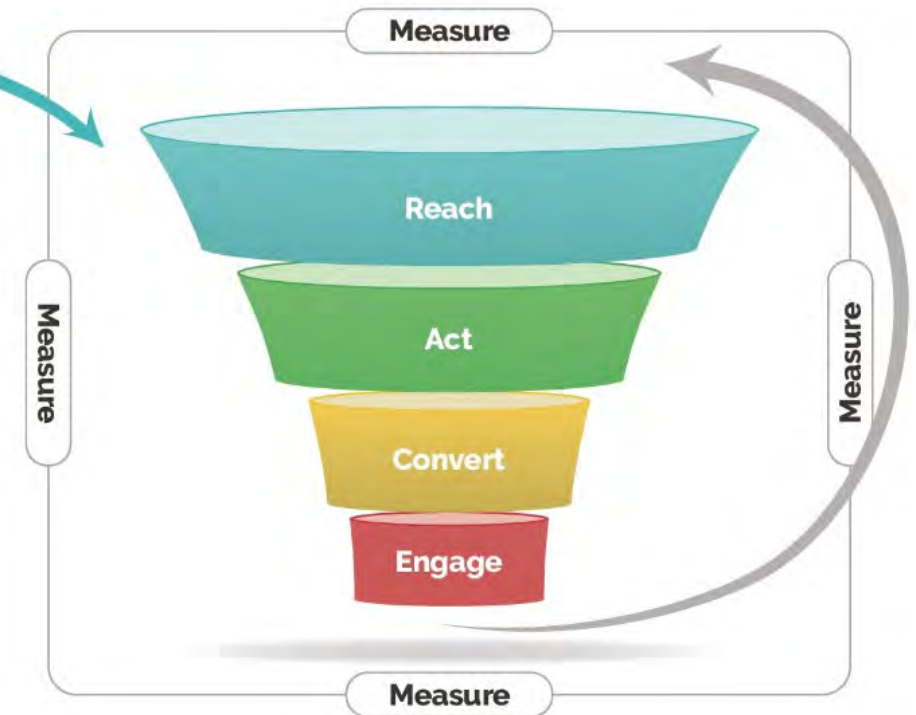
Lahtinen et al. 2022



Reach

Lahtinen et al. 2022

- Create awareness of your brand and offering
- Direct visitor traffic from elsewhere onto your contents
- People are looking solutions to their problems – not necessarily a certain product (or your product)
- Strong brand creates trust

