

# Chapter 15

## The Internet: Digital & Social Media

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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

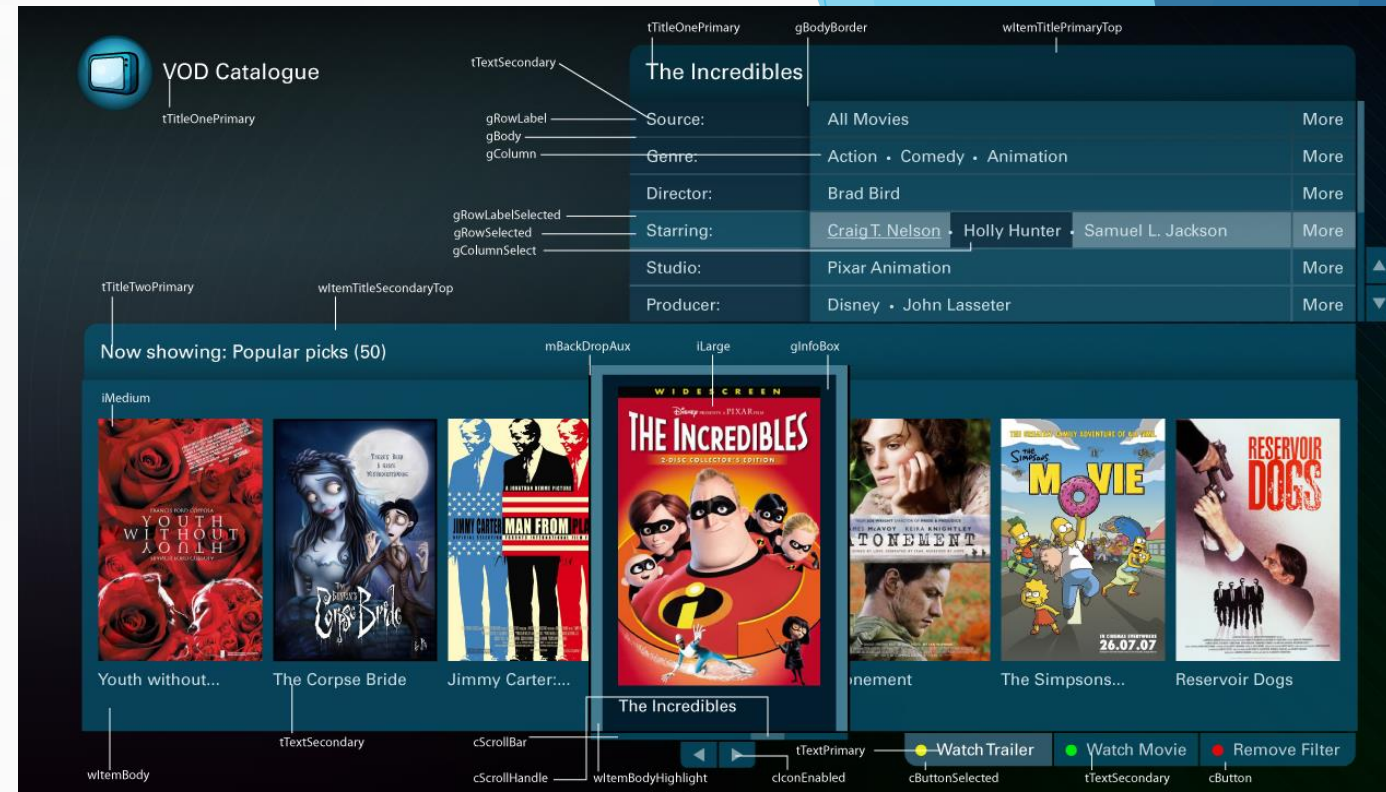
- ▶ Web 1.0
  - ▶ Banners
  - ▶ Sponsorships
  - ▶ Pop-Ups/ Pop-unders
  - ▶ Interstitial obstacles



