

# Introduction to Digital Marketing

## 3. Digital tactics and operations

# Learning objectives

Prerequisites: Digital marketing context; Digital marketing strategy

## The student is able to

- Define target groups deriving from the corporate strategy
- Outline value proposals and marketing messages
- Analyze and classify digital marketing channels to reach target audiences
- Create outlines for digital marketing campaigns responding to strategic objectives
- Define tools and KPIs to measure results



# Topics

- From strategy to implementation
- Value proposition and marketing message
- Defining target audiences
- Customer journey and marketing funnel
- Digital media and channels
- Setting objectives
- Measuring marketing impact

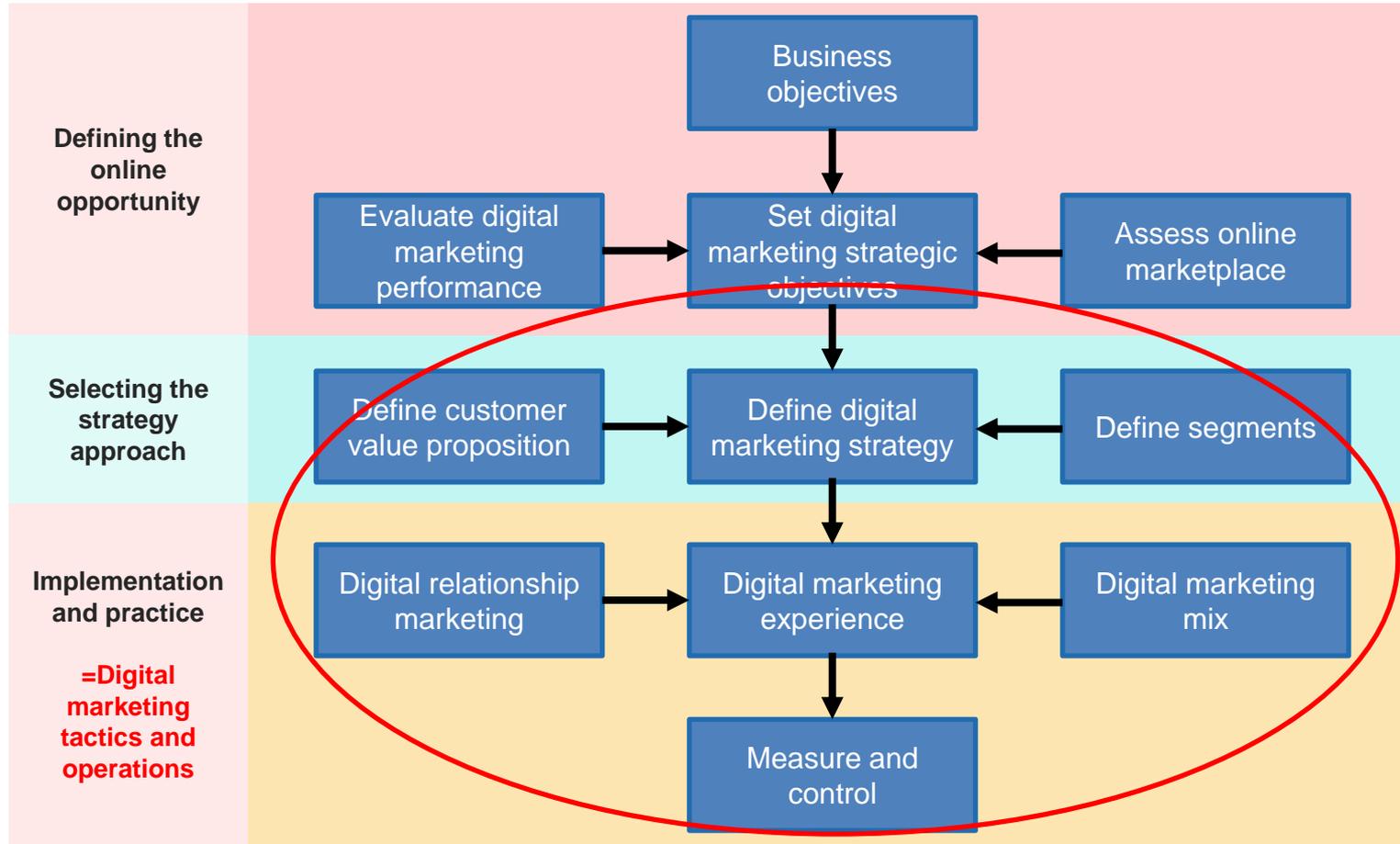
# From strategy to implementation



# From strategy to implementation

- Marketing must be fitted according to the strategy set by the organization (presented in the submodule)
- Essential constraints determined by the strategy are
  - potential of the market and competitors
  - type and purpose of web visitors to be reached
    - new customers acquisition ('awareness')
    - customer engagement ('interest')
    - customer experience ('desire', 'decision')
    - customer conversion ('action')
- Tactics and operations cover the selected digital communication and channels to fulfill these strategic objectives.





**Digital marketing strategy development process.**  
Source: Adapted from Chaffey & Smith, 2017, p. 29.

# Core elements and challenges of marketing tactics

Define customer  
Value proposition

How to form your core message(s)?

You must be unique.  
You must be convincing.

Define segments

Which are your target audiences?

They should be comprehensive.  
They must be definable.  
You must be able to name channels where you reach them.

Digital marketing  
mix

In which media and channels can you reach your target audiences?

How to select the right media out of the abundance of them?  
How to find the best ROI, i.e. the impact compared to investment?  
How to measure the impact?