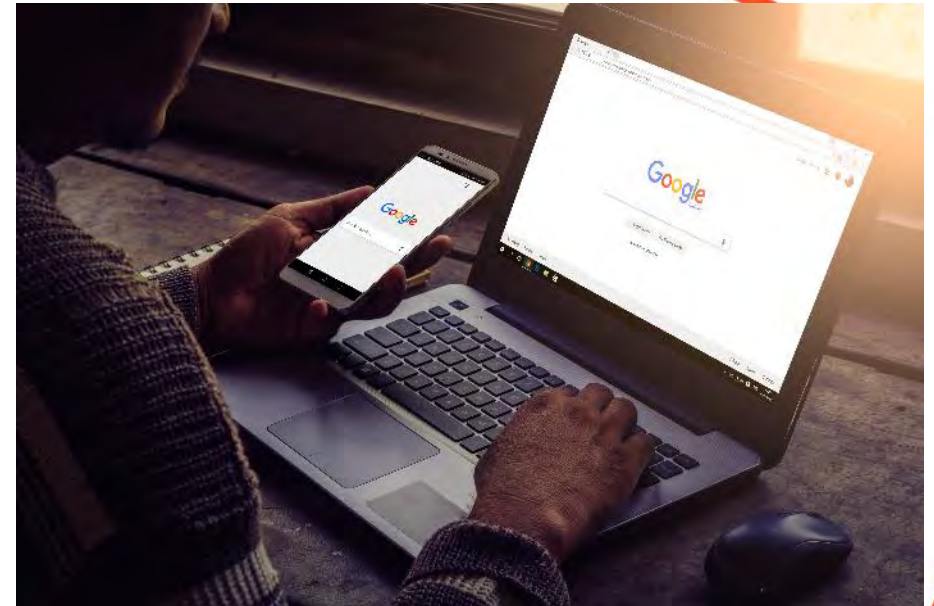


Reach

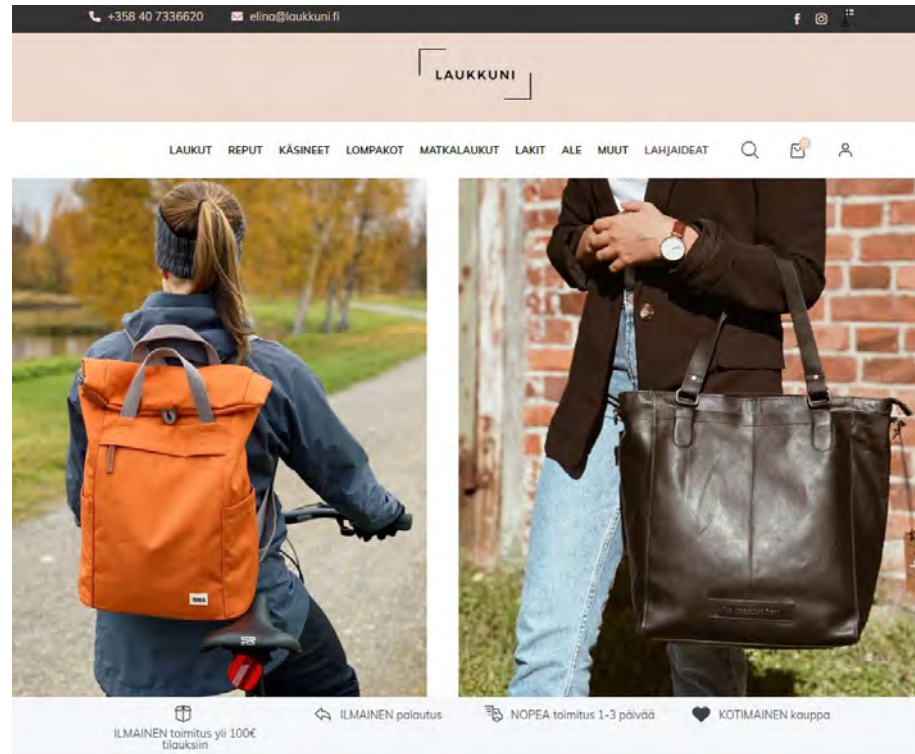
Lahtinen et al. 2022

- Search engine optimization
- Search engine advertising
- Display advertising
- Youtube advertising
- Meta advertising (FB/IG)

- Precise targeting!