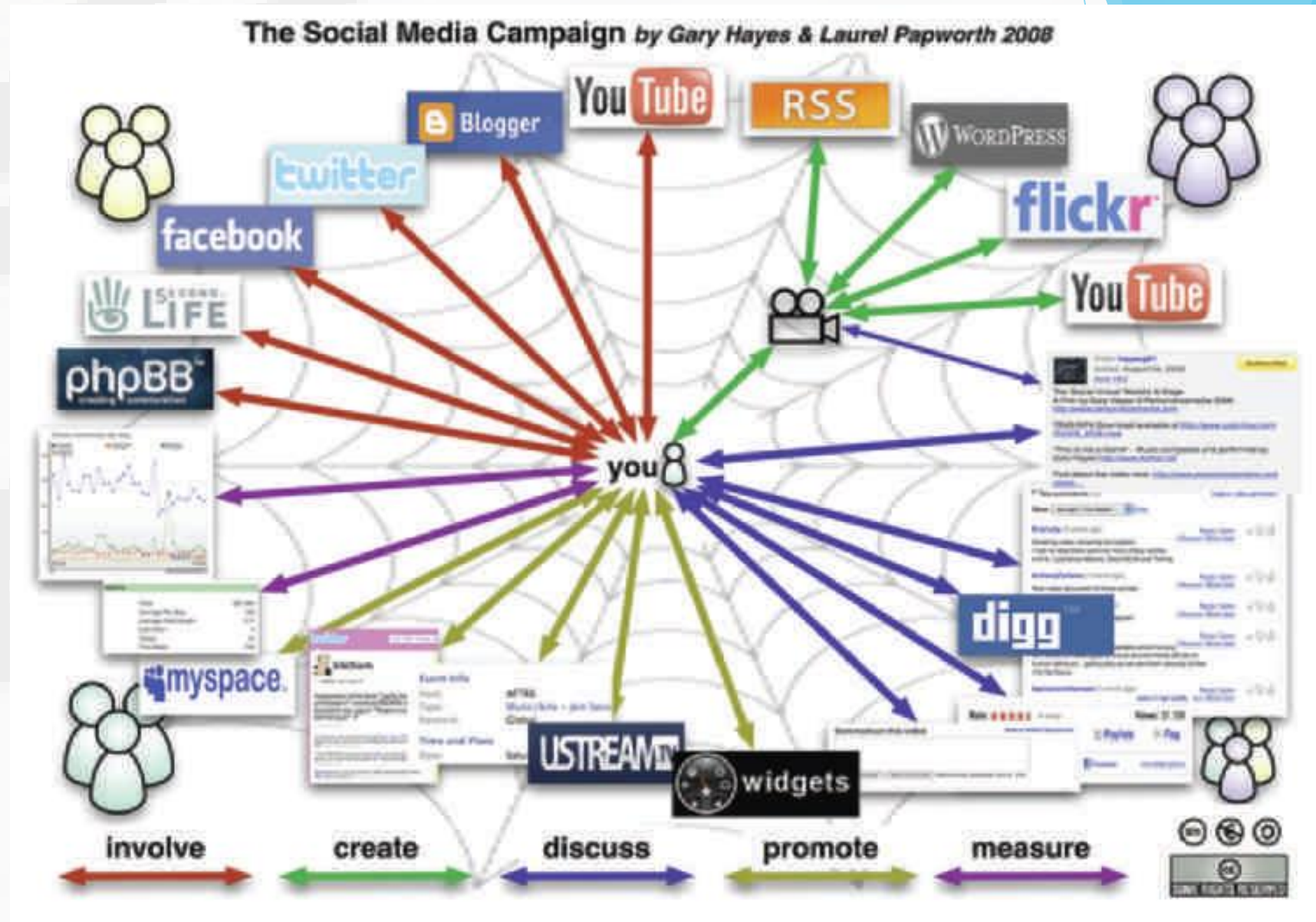
# The Internet and IMC

## ▶ 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

