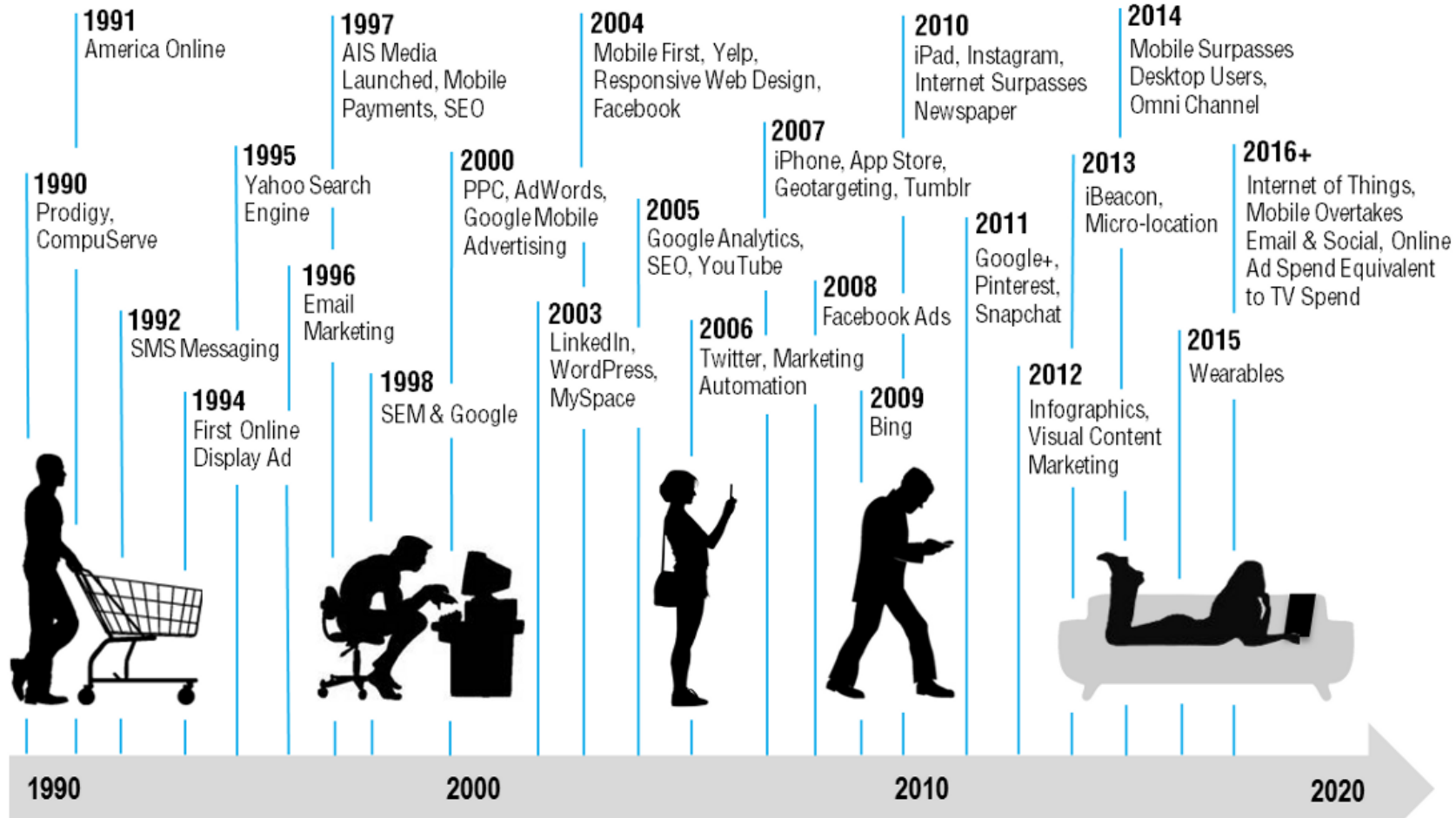


Chapter 3

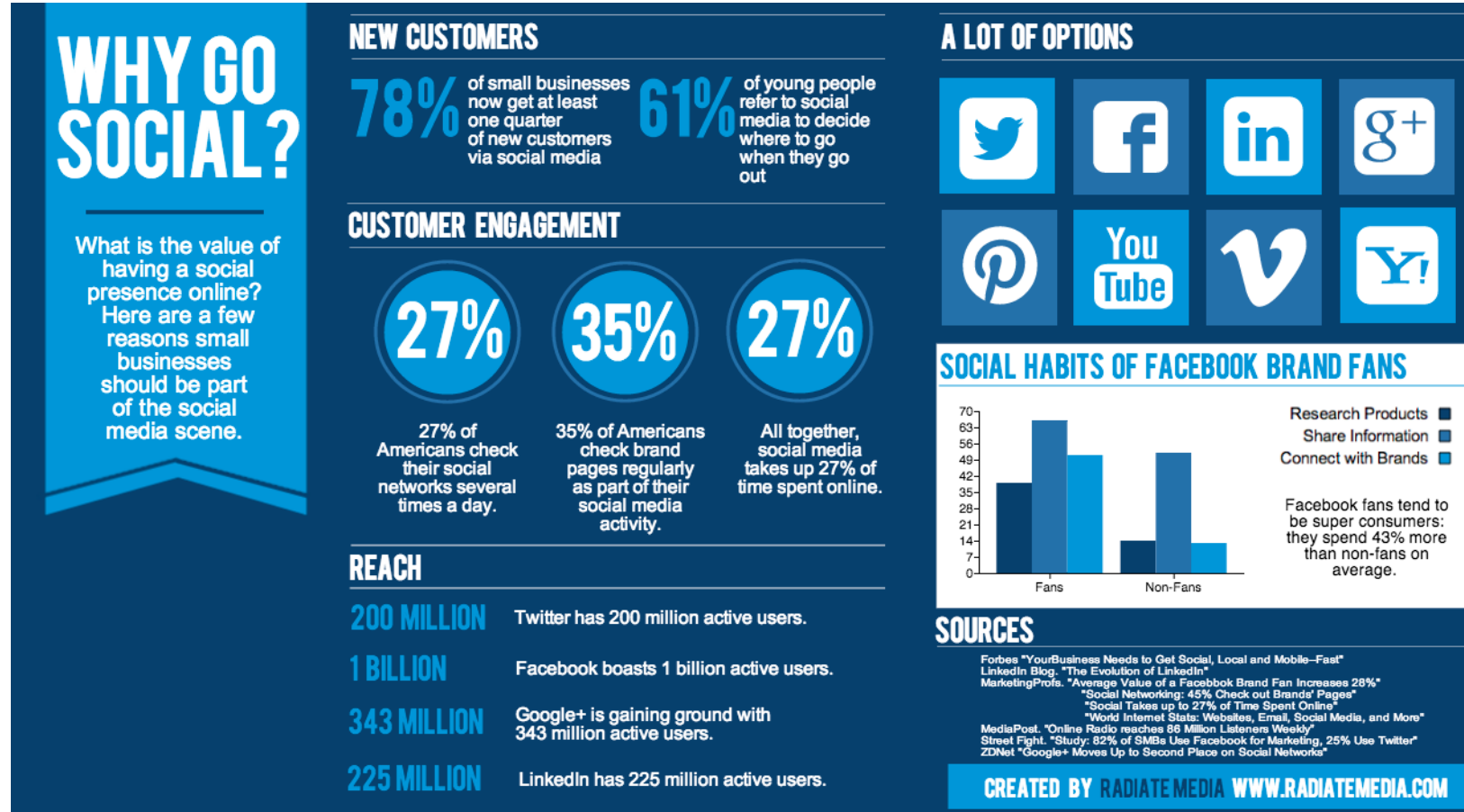
Digital Marketing

- Intro to digital marketing
- What can marketers do online
- Online reviews
- Influencer marketing
- Implement a social media strategy

EVOLUTION OF DIGITAL MARKETING



Social Media Usage Today



<https://medium.com/@ipestov/todays-incredible-numbers-about-social-media-a6b1ff2ca887>

The ROI of

Social Media vs Traditional Advertising

How much does it cost to reach customers?

