MNM3714 E-Marketing Full Notes

3714 E-Marketing

2017 Exam Preparation Notes and Summary. *By: Dubst3phs*

TOPIC 1: THE WORLD OF E-MARKETING

Study Unit 1: The world of "e"

1.1 The 'e' in evolution (or is it revolution)
   Transistor invented in 1947= increasing tech advances

Internet: network of computer networks
- First satellite launched by Soviet Union in 1957
- DAEPA came to existence: Defense/Advanced Research Project Agency
- DAEPA became ARPA
- Easy access to millions
- Information available to everyone

Drivers of internet and web growth
- Growth of person devices
- Local networking
- Global telecommunications infrastructure
- Cellular technologies (3G/4G)
- Advent of tablets
- Wireless internet
- Microchip-embedded products (Fridges and cars)
- Globalization (bringing people together)
- Growth of information and knowledge

What makes the web such a powerful tool?
- Information can be easily stored
- Documentation is easily accessible
- Information can consist of multi-media tools (video, text etc.)
- Web based content can be hyperlinked to get extended information
- Available 24/7/365
- Reach the masses
- Transact directly and instantly

1.2 Some Interesting dates

1947–1979	The development of the transistor leads to development of the computer, which gets progressively smaller and more powerful.
1973	The first call is made on a hand-held portable subscriber phone.
1980s	Computers become more commonplace, with users learning to write their own basic software programs. Businesses start to see the value of the computer for automating administrative tasks and because it does advanced calculations much quicker than people do.
1990s	ARPANET is terminated and the WWW is released to the public, making internet browsing easier and quicker. By 1999, most of the countries in the world are connected to the internet.
2000s	Cellphones become a common sight, especially in Western countries, and the internet population reaches 1 billion people.
2010s	The internet population reaches 2,4 billion, with Africa accounting for around 7% of the population. Social media grow to account for the majority of time spent on the internet.

1.3 E-technologies
   ■ **E-marketing**
Using the web to create websites that facilitate marketing in one form or another. Fairly broad and inclusive term.
   ■ **E-Business**
Doing business electronically
   ■ **E-Commerce**
Ability to purchase products/services online
   ■ **E-Tailing**
Similar to e-commerce but can be fulfilled by brick and mortar or completely online stores. E-Tailing is a subset of e-commerce.
   ■ **E-Learning**
Studying through computer technologies.
   ■ **Social media marketing -** C'mon, you know this one
   ■ **E-Government**
Use of information and communication technologies (ICT), in a wide area network (WANs)for execution of a public duty

Study Unit 2: From marketing to e-marketing
Understanding your customer always comes first in marketing.
Most fundamental tasks being:
- Identifying a target audience
- Studying the target audiences wants and needs
- Developing a market offering to meet their wants and needs
- Communication the benefits of satisfying their needs through your market offering
- Delivering the market offering to the right audience at the right time and place

2.1 The nature of traditional marketing
Traditional marketing refers to any type of promotion, advertising or campaign that has been in use by companies for years, and that has a proven success rate. Methods of **traditional marketing** can include print advertisements, such as newsletters, billboards, flyers and newspaper print ads.

REFRESHER:

+Legal, physical and international
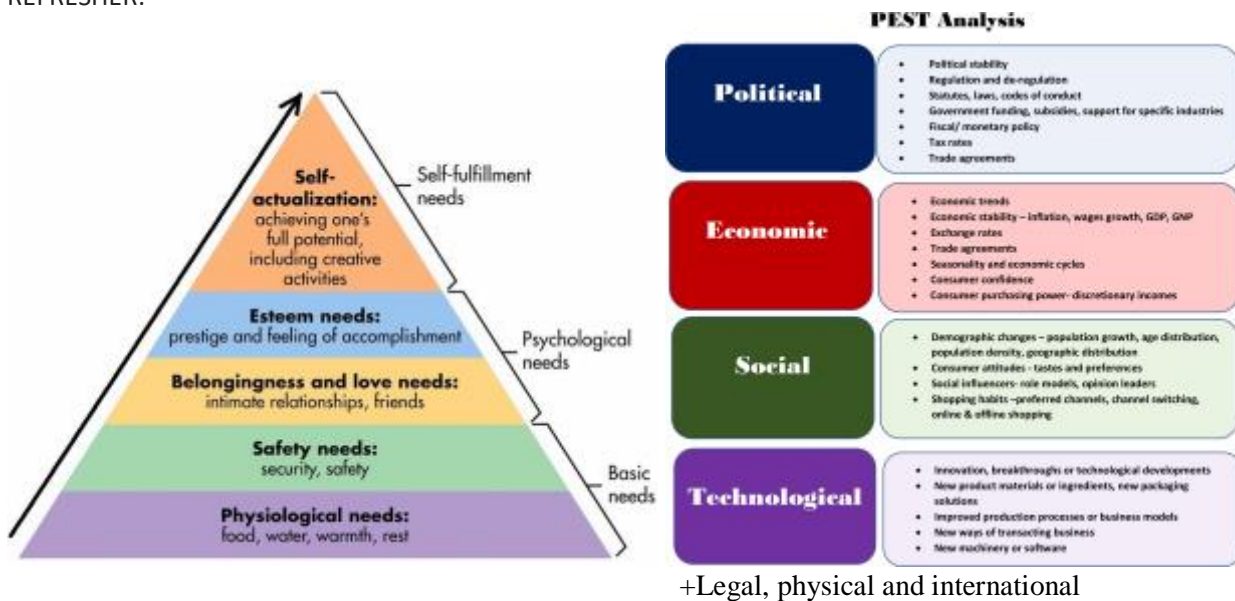
2.2 Emergence of e-marketing
To traditional marketers, e-marketing is exciting because it opens up many new channels for communication and enables them to reach customers on an individual basis.

