BLUES

EUROPEAN ENTREPRENEURSHIP EXPERIENCE

Blended-learning international entrepreneurship skills programme

Co-funded by the Erasmus+ Programme of the European Union

MODULE 5

TOPIC 4

OPPORTUNITIES OF DIGITAL MARKETING

Assumption:

«Communication is much more in the ears of the listener than in the mouth of the speaker" Paul Watzlawick - 1967 "*Pragmatics of Human Communication»*

 The "American Association of Advertising Agencies" states each of us deals with an average of three thousand advertising messages every day, when we can not tolerate more than a hundred. What is certain, on social networks as in traditional media, is that most of the advertisements are overloaded with unclear and not so relevant information

The best way to reach your target audience is to think about what is lacking today in terms of communication and try to pass it on to its users: it is essential to work on one's own brand awareness, and therefore on the reputation of the brand.

❖ David A. Aaker wrote «*Managing Brand Equity» to define Building Strong Brands: therory starts from an* unknown brand, **unaware brand**, go trought a **recognition of brand** and finally to a **brand recall** (spontaneous phase that ranks thanks to the continuous stimuli in the recognition phase advantage of automatically associating the products or services to a specific company, without needing more external stresses)

Digital marketing evaluation: it's Not a Business Unless You Can Sell

Some important evaluation processes before a product launch: steps to do
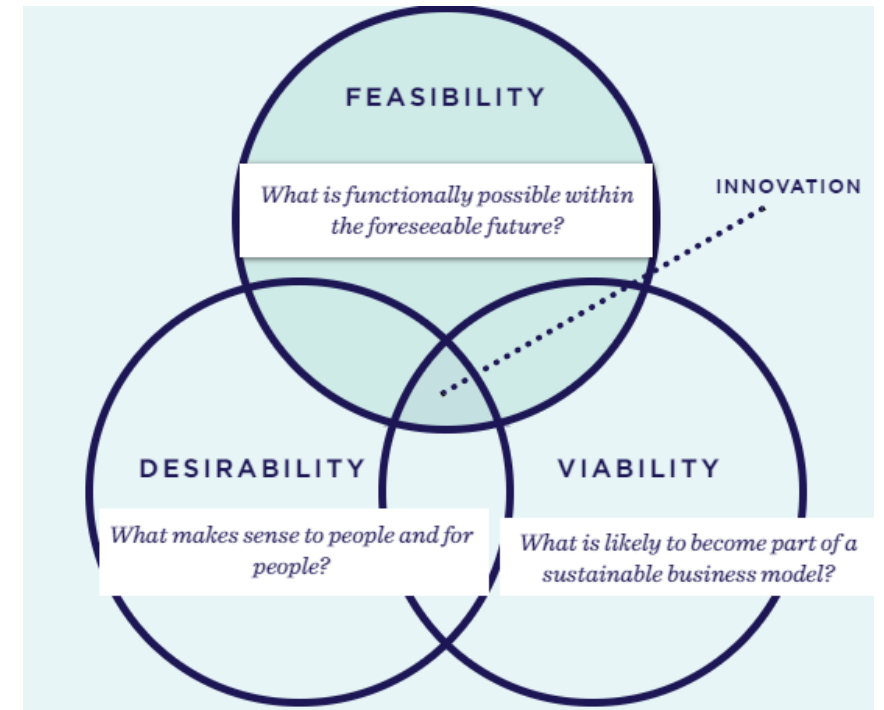
➢ **Design Sprint**: to turn an idea into a prototype
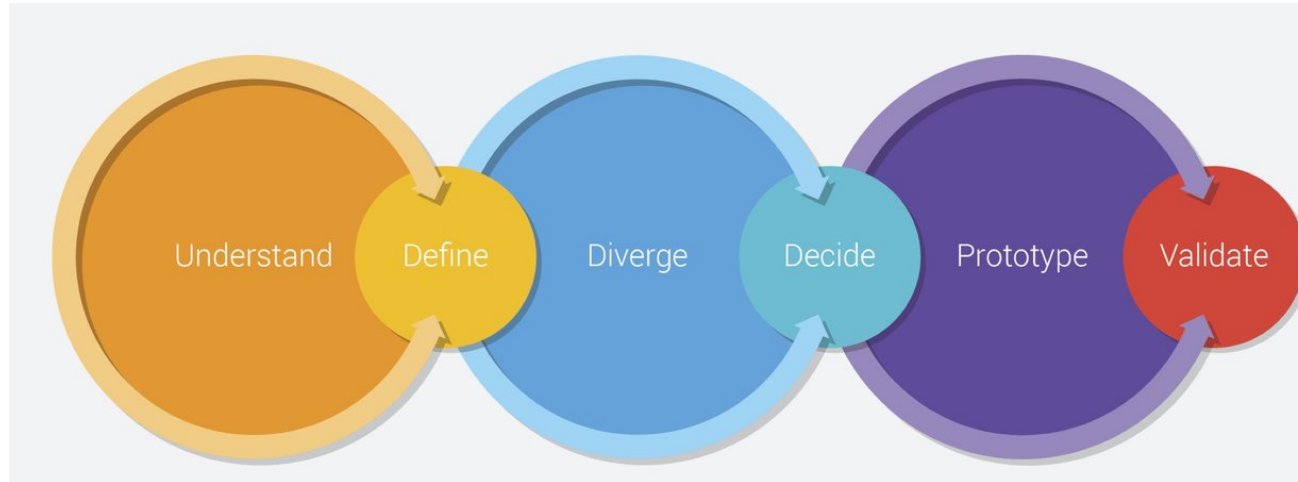
➢**Design Thinking**:
"Design thinking is a human-centered approach
to innovation that draws from the designer's toolkit
to integrate the needs of people, the possibilities
of technology, and the requirements
for business success."
— *Tim Brown, CEO of IDEO*

