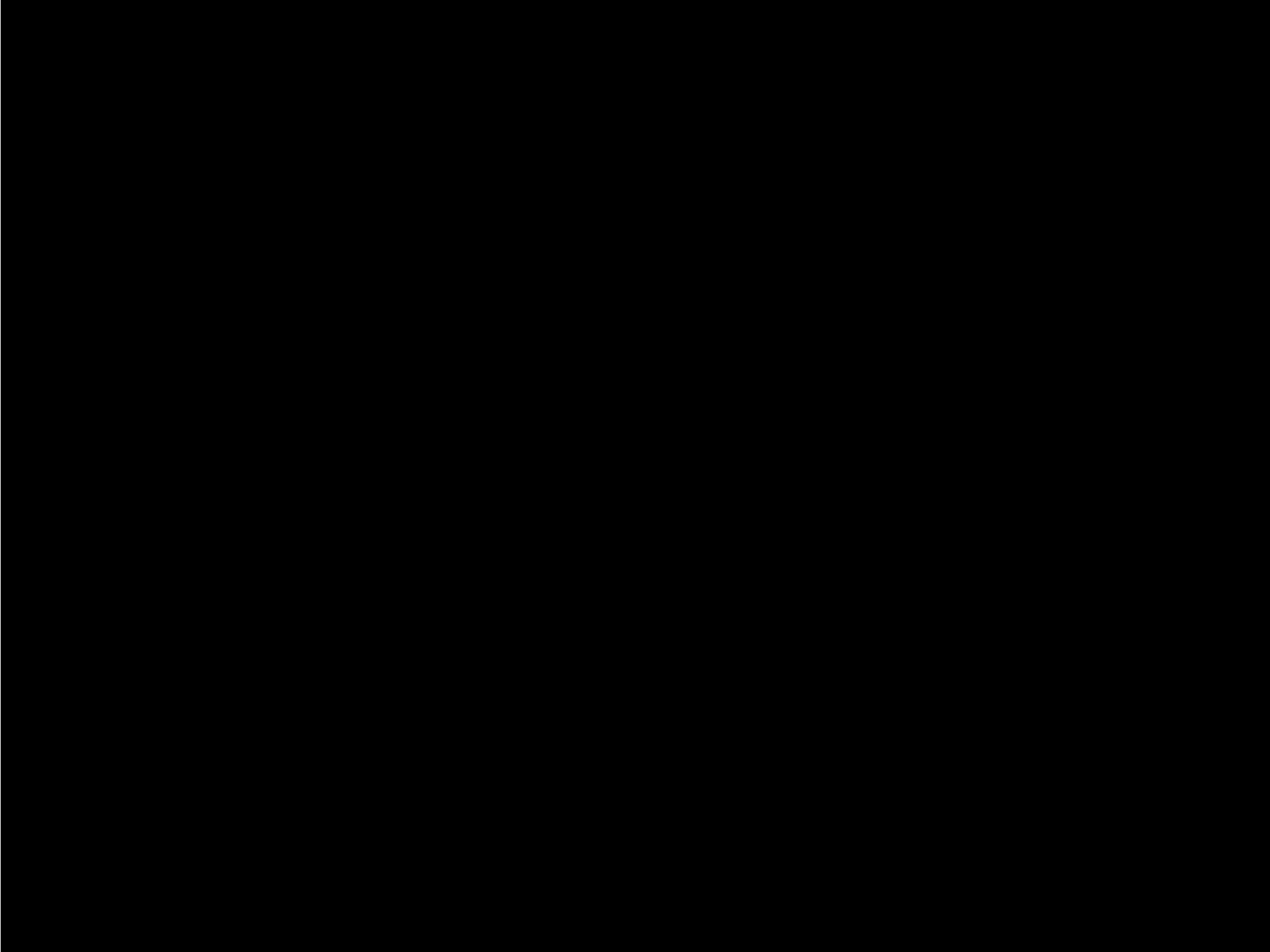


# Past Present & Future

Mkt 330, Chapter 1

By

Emd



# The Barack Obama Campaign

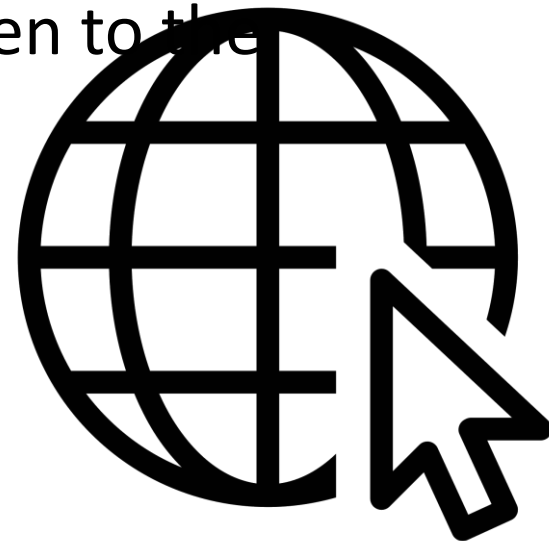
- Obama's use of e-marketing is a stellar example for businesses and demonstrates the internet's changing landscape
- Obama's campaign selected an important target market, made it all about them (the customers)
- Because politicians are products, promoting their benefits to consumers in hopes that they'll "purchase" with a vote