 The internet can be used to conduct research to identify a target audience and to study the needs and wants of such audience.

 The internet, e-mails and cellular technology, to name but a few electronic media, can all be used to communicate product benefits to a target audience.

 The WWW can be used for online ordering of products and services.

 The WWW can also be used to improve customer service by allowing customers to track their orders online and get real-time delivery status.

E-marketing can offer specific advantages to the marketer. Let us look at these more closely:

Return on investment.	Immediacy.
Reach.	Targeting.
Scope	Adaptability.
Interactivity.	

Internet: the technologies behind the world wide web. (iPhone as a device)
World Wide Web: user interface of the internet. (iOS of the iPhones technologies)
Marketspace: virtual
Marketplace: real world
Search Engine marketing: form of Internet **marketing** that involves the promotion of websites by increasing their visibility in **search engine** results pages (SERPs) primarily through paid advertising.
Email marketing: electronic mail

IMPACT of ICT on marketing:

- Establishes competitive advantage
- Communication to masses
- Gathering of information
- Building relationships
- Delivering value
- Enhancing the customers experience

WEB
Study Unit 3: Websites

3.1 What is a website?

A set of related web pages located under a single domain name (URL).

Generally, in HTML (hypertext mark-up language)

They are generally interactive

Alternative means of income generation through advertising additionally to e-commerce.

3rd PARTY SERVICES.

- Web developer
- Hosting
- Marketing
- Content
- ISP (Internet service provider)

MANGEMENT FRAMEWORK:

1. **Initiation phase**
2. **Awareness phase**
   a. Reading and browsing
   b. Training
   c. Existing website
3. **Need identification phase**
   a. Whose needs
   b. Target audience
   c. Analyzing target audience
   d. User mindsets
      i. Promotion driven
      ii. Relationship driven
      iii. Attracted by a cool site
      iv. Problem driven
      v. Surfer
   e. Identifying internal needs
   f. Identifying external needs
   g. Value
4. **Objective setting phase**
5. **Planning phase**
   a. Project manager
   b. Web master
   c. Content manager
   d. Web developer
   e. Graphic designer
   f. Programmers
   g. Promotions manager
   h. Administrative person
6. **The development and testing phase**
7. **The role out phase**
8. **Operational phase**
9. **Evaluation and feedback phase**

Website content:

- FAQs
- Reports and research data
- Usable articles and news (relevant)
- Online response forms (contact us)

Performance of website:

- Speed
- Reliability
- Platform independence
- Media accessibility
- Usability
- Appropriateness
- Interactivity

Website Maintenance

- Maintenance plan
- Internal training
- Content management system

Checklist
- Check broken links
- Check HTML of coding errors
- Keep content relevant
- Obtain incoming links
- Monitor website ranking
- Analyze the web copy
- Track website stats
- Publish a newsletter
- Check and maintain web security
- Ensure privacy of visitors

Websites for Marketing:
- ✓ Brochure sites
- ✓ E-commerce sites
- ✓ Creating communities
- ✓ Building relationships
- ✓ Undertaking research
- ✓ Providing customer supports
- ✓ Ensuring 4 P's are present

3.2 Web business versus business on the web
Web business: only on the web
Business on the web: has a usual business from but also accessible for information online

Study Unit 4: Search engine optimizations
4.1 The role of search engines and keywords
Google is the most popular
-indexes prior to your search
Sponsored results: paid for
Organic results: based on keywords and user relevance it appears but without paid backing

SEO: Search Engine Optimisations
- achieving the highest position or ranking in the natural/organic listings
Paid listings
-similar to conventional listings. You paid against key words/phrases to have your ad appear when those phrases are searched.

