Advertising Management and Public Relations Course
Fourth year, English Program
Week 9, Lecture 9

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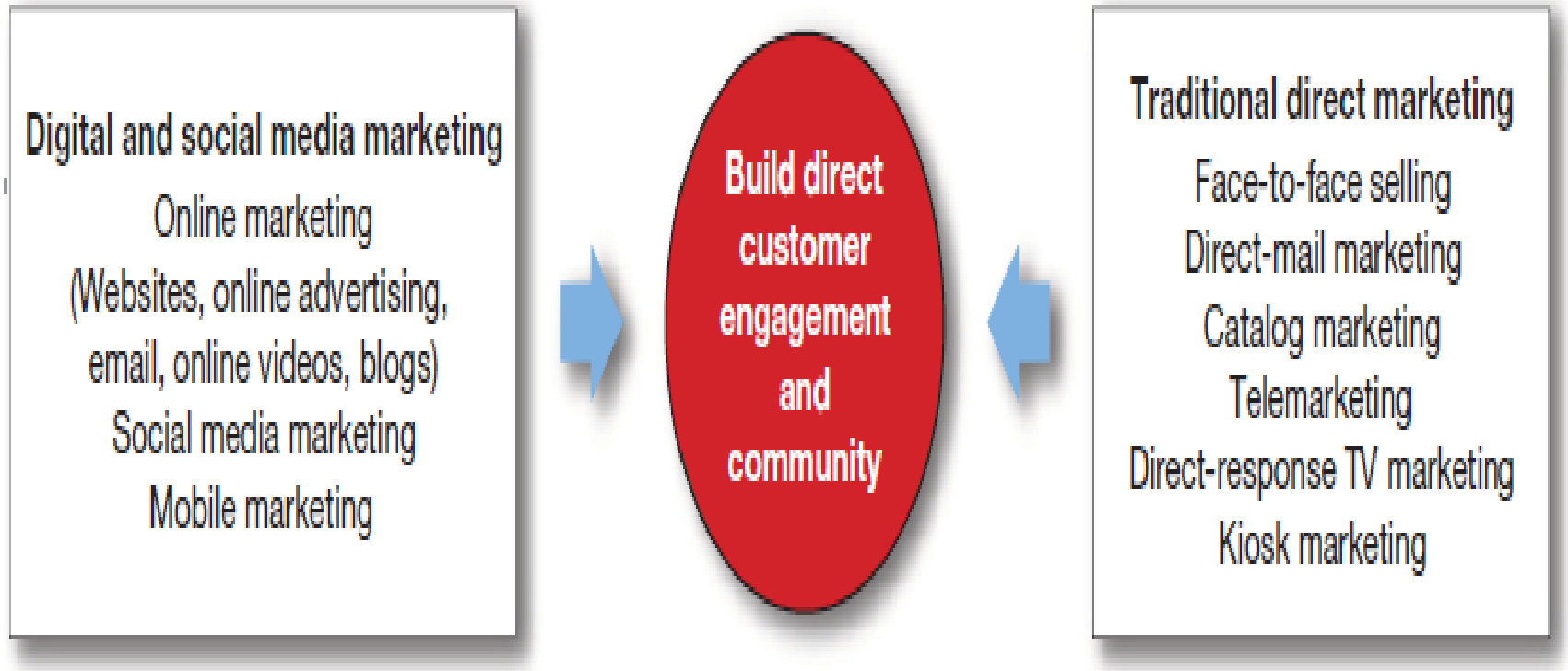
Chapter 17
Direct, Online, Social Media, and Mobile Marketing

Part Two

Forms of Direct and Digital Marketing



Social Media and Mobile Marketing

Social Media Marketing: Independent and commercial online social networks where people congregate to socialize and share messages, opinions, pictures, videos, and other content.

Marketers are now learning how to use social media to engage customers, the social media themselves are learning how to make their communities a suitable platform for marketing content, in a way that benefits both social media users and brands.

Most social media, even the most successful ones, still face ***a monetization issue***: How can they profitably tap the marketing potential of their massive communities to make money without driving off loyal users.

Using Social Media

Marketers can engage in social media in two ways:

1) They can use existing social media.

2) They can set up their own.

Using existing social media seems the easiest. Thus, most brands—large and small—have set up shop on a host of social media sites.