# Value proposition and marketing message



# Value proposition

- Is necessary for distinguishing from competition
- Tells concisely why a product or service is best suited for any particular customer.
- Forms the core of marketing messages
- Examples and further reading on value proposition

Note: the difference between Value proposition and marketing message is that a value proposition is a long-time statement reflecting the company brand, whereas marketing messages are created for individual campaigns

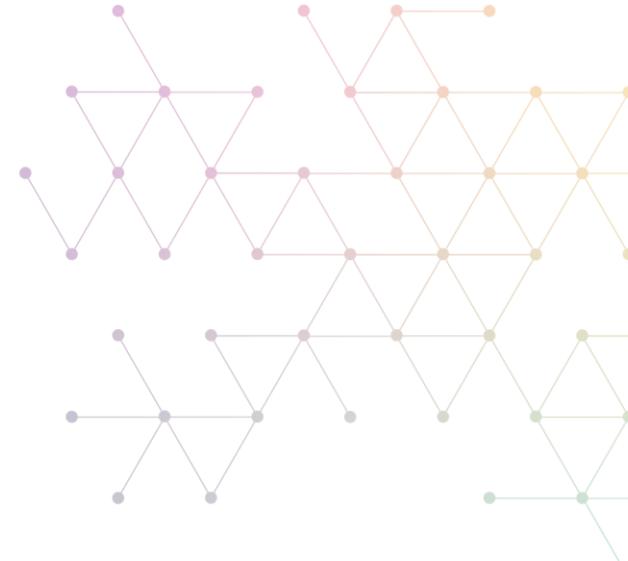
## HOW TO DETERMINE YOUR BRAND'S UNIQUE VALUE PROPOSITION (UVP)



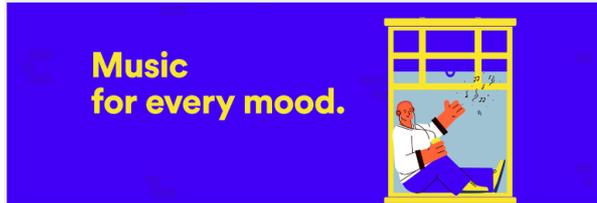
Source: [Clixpert](#)

# Criteria for good advertising

- Consistent in **look** and **message**
  - Aligned with company total strategy
  - This creates resonance
- Targeted to right audiences and relevant for them.
  - Meet right persons at right time
- Trustworth and valuable
  - Present evidence on relevance
- Accessible through relevant customer touch points
  - Know where your customers move!
- Measurable for its impact



# Elements of a good marketing message?



- Respond to your customer's needs, values and style
- Describe your solutions and benefits (and differentiate from competitors when possible)
- Say something original
- Keep it clear and concise
- [More examples and further reading on 'How to create a marketing message'](#)



# Example of a marketing message



**FIND YOUR  
PLANT POWER**

We got you covered with a variety of plant-based options. From Sofritas and Veggie entrées to new Cilantro-Lime Cauliflower Rice, order your favorites for contactless pickup or delivery.

[ORDER NOW](#)



# In-class activity

1. Search for a marketing message that you think meets a good message.
1. Analyze what it is that makes it a good message (reflect on what you learned).
1. Present your example in class.

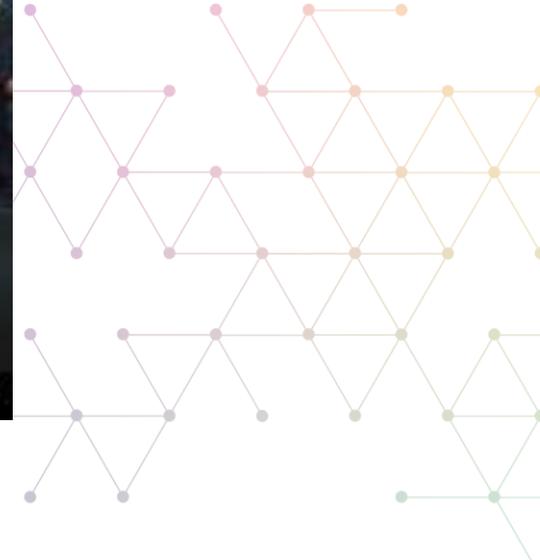


# Defining target audiences





# Targeting - target audience



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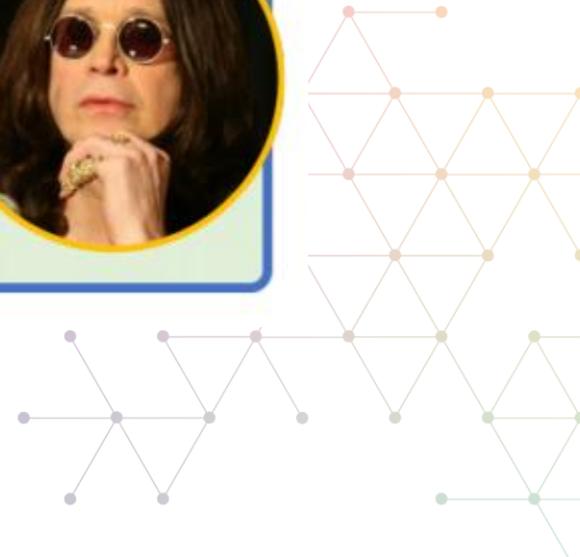
# Targeting - target audience

Is static segmentation enough to understand customer needs?



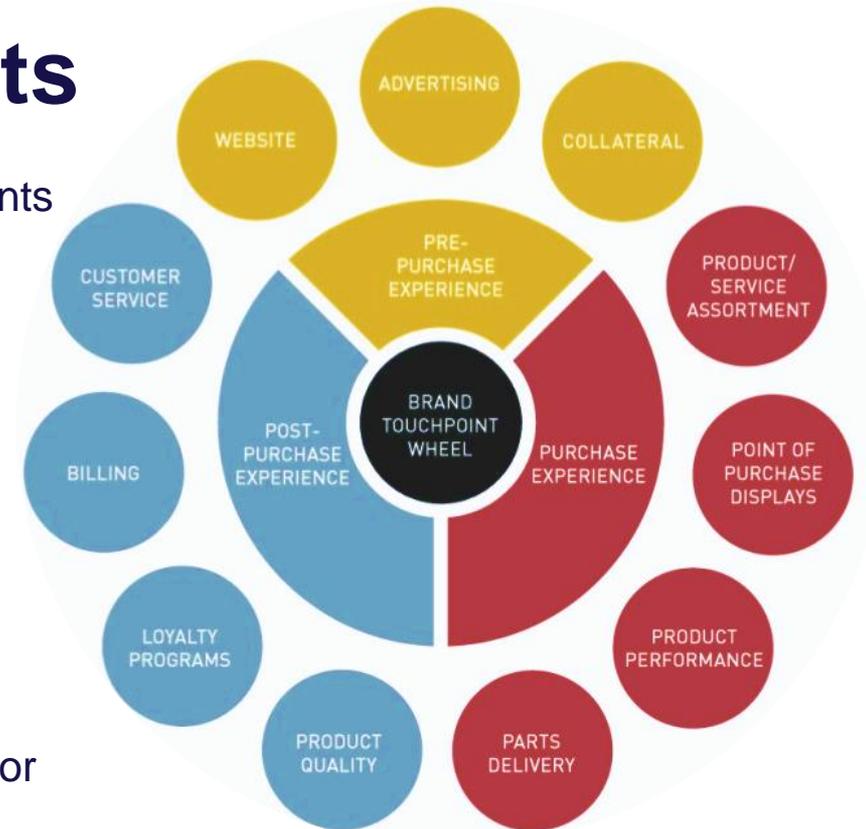
Born in 1948  
From Great Britain  
Married with children  
Successful, wealthy, celebrity  
Loves dogs and the Alps