4.2 Search engine marketing
Types of search engines
- **Crawler based**
  - o Software that runs through sites gathering information on them
    - ▪ Google.com
- **Directories**
  - o Human editor who lists and ads webpages where they belong
    - ▪ Dmoz.com
- **Hybrid Search engine**
  - o Combination of both crawler and directories
    - ▪ **MSN.com**
- **Meta search engine**
  - o When results of other search engines appear in one large listing.
    - ▪ Dogpile.com
- **Specialty Search engines**
  - o Directories of niche areas done by software.
    - ▪ www.yahooshopping.com

Parts of a search engine:
1. **Crawling Spider**: purpose of indexing
2. **The index**: matching pages to search criteria
3. **The Engine:** part that does the actual searching for the information
4. **Results page**: where your search results appear
5. **Query requested** (results serving): Acquiring your information in order to give better results (Live location via Geo targeting using your IP)

Primary Types of Queries:
- **Navigational query:** when the user wants to go to a specific URL or page on a specific site
- **Information Query:** queries that cover a broad topic for which there are many different relevant results.
- **Transactional query:** when there is intent to buy and search terms are very exact.

Secondary Types of Queries:
- **Ad Hoc Search:** finding as many possible information sources on a topic.
- **Known Intent Search:** user knows the exact document that exists and searches for it
- **Named Page Search**: user knows exactly where they want to go.

Symbiotic 3-way relationship

| User | Search Engine | Website Owner |
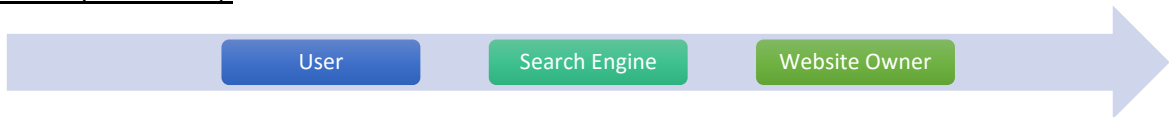
How Search Engines Rank Websites:
- Relevance
- Importance
- Popularity
- Trust
- Authority

MATCHING PAGE COPY TO EXACT SEARCH PHRASE
LINK INTO THE WEB PAGE
SHARED LINKS THORUGH SOCIAL MEDIA

4.3 Search engine optimization (SEO)
Search engine optimization is a methodology of strategies, techniques and tactics used to increase the number of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) — including Google, Bing, Yahoo and other search engines.

Four Categories and Methods used to optimize for search engines:
1. Keyword research and Analysis
2. Website saturation and popularity
3. Back-end tools
4. Whose Tools

4.4 Paid inclusion
Paid Listings, as opposed to Natural **Listings** or Organic **Listings**, are sites that appear on a Results Page because money was **paid** to the search engine for inclusion and/or position. **Paid listings** is used as an all-inclusive term for the practices of **Paid** Inclusion and **Paid** Placement

Steps for managing Paid listings

| Keyword listing and research | → | Writing the advertisments | → | Costs- budget restraints | → | Tracking results using google analytics | → | Conclusions |

4.5 Google Analytics
Google Analytics is a service provided by Google, which contains a wealth of quantitative information about the eff activeness of its paid listings.

Study Unit 5: Banner Advertising
   5.1 Online advertising
Advertising that need an internet connection to display and reach the audience.

   5.2 Banner Advertising
As a form of online **advertising**, the web **banner**, or **banner ad**, entails embedding an **advertisement** into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser. In many cases, **banners** are delivered by a central **ad** server

5.3 Types of banner advertisements
- **Static**: doesn't have movement just image and message
- **Animated:** include an element of movement
- **Flash banner:** user can interact with the banner

☐ **Traditional banner advertisements** (rectangular or square advertisements on websites, which appear on the top or the side of a web page)

☐ **Interstitial advertisements** (a type of online advertisement that appears in a separate browser window while you are waiting for a web page to load)

☐ **Pop-up and pop-under advertisements** (that appear either on top of or below the current browser window in a separate browser window without being called up specifically)

☐ **Splash screens** (initial web page used to capture the user's attention for a short period of time)

☐ **Spot leasing** (refers to paid listings found on search engines – discussed in the previous study unit)

5.4 Banner advertising terminology

☐ skyscrapers
☐ ribbon advertisements
☐ strip advertisements
☐ leader boards
☐ box advertisements
☐ interactive advertisements or advertising
☐ static advertisements
☐ interstitial advertisements
☐ pop-up advertisements
☐ pop-down advertisements
☐ splash screen
☐ spot leasing