Thaspol - stock.adobe.com



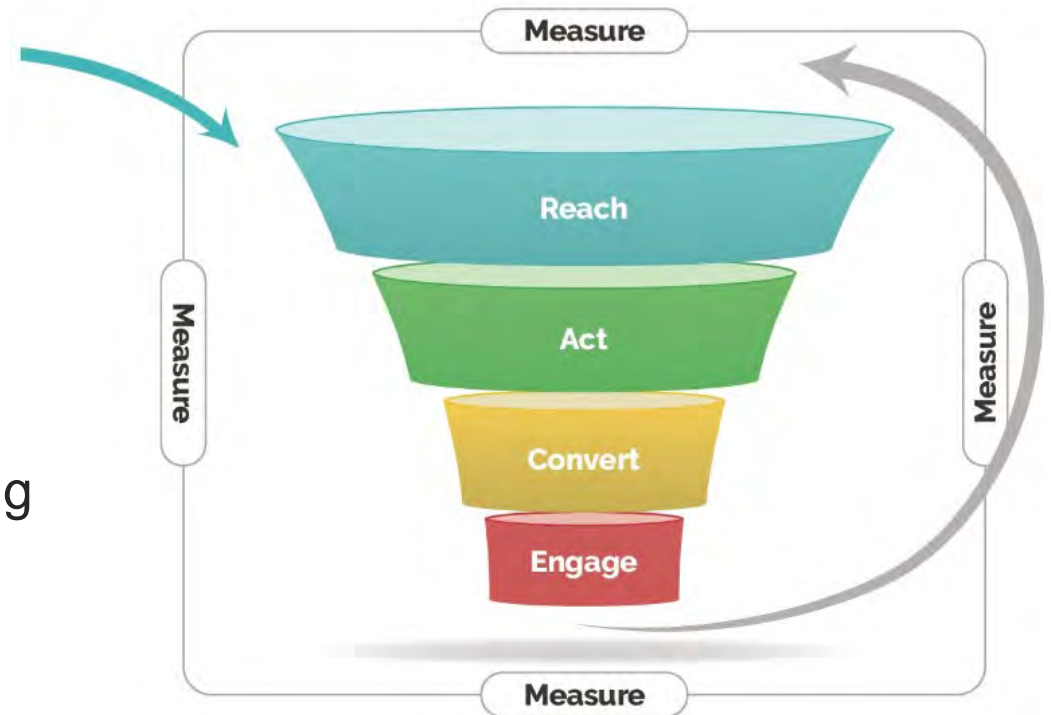
SUOSITUIMMAT



Act

Lahtinen et al. 2022

- Interact with the visitor
- Strong brand creates interest
- Persuade them to take action, such as:
 - See videos
 - Read contents
 - Like and share
 - Download ebook
 - Subscribe newsletter
- Generate leads for further relationship building
- User experience very important
- Strong value proposition and benefits of the contents
- Persuade and guide towards action



Act



Lahtinen et al. 2022

- Contents that respond to motives
- Website loading speed
- Clear buying journeys on website
- Landing pages for campaigns
- Beneficial, motive-based gated contents for lead generation
- Facebook lead ads to generate leads
- Remarketing to drive visitors back



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LAUKUT REPUT KÄSINEET LOMPAKOT MATKALAUKUT LAKIT ALE MUUT LAHJAIDEAT

ILMAINEN toimitus yli 100€ tilauksiin

ILMAINEN palautus

NOPEA toimitus 1-3 päivää

KOTIMAINEN kauppa

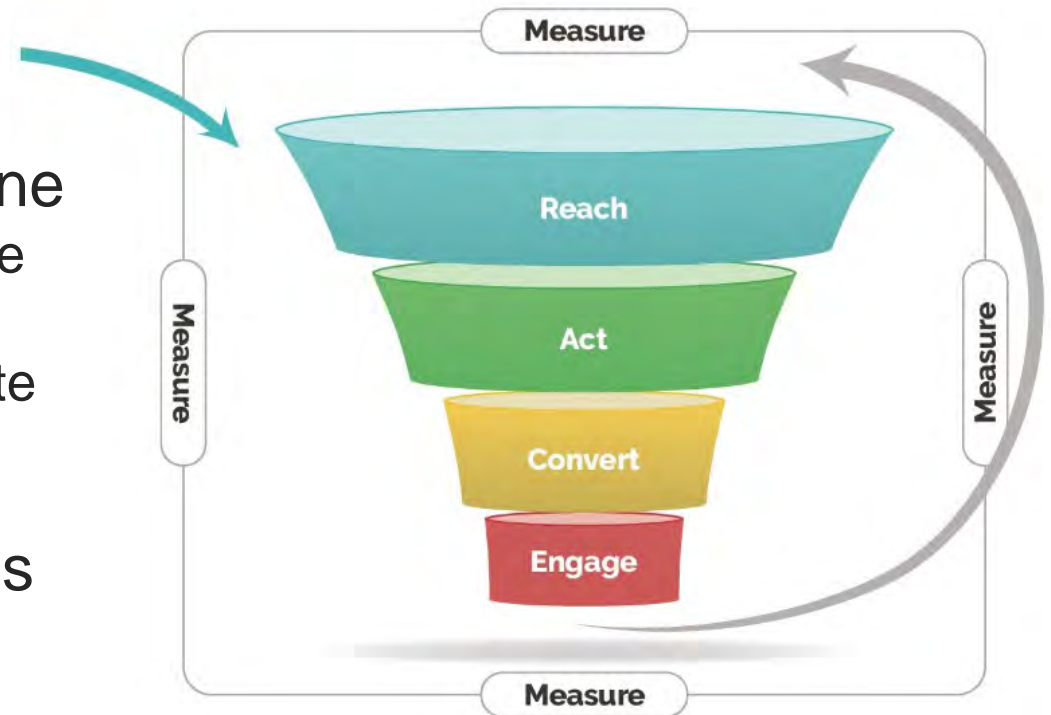
SUOSITUIMMAT



Convert

Lahtinen et al. 2022

- Convert leads to buyers
- Can take days or even years
- Completion of purchase online or offline
 - Checkout and order confirmation webstore
 - Register as a paid user in service
 - Ask for a proposal through form on website or by other channels
 - Closed deal in F2F negotiations
- Micro-conversion could involve actions in Act stage
- Convince with customer stories, testimonials and case examples
- Strong brand creates security