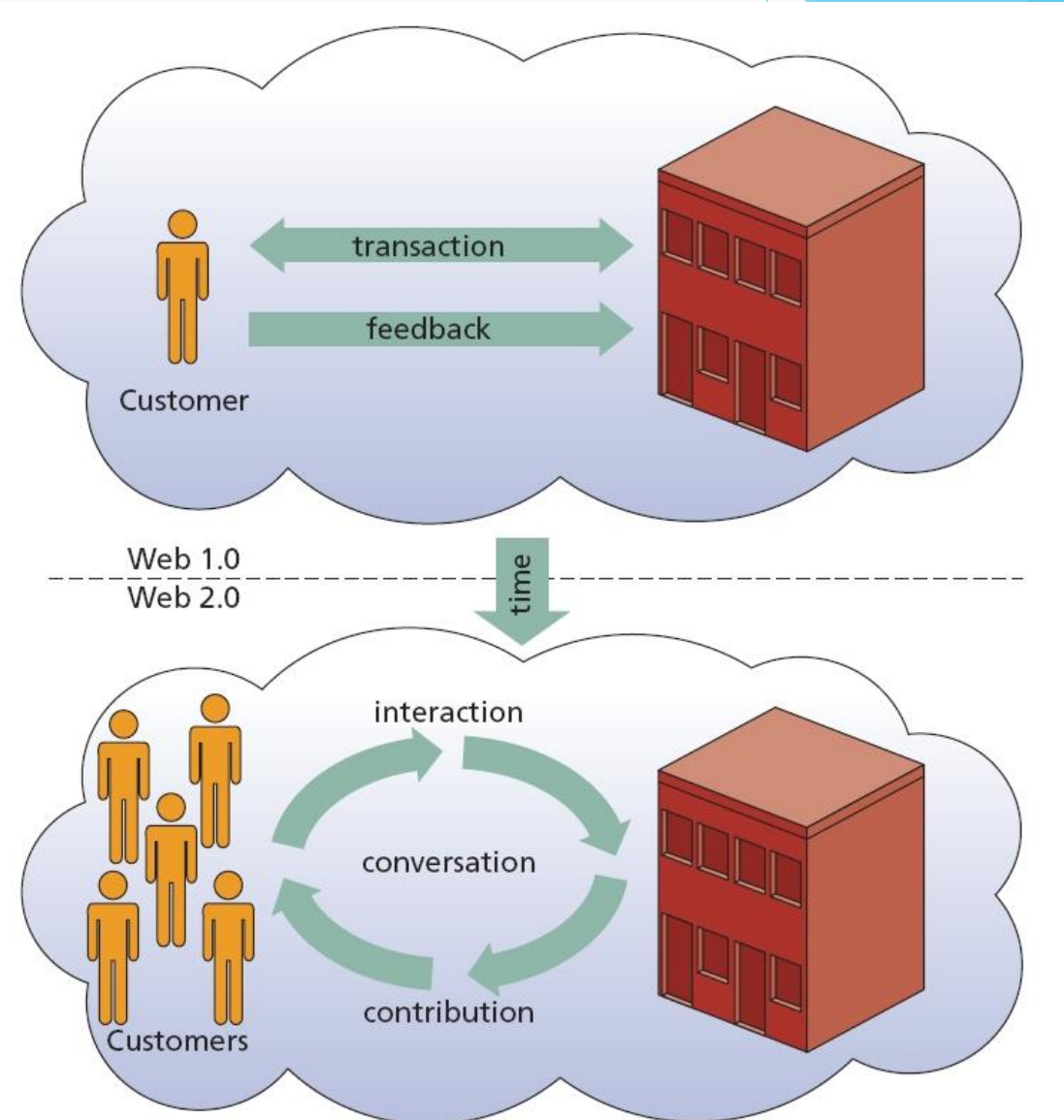


# Web 2.0



# 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**