☐ stickiness
☐ banner swapping
☐ banner exchanges click
☐ advertisement views (also page views or impressions)
☐ banners ☐ clicks (or advertisement clicks)
☐ click-through ratio or click throughs
☐ cookies
☐ CPM
☐ effective frequency
☐ hits
☐ impressions

☐ meta-tag
☐ page (or web page)
☐ reach
☐ visits
☐ traditional advertising
☐ attractiveness
☐ search engines
☐ directories
☐ search engine optimisation
☐ online promotion
☐ offline promotion

5.5 Benefits and disadvantages of banner advertising

Refer to page 128- 129 in text book

5.6 Placing banner advertisements

Different ways can be used to place a banner advertisement on the web. The most common ways to place such advertisements include banner swapping, banner exchanges and paid advertising.

5.7 Landing Pages

a web page which serves as the entry point for a website or a particular section of a website.

5.8 Measuring the effectiveness of banner advertising campaigns.

☐ Impressions of the advertisement
☐ Click throughs
☐ Unique visitors

☐ Total visits
☐ Impressions of the page

Study Unit 6: Other web-based marketing tools

6.1 E-zines

E-zine is short for electronic magazine. An e-zine is a magazine that is published electronically and can be an online version of a print magazine or an online only publication. E-zines offer many of the same benefits for marketers as print publications do, and advertising in e-zines is often cheaper than in print publication

6.2 Incoming Links

A backlink for a given web resource is a **link** from some other website (the referrer) to that web resource (the referent). A web resource may be (for example) a website, web page, or web directory. ... Some other words for backlink are **incoming link**, **inbound link**, inlink, inward **link**, and citation.

6.<u>3 Partner programs</u>
- **Cost per thousand impressions (CPM).** Cost per impression has been explained in study unit 5 and in your prescribed book. You will recall that it refers to the number of people who are exposed to the website. In this case, you will pay your affiliate a set fee for every thousand visitors to their website.
- **Cost per click (CPC).** Referred to as click through in study unit 5, the cost per click refers to a specified amount that is only being paid to the affiliate if the person viewing their website actually clicks on the link and arrives at your website.
- **Cost per lead (CPL).** With this payment arrangement, the affiliate is only paid when the visitor completes a registration (or information) form, thereby generating a sales lead.
- **Cost per sale (CPA).** As the name suggests, with CPA, the affiliate is only paid when the user makes a purchase on your website.

- ✓ **Affiliate partners:** Whenever you see a link that takes you to a **website** where you can purchase a product or service, again, is another style of **affiliate** marketing. **Affiliate** marketing is performance based. In other words, an **affiliate website** will only receive a commission if the visitor they send goes on and makes a purchase
- ✓ **Referral Partners: referral** traffic is Google's method of reporting visits that came to your site from sources outside of its search engine. When someone clicks on a hyperlink to go to a new page on a different **website**, Analytics tracks the click as a **referral** visit to the second site.

<u>6.4 Blogs</u>
Online versions of journals or diaries.
- ✓ Relevant content. Readers will only return to a blog if the content is relevant (or entertaining) to them.
- ✓ Accurate content. While many blogs simply espouse an individual's own viewpoint, a business blog (or one that is being used as a marketing tool) must be based on facts. Readers will quickly pick up inaccurate content, and your blogs eff activeness will dwindle.
- ✓ Well-written content. The same rules apply to a blog as to any other marketing text. Your content must be well written, edited and proofread. The professional reputation of a company rides on the image that the blog can create.

<u>6.5 Viral campaigns.</u>
Controlled: sharing is encouraged by the brand
Uncontrolled: sharing takes place without motivation from the brand

MOBILE MARKETING:

<u>Components:</u>
1. Set of practices used for advertising
2. Done to engage and establish relationships
3. Done on a mobile device
   a. Basic cellphone users
   b. Mobile data users

<u>Importance of mobile marketing</u>
- ✓ First medium for the masses
- ✓ Permanently carried by the user
- ✓ Always on media
- ✓ Available at point of creative inspiration
- ✓ Built in payment mechanism
- ✓ Accurate audience measurement

<u>Mobile marketing channels</u>
- SMS
- Voice
- Mob sites
- USSA (unstructured supplementary service data)
- Common short case (CSC)
- PMC (Please call me)
- Mobile advertising
- Mobile social
- Bluetooth
- Geo-location
- QR (quick response)

DEVLOPING A MOBILE STRATEGY
1. Plan
2. Research
3. Engage
4. Convert

To consider when creating mobile strategy
- Mobile is part of a whole
- Understand the target audience
- Relevance or nothing
- Mobile and social go hand in hand
- Start thinking multi-screen
- Content is king
- Mobile is an opt-in medium
- Test, measure and adjust

Measuring success of mobile campaigns.
- ✓ Tracking mobile users
- ✓ User behavior metrics
  - CTR
  - Time spent
  - Bounce rate
  - Time spent
  - sharing
- ✓ Conversion metrics
  - Coupon redemption
  - Social shares
  - Completed surveys
  - Downloads

Study Unit 7: E-Mail Marketing
7.1 Introducing Emailing
Electronically send message.

