



DIGITAL MARKETING

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WHAT IS DIGITAL MARKETING?

DIGITAL MARKETING DEFINITIONS



Digital Marketing is **marketing** of goods and services through **digital channels** to reach consumers

(The Chartered Institute of Marketing)



Digital Marketing is marketing online whether via websites, online ads, opt-in email, mobile apps or emerging platforms.

(Chaffey & PR Smith, 2017)



DIGITAL MARKETING DEFINITIONS

E-commerce

Selling online and the ability to transact online

Digital Business

Involves the automation of all the business processes in the value chain



Dynamic dialogue
Customers & Suppliers

= Digital Marketing

Customer driven discipline



DIGITAL MARKETING DEFINITIONS

Marketing Principles

- Get close to customers, listen to them
 - Involve them
 - Serve them
 - Add value
-
- Find the best ones
 - Nurture them into life long customers and advocates
 - Test, test, measure and improve



Digital marketing?

Identify,
Anticipate,
Satisfy customers needs efficiently



CHARACTERISTICS AND ACTIVITIES



CHARACTERISTICS AND ACTIVITIES

Characteristics >

Digital devices

smartphones, tablets, desktop computers, TVs and gaming devices



Digital platforms

Facebook, Instagram, Google, YouTube, Twitter and LinkedIn



Digital media

advertising, email and messaging, search engines and social networks.



Digital data

audience profiles and their interactions with businesses.



Digital technology

Artificial Intelligence, Virtual Reality, Augmented Reality, Hologram



CHARACTERISTICS AND ACTIVITIES

Activities



Integrated digital marketing activities

Activities that require planning, management and optimization for online marketing to be competitive and maximize ROI.

*Eight key digital marketing activities to manage in all organizations
(Chaffey & PR Smith, 2017)*



INTERNET USER BEHAVIOR



INTERNET USER BEHAVIOR

AWARE

ATTITUDE

ACTION

ACTION AGAIN

In the pre-connectivity era, an individual customer determines his/her own attitude toward a brand; in the connectivity era, the initial appeal of a brand is **influenced by the "community"** surrounding the customer to determine the final attitude.

In the pre-connectivity era, loyalty is often defined as retention and repurchase; in the connectivity era, loyalty is ultimately defined as **willingness to advocate a brand.**

AWARE

APPEAL

ASK

ACTION

ADVOCATE

With it comes to understanding brands, customers now **actively connect** with one another, building **ask-and-advocate** relationship; depending on the bias during the conversation, the connection either strengthens or weakens the brand appeal.



INTERNET USER BEHAVIOR

AWARE

APPEAL

ASK

ACTION

ADVOCATE

Customer Behavior

Customers are passively exposed to a long list of brands from past experience, marketing communications, and/or advocacy of others.

Customers process the messages they are exposed to—creating short-term memory or amplifying long-term memory—and become attracted only to a short list of brands.

Prompted by their curiosity, customers actively research for more information from friends and family, from the media, and/or directly from the brands.

Reinforced by more information, customers decide to buy a particular brand and interact deeper through purchase, usage, and/or service processes.

Over time, customers may develop a sense of strong loyalty to the brand, which is reflected in retention, repurchase, and ultimately advocacy to others.

Possible Customer Touch Point

- Learn about a brand from others.
- Inadvertently exposed to brand advertising.
- Recall past experience.

- Become attracted to brands.
- Create a consideration set of brands.

- Call friends for advice.
- Search for product review online.
- Contact call center.
- Compare prices.
- Try out product at stores.

- Buy in-store or online.
- Use the product for the first time.
- Complain about the problem.
- Get service.

- Keep using the brand.
- Repurchase the brand.
- Recommend the brand to others.

Key Customer Impression

I Know

I Like

I'm Convinced

I'm buying

I Recommended



FUNDAMENTAL TRENDS SHAPING MARKETING



FUNDAMENTAL TRENDS SHAPING MARKETING

It is the “readable” phrase of the World Wide Web with flat data.