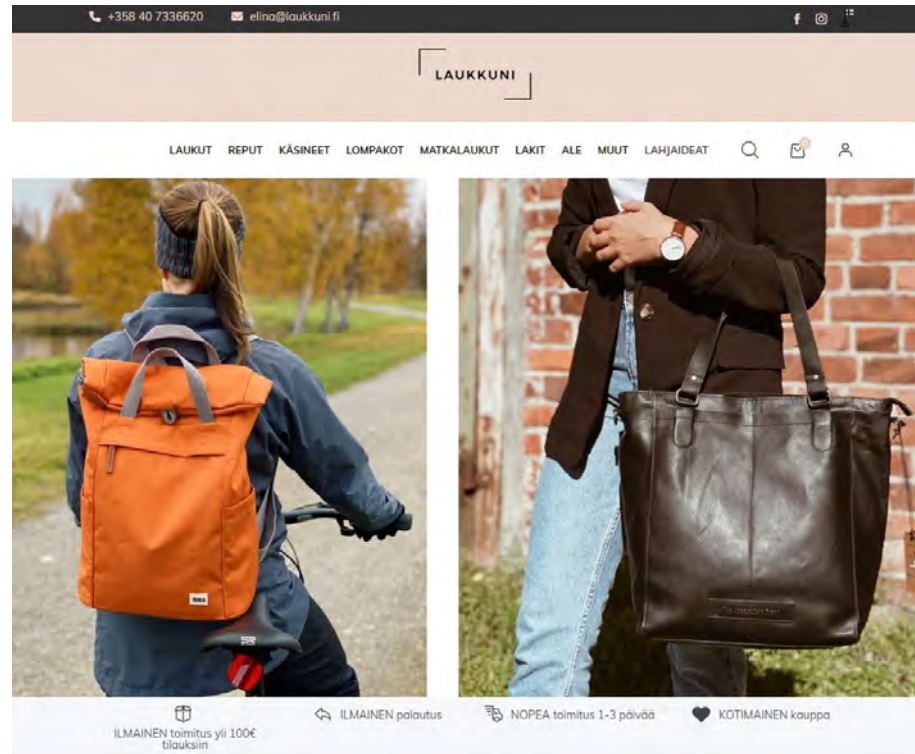


Convert

Lahtinen et al. 2022

- Identify the most promising leads
- Remarketing targeted to leads
- Email marketing automation





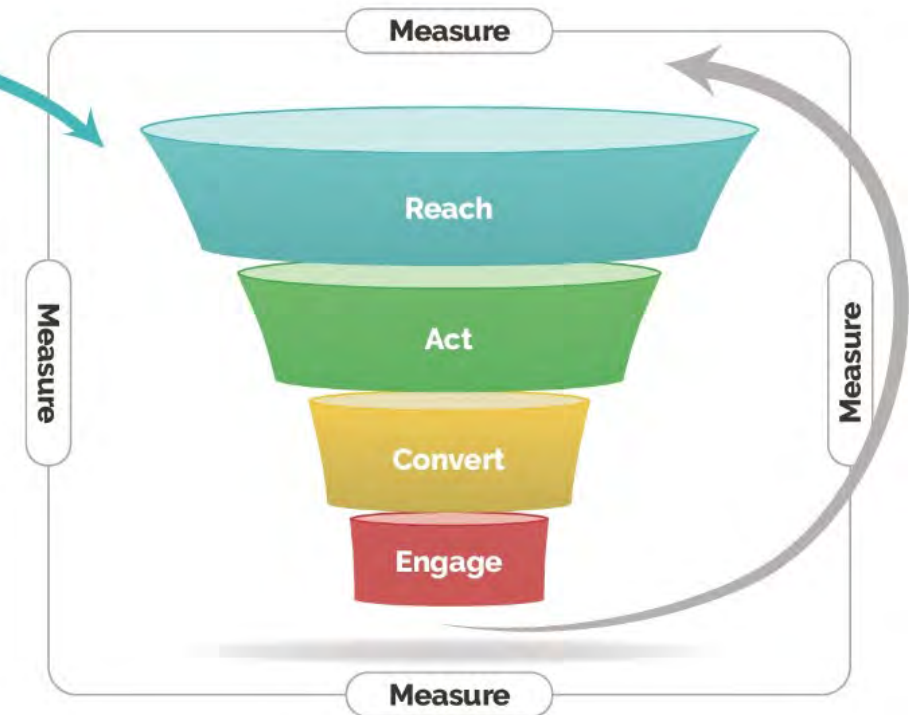
SUOSITUIMMAT



Engage

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- Building a long-term relationship with customer
- Personalized communications with known customers
- Provide interesting content, helpful tips and pursue further sell
- Drive recommendations
- Strong brand creates commitment