Born in 1948  
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Successful, wealthy, celebrity  
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# Customer touch points

- Normally, a business has a number of points to meet its customers, and vice versa
- It might be the website, service-desk or shop
- Digital touchpoints are the different moments in which a customer comes into contact with a company through online channels.
- Defining these touch points is necessary for communication with the target audiences



Source: [Wikimedia](#), Izzy Stangl

# Customer journey and marketing funnel



# Every business is in a different strategic position

- Marketing operations should be adapted to respond your business' strategic position

- Businesses are in various positions in their market (e.g. newcomers, challengers, established or declining brands)
- In addition to target audiences, the market consists of competitors – these must also be considered in the strategy
- Implications:
  - For all organizations, it is essential to identify their strategic positions
  - Newcomers have far more challenge in creating awareness, establishing confidence and reaching new customers
  - Established organizations may put more effort in reinforcing their customerships and brand



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# Target audience and their 'buying processes'

- Only certain consumer goods are bought on instant basis
- In special goods trade and B2B,, most purchases involve a 'buying process'
- This process involves evaluation and comparison
- It can take minutes, days or months
- A variety of digital customer touch points are involved in this process (ads, social media, blogs, websites, etc.)
- Taking these things in account facilitates a business to do successful marketing



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# Models to describe the buying process

Along the past decades, plenty of models have been created to describe the buying process.

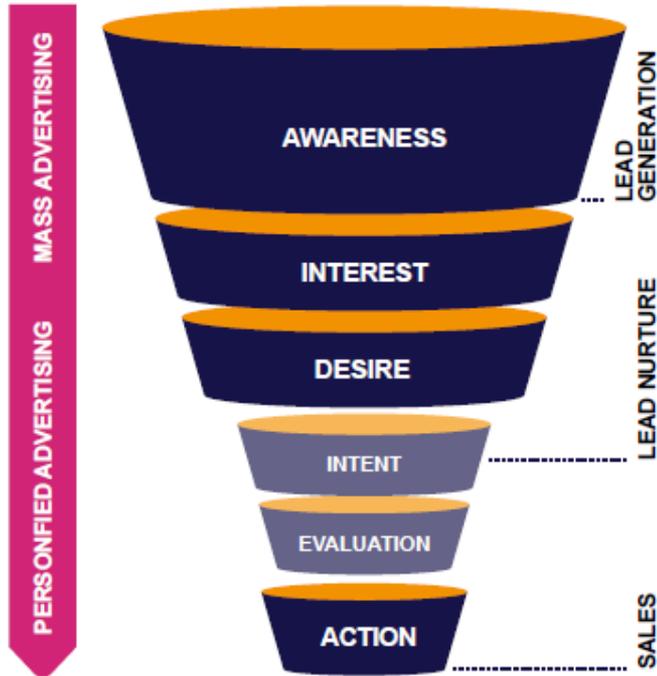
The most commonly used alternatives are called the **Marketing Funnel (a.k.a. AIDA)**, the **Customer journey** and the **RACE** models.

These models are useful in planning marketing and advertising tactics and operations, as they offer topics for messages and channels where to meet the customer. They suit well in the digital marketing processes as well.

AIDA and Customer journey are models to get more insights in the buyer's point of view. RACE helps an organization to reply to these buyer's stages.



# Marketing Funnel (a.k.a. AIDA)



We receive a great number of commercial signals and messages each day - most of them, as well as the businesses offering them - remain unknown for us.

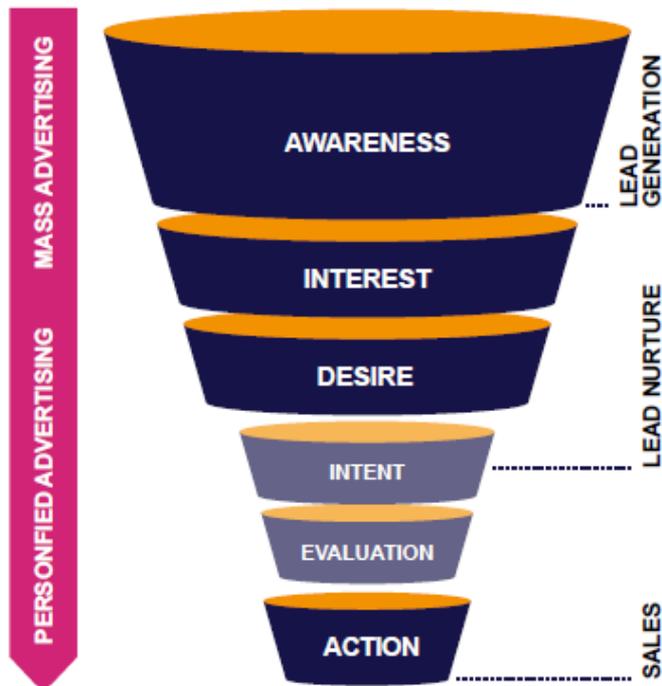
Before we go to action (click a link, enter a shop, make a purchase), we want to know more about the business or the product, to get convinced.

