Chapter 15
The Internet: Digital & Social Media

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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