Benefits of Email:
- ✓ Affordability
- ✓ Place- people can access it from anywhere
- ✓ No gatekeeper required
- ✓ Recipient decides if they want to respond
- ✓ Interactivity
- ✓ Multimedia elements can be included
- ✓ Easy and efficient filing and storage
- ✓ Efficient response and follow up
- ✓ Preferred means of communication

Email Signatures
- Name and surname
- Title
- Contact details
- Website address
- Company name
- Company logo slogan
- Subscription

7.2 Email Marketing

Designing News letters
- Must reflect brand
- Eye-catching
- Keep it clean and simple
- Include contact details
- Link to social pages and web address
- Be similar to not loose corporate identity
- Can be sent in HTML or plain-text

7.3 Email Writing
Creating effect email news letters
- Curate the message
- Determine frequency
- Personalization

Plan for email ness letter success
1. Is there an email plan in place?
2. Is there a clear message strategy in place?
3. How will success be measured?
4. Ae the technology criteria known
5. Has the test been set up?
6. Can complacency be avoided?
7. What is quality assurance to the organization
8. How are the A/B splits defined?
9. Is it not all about the fulfillment?
10. Is data analysis focused on sufficiently?
11. What about mobile?
    a. Make sure it's done in HTML so that its response for mobile as well
12. Reporting
    a. Hard bounce- not delivered
    b. Soft Bounce- inbox is full
    c. Information bounce: autoresponder

7.4 Bad emails

Although e-mailing is a great communications channel and a powerful marketing tool, it is also, unfortunately, prone to being abused on a massive scale – the amount of junk mails (unsolicited and irrelevant e-mails) sent out to potential customers speaks for itself. Junk e-mail, known as "spam", is one of the greatest disadvantages of this channel of communication, and no one has yet found a solution to it. In this section, you need to study the impact of spam on e-mail marketing, how companies can avoid being seen as spammers, what the influence of government legislation is on e-mail marketing, what the importance is of e-mail recipients requesting to be unsubscribed, and what role opt-in (or permission-based) e-mailing can play in removing the problem of spam.

7.4 Measuring email marketing effectiveness

- Open Rates
    - How many people opened the email
- Click through rates
    - How many people clicked on links in the email based on those who opened the email
- Bounces
    - Types of bounces as indicated above
- Conversations
    - Did people make use of offer or service
- Measuring website effectiveness using non-traditional means
    - Awareness
    - Attitude
    - Preference
    - Intention
    - Trial
    - Repeat use

Study Unit 8: Social Media Marketing

8.1 What is social media
Websites and applications that enable users to create and share content or to participate in social networking.

Defining social media
1. Web based
2. Software involved
3. Software determines the type of social site
4. Owner of the software is not involved in the information being shared.

- Social media interactions
    - Conversations between user generated content
- Social media channels:
    - Collaborative software that enables the interactions to take place i.e. Twitter, Facebook, Google+
- Social Media types
    - Different groups of social media i.e. Facebook and LinkedIn are similar whereby Twitter is different
- Social media marketing
    - Use of social media to drive and achieve marketing goals

Types of social media:
- Social connecting (Networking) sites
  - Connect users through key website addresses in order to get them to interact
    - Facebook
    - Ning
    - LinkedIn
- Microblogging
  - Facilitate the creation of short messages for broadcasting
    - Weibo
    - Tumbler
    - Google+
    - Twitter
    - Tweet peek
    - Twixter
- Social bookmarking sites
  - Sites that facilitate the sharing of popular websites
    - Digg
    - Delicious
    - Stumpleupon
- Multimedia sharing sites
  - Many authors who divide media into different types of social media channels such as audio, video
    - Pinterest
    - Vimeo
    - Slide share
    - Picasa
    - Instagram
- Weblogs (or blogs)
  - Different from formal social media sites. Users create content and then other users can comment and create conversations based on eh blog entry
- Collaboration sites
  - Group sites: enable users to come together and collaborate to create something new
    - Crowdsourcing sites
- Forum sites
  - Discussion forums
    - My Broadband
    - Studynoteswiki
- Social News Sites
  - Sharing of news
    - Reddit
    - Digg
    - Fark
- Social Communication
  - Enable users to communicate easily with each other using the web
    - WhatsApp
    - Skype
- Virtual Worlds
  - Virtual environments created by a 3rd party where users can interact with each other.
    - Second life
    - Virtual world
- Social entertainment and game sites
  - Popular type where users play games with each other and have the ability to interact
    - Under light
    - Crossfire
    - Warcraft