The Marketing Funnel offers various implications:

- the buying process encompasses a certain path where marketing and sales have a big role
- in the upper part mass advertising is needed, whereas the mid-part is sales work, also called as nurturing the buyers
- only a few processes lead to purchase (action) -> businesses strive to improving the efficiency of their funnel



# Marketing Funnel and buyer stage

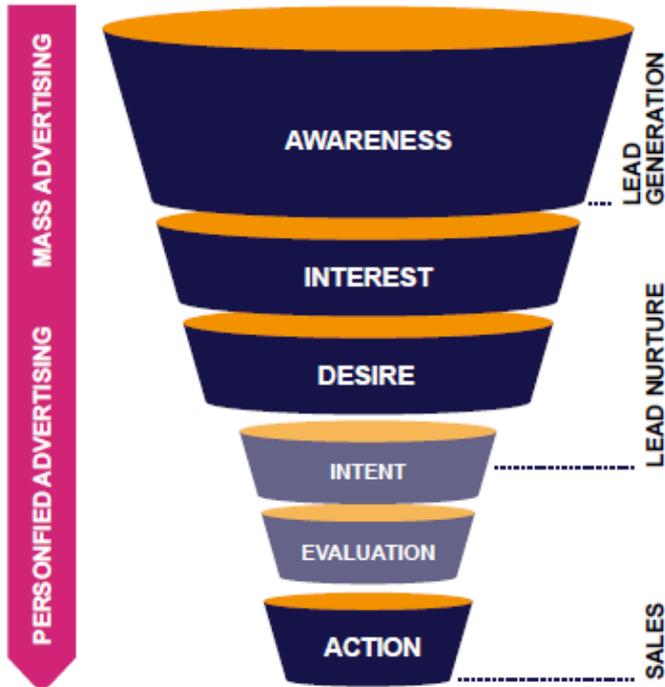


## The potential buyer:

- Becomes aware of own need, or becomes affected by a certain brand
- Wants to know more, searches information of brand/product/service
- Knowledge has risen; overweighs best solutions
- Does comparison; evaluation; intends to be convinced
- Has selected most appropriate solution; makes decision



# Marketing Funnel and buyer touch points



## Buyer touch points (digital):

- Advertisement (Google Ads, Display ads, Shopping, Local ads, Youtube ads, ...); Blogs; Websites
- Content on businesses' websites; Social ads; Reviews
- Newsletters; Social media; Q&As' on businesses' websites; personified emails
- Item related blogs & websites; social media
- Conducting purchase - ordering & shopping online

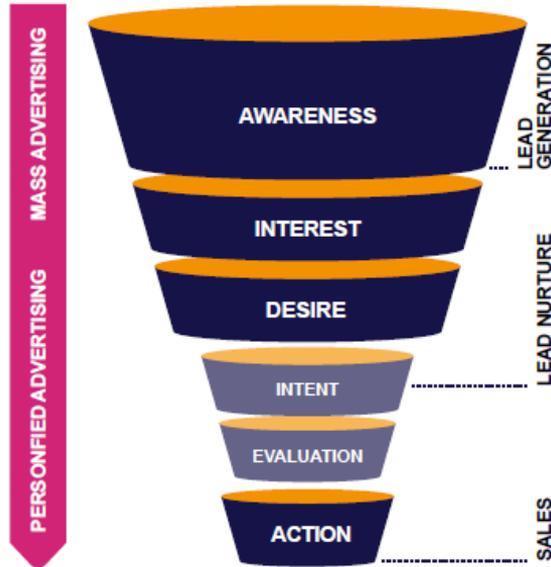
# In-class activity for applying the AIDA-model

1. Choose a campaign that caught your attention.
1. Analyze how this campaign runs through the AIDA model (buyer's point of view). How does it create awareness, interest, etcetera?
2. Present your example in class.



# The RACE model

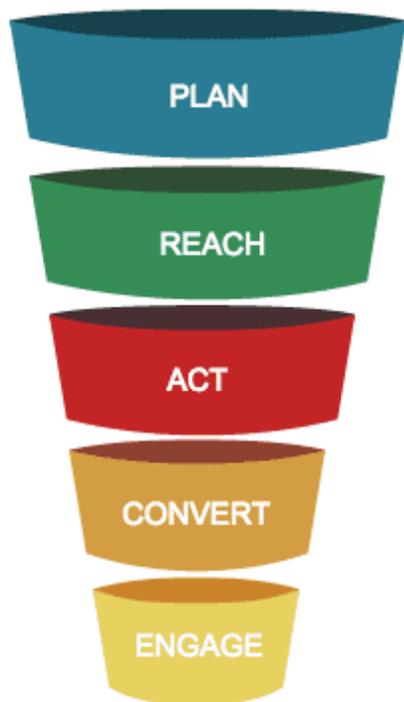
## How a business can reply to the buyer stages:



- Make a plan (for different target audiences)
- Approach and **reach** customers - target the right customers at the right time and place
- Take **actions** - try different things and study what works best
- **Turn leads into customers** and monetize your marketing efforts
- Build **customer loyalty** - thrilled customers will spread good word

Figure source: smartinsights.com

# RACE



## The Race Planning Framework

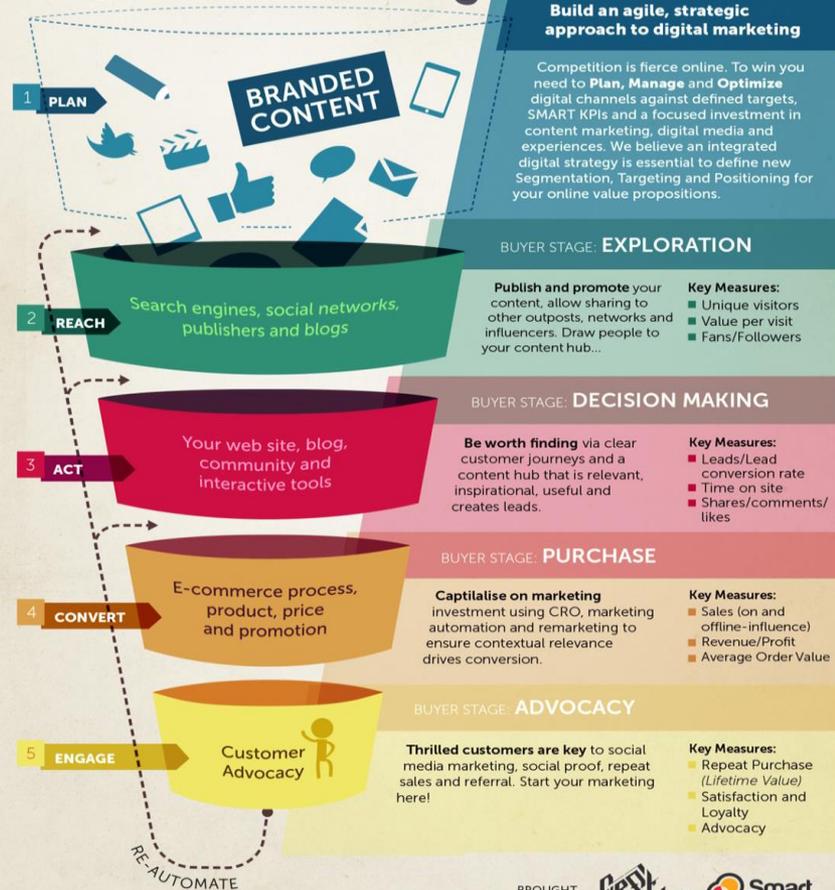
RACE Planning helps you to structure, manage and improve results from your digital marketing by defining priorities you should focus on.