Forest Service and you'll find links to each brand's Facebook, Google+, Twitter, YouTube, Flickr, Instagram, or other social media pages.

Such social media can create substantial brand communities. For example, the Chicago Bulls have more the 18 million Facebook fans; Coca-Cola has an eye-popping 97 million Facebook fans.

Some of the major social networks are huge. Nearly 1.6 billion people access Facebook every month, almost five times the population of the United States.

Twitter has more than 305 million active monthly users. And YouTube's more than 1 billion users upload 500 hours of video every minute of every day.

Social Media Marketing Advantages

- Social media are ***targeted and personal***—they allow marketers to create and share tailored brand content with individual consumers and customer communities.
- Social media are ***interactive***, making them ideal for starting and participating in customer conversations and listening to customer feedback.
- Social media are also ***immediate and timely***. They can be used to reach customers anytime, anywhere with timely and relevant marketing content regarding brand happenings and activities.
- Social media can be very ***cost-effective***. Although creating and administering social media content can be costly***, many social media are free or inexpensive to use.*** Thus, returns on social media investments are often high compared with those of expensive traditional media such as television or print***. The low cost of social media puts them within easy reach of even small businesses and brands that can't afford the high costs of big-budget marketing campaigns.***

Social Media Marketing Advantages

Perhaps the biggest advantage of social media is their engagement and social sharing capabilities.

Social media are especially well suited to creating customer engagement and community—for getting customers involved with the brand and with each other.

Social media can involve customers in shaping and sharing brand content, experiences, information, and ideas.

Social Media Marketing Challenges

First, many companies are still experimenting with how to use them effectively and results are hard to measure.

Second, such social networks are largely user controlled. ***The company's goal in using social media is to make the brand a part of consumers' conversations and their lives.***

Mobile Marketing

Mobile marketing: marketing messages, promotions, and other content delivered to on-the-go consumers through their mobile devices.

Marketers use mobile marketing to engage customers anywhere, anytime during the buying and relationship building processes. The widespread adoption of mobile devices and the surge in mobile web traffic have made mobile marketing a must for most brands.

Because consumers have so much control over social media content, even a seemingly harmless social media campaign can backfire.

The Twitterverse responded immediately, interpreting the tweet as an exercise in branding rather than an expression of condolence.

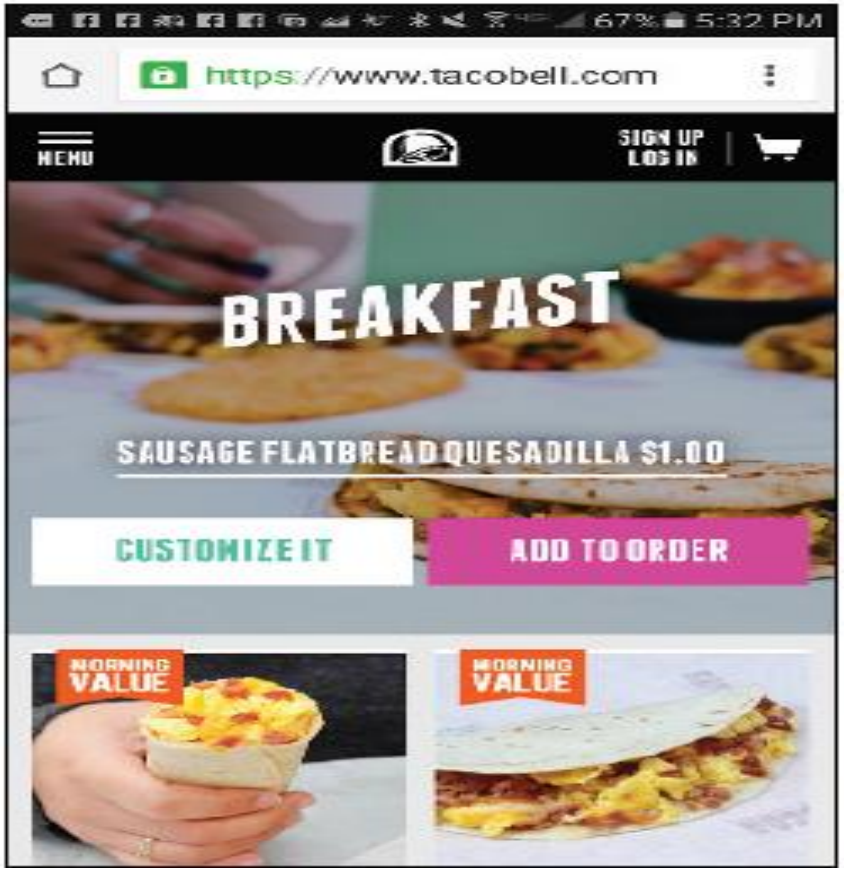
Mobile Marketing(Cont.)