# Scope of learning from this course

- *Advertising online*
- *Search engine marketing*
- *Owned, paid, and earned media*
- *Mobile marketing*
- *User-generated content*
- *Social media communities*
- *Content marketing*
- *Local and location-based marketing*
- *Brand transparency*
- *Inbound marketing*
- *Metrics rule*

# The basics

- Internet stands for a global network of interconnected networks
- content providers who create information, entertainment, and so forth that reside on Web servers or computers with network access
- users (also known as *client* computers) who access content and send e-mail and other content over the network
- technology infrastructure to move, create, and view or listen to the content (the software and hardware).



# Types of Access to Internet

- **1. Public internet**—The global network that is accessible by anyone, anywhere, anytime.
- **2. Intranet**—A network that runs internally in a corporation but uses internet standards such as HTML and browsers. Thus, an intranet is like a mini-internet but with password protection for internal corporate consumption.
- **3. Extranet**—Two or more proprietary networks that are joined for the purpose of sharing information. If two companies, or a company and its suppliers or customers, link their intranets, they would have an extranet. Access is limited to extranet member

# 3 Applications of Internet

- **E-business** is the optimization of a company's business activities using digital technology. Digital technologies include products and services, such as computers and the internet, which allow the storage and transmission of data in digital formats (1s and 0s).
- **E-commerce** is the subset of e-business focused on transactions that include buying/ selling online, digital value creation, virtual marketplaces and storefronts, and new distribution channel intermediaries. Mobile commerce (M-commerce) and social commerce are subsets of e-commerce
- **E-marketing** is only one part of an organization's e-business activities. E-marketing is the use of information technology for the marketing activity, and the processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

# Effect of e-marketing in Traditional marketing

- E-marketing affects traditional marketing in two ways:
  - First, it increases efficiency and effectiveness in traditional marketing functions.
  - Second, the technology of e-marketing transforms many marketing strategies, as shown in the Obama example. This transformation also results in new business models that add customer value and/or increase company profitability, such as the highly successful Craigslist, Facebook, Twitter, and Google AdSense advertising models



# e-marketing: Bigger than the web

- First: many e-marketing technologies exist without the Web, which include-
  - mobile apps,
  - software and hardware used in customer relationship management,
  - supply chain management,
  - and electronic data interchange arrangements predating the Web
- Second: non-Web internet communications such as
  - e-mail,
  - internet telephony (e.g., Skype),
  - and text messaging

- Third, the internet delivers
  - text, video, audio, and graphics to many more information receiving appliances
- Finally, offline electronic data collection devices, such as-
  - bar-code scanners and databases, receive and send data about customers and products over an intranet.

# E-marketing: Bigger than technology

- Benefits for **Individual**
  - convenient and continuous access to information, entertainment, networking, and communication
  - bring music, movies, and other types of entertainment directly to their PCs, iPads, and televisions
  - multimedia one-to-one communication through e-mail, internet-based telephone services, collaborative software



# E-marketing: Bigger than technology

- Benefits for **Community**
  - Strangers in countries worldwide form online communities
    - Consumers pay fees to compete in highly engaging multimedia games as mobile apps or on the Web and virtual worlds online, such as Second Life.
    - Communities form around shared photos (Flickr), videos (YouTube), and individual or company profiles (Facebook)
  - Companies and consultants gain exposure to customers on Web logs: such as Tumblr and Twitter



