

E-business lecture

Quotes to think about....

“New marketing is about the relationships, not the medium.” – **Ben Grossman**

“The best marketing doesn’t feel like marketing.” – **Tom Fishburne**

Digital marketing – part 2

To do list

Reading, watching

Summary of topics discussed during two last lectures and follow-up activities:

In the previous reading materials also during our last lectures we focused on understanding:

- the concept of marketing,
- the difference between marketing and advertising,
- presentation of tools used in digital marketing
- reasons why e-marketing (digital) plan is vital for successful promotional campaigns

We analyzed the aim behind designing commercials for Volvo car manufacturer and Kenzo perfume for women.

The focus of the discussion during our lectures was to show examples of commercials that not only wanted to promote a product e.g. a model of the car (or rather its technical feature related to the security) or a specific type of perfumes. We identified what kind of emotions these commercials brought to a target audience, how the product placement was carried out, whether these campaigns were rather focused on brand awareness.

Analyzing any marketing strategy for placing a product in the market, it’s necessary to talk about the elements of marketing mix that play an important role for developing marketing strategies. These elements like **product, price, promotion, and place**, are the essentials in deciding the appropriate strategies to come up with a business in a country or geographic location (Europe, Middle East, Asia).

One of the most effective marketing tools is a **story telling**. This is a traditional tool and nowadays it is a very efficient way to engage also online possible customers visually, emotionally or both.

Please watch these commercials and read the summaries.

Story telling – marketing tool

VOLVO commercial

Link: [\(170\) Volvo XC60 "Moments" TVC - YouTube](#)

Comment:

According to the campaign's developers the content has to be adapted to different parts of the world, or even the same country (e.g. Canada, US) on one hand, and different channels on the other. Volvo marketing team stresses out the need to wish We also cater to what kind of customer we're talking to. You have your wealthy consumer who knows more about the local brand, and you want to tell them about the new technology and what's different from how things have been done in the past. And you have first-time buyers, with whom you want to share the excitement of the Volvo brand and all its innovations. And then you have people that are switching from other brands, where you want to differentiate yourself from the competition. Storytelling is relevant, especially in this luxury segment because there are many people shopping in the luxury arena and they want to be special. They need a reason why they're driving a Volvo versus BMW, Mercedes, Audi or other brands. So, we need to tell them why this vehicle is so special and what kind of message you send when you are seen driving it.

KENZO

Link: [\(170\) Kenzo World - YouTube](#)

Commentary

Kenzo is a luxury and fashionable brand, the economy situation of the country they want to expand must be taken into consideration. And, the potential buying power of customers that may buy these products. In some countries political rules must be observed that control the cost of entering such a new product to the market, because such costs will affect the final price.

To influence a customer toward a luxury product is a challenge for marketers. Promotion takes the customers attention to a concept that this is the product we are searching for. Some kinds of promotion we must use, like promotional events using a visual advertizing Medias, printing media. Not to forget that the brand Kenzo is a promotion by itself. Since it is a new perfume that talks about the EYE collection, a advertizing promotional video about Kenzo World, including a women talking by her eyes. The main concentration was about her eyes.

During our last lecture we discussed types of advertising in a greater detail, influencing marketing and future trends in marketing.

Functions of advertising

There are many and various functions the advertising could fulfil such as

- identifies the product,
- differentiates from others,
- provides consumers information which induces them to try new products,
- suggests the reuse,
- builds brand value, preference and loyalty

Below you will find a short summary of lectures' slides

- **Influencer marketing**

- **It builds credibility and trust**

Influencers have worked hard to create a highly engaged audience who enjoy following their daily lives – including which brands they use.

- **Influencer marketing is focused and relevant**

Influencers have created an audience based on their own niche. By partnering with an influencer whose audience is in the same niche

- **It is cost effective**

Compared to other forms of advertising, influencer marketing is not costly. With an average cost of £10 per 1000 followers, paying an influencer to promote your products can reap a huge ROI (return on investment).

Typical ROI measurements include web traffic, social media traffic and e-commerce sales, and influencer marketing has the potential to grow them all. For social media, creator management can help improve both follower count and engagement through authentic connections that drive positive sentiment.

Influencer marketing saves time

- Creating an ad campaign takes time – whether that’s crafting the images, creating the copy and scheduling the content across your channels.

Future trends - data-driven marketing

- ▶ data helps firms improve existing products and develop the indispensable services of tomorrow
- ▶ data is necessary to combat various kinds of fraud and sometimes to police against one set of consumers abusing another e.g. For instance, the online auction eBay uses data to police against shill bidding, i.e., where an auctioneer bids on their own items in order to drive up other bids
- ▶ **Firms’ ethos, ethical marketing, environmental engagement**
- ▶ How should we understand the ethics in marketing? The ethics of marketing has in view to what extent the marketing behavior, decisions and practices fit the rules and principles of good conduct.

The nonmanipulative persuasion through advertising consists in simply presenting the product or service, in the best possible light. The advertiser doesn’t need to lie, omit details or intimidate the consumer. This type of advertising is truthful, that is the facts presented are real, the information is giving in a clear, logical manner, in order to convince by informing

Case study – Patagonia – clothing company

Patagonia is the example of designing marketing campaigns using non-manipulative persuasion. [Patagonia has a self-imposed Earth tax](#), 1% for the Planet, providing environmental nonprofit organizations support. They also engage their customers that can volunteer their skills to help fight ecological issues.

- ▶ With their marketing campaign called “Don’t buy this jacket” launched on Black Friday, they addressed the issue of consumerism and fast fashion. They used the provocative headline to make people think before they buy.

Here’s the link to video about this campaign.

Please decide what marketing tools are used to promote their products:

[\(171\) Patagonia: The Paradox of an Eco-Conscious Company - YouTube](#)

2. Reading selected fragments of chapter 8 of our coursebook

Read the selected fragments of chapter 8.

Please focus on pp. 398 – 419

Available via link: [Chapter_8.pdf \(sharepoint.com\)](#)

After studying the material, answer the following questions:

1. Why social media marketing is important category for digital marketing?
2. A good customer service experience may require more than using social media, for example a phone or email communication. For what purposes related to marketing using a telephone or email messaging would be effective
3. Try to think in what situations using different means of communications (online and offline). Table 8.1 p. 418 might be useful for this purpose.
4. Identify factors for successful social marketing especially pay attention to the information in box 8.4 (p. 406)
5. Identify benefits of influencer marketing.
- 6. Identify the purposes of digital advertising.**

Students who are particularly interested in the topic of digital marketing are encouraged to read the whole chapter 😊