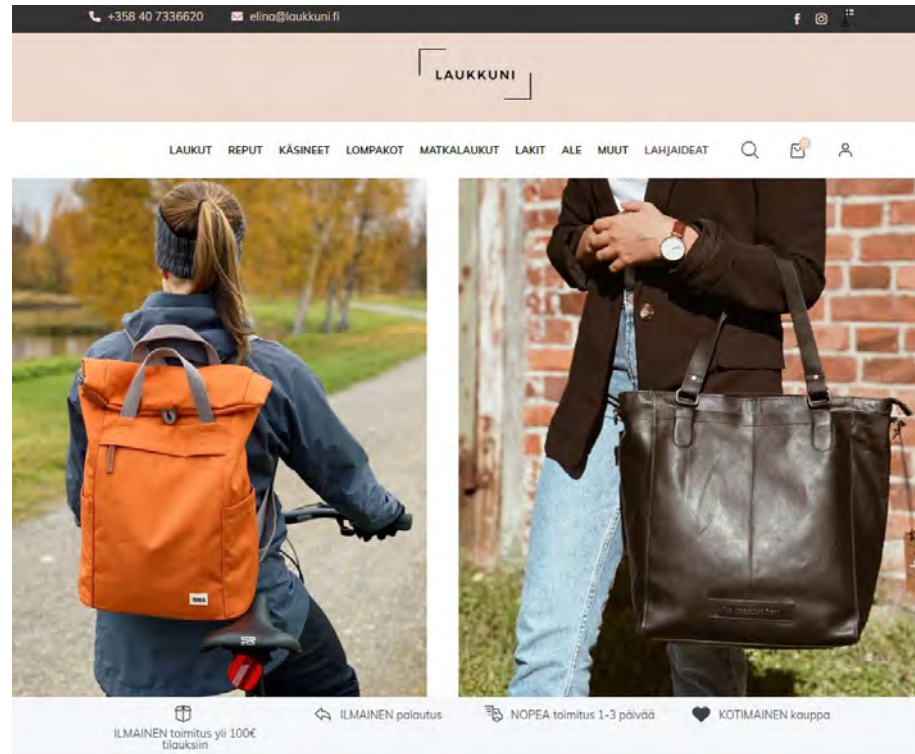


Engage

Lahtinen et al. 2022

- Email marketing automation
- Social media
- Search engine optimization





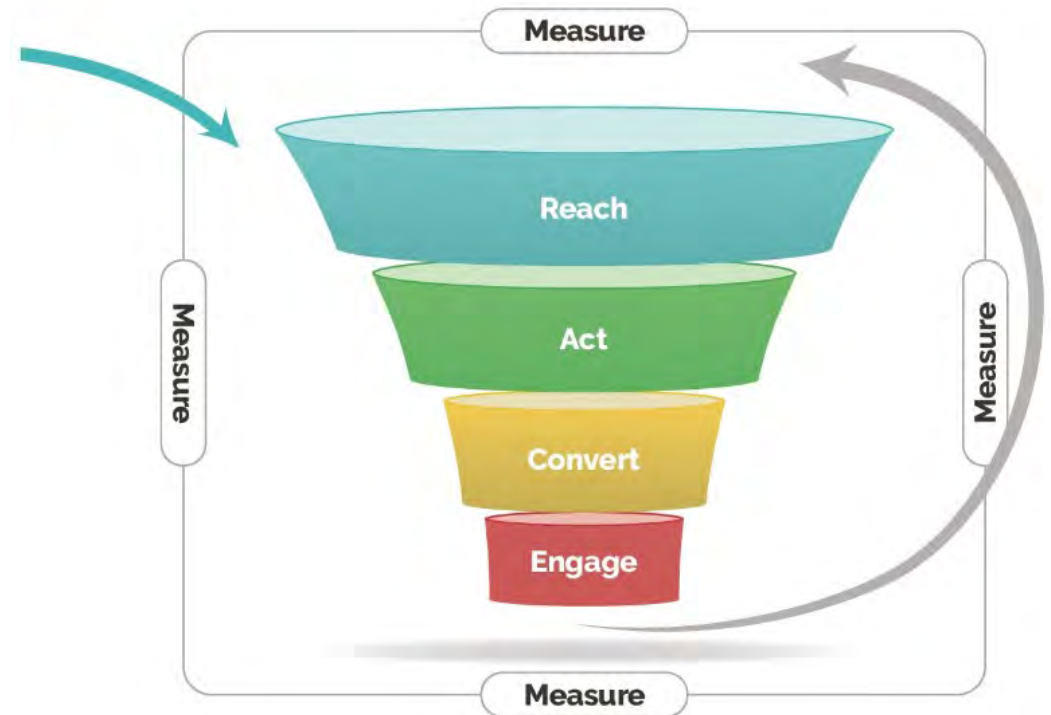
SUOSITUIMMAT



Measure

Lahtinen et al. 2022

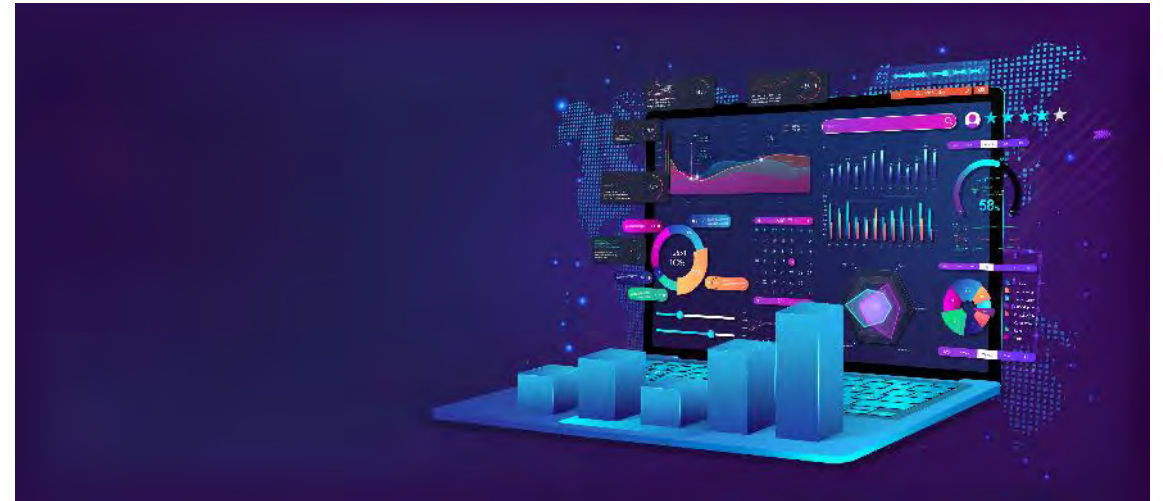
- Continuous measurement of marketing performance
- Learning and improvement
- Key performance indicators in every stage of the model



Measure

Lahtinen et al. 2022

- **Reach**
 - New unique visitors
 - Visits
 - Search engine results ranking
 - Cost-per-click (Cost-per-mille)
- **Act**
 - Time on page
 - Bounce rate
 - Pages visited
 - Products in cart
 - Newsletter subscriptions
 - Social media engagement
 - Lead cost