➢ **Mom Test**: People say you shouldn't ask your mom whether your business is a good
  idea…
The Mom Test is a set of simple rules to submit good questions that even your
mom can't lie to you about…

1. Talk about their life instead of your idea
2. Ask about specifics in the past instead of generics or opinions about the
future
3. Talk less and listen more

When you do it right, they won't even know you have an idea.

❖ The questions to ask are about your customers' lives: their problems, cares, constraints,
and goals. You humbly and honestly gather as much information about them as you can and
then take your own visionary leap to a solution.

simple and cheap but very effective

brand awareness' strategies

first of all we must identify the **objectives** and the **target audience**. Only in this way you can choose the right channels through which ha how to communicate.

Social Network

WEB SITE & SEO

Contest online

But also:

Crowdfunding

Tools to analyze products' appeal on digital market

A/B Testing and or split testing: From the idea to the action...

It is an important test to understand what web page and/or any other digital marketing platform to assess performs better: you compare two web pages by showing the two variants (let's call them A and B) to similar visitors at the same time... The one that gives a better conversion rate, wins...

Tools available are several such as Google Optimize... which can mix results with other tool such as Google Analytics which shows statistics and data related to user access on your website, to see for example if a visitor became a customer

50%
USERS SEE VARIATION A

VARIATION A

12%
CONVERSION

50%
USERS SEE VARIATION B

VARIATION B

5%
CONVERSION

Customer Journey; Touchpoint; pain & gain analysis

Customer Journey Mapping is a compact visualization of an end-to-end customer experience. It helps businesses deepen their understanding of their customers' behaviors, thoughts, and feelings, empowering businesses to make value-driven decisions based on a customer experience model.

By studying a "customer journey" the goal has to be to increase of customers' gains and decrease pains...

Touchpoint: Identifying your touchpoints is the first step toward creating a customer journey map, and making sure your customers are satisfied every step of the way; *A touchpoint is any time a potential customer or customer comes in contact with your brand–before, during, or after they purchase something from you...*

Follows a list of all the places and times your customers might come into contact with your brand: it can vary a lot depending on your business... Of course digital data are more usable, verifiable and immediately assessable

Before purchase	During purchase	After purchase
Social media	Store or office	Billing
Ratings and reviews	Website	Transactional emails
Testimonials	Catalog	Marketing emails
Word of mouth	Promotions	Service and support teams
Community involvement	Staff or sales team	Online help center
Advertising	Phone system	Follow ups
Marketing/PR	Point of sale	Thank you cards

➢ **Digital Marketing Funnel**: It is literally to direct the customer towards your product and it consist in:
Awareness
Consideration, along with the research and discovery loop
Purchase
Post-purchase experience and the loyalty loop
Most of every single step, taday, is included in a Digital communication acts by serveral platform... We can make a very simple example...

Digital Marketing Sales Funnel

Awareness

Primary Tools: *Content marketing, Social Media, Paid Advertisements, SEO/SEM, Public Relations*

Lead Generation

Interest

Primary Tools: *Landing Pages, E-books, Newsletter, Free Tools, Case Studies, Retargeting*

Prospect

Decision

Primary Tools: *Sales Pages, Free Consultation, Trust Signs, Promotions, Free Trials, Demos, Email Marketing*

Opportunity

Action

Primary Tools: *Payment System, Shopping Cart, Reviews and Referrals*

Client

Call to Action (CTA): each marketing strategy is carried out to obtain an immediate response, basically to encourage sales. Evaluation of the above focus points merges to this direction to reach the right customer with the product to sell and create fidelity, moreover allocate the right marketing budget

Social Network

Humans are, by nature, Social Animals...

