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ICT-TEX course on Digital skills

Topic 9: ICT in Enterprise Management

The course is developed under Erasmus+ Program Key Action 2:
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ICT IN TEXTILE AND CLOTHING HIGHER EDUCATION AND BUSINESS

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9.3. Digital Marketing



These slides are part of the topic on
“Topic 9: ICT in Enterprise Management” of the course on
Digital skills in Textile and clothing industry.

Check also the other themes in this topic:

- 9.1. Enterprise Resource Planning
- 9.2. Business Intelligence Systems



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Introduction to Digital Marketing

- Digital Marketing is often also called:
 - Online marketing
 - Internet marketing
 - Electronic marketing
- These terms are used interchangeably, but the correct definition of digital marketing needs to be refined.



Introduction to Digital Marketing

- Digital Marketing is **an online marketing**
- Digital Marketing uses digital communications (email, social media, web-based activities, multimedia messages, and so on) and the Internet to promote business goals, products, brands, and so on, to potential users.



Introduction to Digital Marketing

- Digital Marketing is compared to traditional marketing campaigns with various common marketing activities (offline activities) such as:
 - Billboards and Signage campaigns
 - Direct mailing and distribution of brochures and flyers
 - Physically printed ads
 - Event marketing and Face-to-face interaction
 - And so on



Digital Marketing Definition

Digital Marketing represents *“the application of digital media, data, and technology integrated with traditional communications to achieve marketing objectives.”*

- Chaffey, D., Ellis-Chadwick, F.: Digital Marketing: Strategy, Implementation, and Practice, 7th Edition, Pearson Education, UK 2019, ISBN: 978-1292241579 (2019)



Digital Media

- The term digital media represents any data transmitted through different digital technology, digital platform, or digital channel for communication with users
- Digital media can be represented as anything accessible through a digital device

Digital Media Types

- Common classification of types of Digital Media:
 - **Paid Media** – generating payments to owners of the media for advertising, sponsorships, usages
 - **Owned Media** – online media owned and managed by a company (website, brand, social media)
 - **Earned Media** – interacts with users with shares online, comments, and so on

Digital Media Types

- Common classification of types of Digital Media:
 - **Paid Media** – includes various types of advertising
 - Display ads, paid search, digital signage, keyword paid online search
 - **Owned Media** – includes various types of digital properties
 - Websites, blogs, social media presence (channels, pages, etc.), mobile apps
 - **Earned Media** – includes various types of partner networks
 - Social networks, Influencers outreach, Publisher's editors, and so on



Digital Media Types

Main
Digital Media
categories:

- Audio format
- Video format
- Text
- eBooks
- Social media
- Types of Content
- Photos and illustrations
- Blog posts and articles
- Digital art
- Virtual reality
- Video games



Digital Devices

Examples of digital devices are:

- Desktop PC and Laptop
- Smartphone
- Tablet
- Smartwatch
- E-readers
- Storage devices
- Input and output devices, and many more



Digital Technology

- Digital technology is the technology implemented into digital devices

Examples
Digital Technologies:

- Websites
- Online trade
- Digital TV and Streaming
- Digital Music
- Social Media
- Blockchain Technology
- Artificial Intelligence
- Cloud computing
- Cryptocurrency
- And many more



Digital Marketing Components

Digital Media
Channels

Pay-per-click
(PPC)

Search Engine
Marketing
(SEM)

- Search Engine Optimization (SEO)

Social Media
Optimization
(SMO)



Digital Media Channels

Search - Search Engine Marketing (SEM)

Websites (Website marketing)

Email (Email marketing)

Social Media - Social Media Marketing (SMM), Social Media Optimization (SMO)



Digital Media Channels

Mobile devices (Mobile Marketing)

Videos (Video Marketing)

Content (Content Marketing)

Online Display Advertising (Advertising Marketing)

Network partnerships (Affiliate Marketing)

Online PR (Online Reputation Management) and more



Digital Marketing Strategy

- The Digital Marketing strategy is a key part of the company's marketing strategy.
- Integrates digital marketing with overall marketing strategy to support business objectives
- Aims to support the realization of marketing strategy, business goals, and user engagement



Digital Marketing Benefits

Digital Marketing facilitates market penetration, development, and product development and diversification

Digital Marketing provides reliable user information for customer requirements and desires

Digital Marketing provides numerous and diverse digital media channels to expand the overall marketing strategy of the company

Digital Marketing Benefits

Digital Marketing provides increased user satisfaction, user loyalty, and communication with users

Digital Marketing increases sales, brand reputation, and brand awareness

Digital Marketing is more profitable than traditional marketing

Digital Marketing has a higher return on investments than traditional marketing



Digital Marketing Benefits

Digital Marketing provides reliable information for current and future competitors of the company

The results of Digital Marketing allow the business to adapt to modern market trends and consumer desires.

The results of Digital Marketing can serve as a basis for future improvements in business activities and generating business value



Popular Digital Media Companies

- Examples of popular Digital Marketing companies:
 - Netflix
 - Google
 - Facebook
 - Twitter
 - Amazon
 - HBO
 - Fox Corporation
 - Discovery Digital Media
 - Walt Disney
 - Comcast Corp
 - AT&T
 - Sony
 - Thomson Reuters Corporation
 - And many others



Popular Digital Marketing Companies

- Examples of popular Digital Media companies:
 - Digital Third Coast
 - WebMechanix
 - Fuel Online
 - Ignite Visibility
 - Stryde
 - Digital Silk
 - Rise Interactive
 - Hop Online
 - KlientBoost
 - Uplers
 - Evestar
 - And many others



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