

Chapter 15

The Internet: Digital & Social Media

By

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Mkt 337 (sections 3)

Web objective

- ▶ Create awareness
 - ▶ For small companies with limited budget
- ▶ General interest
 - ▶ World of Red Bull campaign
- ▶ Disseminate information
 - ▶ Provide in-depth information about a company
- ▶ Create an image
 - ▶ Websites designed to reflect the image of the company

Web objective

- ▶ Create a strong brand
 - ▶ Red Bull gives you wings
- ▶ Stimulate trial
 - ▶ Electronic coupons to stimulate trial
- ▶ Create buzz
 - ▶ Due to the viral nature of social networks. E.g Dove real beauty sketches
- ▶ Gain consideration
 - ▶ Blogs & discussions are useful in providing information useful in evaluating products and brands
- ▶ E-Commerce

The Internet and IMC

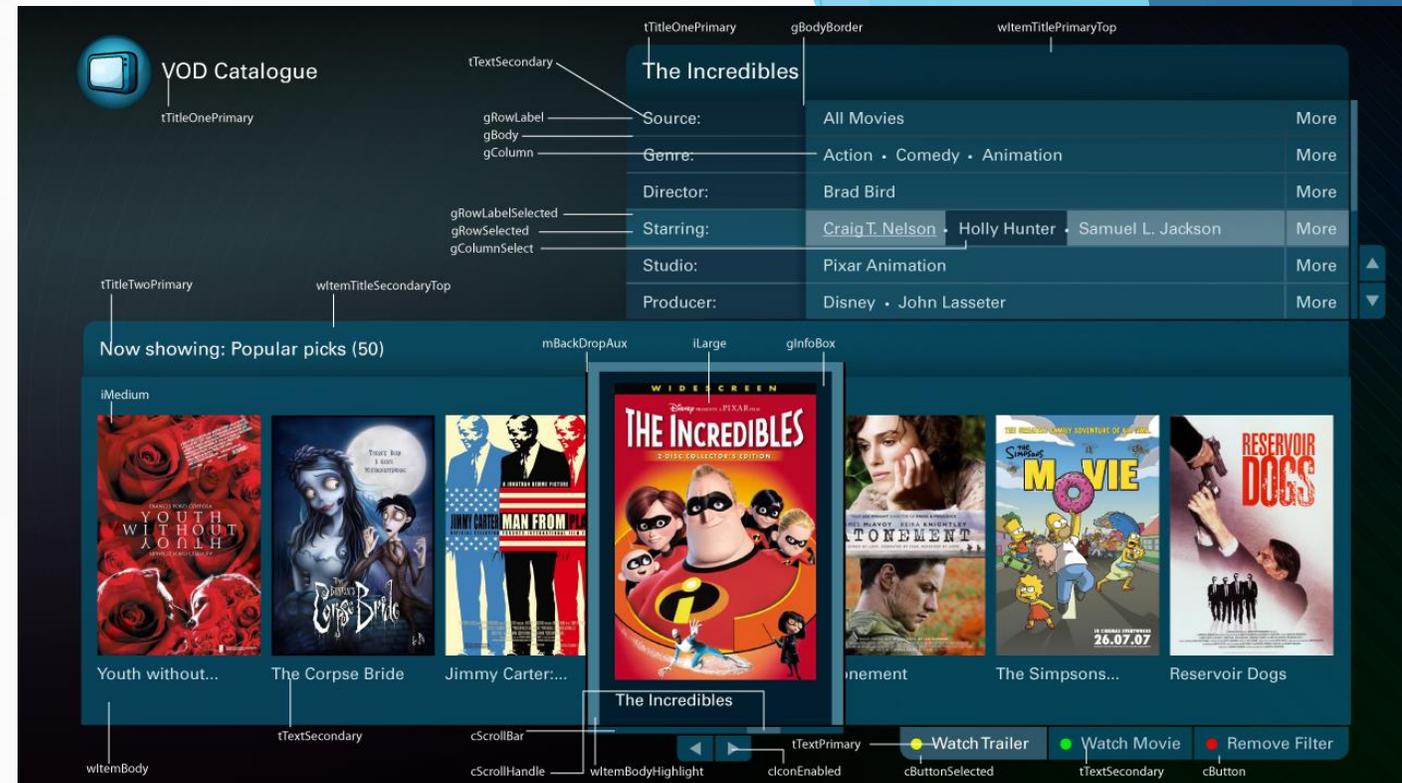
- ▶ Web 1.0
 - ▶ Banners
 - ▶ Sponsorships
 - ▶ Pop-Ups/ Pop-unders
 - ▶ Interstitial obstacles