# E-marketing: Bigger than technology

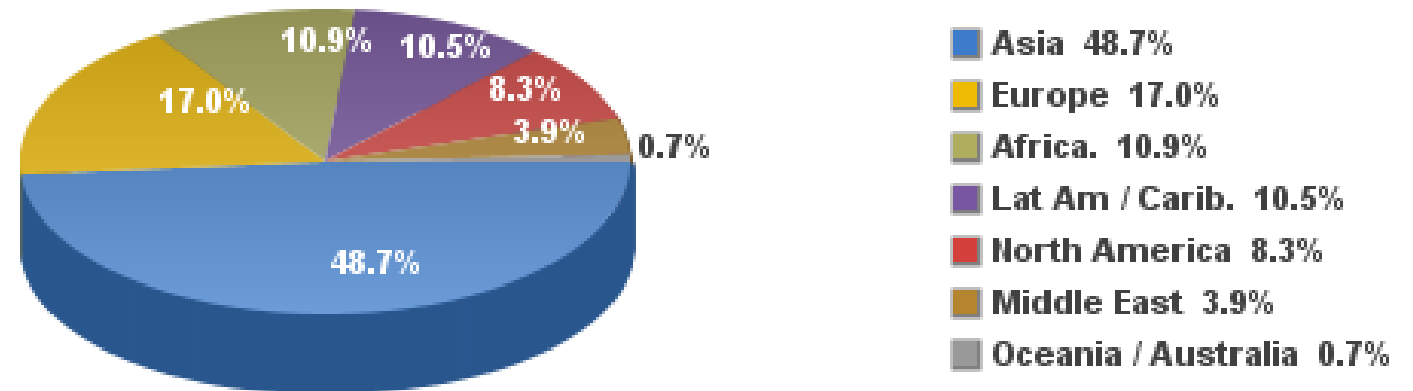
- Benefits for **Business**
  - Employees across disciplines work together in cross-functional teams worldwide using computer networks
    - Financial experts communicates shareholder information
    - Human resources personnel use the internet for electronic recruiting and training
    - Production and operations managers adjust manufacturing and gives sales feedback resulting in JIT inventory



# E-marketing: Bigger than technology

- Benefits for **Society**
  - Digital information enhances economies through more efficient markets, more jobs, information access, communication globalization, lower barriers to foreign trade and investment, and more

**Internet Users in the World  
by Regions - December 31, 2017**

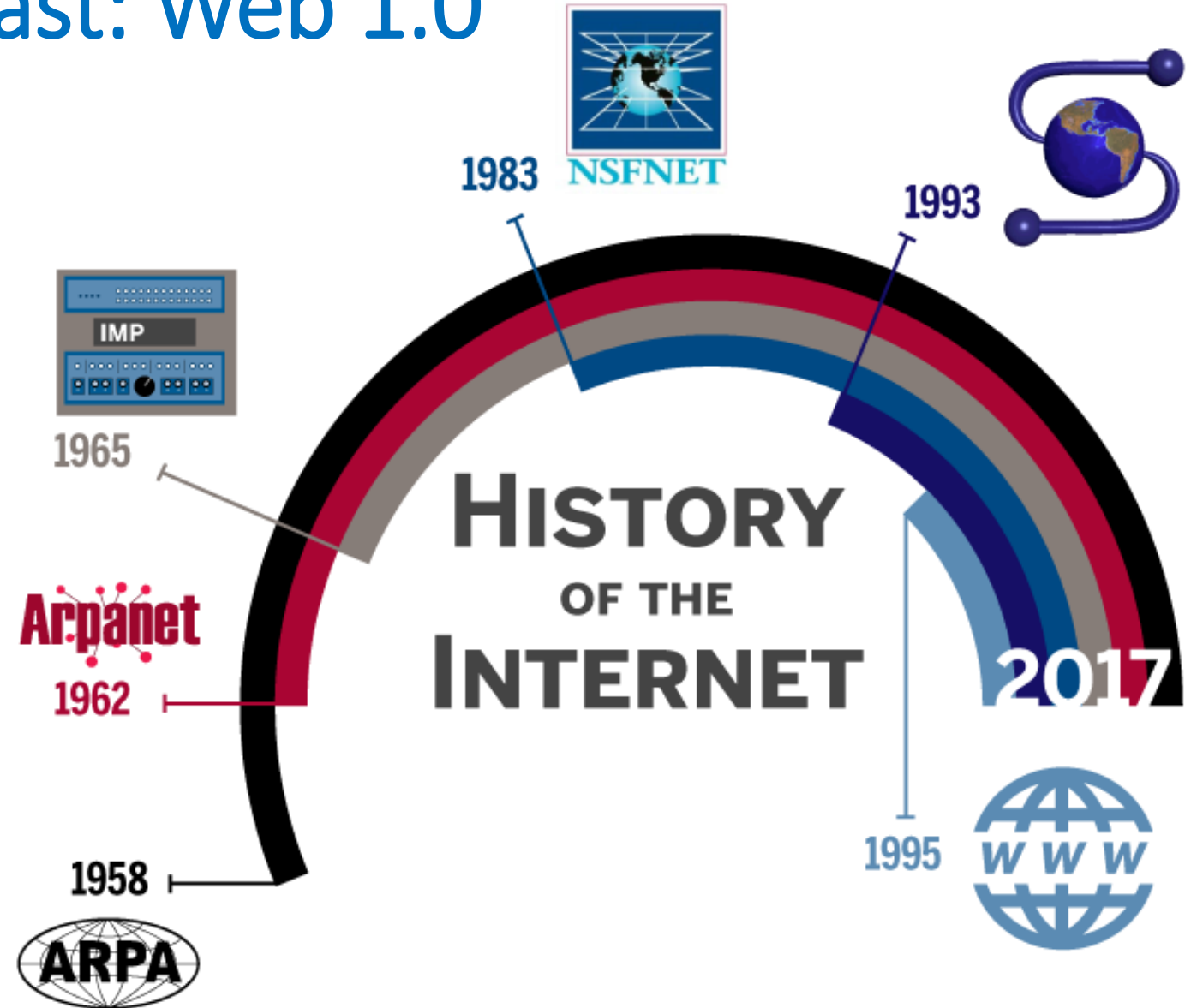


Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)