8.2 Social media tools

The BIG 5
1. Facebook: 1.42 billion users
2. LinkedIn: 347 million users
3. Twitter: 288 million users
4. YouTube: 1 billion users
5. Blogs: 409 million people view over 20.1 billion pages monthly on WordPress

Facebook:
- Advantages such a like button
- Highest population of 13-18 year olds
- Need to be registered as a user to view content
- Full access to all users
- Serious social networking users
- User friendly content

Twitter
- 140 character messages
- short and to the point

YouTube
- Video content only
- Ability to comment
- Recommendations for use of YouTube videos for business
    - Use good content
    - Plan ahead
    - Don't blatantly market yourself
    - Use high-quality video production
    - Keep it short
    - Promote
    - Analyses
    - Keep at it

LinkedIn
- For businesses and business people

Other social media
- Mxit- 6.5 million users and started in south Africa
- Google+- required to comment on YouTube, 0.5million users worldwide
- Instagram- fastest growing platform used for image sharing
- Pinterest- photo sharing channel

Social media usage by brands:
- Twitter 95%
- Facebook 92%
- YouTube 58%
- LinkedIn 46%
- Pinterest 28%
- Pinterest <10%

Social media strategy
1. Listen
2. Set social media goals and objectives
3. Develop a plan
4. Develop content
5. Engage users
6. Measure

8.3 Social media marketing for business

Benefits of social for business
- ✓ Convincing users of the benefits of their brands/products where the users are
- ✓ Reach – lots of people on one site
- ✓ Conversations to which businesses can take part of
- ✓ Users can talk to brands directly

Key Focus Areas for business on social
- Trust building
- Image and brand building
- Marketing and promotions
- Customer interaction

Other opportunities for businesses
- Provide alerts
- Extended or additional customer service
- Product-related advice
- Educational information
- Presenting relevant product offers
- Letting users post reviews, complaints and questions

Protocol for businesses in social
- ➢ To not abuse privilege in a space that wasn't created for them
- ➢ Businesses are not to stop conversations
- ➢ Only facilitate conversation by asking questions and answering them
- ➢ Try and shape conversations
- ➢ Marketing efforts work together
- ➢ Once you start you can't stop

Challenges business face
- Poor conceived initiatives
- Businesses have no voice or control over what's said
- Being attacked online
- Businesses that are not fun
- Centralized control over business social interactions
- Many technologies that don't always integrate
- Gaps between product and business
- Risk-averse
- Responsible in development due to social and economic climates
- Social can be destructive to a brand
- ORM (Online relationship management)

Mistakes businesses make on social
- ❖ Total ignorance or just a fad
- ❖ Still don't get it- where's the money
- ❖ Unpreparedness and then a mad scramble

Study Unit 9: E-Marketing Research
9.1 Nature of marketing research
Marketing research is the function linking the customer and the public to the marketer by gathering information that can be used (among many other functions) to
- The market they are commenting in
- The environment and its influence on the business
- The nature of the competitors' products and strategy
- Their consumers buying patterns, influences and habits
- The effectiveness of the marketing campaigns

THE MARKETING PROCESS

Phase 1 Describing the research project	**Phase 2:** Exploring exsisting information	**Phase 3:** Gathering primary data	**Phase 4:** Data Analysis and reporting

PHASE 1: Describing the research project
- A clear and precise explanation of the research problem
- Research objectives
- The research designs
    - o Framework
    - o Exploratory research to understand the problem

PHASE 2: Exploring existing information
- Secondary data (already existent information)
    - o Cheaper to gather
    - o Quick to get
    - o More accurate as it has historical data
    - o May be undependable and outdated
- Search engines
    - o Identify relevant keywords and phrases that narrow the topic
    - o Use search engines more effectively
    - o Review the results from the first attempt
    - o Multiple search engines can be used at once
- Subject directories
    - o List of websites and resources that are categories and maintained by humans
- Virtual reference libraries
    - o Online library (virtual)