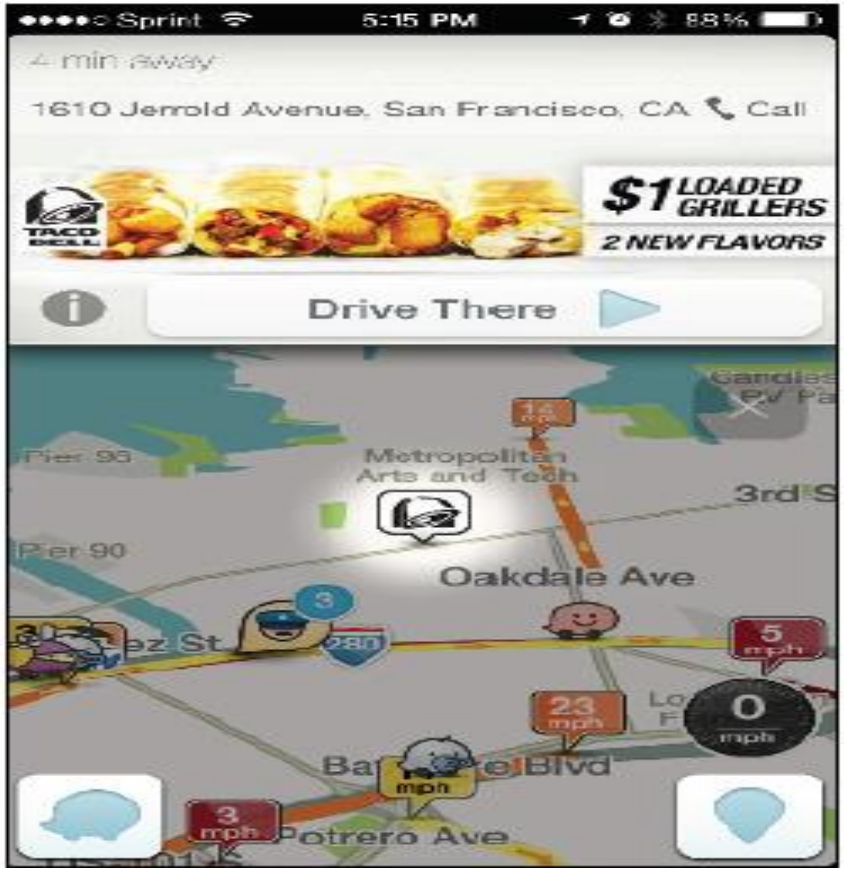
With the recent proliferation of mobile phones, smartphones, and tablets, mobile device penetration is now greater than 100 percent in the United States (many people possess more than one mobile device).

Almost 70 percent of people in the United States own a smartphone and nearly half of all U.S. households are currently mobile-only households with no landline phone. The mobile apps market has exploded globally: There are more than 3 million apps available, and the average smartphone has 11 to 20 apps installed on it.

Mobile Marketing (Cont.)

Companies use mobile marketing to stimulate immediate buying, make shopping easier, enrich the brand experience. It lets marketers provide consumers with information, incentives, and choices at the moment they are expressing an interest or when they are most likely to make a buying choice. For example, Taco Bell uses mobile advertising to reach consumers at what it calls mobile "moments that matter."





Mobile marketing: Carefully-targeted mobile advertising lets Taco Bell reach breakfast customers at "***moments that matter***"—such as when they first open their eyes in the morning.

Most marketers have created their own mobile online sites, optimized for specific phones and mobile service providers. Others have created useful or entertaining mobile apps to engage customers with their brands and help them shop. Starbucks's mobile app lets customers use their phones as a Starbucks card to make fast and easy purchases.