Basis: 4,156,932,140 Internet users in December 31, 2017

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# E-marketing: The Past: Web 1.0





# E-marketing: The Past: Web 1.0

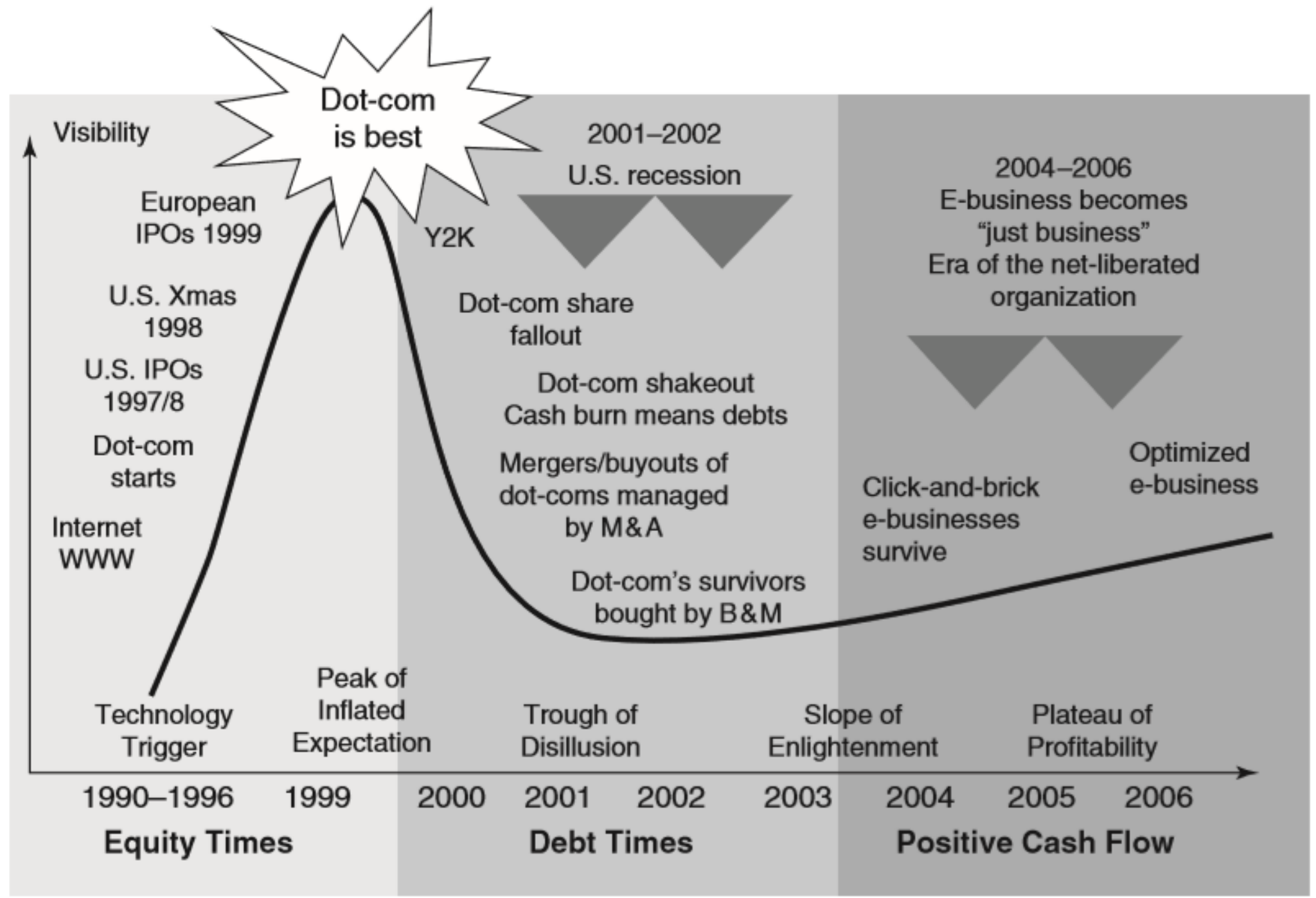
- Internet started at 1969 as the ARPANET, commissioned by DARPA
- First online community started in 1979 as USENET
- First webpages appeared in 1993