PHASE 3: Gathering primary data
- Exploratory research methodology
  - Observations- what you see
  - In-depth interviews- asking people the questions
  - Focus groups- group of people who are exposed
    - 6-12 people
    - informal
    - possible through web conferencing
  - Projective techniques
    - Unstructured form of questioning
- Conclusive research methodology
  - Experiments
  - Surveys
    - Personal interviews
    - Mail
    - Telephone
    - Online
      - **POSITIVES**
        - Web based surveys are inclusive
        - Completed in own time
        - Cheaper
        - Delivered at the touch of a button
        - Anonymous so personal can be asked
      - **DISADVANTAGES**
        - Sending personal info on the web
        - Limits demographics
        - May ignore it
        - Can't clarify or answer questions

PHASE 4: Data analysis and reporting
- Conducting marketing research online
  - Keyword searches
  - Red blogs
  - Social media research
    - Track trends by following the conversations
    - Real-time nature of social media
    - Speak like the customers
    - Expand the scope of marketing research
    - Follow the competitors
  - Online surveys
- Evaluating online information
  - Author
  - Accuracy
  - Currency
  - Publisher
  - Bias
  - References

Study Unit 10E-Marketing Strategy
10.1 Nature of strategy

In traditional marketing, a marketing strategy consists of two major components:

1. **A clear description of the target market**
   - This includes a segmentation profile and an in-depth needs analysis. It provides justification for the strategy by describing what needs the customer has and how the organization can meet these needs profitably.

2. **The marketing strategy**
   - The marketing strategy contains a detailed implementation plan of how the marketing instruments (product, price, place and promotion) will be used to meet the needs of the target market.

10.2 E-Marketing strategy
CUSTOMERS AND MARKETS
- Perceived product differentiation
- Frequency of purchase

MARKET SEGMENTATION
- Demographic profile
- Geographic profile
- Psychographic
- Behavioral
- Beliefs and attitudes

TARGETING
- Segment size and growth
- Segment structural attractiveness
- Organization objectives and resources

Types of strategies
1. Mass market strategy- all customers
2. Niche market strategy- choosing one of a few segments
3. Growth market strategy- smaller fast-growing segments that will turn into niche or larger markets

POSITIONING FOR A COMPETATIVE ADVANTAGE
- Product or service attributes
- Technology
- Benefits
- Usage occasions
- User category
- Competitors
- Product class
- Integrator
- Hybrid

The marketing mix:

Customer Relationships
- Interactivity
- Individualization

Relationship marketing
- Customer relationship marketing's (CRM)
- One-to-one marketing
- Permission marketing
- Customer intimacy
- Communities of commerce

Pricing
1. Segmented pricing: pricing product differently based on segmentation
2. Negotiation pricing: negotiates the price with an individual

Processes
1. Production focus (procurement, links with suppliers)
2. Customer focused (promotional efforts, customer support)
3. Internally focused (employee training, information sharing)

Physical evidence
- Well-designed website
- Guarantees
- Privacy policies
- Refund policies
- Customer reviews

BRANDING PROCESS

Understanding the target audience
Understanding the target customer
Designing compelling brand intent
Identifying key leverage points in the customer experience
Executing the branding strategy
Establishing feedback systems