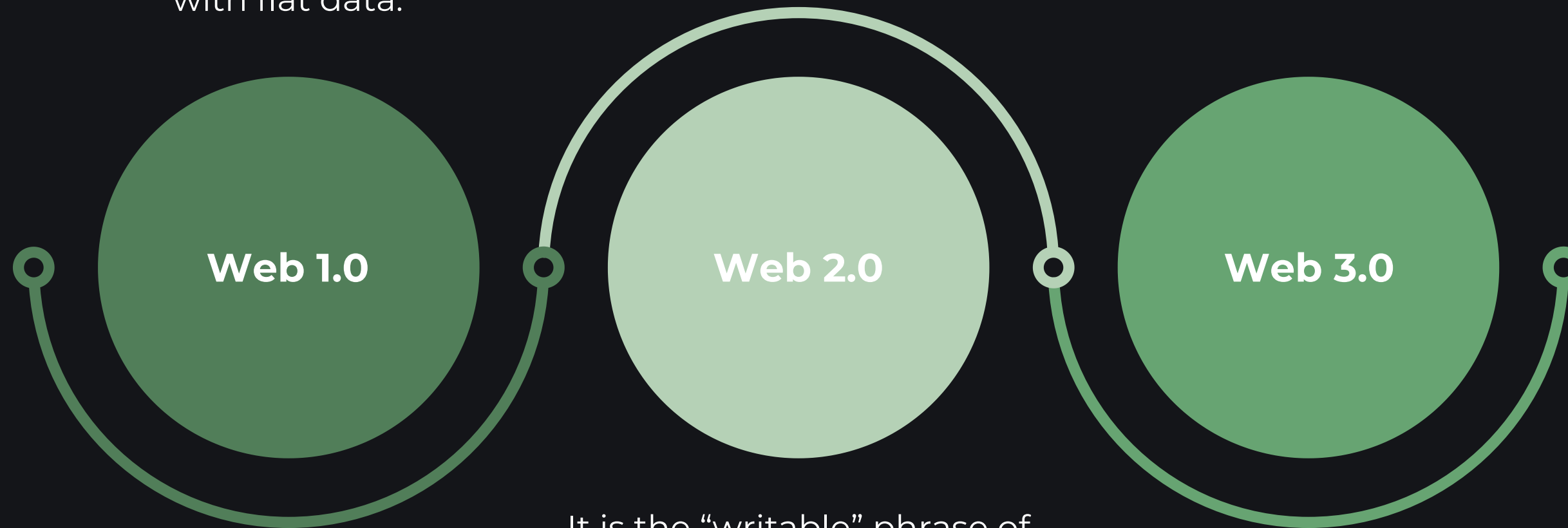
Web 1.0

It is the “executable” phrase of Word Wide Web with dynamic applications, interactive services, and “machine-to-machine” interaction.

Web 2.0

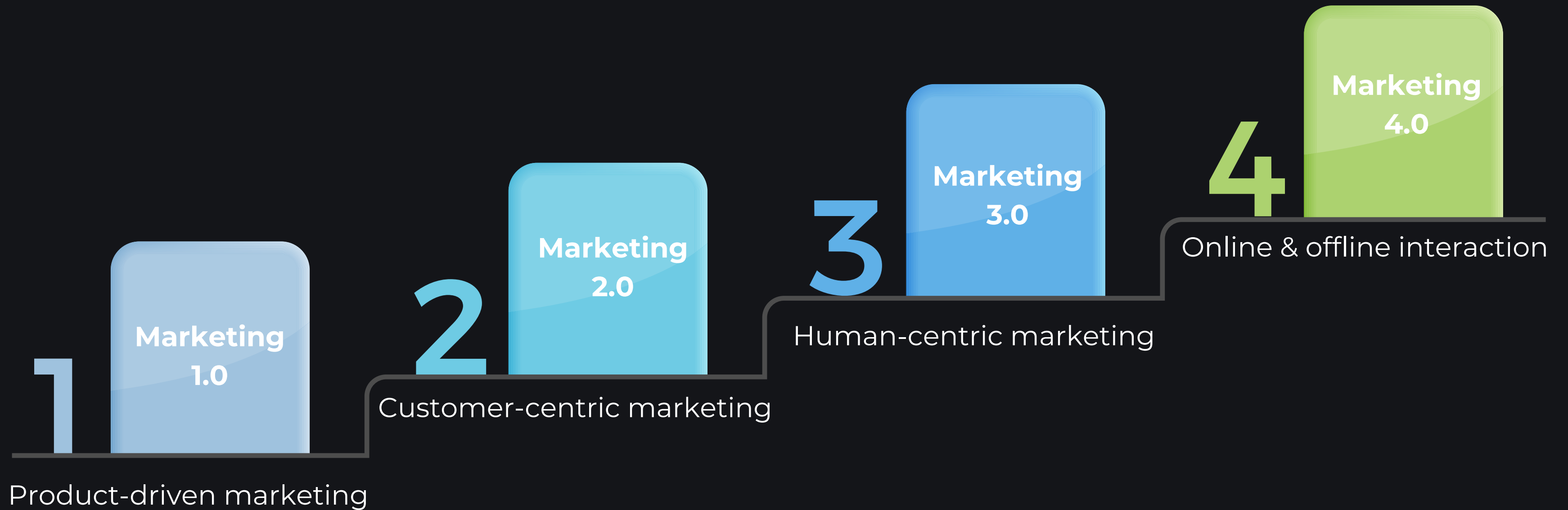
It is the “writable” phrase of the World Wide Web with interactive data.

Web 3.0





FUNDAMENTAL TRENDS SHAPING MARKETING

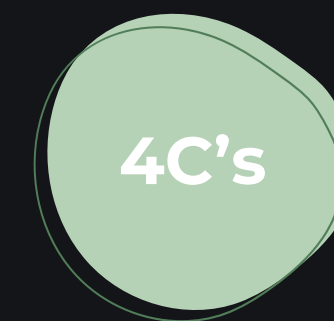




TRADITIONAL MARKETING & DIGITAL MARKETING



TRADITIONAL MARKETING VS DIGITAL MARKETING

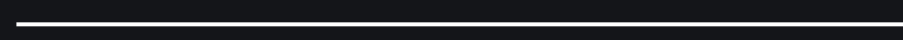


Product



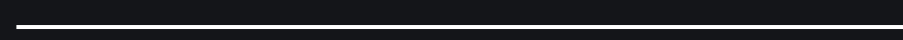
Co-creation

Price



Currency

Place



Communal activation

Promotion



Conversation



the end



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