A good way to calculate the effectiveness of an advertising campaign is by determining how much it costs to reach 1,000 people, also known as CPM. Here's the breakdown of the average CPM per media channel.

Cost per Thousand



The results (from least to most expensive)



Social Media

#1



Billboards

#2



Magazine

#3



Direct Mail

#4



Beyond the Numbers

The numbers show that social media has is the most cost effective platform to advertise on, compared to other traditional methods. What makes it even better is the targeting features available on platforms like Facebook and Instagram. You can pinpoint your audience much better than any billboard, magazine, or other print method ever can.

Source: <http://smallbusiness.chron.com/typical-cpm-74763.html>

Online/Social media is one of the cheapest ways to advertise!

What can marketers do online?

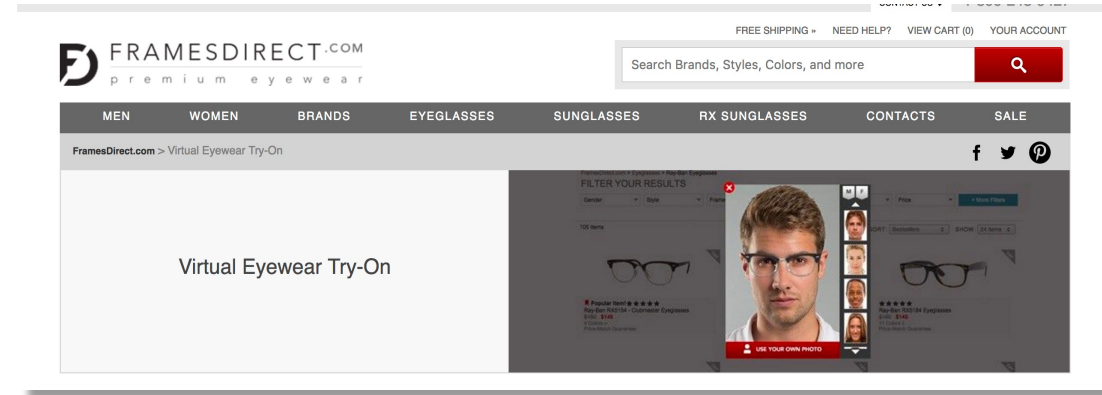
Will it Blend?



Information about a firm's goods and services

Simulating real experiences

Can generate shares, likes, and other word-of-mouth exposure



Time to start planning

Begin by creating a new design. You can also use one of our templates. If you have already saved some designs, you will need to log in to access them.

Create a new design

We recommend you create a profile before you begin planning. This is important if you want to save or print your design. Remember to bring your username and password to the store, then we can help you complete your design.

Create a profile or log in



Amazon patents a mirror that dresses you in virtual clothes

Echo Show version 2?

By [Thuy Ong](#) | [@ThuyOng](#) | Jan 3, 2018, 5:43am EST

Engage: Wendy's on Twitter



More at: <http://www.boredpanda.com/funny-wendy-jokes/>

Engage: Wendy's on Twitter



More at: <http://www.boredpanda.com/funny-wendy-jokes/>

Engage: Target Case Study

CASE STUDY

Share the love: how Target positively influences shopping intent with engagement

Key results

69%

more likely to shop with interactive brands

58%

more loyal to @Target

62%

more likely to use @Target for service



https://marketing.twitter.com/na/en/success-stories/share-the-love-how-target-positively-influences-shopping-intent.html?utm_source=twitter&utm_medium=on-platform&utm_campaign=target-CS

Additional online marketing elements

Quick Online Review Stats



- **Macro influencers** are basically famous people, either celebrities or social media personalities, with more than 100k followers

@Caradelevingne



Cara is one of the world's most popular models and is a great example of a celebrity-grade macro influencer or "Mega Influencer". As a result, her reach spans millions across both traditional and digital media.