1969	ARPANET commissioned by U.S. Department of Defense for academic and military use.
1975	First mailing list created to use the new computer network.
1979	USENET established to host discussions. First post in 1981. Later managed by Google Groups (800 million archived messages).
1984	Number of connected computer hosts reaches 1,000.
1987	Number of connected computer hosts reaches 10,000. First e-mail connection with China.
1988	First computer virus, affects 10% of the 60,000 hosts.
1993	Early Web sites appear and business and media take notice.
1994	First banner ads, "Jerry and David's Guide to the World Wide," appear on hotwired.com (later named Yahoo!).
1995	eBay opens its doors and disrupts the classified advertising business.
2000	Napster.com shows the world that peer-to-peer networking can work. Businesses show that e-commerce doesn't always work (the dot-com crash).
2002	Running your own blog is now considered hip.
2003	Recording Industry Association of America (RIAA) sues 261 people for illegal music downloading.
2004	16% of the world's population uses the internet. Businesses figure out how to be profitable with e-business models.
2012	34.3% of the world's population is online. Internet usage in industrialized nations reaches maturity. Social media use moves the balance of power from organizations to internet users.



# E-marketing: The Past: Web

## 1.0



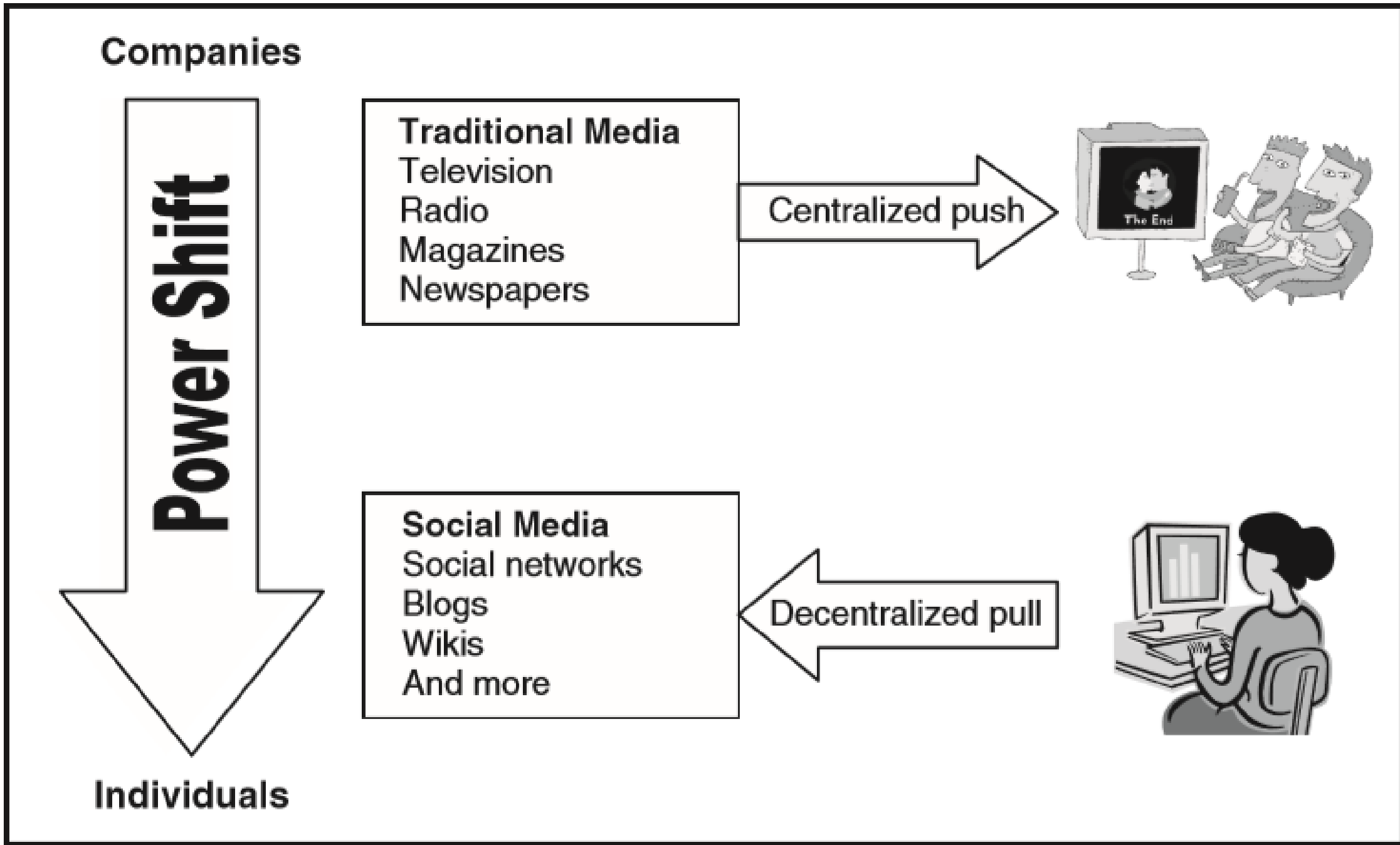
# E-marketing: The Present: Web 2.0

- Unlike web 1.0, web 2.0 technologies also connect people with each other for producing and sharing content
- UGM
- CGM
- Social media provide a communication platform where individual comments about products can spread like wildfire in a short time (WOM)