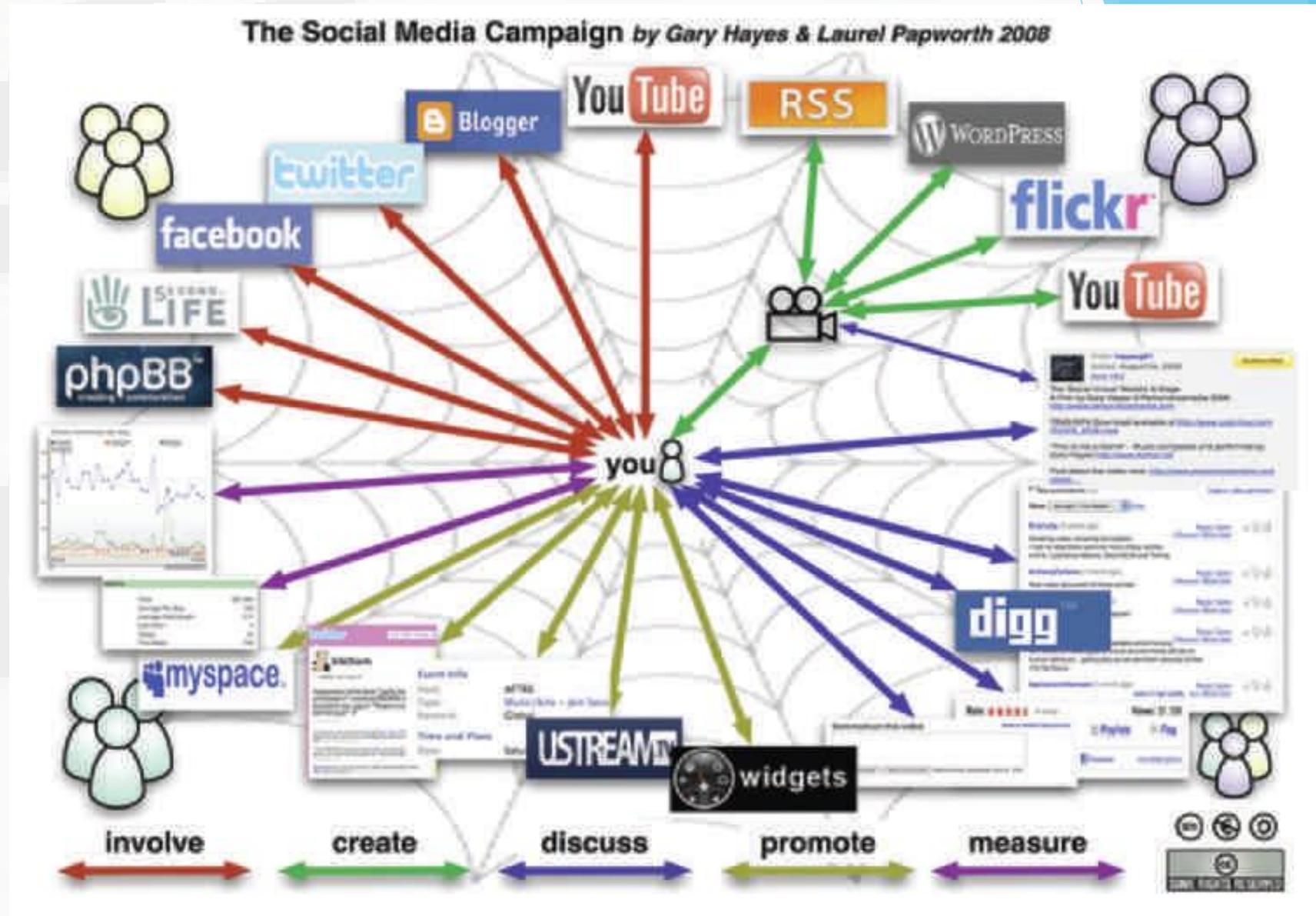
The Internet and IMC

▶ Web 1.0

- ▶ Paid searches
- ▶ Behavioral targeting
- ▶ Contextual ads
 - ▶ Ads matching the content of a publisher's site
- ▶ Rich media
 - ▶ Online commercial
 - ▶ Video on demand
 - ▶ Webisodes