Instagram: 42 Million followers

Twitter: 10.1 Million followers

- **Micro influencers** are users with 10,000 to 100k followers

@lilliambaezmakeup



Liliam is a visual makeup artist and beauty brand ambassador based in the US. She covers unboxings, makeup tutorials, ambassador content and some incredible visual effects.

YouTube: 703

Instagram: 63,300 followers

- **Macro influencers**

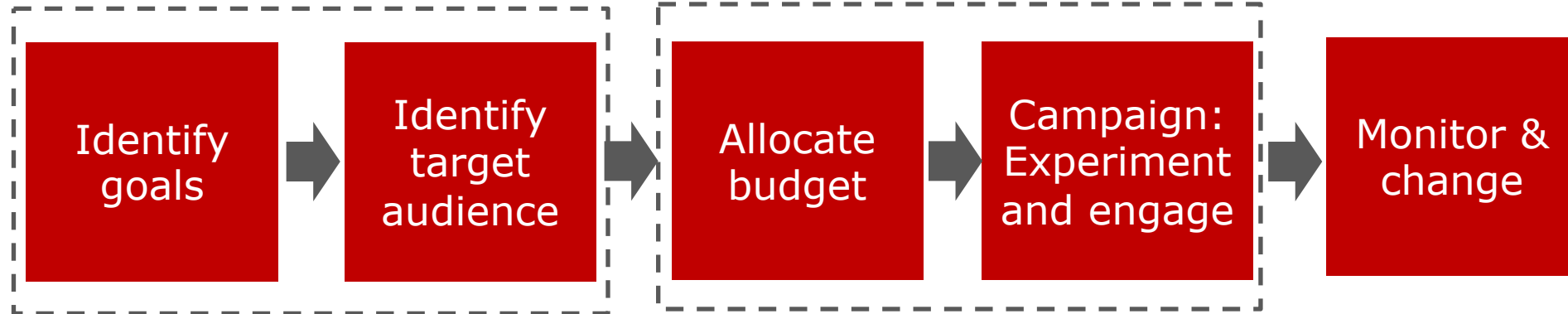
- High value in **brand association** with celebrities
- An opportunity to reach an **incredibly large audience** in short space of time
- Macro influencers **generate millions in media value**
- Easy to find
- **Expensive**

- **Micro influencers**

- Affordable for most brands
- High engagement rate
- Higher quality of **authentic** content, relatable to ordinary people
- Niche audiences have a **higher conversion rate**
- They will go the extra mile to create **high-quality** content
- They will gain a deeper understanding of your brand, making their recommendations **more credible**

How to create a social media marketing campaign

Social Media Marketing Campaign



Facebook example

Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

Exclude | Create New ▼

Locations ⓘ

Everyone in this location ▼

United States

📍 United States

📍 Include ▼ Type to add more locations | Browse

Add Locations in Bulk

Age ⓘ

18 ▼ - 65+ ▼

Gender ⓘ

All Men Women

Languages ⓘ

Enter a language...

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People


☒ Expand interests when it may increase conversions at a lower cost per conversion. ⓘ

Connections ⓘ

Add a connection type ▼

Save This Audience

Audience Size



Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Your detailed targeting criteria is currently set to allow interest expansion. ⓘ

Estimated Daily Results

Reach

800 - 5,000 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Analyze results

Page views

Bounce rate

Click paths

Conversion rates

Conversion Rate



Best Social Media Campaigns

Eggo - Kellogg's and Netflix

[Eggo](#) is the name of the social media campaign and the product the campaign is trying to plug.

What's an Eggo, you say? Just to clear things up, an Eggo is basically a frozen waffle from Kellogg's - a product they placed throughout season one of Netflix original show, Stranger Things.



According to Digital Parrot, Stranger Things is said to be most popular digital original series to date. Of course, by people seeing one of the main characters, Eleven, scoffing them down on the show, Eggo gained a colossal amount of exposure, but to help encourage more conversions and improve their social engagement, Kellogg's took to Twitter.

<https://www.planthat.com/social-media-campaigns-2020/>

Some Tools/Resources

- How strong is your website: <https://website.grader.com>
- Must have marketing tools:
<https://sproutsocial.com/insights/digital-marketing-tools/>