# E-marketing: The Present: Web 2.0

- TiVo: enables consumers to easily pause, rewind, or record hundreds of hours of live television programming for later viewing
- Consumers trust each other more than companies
- Market and Media fragmentation
- Information transparency
- Social commerce

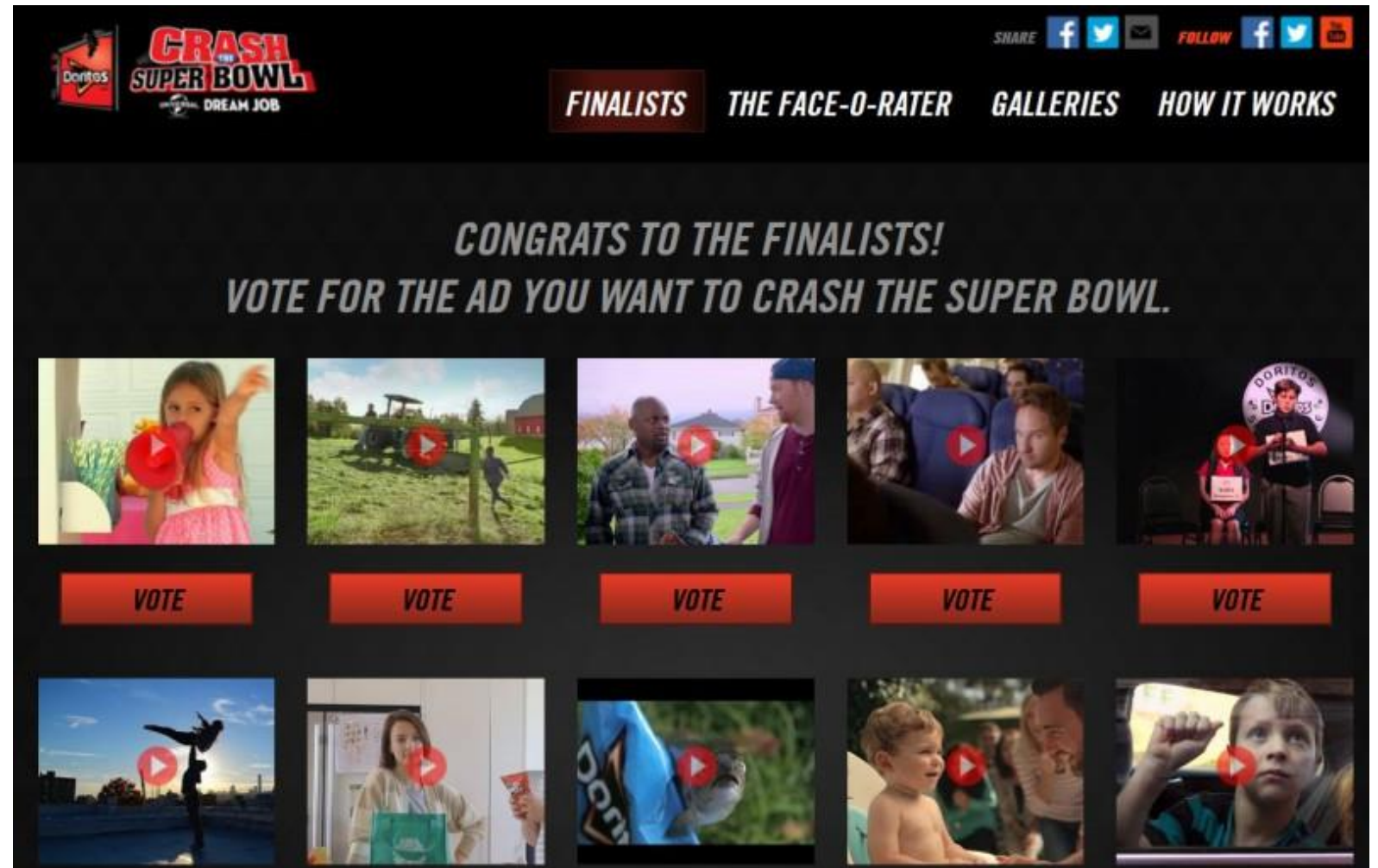
power shift from sellers to  
Buyers



# How web 2.0 is delivering customer value

## 1. Customer engagement

- **Crowdsourcing:**  
Doritos hold an annual contest where users create 30sec television commercials



The screenshot displays the 'Crash the Super Bowl' website interface. At the top left is the Doritos logo and the contest title 'CRASH THE SUPER BOWL with the DREAM JOB'. On the top right, there are social media sharing options (Facebook, Twitter, Email) and a 'FOLLOW' button with icons for Facebook, Twitter, and YouTube. Below the header is a navigation menu with links for 'FINALISTS', 'THE FACE-O-RATER', 'GALLERIES', and 'HOW IT WORKS'. The main content area features the text 'CONGRATS TO THE FINALISTS! VOTE FOR THE AD YOU WANT TO CRASH THE SUPER BOWL.' Below this text is a grid of ten video thumbnails, each with a red play button icon and a red 'VOTE' button underneath. The thumbnails show various user-generated commercial concepts, such as a girl holding a Doritos chip, a tractor in a field, two men talking, a man reading a book, a man holding a Doritos bag, a person performing a stunt, a woman holding a Doritos bag, a blue Doritos bag, a young boy, and a boy holding a Doritos bag.

