

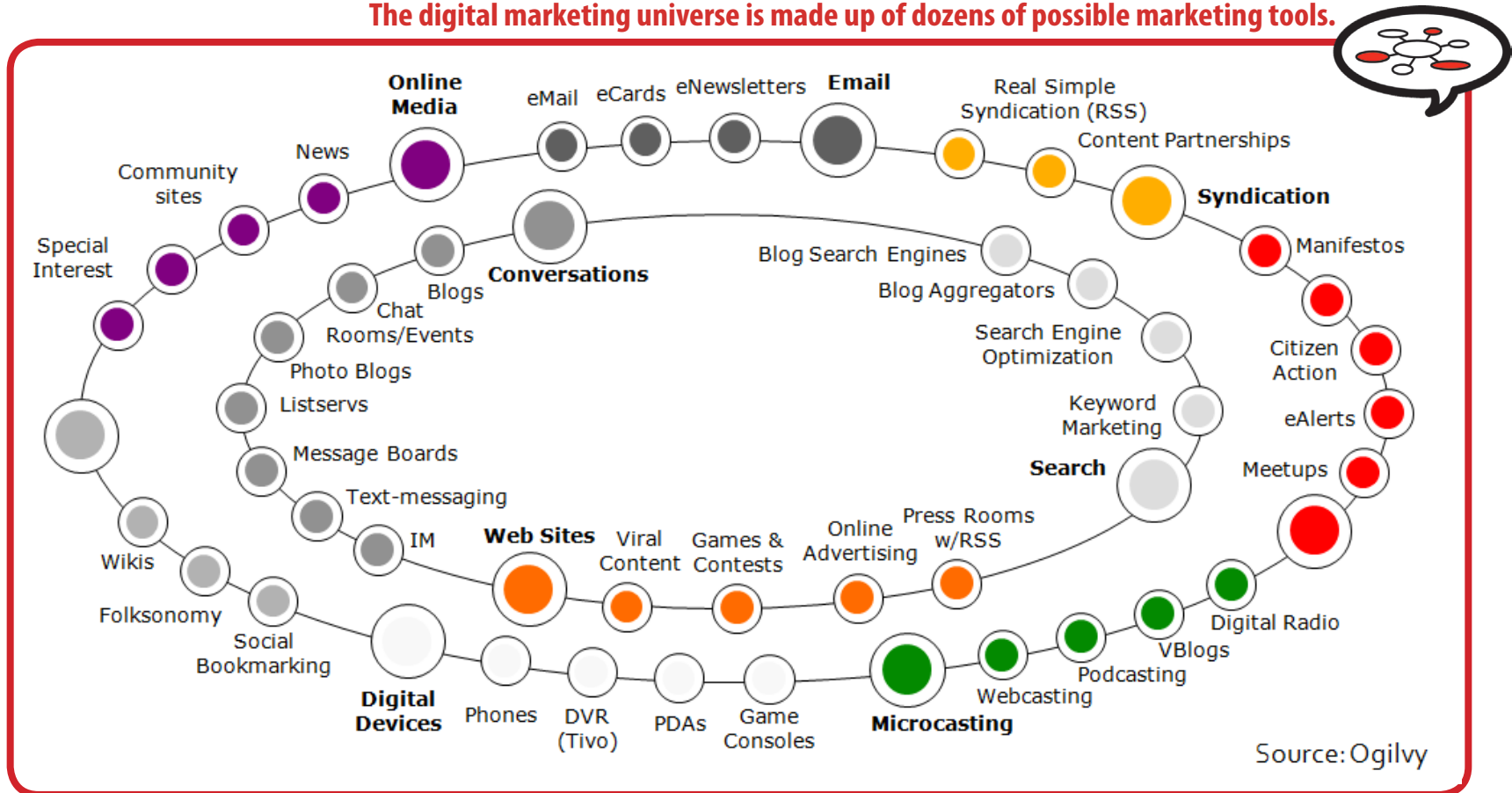
DIGITAL MARKETING 101

WHAT DO WE MEAN BY DIGITAL MARKETING?