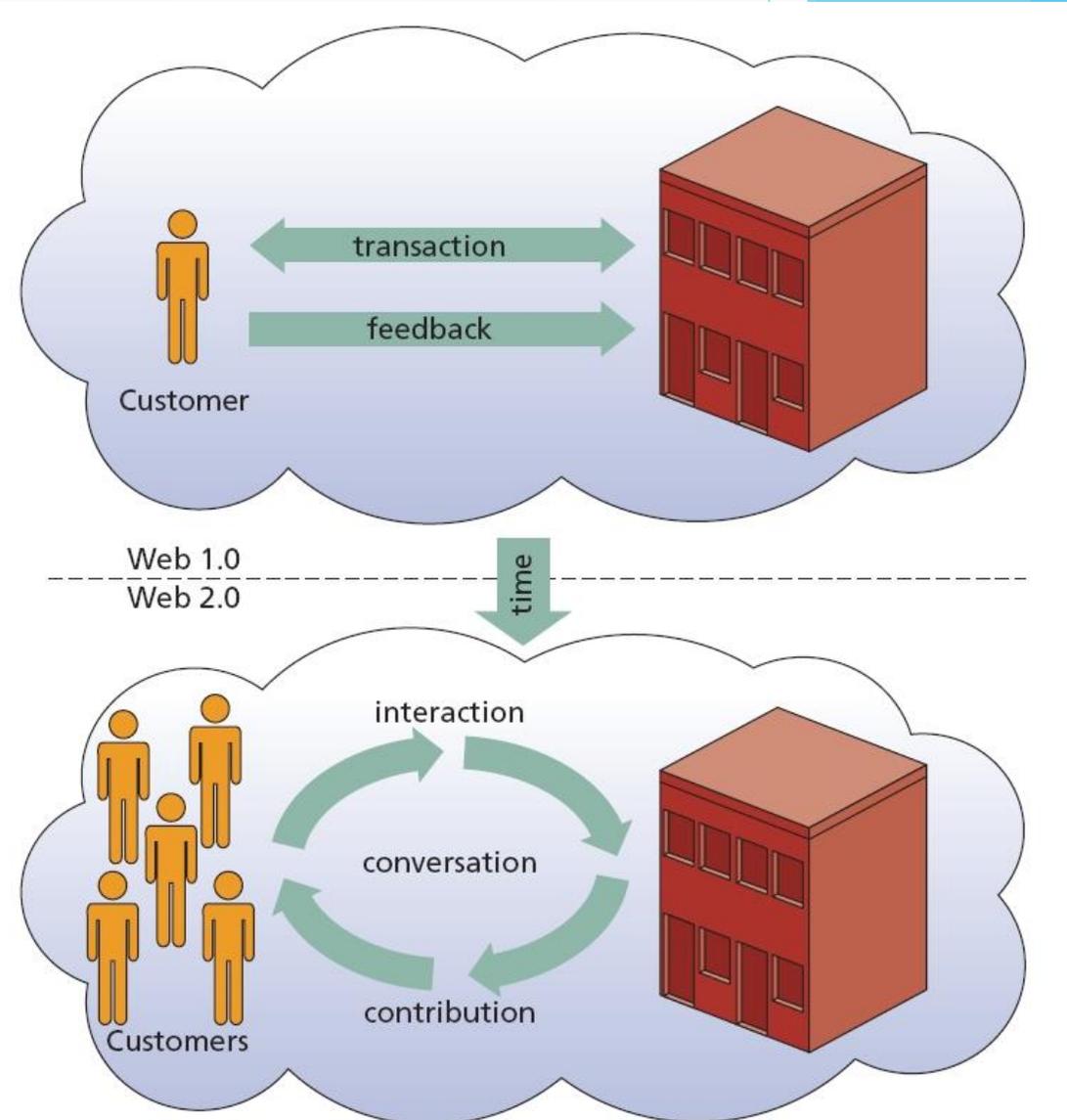


Web 2.0



The Big Four of social media

- ▶ Facebook
- ▶ Twitter
- ▶ Google+
- ▶ Youtube



Additional social media

- ▶ Instagram
- ▶ Pinterest
- ▶ LinkedIn
- ▶ Podcasting
- ▶ RSS
- ▶ Blogs



Other web 2.0 forms

- ▶ Augmented reality
 - ▶ Second life
- ▶ QR code
 - ▶ NFC

Advantages of internet, digital & social media

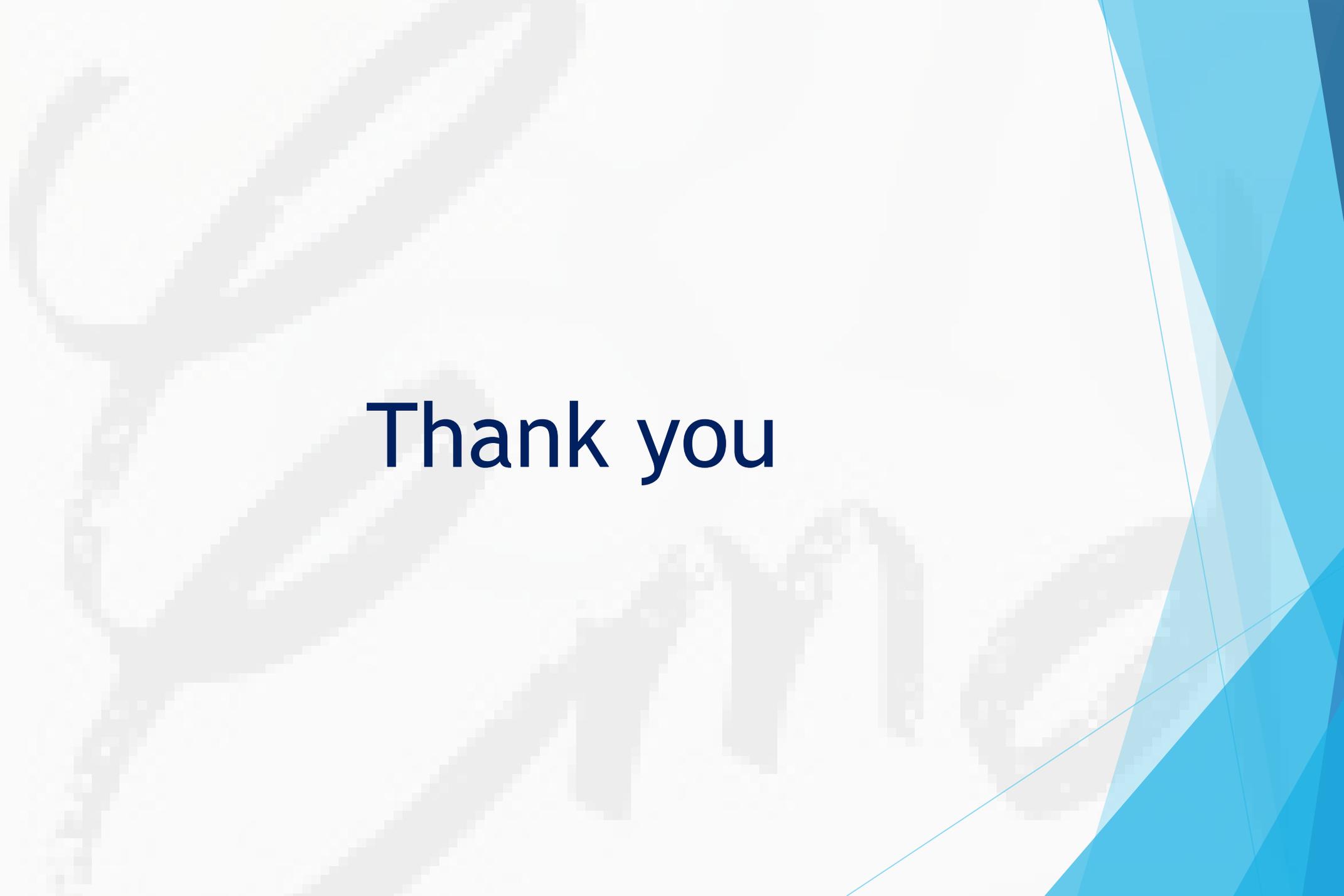
- ▶ Target marketing
 - ▶ Target a huge market with minimum waste
- ▶ Message tailoring
 - ▶ Messages can be structured to fit the appeal of the target audience
- ▶ Interactive capabilities
 - ▶ Customer involvement, engagement and satisfaction
- ▶ Informative access
 - ▶ One of the most important aspects of the internet

Advantages of internet, digital & social media

- ▶ Sales potential
- ▶ Creativity
 - ▶ Creatively designed sites can ensure repeated visits and positive positioning of the company's image
- ▶ Exposure
 - ▶ Better for small companies with limited budget
- ▶ Speed
 - ▶ Quickest mean of acquiring and providing information
- ▶ Complement to IMC
 - ▶ Can be mixed with other IMC tools

Disadvantages of internet, digital & social media

- ▶ Measurement problems
- ▶ Clutter
- ▶ Potential for deception
- ▶ Privacy
- ▶ Irritation



Thank you