Each part of RACE covers five essential digital marketing techniques. Each teach the best practices and then show you how to apply them to increase your ROI.



# Further implications of the RACE Model

## The Smart Insights RACE Planning System for Digital Marketing



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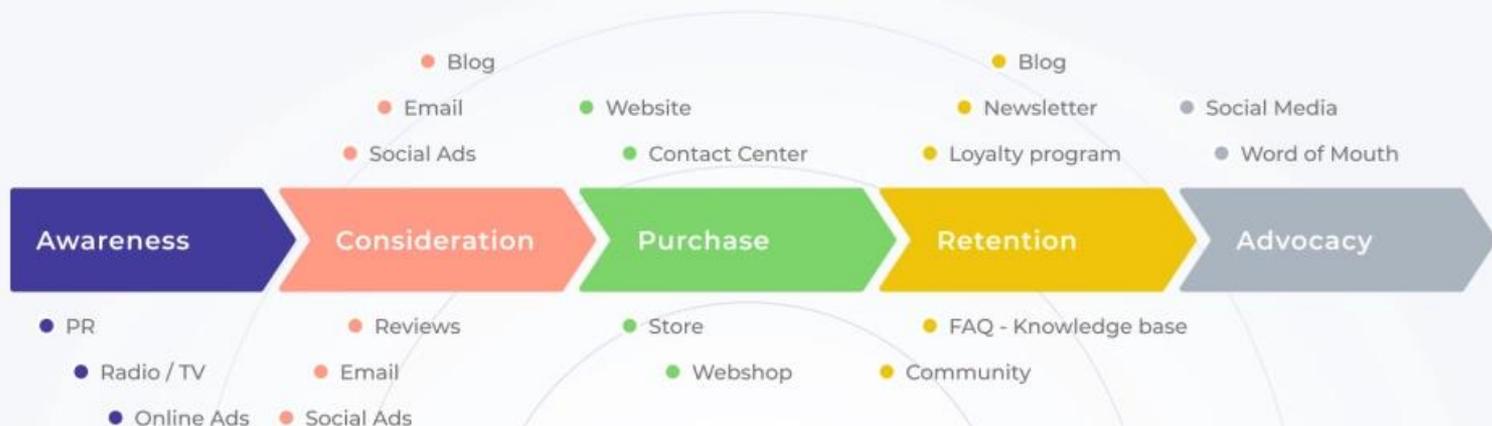
# In-class activity for applying the RACE-model

1. Choose a campaign that caught your attention.
1. Analyze how this campaign runs through the RACE-model (company's point of view). How does it reach customers? What are the following steps that drive customers into action and establish a relationship?
1. Present your example in class.