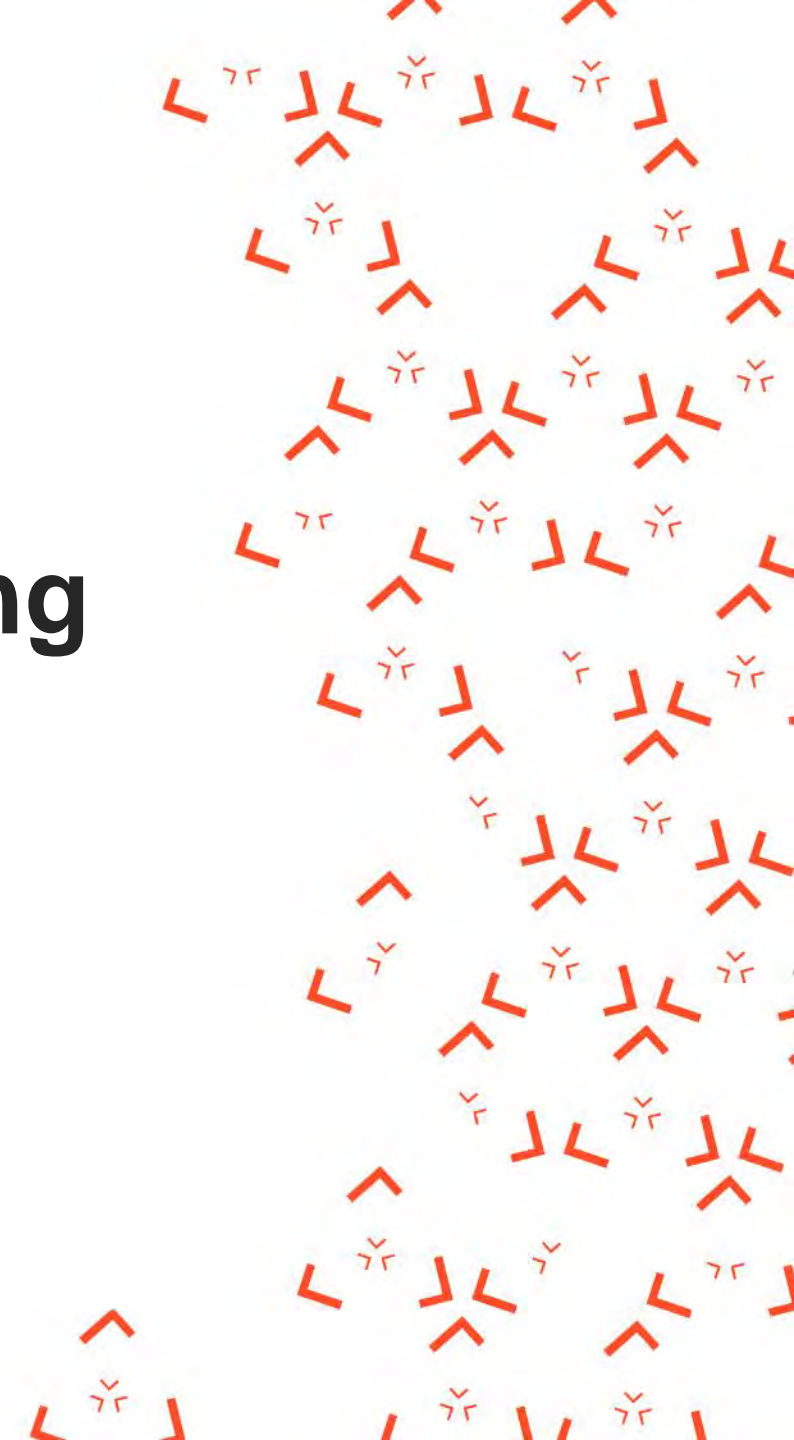
Measure

Lahtinen et al. 2022

- **Convert**
 - Contacts from forms
 - Purchases
 - Average order value
 - Return on ad spend
- **Engage**
 - Repurchases
 - Recommendations and reviews
 - Email open rate
 - Returning visitors



Role of Trust in Digital Marketing



If people trust you, they will buy from you


























FIGURE 22: PERCENTAGE OF CONSUMERS WHO INDICATE AN ADVERTISING TOUCHPOINT GIVES THEM A MORE POSITIVE IMPRESSION OF BRANDS



Based on 13,900 survey respondents ages 18–49 from 23 markets across Asia Pacific, Europe, Latin America and North America

Q: Which of the following give you a more positive impression of brands?

FIGURE 23: PERCENTAGE OF CONSUMERS WHO INDICATE INFLUENCERS GIVE THEM A MORE POSITIVE IMPRESSION OF BRANDS

 Philippines	44%	 Singapore	18%
 Taiwan	36%	 Hong Kong SAR	17%
 Indonesia	32%	 Argentina	16%
 Thailand	32%	 Spain	14%
 Vietnam	31%	 United States	12%
 India	30%	 New Zealand	11%
 Malaysia	27%	 United Kingdom	11%
 Mexico	24%	 Canada	10%
 China	23%	 Italy	9%
 South Korea	21%	 Australia	8%
 Japan	18%	 France	7%
		 Germany	6%

■ APAC (excluding ANZ)
■ OTHER

Based on 13,900 survey respondents ages 18–49 from 23 markets across Asia Pacific, Europe, Latin America and North America