Most popular networks worldwide as of October 2018:

- **Facebook, Twitter, Linkedin, Youtube, Google+, Pinterest, Instagram, Tumblr, Flickr, Snapchat, WhatsApp, Quora, Vine, BizSugar, Delicous, Viber, Digg, StambleUpon, Periscope**

Creating your business pages on the SN where your users are and taking care of them with content they value is one of the ways to improve their awareness. Working only in staff, in a historical moment in which the visibility of the company pages is significantly reduced, is unthinkable.

◦ In this short lesson we cannot treat every single SN available but we can list the main features in common and for the most important their assets…

First thing to know it's that S.N. are free just for personal profiles not for corporate ones… Companies which want to advertise its product need to open a public page which allows, e.g. Facebook:

◦ the indexing of the page from the search sites

◦ the possibility of obtaining an unlimited public (Facebook profiles can have up to 5000 friends)

◦ the possibility of obtaining an analysis tool of your own page (Facebook Insight)

◦ the use of the Facebook advertising platform Ads, through which to promote their content on Facebook.

The more customer insights you have, the better you're equipped to deliver meaningful messages to people. That's the thinking behind Facebook Audience Insights, a new tool designed to help marketers learn more about their target audiences, including aggregate information about geography, demographics, purchase behavior and more

IMPORTANT:

according to the new EU Privacy rules (General Data Protection Regulation EU 2016/679, adopted on 14 April 2016, and became enforceable beginning 25 May 2018) the paradigm of S.N. changed... They have been obliged to built software with privacy in mind.

They take aggregated information which people already express on e.g. on Facebook, along with information from trusted third-party partners — like Acxiom — through partner categories targeting. Information about groups of people without the need to share which individual people are in those groups. This allows marketers to view aggregate and anonymous insights while keeping people's personal information private.

The study of the product previously shown, melded with the S.N.'s tools permits to reach customers and addressed them to a "call to action" which in a S.N. can be an "engagement"... of course, it also depends on how well these tools are used to create authentic interactions, monitor discussions and engage with others.

Differences among S.N.

The three main S.N. to be compared for a commercial launch are definitely Facebook, Twitter, LinkedIn and Instagram

Facebook has the characteristic of reaching a huge volume of users with a large segmentation: here you can certainly make broad consumer product launches where quality skills for assessments are not necessary.

Twitter still represents a system of mass communication but more aseptic, there is no corporate Twitter's profile in this case and it is perhaps less interactive than Facebook because you do not make friends but you can follow without reciprocal relations. The shortness is its peculiarity: no more than 140 characters ... It interacts with "#"... More than advertising a product Twitter is suitable for the company philosophy.

LinkedIn is, among all the S.N. the most thematic, created to develop professional contacts and the circulation of specific contents related to the labor market.

LinkedIn has a quality of contents and publications due to the as a showcase of the individuals and companies professionalism. If Facebook is the city square, LinkedIN is the theater. The discussion tones are completely different from the aforementioned modalities.

Companies are attracted because the segmentation here is perfect and once you have purchased a corporate page the contacts that follow are valuable.

An implementation of the sponsored content is the contact generation module, which allows to collect the contacts of people interested in their product or service directly through LinkedIn without having a landing page or an internet site, through a module connected to an update sponsored.

The costs remain those of sponsorship, and the tool allows a quick and effective conversion.

Instagram, this is the best S.N. to post photo and video... There is no interaction such as Facebook, people cannot share contents of others, but can comment it. Instagram is the preferred S.N. from influencer therefore that's the best way in case a product could be adv from them... Also Instragram to adv a product/service requires a corporate account which of course need a budget to be submitted...It is very useful to launch a promotion

E-MAIL MARKETING

For all activities, online and offline, where there is a need to promote real-time promotions, the combination of **Email Marketing** campaigns with SMS Marketing activities on databases managed by e-business companies, allows immediate improvement of sales with investments reduced: the modality to develop is more than one, from standard email to a tools suitable to reach commercial performance.

In any case, the most important thing is the **CONTENT MARKETING**: it requires attention at any digital platform used, but in this case, much more! In this case is the company which reachs the potential customers... the reverse than usual in which users come to visit web site, S.N. and so on...