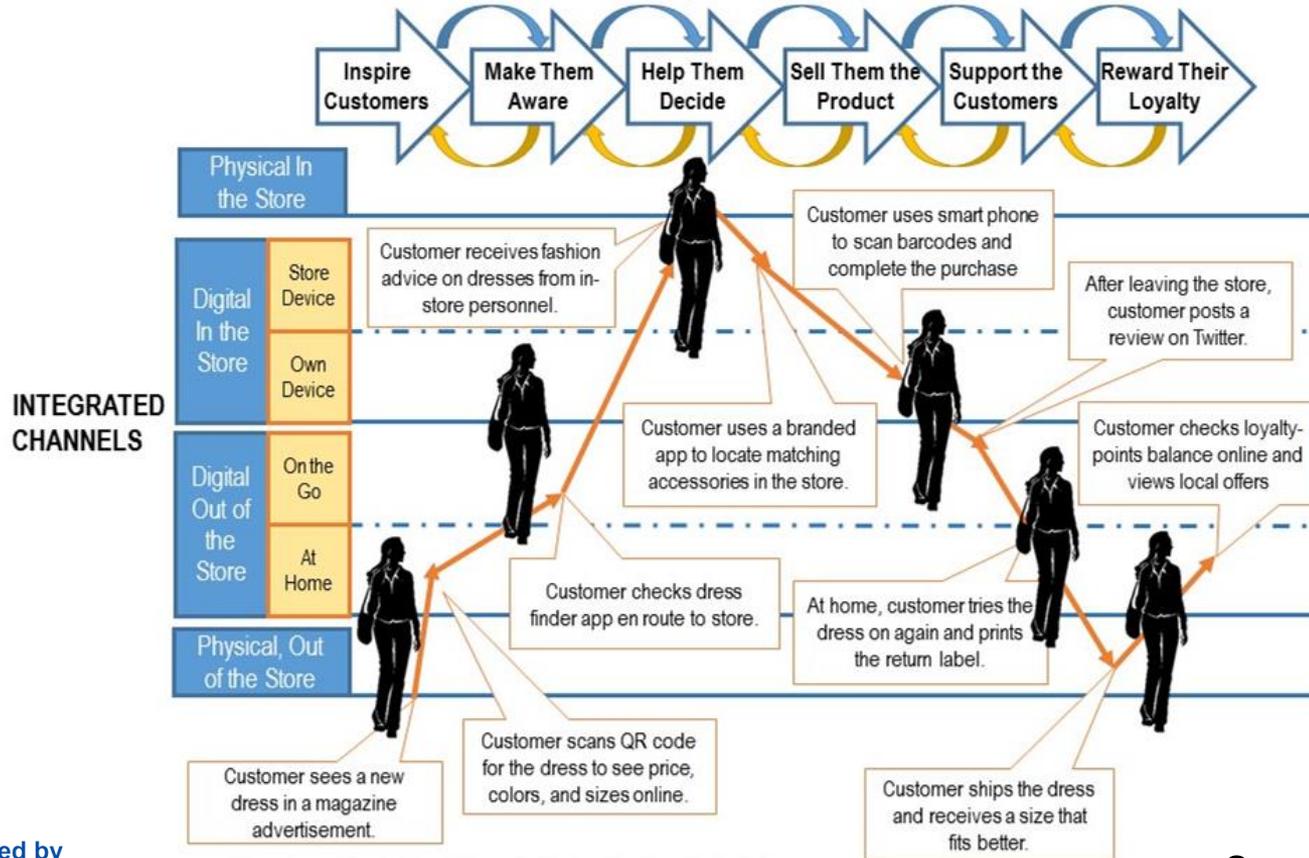


# Customer journey

## The Customer Journey



# Example on 'customer journey' - buying a dress



Source: Boston Consulting Group, An Example of Nonlinear Omnichannel Purchasing Journey

Source: [Chaffey](#), 2020

# In-class activity

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Figure out and inspect a buyer process case. Below some suggestions (feel free to choose others, as well)

a vehicle (car, bike, boat, ..)  
consumer electronics  
hobby or sports  
health care (individual, family, pet,..)  
interior design  
other

- Figure out how the different stages in the buyer process?
- Which kinds of triggers can lead to 'awareness'.
- How intensive is the process of seeking information?
- What does it take to proceed to 'purchase'?
- What means 'retention' from the seller/buyer points of view?
- Which channels and media are involved in the different stages?

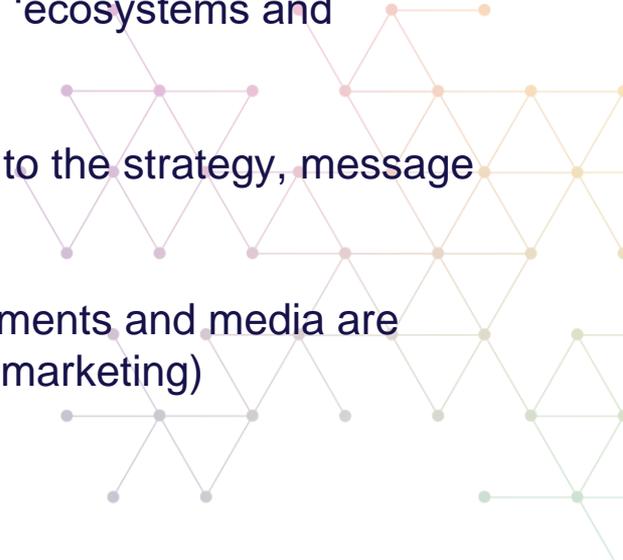


# Digital media and channels



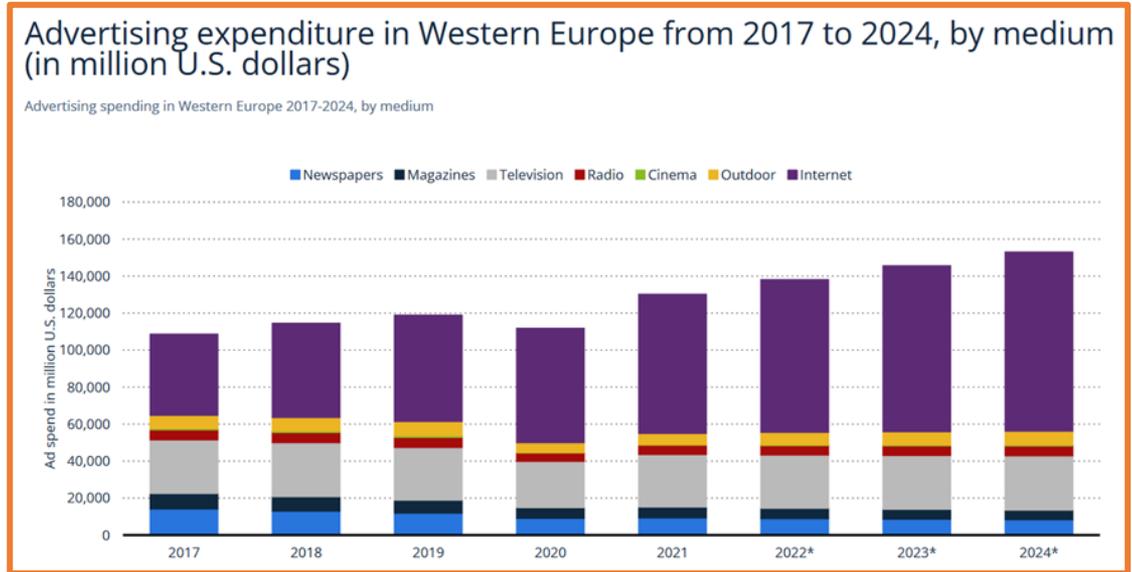
# Digital media and channels

- After defining the target audiences and their phase in the buying process, the marketer has constraints to choose the channels
- The picture presents the range of digital media and instruments that are available
- Through them, any target group can be reached in digital 'ecosystems and environments.
- Their choices and deployment are determined according to the strategy, message and target groups
- **Note:** The best result will be achieved when digital instruments and media are combined with traditional marketing media (multichannel marketing)



# Traditional - digital media?

- Due to competition, advertising expenditures of organizations keep rising, ever since 2017
- The share of digital media is rising, yet traditional marketing media are still used essentially
- The graph shows an average of all advertisers



Source: Statista (2022)