## Have an idea for a LEGO® set?



Share Your Idea



Gather Support



LEGO Review



New LEGO Product

[Learn How It Works](#)

Ready to get started?

[LOGIN](#)

# How web 2.0 is delivering customer value

**2. Content marketing:** creating and publishing content in website and in social media

- Marketers are beginning to see themselves as publishers, creating engaging content and enticing users

**3. Inbound marketing:** getting found online, as opposed to interrupting customers with outbound marketing to get them to pay attention to the ads, Web site, products, and so forth

# How web 2.0 is delivering customer value

## 4. New Technology:

- 4G:
- Uber
- Red Tomato Pizza's VIP Fridge Magnet
- Audi's e-bike
- Google home

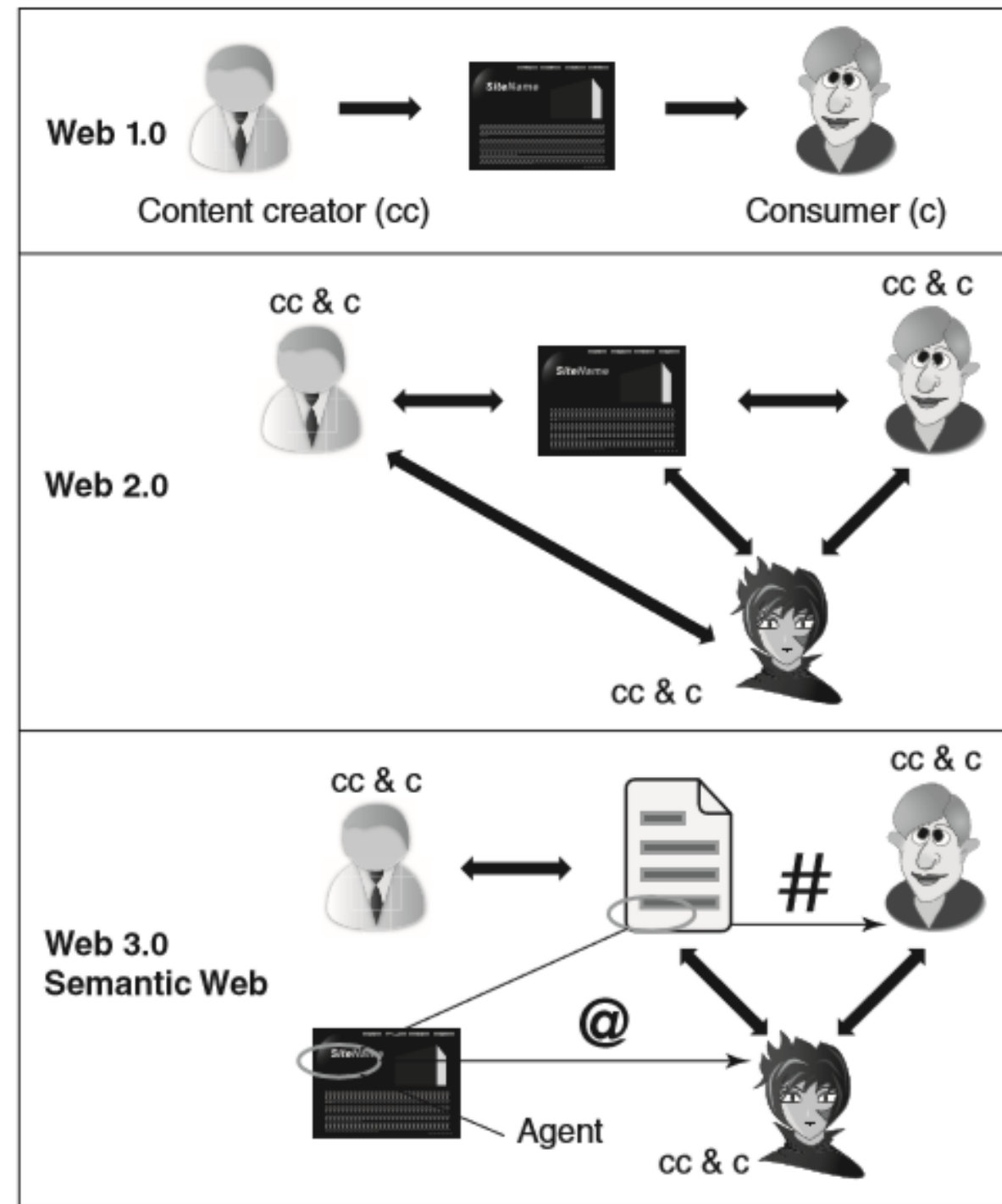




Home delivery is the norm in Dubai

# E-marketing: The Future: Web 3.0

- **Semantic web;** is an extension of the current Web, in which information is given a well-defined meaning through HTML-like tags