Digital marketing goes beyond the Internet. Digital Marketing is the practice of promoting products and services using digital distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner.

Whilst digital marketing does include many of the techniques and practices contained within the category of Internet Marketing, it extends beyond this by including other channels with which to reach people that do not require the use of The Internet. The field of digital marketing includes a whole host of elements such as mobile phones, sms/mms, display / banner ads and digital outdoor advertising.

The digital marketing universe is made up of dozens of possible marketing tools.





MarketingSavant

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MarketingSavant Digital Marketing

Social media consulting and coaching by an award-winning blogger.

Award-winning blogger and internet marketing expert, Dana VanDen Heuvel, provides social media education and consulting to corporations, non-profits and educational institutions.

Our training and content consulting services are the product of more than five years of intensive study, training, writing and practice in the area of social and new media. MarketingSavant can save you months of learning and prepare you to enter the global online conversation with a strategy, and voice that stands out from your competitors.

Our training and custom consulting services address these key business priorities:

1. Understanding social media's growing importance in the changing media landscape;
2. Tools and tactics for tracking online conversations;
3. Turning online feedback into actionable information;
4. Overcoming internal obstacles to social media initiatives;
5. Selecting tools and metrics to match business objectives; and
6. Building and sustaining effective online communities.

Services begin with the strategic education phase and proceed through strategy and implementation.

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WHY COMPANIES LIKE YOURS USE DIGITAL & INTERNET MARKETING

For most organizations, a variety of factors make digital a different sort of media challenge for brands:

- 1) Media fragmentation has splintered audiences and dramatically increased the complexity of effectively reaching most audiences.
- 2) The two-way nature of IP-based media (Internet, Mobile, etc.) necessitate that brands stop think as broadcasters and adopt a more collaborative and consultative approach to brand development.
- 3) Practically everyone is using digital media. 194 million US consumers are using the Internet. Most of these consumers are spending large amounts of their time with digital media.
- 4) Digital media are playing an increasingly large role in all purchase decisions.
- 5) Certain target audiences are becoming increasingly difficult to reach WITHOUT digital. For example, Men 18-24 now spend so much time gaming, online, and with their mobile phones that it is increasingly difficult to effectively deliver against this target without digital vehicles.
- 6) "User generated content" and "citizen journalism" have driven a massive shift in how we receive information about products and services, and what sorts of info we trust.
- 7) Increasingly, people prefer grass roots sources of information and recommendations to the so-called professional sources of mainstream media outlets.
- 8) From a practical standpoint, many brands are seeing diminishing effectiveness from traditional "analog" media.



Stage	Example Questions
Key Learnings	<ul style="list-style-type: none"> ◆ What is the digital usage profile of our customers? ◆ What is the most productive digital segmentation approach? ◆ What is the state of the discussion about the brand in digital media? ◆ What are the digital marketing goals of key stakeholders in the organization? ◆ How effective are current digital marketing efforts, if any? ◆ In what sort of digital activities are key competitors engaged? ◆ What are category digital "best practices"
Objectives	<ul style="list-style-type: none"> ◆ What overall brand objectives is it reasonable to expect digital to impact? ◆ What will be the priority brand business objectives for digital marketing in the next year?
Strategies	<ul style="list-style-type: none"> ◆ What digital tools and approaches align with the agreed to objectives? ◆ Are there strategies that can address more than one objective? ◆ Taken as a whole, do the draft strategies address ALL of the objectives outlined in the process?
Tactics	<ul style="list-style-type: none"> ◆ Taking into consideration the strategies outlined in the previous stage, what are the reasonable tactics that can help deliver against those strategies? ◆ What planning costs can we assume with each tactic? ◆ What is the expected result of the tactic in measurable, accountable terms? ◆ What is the level of certainty that a particular tactic will work? ◆ What is the Return/Cost ration of each tactic, taking into account its likelihood of success? ◆ Based upon this analysis, what are the recommended tactics, results and contingencies that make sense for this planning cycle?