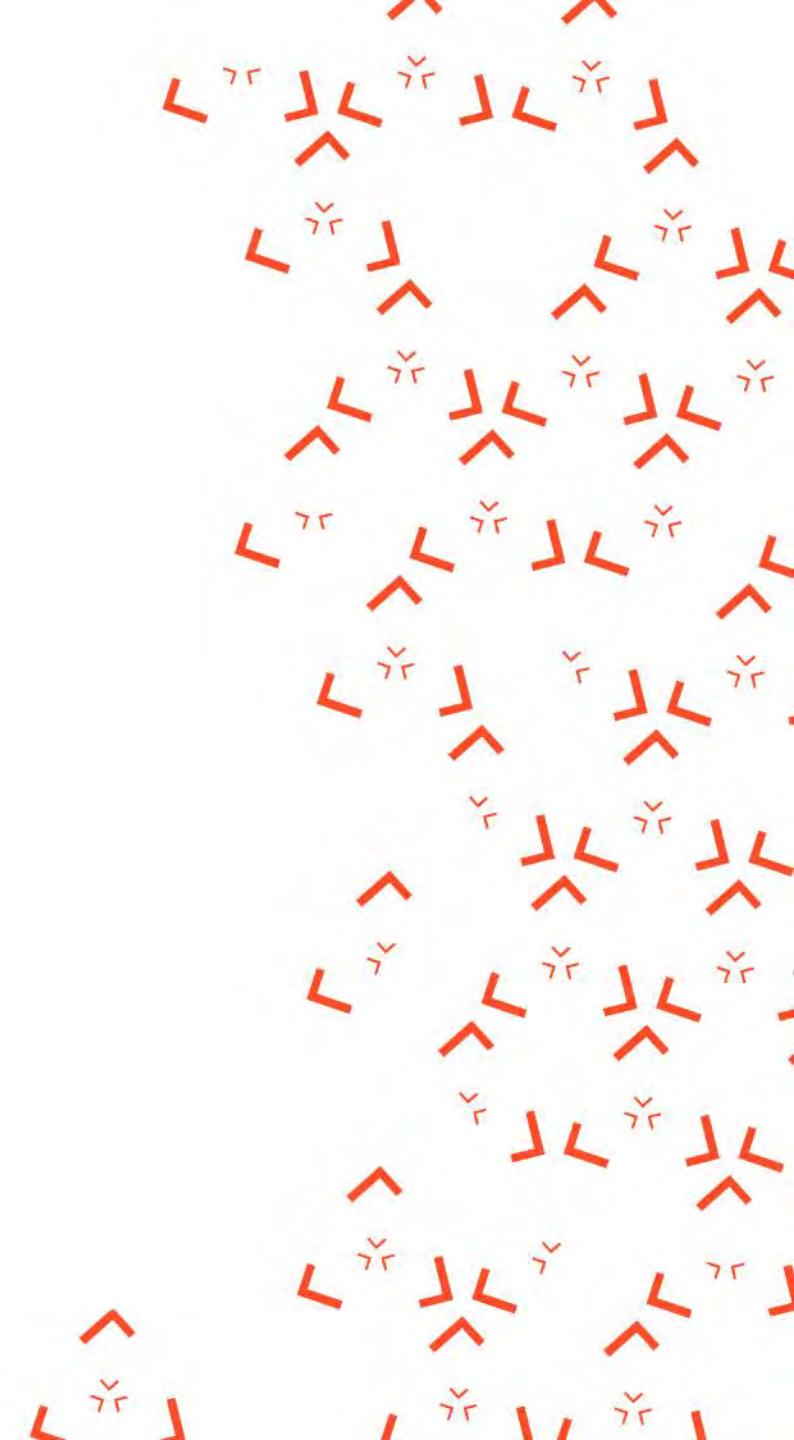
Q: Which of the following give you a more positive impression of brands?

Trust signals

- **Website trust signals**
 - Professional design
 - Personalised experience
 - Product sales statistics
 - Etc.
- **Inbound trust signals**
 - Reviews in Google, Social media
 - Media coverage
 - Social media responsiveness
 - Etc.
- **SEO trust signals**
 - Mobile friendliness
 - Backlink quality
 - Branded searches
 - Etc.



Role of Customer Experience



If people feel good, they will buy from you



CUSTOMER JOURNEY



Customer Journey Mapping



Questions? And Answers.

Which search engine is most popular in India?

Which social media is most popular in India?

Which e-commerce site is most popular in India?



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