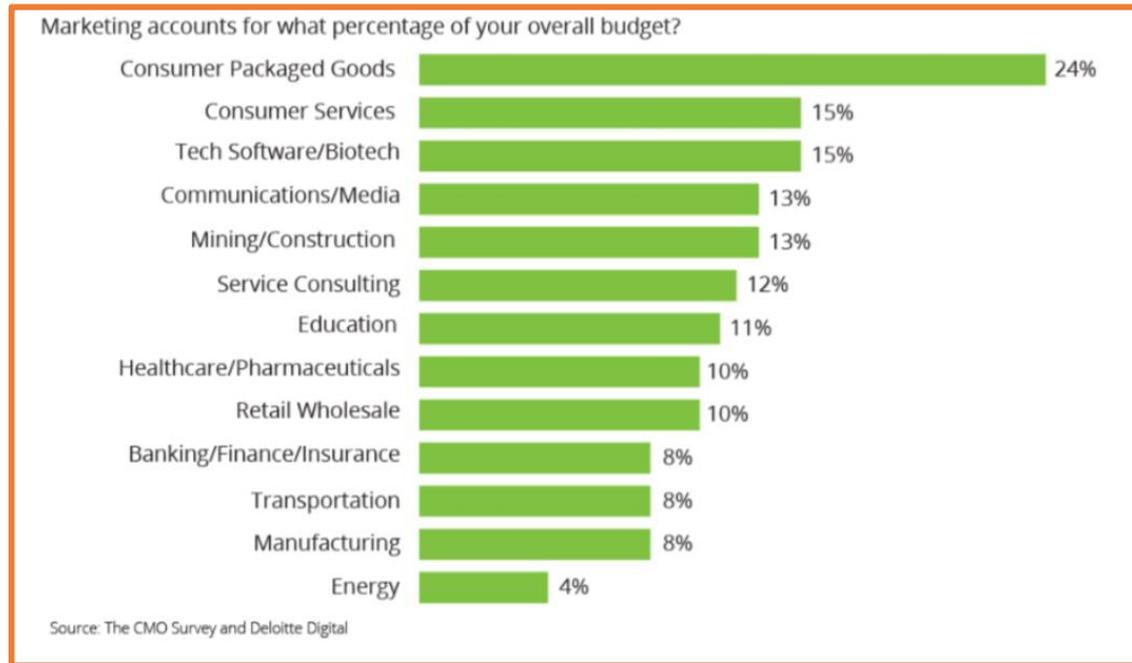
- It is obvious that there are huge variations between different types of organizations

# Some branches promote more than others

The need for promotion is vital when there is much competition (such as alimentary stuff, consumer electronics etc.)

Larger companies tend to use higher share of their total budget in marketing

In general, B2C companies spend higher budgets than B2B companies





# Website



## What & Why?

- Ever more product & service searches are made on internet - 'if not there, you don't exist'
- Your website permits to locate a wide range of information and make it visible to the whole world
- This information can be offered as text, product descriptions, visual elements, videos and links
- It is accessible to anyone, anywhere, anytime - making the organization available 24/7
- A qualified website permit to improve the brand of your organization
- Its role is central also, as most of your social media and ads lead to the website

## How?

- Smaller organizations do them by themselves (Wordpress, WIX, etc.); bigger units outsource it
- Websites must be planned for the target groups and their representatives ('buyer personas')



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# SEO (Search engine optimization)



## What & why?

- Search engines (e.g. Google) seek to organize relevant web pages, in order to offer appropriate results for every individual searcher (if not, Google does not have a business)
- To succeed in this, Google reviews and ranks each website continuously, to define how much useful information they include for each search
- Search results are also the most important source for website traffic
- For this reason, it is vital to have a good position in the search engine result page (SERP)
- SEO refers to all the activities that improve the position in search results, in accordance to the Google criteria for 'website quality'

## How?

- SEO can be conducted in many ways: driving traffic to the website, linking the website to other websites out/in, defining the key words and adding content related to them, writing meaningful metatexts and ensuring the technical performance and security



# Ads - Digital advertising

## What & Why?

- **Search engine advertising (SEA)** makes possible to appear on top of search results with an ad
- They are shown to users who use certain search words
- This helps to drive traffic to a website and to make new product or companies known for wider audiences
- **Display Advertising** takes place in many kinds of digital media, reaching specific audiences via display networks
- It helps to increase brand awareness, by getting in front of potential customers that don't yet know your brand

## How?

- SEA can be bought and set directly on search engine platforms
- Display advertising can be bought at digital media houses

Ad · <https://www.nh-hotels.com/taormina/collection> ▾  
**Hotel NH Collection Taormina - Best Price Guarantee**  
Book direct on the official site to get the best price guaranteed. Instant confirmation. Stay with complete peace of mind, thanks to our certified health & safety standards. Free wifi.  
Location · Room Types · Hotel Facilities · Reviews

Ad · <http://www.booking.com/> ▾  
**Hotels in Taormina, Italy - Booking.com**  
Choose from a wide range of properties which Booking.com offers. Search now! Book your **Hotel in Taormina** online. No reservation costs. Great rates. **Hotels**. Read Real Guest Reviews. Apartments. Villas. Motels. No Booking Fees. Bed...  
Reserve Your Car Rental · Top Reviewed Hotels · Hotels at Great Prices · Book Now

Ad · <https://www.hotels.com/> ▾  
**The Best 5 Star Hotels deals in Taormina**  
Price Guarantee on Top-Rated **Hotels**. Book Now & Start Saving Today! Great **Hotel** to Keep the Whole Family Busy and You Free to Relax, Finally. Our Price Guarantee. Browse Photos.  
Last-Minute Deals · Luxury Hotels · Hotel Deals · Hotels with Swimming Pool · 3\*\*\* Hotels

search engine advertising



display advertising (=banner)



# Content marketing



## What and why?

- Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media
- It is often used by businesses in order to achieve the following goals: attract attention and generate leads, expand their customer base, generate or increase online sales, increase brand awareness or credibility, and engage an online community of users.
- Content marketing attracts new customers by creating and sharing valuable free content. It helps companies create sustainable brand loyalty, provides valuable information to consumers, and creates a willingness to purchase products from the company in the future

## How?

- It all starts from the needs of your target groups and their position in the 'customer journey'
- Good content gives them answers to their questions, useful hints or other valuable information
- Its form and channels should be selected according to where the target groups are



# E-mail marketing



## What and why?

- A marketing form where you can send focused messages to registered customers in mass quantities
- It has low expenses and the mails reach the recipients without any ‘algorithm filter’
- E-mail marketing campaigns can be used for promoting special offers, new product releases, publications or your brand at large
- A way of reinforcing brand and customer loyalty

## How?

- The presentation text and pics of the emails should be personal and attractive
- When useful and appealing, the recipients become engage and continue opening them



# Instruments for different phases

- Apt for **newcomer/raising awareness**:

- Social
- Website (+mobile opt.)
- SEO
- start content marketing
- Ads

- Apt for boosting an **existing company**

- continued content marketing
- e-mail
- conversation marketing
- CRM



# In-class activity for analyzing the different instruments

1. Go back to the campaign you chose for applying the RACE-model.
2. Analyze which instruments are used for this campaign in the different phases.
  1. Consider whether you find these instruments suitable and explain why.
  1. Present your example in class.