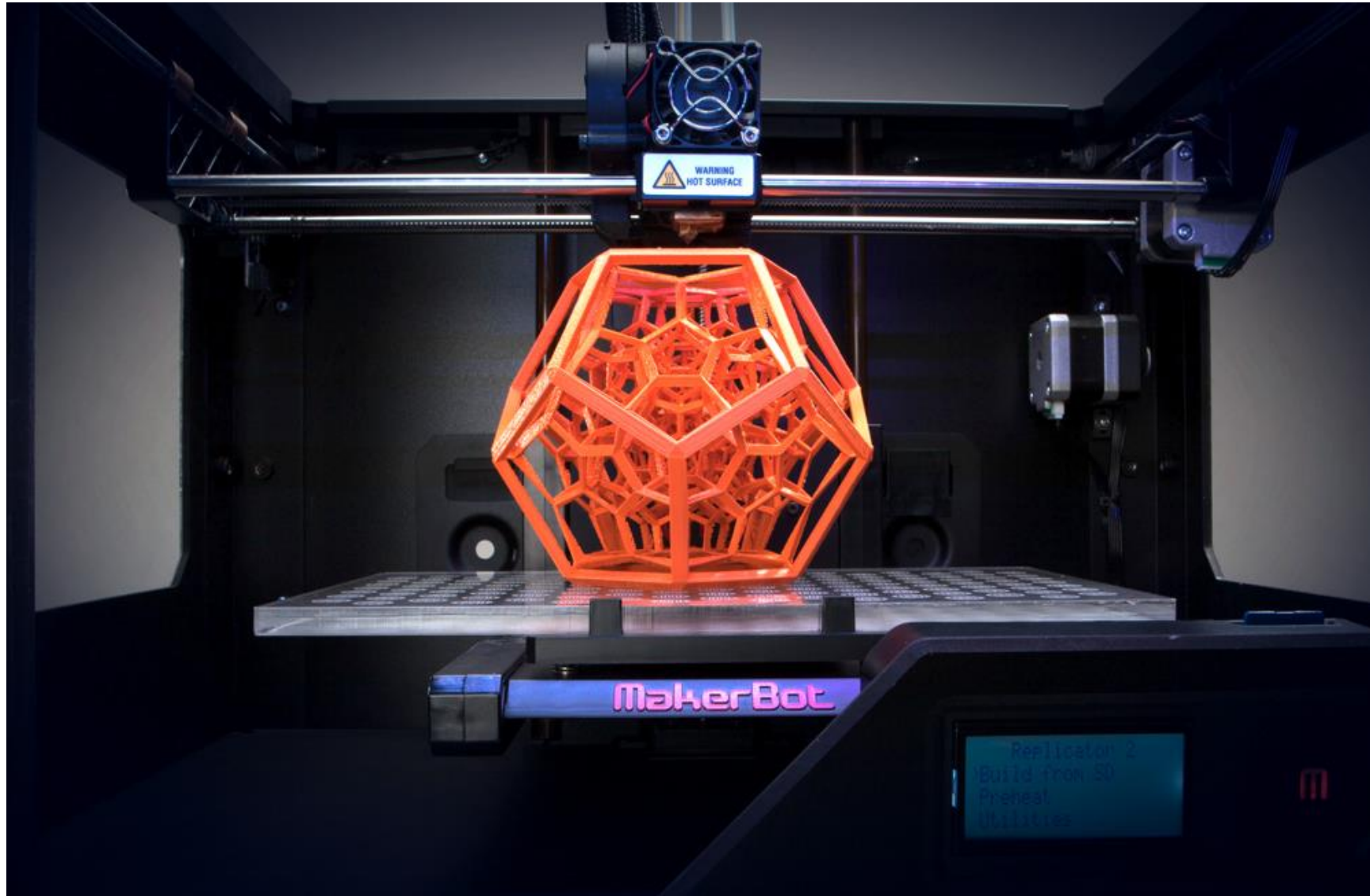
# Stepping stone to web 3.0

- Wearable computing
- 3D printing
- Distance online education
- Big data
- Google wallet
- Cloud computing
- Augmented reality

# Wearable computing



# 3D Printing



# Distance education learning



# Big Data



# Google Wallet



Google wallet



# Cloud computing



# Augmented Reality



Thank You