◦ Important note: General Data Protection Regulation EU 2016/679 – Company has to take care about the authorizations to share info with users according to the law

WEB SITE & SEO

A Web Site represents not only product/service to be sold but also the philosophy of the company: that's why on this specific issue the figures involved are often more than one:

◦ As for Website creation: Web Designer, Web Architect, Web Usability Expert, Graphic Designer, Illustrator, Photographer, Web Video Maker, 3D Graph or Motion Designer, Web Art Director, Online Editor, Developer or Programmer, HTML Developer or Web Designer, Database Administrator, content or web-editor, Copy writer, Webmaster, System administrator, Data entry, Legal informatics expert, Online store manager, Web project manager

◦ Sponsorship of websites: Account, SEO Consultant Junior / SEO Specialist, Web Analyst, Social Media, Manager, Social Media Analyst, Community Manager, Moderator, Online, Buyer, All-line advertiser, Social Media Advertiser, E-reputation manager, SEM Specialist, Blogger, Youtuber , Influencer

Among the most important things of a site we have:

goals

a project

a technical aspect to make it happen

a targeted work in texts and SEO images

a graphic work

an overall work

a development and advertising work

presence in social networks and alternative channels

coordinate everything

Budget

As a matter of fact, more than one competence comes from the same person...
Anyhow it summarize how important is to focus the strategic assets of the company and what it sells

Working on the positioning of your website is another way to make yourself known by users. Create informative and educated contents on your sector, written with a view to SEO copywriting, will allow you to position yourself within the SERP (*Search Engine Results Page)* of Google, or among the first results of the search engine in response to specific queries.

This will allow you to retain your users and get them into a conversion funnel that will lead to a subsequent transformation into customers.

Always keep in mind the the **objectives** and the **target audience**: the final goals to reach, of course is to sell.... Otherwise the risk is a Vanity metrics that is a lot of visitors without conversions.

The term SEO is the acronym of Search Engine Optimization, literally optimization for search engines

It is now known that the user accesses search engines because he needs something, because he is actively looking for something searching by keywords and he does not go beyond the third page of consultation. This means that if the site is not indexed we will never be visited: the best way to ensure indexing of site pages on SERP is to send the XML sitemap to search engines. Keywords choice is also important as they are the "key" to rank the web site

Important: When a company decide to promote its product and image in more than one digital platform all tools must comunicate among them and all platforms must have the same outbound mode to avoid that the user was disoriented and moves away from our context

YOUTUBE

The Videos is an excellent way to increase the conversion rate: In a world where effective communication becomes more and more visual and less readable, the way to increase the portion of MKTG to YOUTUBE is strategic…

Using the power of YouTube and the company website to view videos will allow you to quickly scale the search engine ranking

Important note: this kind of S.N. represents the highways of young generation that is means that in case of product/service "young oriented" this way represents the litmus test…

ONLINE CONTEST

The contest is a form of online involvement in the form of a game aimed at promoting brand awareness, or the use of products and services. It provides incentives that can be tangible prizes, services or discounts, there are two modalities:

- **GIVEAWAY:** Anyone who signs up, for example a newsletter, or anyone who shows up in a photo with a particular product, whoever performs a specific action, receives a prize

- **CONTEST OR PREMIUM COMPETITION**: The winnings are recognized only to some of the participants, based on their skills, a vote, an extraction or a combination of these factors. It can be managed by Video or photo Contest, Rush and Win (limited time to win the prize), Coupon, Poll, Quiz

   The results of a Contest are:

- reinforces online presence and promote brand awareness;
- favors the growth of the community linked to the brand,
- involving a predefined target
- reinforces the relationship between consumer and company
- it keeps customers loyal and favors the acquisition of new ones
- activates new dialogues between consumer and company
- favors the sense of belonging to the community that bears the name of the brand

CROWDFUNDING

Born as a form of micro-financing that mobilizes people and resources, crowdfunding is today one of the most widespread and effective forms of financing entrepreneurial and creative projects. The websites act as a platform (among the most famous internationally Kickstarter and Indiegogo, just to name a few) and allow fundraisers to meet a large audience of potential lenders.

There are various types of crowdfunding:
- reward based (fund raising that, in exchange for cash donations, provides for a reward, such as the product for which funding is being made, or a recognition, such as public gratitude on the new company's website);
- donation based (a model used mainly by non-profit organizations to finance non-profit initiatives);
- lending based (micro-loans to individuals or businesses);
- equity based (model regulated by Consob: in exchange for the loan paid, the lender is expected to participate in the company's share capital, thus becoming a full-fledged partner);
- hybrid (based on multiple financing methods)

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