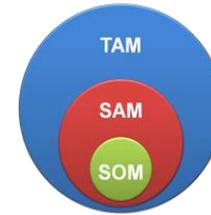
# Objectives and measures



# Objective levels



Source: Barker et al., 2017, p. 34.



Source: Adapted from HubSpot

**TAM** or Total Available Market is the total market demand for a product or service.

**SAM** or Serviceable Available Market is the segment of the TAM targeted by your products and services which is within your geographical reach.

**SOM** or Serviceable Obtainable Market is the portion of SAM that you can capture.

NPbT= Normalized Profit Before Tax

# Example of goals...

- provide product information
- increase awareness
- drive traffic to website
- create sales
- build community
- engage customers to return
- reinforce expertise profile
- strengthen company brand

# and KPIs

- number of customer contacts
- awareness %
- visitor rates on website
- sales €
- members in social media communities
- rates of returning visitors, time spent on site
- brand & loyalty polls, NPS



# Digital analytics

## What and why?

- Digital platforms permit measuring their performance, actions and behaviour of their visitors.
- The processes of collection, reporting, and analysis of such data is called *web analytics*.
- Versatile data can be obtained e.g. from websites, Facebook & IG accounts, blogs, Ads and banner campaigns, etc.
- This data helps virtually in launching more successful campaigns and improving customer experience



Source: [Simplilearn](#)

## How?

- Start from your objectives and KPIs and which actions are relevant for measuring them
- Include the needed analytics elements in your website code
- As tools, you can use google analytics, or a wide range of other *algorithm-driven* analytical tools

# Which are the sources of traffic to our website?



**Search engines:** Visitors that discover your website from a search engine.

**Direct traffic:** Visitors that visit your site by typing your URL into their browser.

**Social media:** Users who click a link in social media posts or ads.

**Campaigns:** Your ads on other sites or search engines.

**E-mail:** Link clicked in your email

**Pages of referral traffic:** Visitors that visit your site by clicking on a URL on another website.

Further reading:

[Laire digital](#); [Armetrics](#)

# What happens after the 'click'?

E.g. a banner ad:



CTR 5%

bounce rate 70%

What can be done  
to improve the  
rates  
(‘conversion’)?

100.000 see

5.000 click to site

1.500 stay and read

300 return

50 buy

95.000 do not click...

3.500 leave  
immediately...

1.200 will not  
Return...

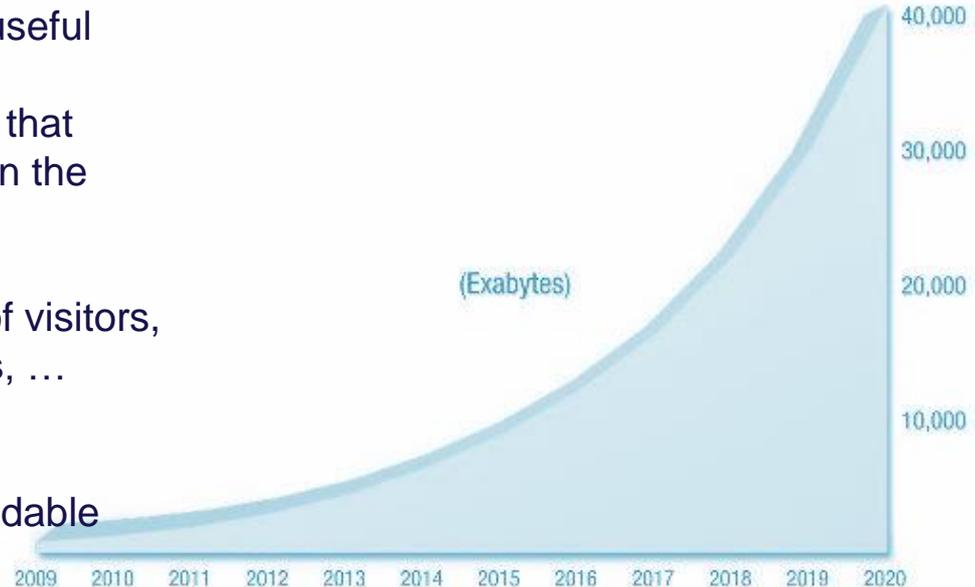
250 will not  
buy...

# The base of analytics: algorithms

- Along with digital data growing exponentially, there is a need to structure this data and sort it, by applying algorithms, in order to become useful
- An **algorithm** is a mathematical formula that includes factors that are seen essential in the phenomenon

For instance, in website analytics: amount of visitors, time spent on website, amount of key words, ...

- In this way, social, cultural and social interactions are being translated into readable data



(Urricchio, 2011)

# In-class activity for setting goals to monitor and evaluate the different instruments or channels

1. Go back to the different instruments you would use for the campaign you analyzed.
1. Define the different goals and kpi's you can use to monitor and evaluate the success of the different instruments.
1. Explain how these goals and kpi's contribute to the business and marketing objectives.
2. Present your example in class.



# Assignment “Choice of digital marketing channels”

**Group work**

**Self-selected case (students can choose a company)**

Your company works since several years in the consumer goods market. You want to boost the sales and plan a marketing campaign on digital media. Create a plan for each buying stage (A-C-P-R-A) applying the Customer journey. Use course material and internet sources.

1. Choose a company and be acquainted on it using their website (also Q&A).
2. Define 3-4 target groups. Imagine them to be in different stages of their buying journey.
3. Make a persona for each target group.
4. Fill out a customer journey map and find out what the experiences are from the customer's point of view.
5. Based on your view of the business, plan a core message (3-4 sentences) for each group, encouraging them further in the buying process.



# Assignment “Choice of digital marketing channels”

Group work

Self-selected case (students can choose a company)

6. Define digital media and channels to reach the target groups (for each message).
7. Set goals and kpi's for those digital media and channels using the different stages of a digital marketing funnel framework.
8. Define how you are going to monitor, measure and evaluate the actions to learn and improve.
9. Present in 12-15 ppt slides. Note 7-8 sources used (for argumenting topics 1-4).



# Sources

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