10.3 The strategic planning process
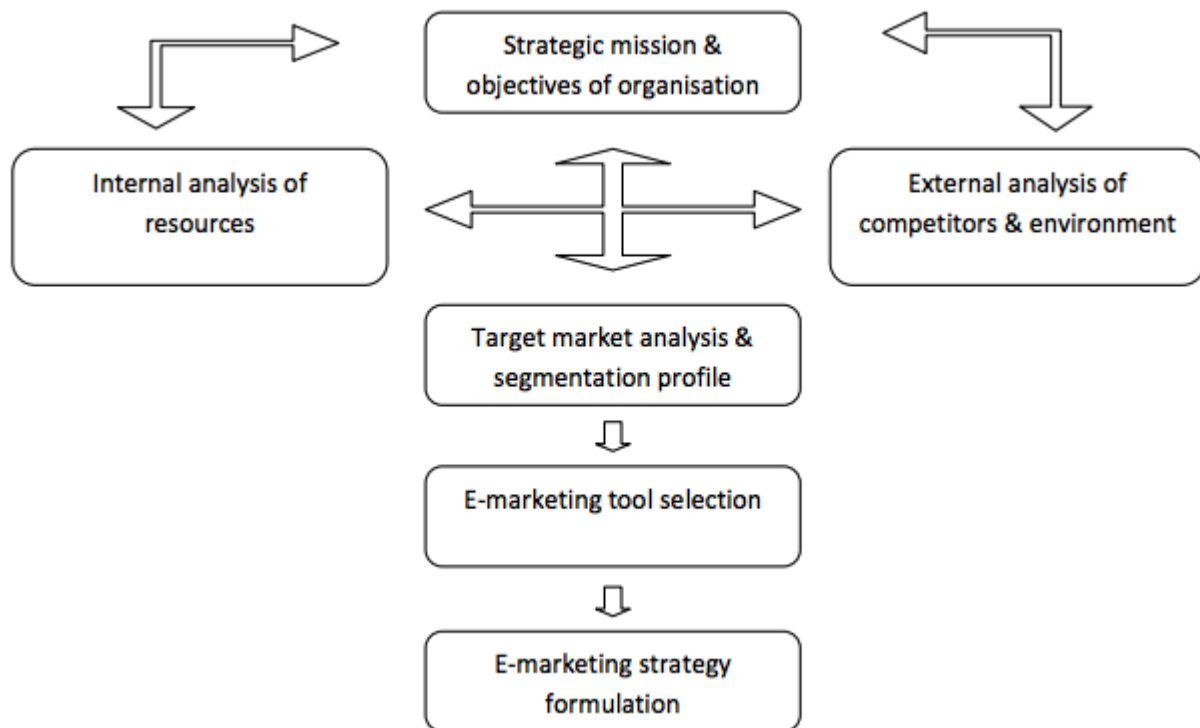
COMPONENTS OF THE E_MARKETING PLAN
1. **Situational analysis**
   a. Internal environment (SWOT)
      i. Analysis of the organizational strengths, weaknesses
      ii. Review current marketing plan
      iii. Review objectives
   b. External Environment
      i. Micro
         1. Customers
         2. Suppliers
         3. Competitors
      ii. Macro (Pestle)
         1. Socio-cultural
         2. Political
         3. Economic
         4. Technological
2. **Fusion of the e-business and e-marketing strategy**
   a. Identify business model value and revenue models
   b. Opportunity analyses
   c. Select target market
   d. Specify the brand differentiation variables
   e. Positioning strategy
3. **Formulate objectives**
   a. Identify business and general goals
      i. Sales
      ii. Cost
      iii. Information
      iv. Communication
      v. Promotion
   b. Select objects that are specific, measurable, actionable and relevant- also times

4. **Develop an implementation plan to meet objectives**
   a. Design integrated marketing mix tactics
      i. Product/service offering
      ii. Pricing and valuation
      iii. Communicational and promotion
      iv. Distribution and supply chain
      v. Community
   b. Design relationships tactics
      i. Response of customers to particular levers
      ii. Levers that generate the least response from competitors
      iii. Levers that best competent each other
      iv. Levers that are the most consistent with the marketing strategy
   c. Information gathering tactics
   d. Organizational structures
5. **Budgeting**
   a. Revenue association
      i. Revenue forecast
      ii. Intangible benefits
      iii. Cost savings
      iv. E-marketing costs
   b. Evaluate
6. **Evaluation of plan and control strategy**
   a. STEP 1: Establish key performance metrics
      i. Identify appropriate performance metrics
         1. Contribution
         2. Outcomes
         3. Satisfaction of customers
         4. Behavior of customers
         5. Site promotion
   b. STEP 2: Conduct performance projections
   c. STEP 3: measure actual strategy performance
   d. STEP 4: evaluate the strategy performance
   e. STEP 5: Take Corrective action
      i. Amend actual performance
      ii. Modify e-marketing strategy
      iii. Reduce or elevate desired performance

STEPS FOR MEASURING RETURN ON INVESTMENT (ROI)

1. **Defining Target Audience**
2. **Target audience needs**
3. **Target audience profiles**
4. **Objectives**
   a. Defining online objectives
5. **Website strategy**
   a. Determining online strategies
      i. Software
      ii. Content
      iii. Internet service
      iv. Hardware
      v. Staff
6. **RIO Metrics**
7. **Estimating investment**
8. **Estimating expected return**
   a. Reduced office consumables (paper, ink, fax)
   b. Increase in revenue
   c. Improved customer satisfaction
   d. Quality improvement
9. **Estimating RIO**
   a. Data types for ROI metrics
      i. Raw data
      ii. Approximate data
      iii. Consolidated data
      iv. Impact measure
10. **Presenting justification**

11. **Receiving approval**
12. **Implementing Online strategies**
13. **Undertaking investment**
14. **Gather, collating and analyzing data**
15. **Quantifying ROI**
16. **Analyzing shortfalls**
17. **Communicating progress**
18. **Reviewing objectives and strategies**
19. **Determining actual ROI**
20. **Re-evaluating objectives and strategies**

5 possible sources of data

Business Measure	• gross sales • net sales • unit copu costs • uit shipping costs • per minte long distance
Exssiting systems	• 0800 charges • postage • overhead costs • training costs
Measure from website	• date and time stams • vistorms domains • files requested referring links
Website audience	• surveys • emails • infomral comments
Enterprise systems	• accounts • sales reports • customer profiles • inventory