Digital and Social Media Marketing

Digital direct marketing—online, social media, and mobile marketing—offers both great promise and many challenges for the future. Its most ardent apostles still envision a time when the internet and digital marketing will replace magazines, newspapers, and even stores as sources for information, engagement, and buying.

Most marketers, however, hold a more realistic view. For most companies, digital and social media marketing will remain just one important approach to the marketplace that works alongside other approaches in a fully integrated marketing mix.

Traditional Direct Marketing Forms

Although the fast-growing digital marketing tools have grabbed most of the headlines lately, traditional direct marketing tools are very much alive and still heavily used. The major traditional forms of direct marketing are face-to-face or personal selling, direct- mail marketing, catalog marketing, telemarketing, direct-response television (DRTV) marketing, and kiosk marketing.

Direct-mail marketing

Direct mail is well suited to direct, one-to-one communication. It permits high target market selectivity, can be personalized, is flexible, and allows the easy measurement of results.

Although direct mail costs more per thousand people reached than mass media such as television or magazines, the people it reaches are much better prospects.

Direct mail has proved successful in promoting all kinds of products, from books, insurance, travel, gift items, gourmet foods, clothing, and other consumer goods to industrial products of all kinds. Charities also use direct mail heavily to raise billions of dollars each year.

Direct-mail marketing (Cont.)

Direct mail may be resented as junk mail if sent to people who have no interest in it. For this reason, ***smart marketers are targeting their direct mail carefully so as not to waste their money and recipients' time. They are designing permission-based programs that send direct mail only to those who want to receive it.***

Catalog marketing

Direct marketing through print, video, or digital catalogs that are mailed to select customers, made available in stores, or presented online.

Catalog Age magazine used to define a catalog as "a printed, bound piece of at least eight pages, selling multiple products, and offering a direct ordering mechanism."

Advantages of Digital Catalogs

Digital catalogs eliminate printing and mailing costs. They also allow real-time merchandising:

- Products and features can be added or removed as needed and prices can be adjusted instantly to match demand. Whereas space is limited in a print catalog, online catalogs can offer an almost unlimited amount of merchandise.
- Customers can carry digital catalogs anywhere they go, even when shopping at physical stores.
- Online catalogs also offer a broader assortment of presentation formats, including search and video.
- Finally, digital catalogs can be interactive. For example, IKEA's catalog app allows customers to experiment with room designs and colors schemes to see how an IKEA product might look in their own space and to share product and design ideas with others via social media.

Telemarketing

- Telemarketing involves using the telephone to sell directly to consumers and business customers.
- We're all familiar with telephone marketing directed toward consumers, but business-to-business (B-to-B) marketers also use telemarketing extensively.
- Marketers use outbound telephone marketing to sell directly to consumers and businesses.
- They also use inbound toll-free numbers to receive orders from television and print ads, direct mail, or catalogs.

Telemarketing (Cont.)

Properly designed and targeted telemarketing provides many benefits, including purchasing convenience and increased product and service information.

However, the explosion in unsolicited outbound telephone marketing over the years annoyed many consumers, who objected to the almost daily "junk phone calls."

Direct-Response Television Marketing

Direct-response television (DRTV) marketing takes one of two major forms:

1) ***direct response television advertising:*** direct marketers air television spots, often 60 or 120 seconds in length, which persuasively describe a product and give customers a toll-free number or an online site for ordering. It also includes full 30-minute or longer advertising programs, called infomercials, for a single product.

2) ***interactive TV (iTV) advertising:*** A more recent form of direct response television marketing is interactive TV (iTV), which lets viewers interact with television programming and advertising. Thanks to technologies such as interactive cable systems, internet-ready smart TVs, and smartphones and tablets, consumers can now use their TV remotes, phones, or other devices to obtain more information or make purchases directly from TV ads. ***For example, fashion retailer H&M recently ran ads that let viewers with certain Samsung smart TVs use their remotes to interact directly with the commercials.***

Kiosk Marketing

As consumers become more and more comfortable with digital and touchscreen technologies, many companies are placing information and ordering machines—called kiosks ***(good old-fashioned vending machines but so much more)***—in stores, airports, hotels, college campuses, and other locations.

Kiosks are everywhere these days, from self-service hotel and airline check-in devices, to unmanned product and information kiosks in malls, to in-store ordering devices that let you order merchandise not carried in the store.

Kiosk Marketing (Cont.)

Many modern "smart kiosks" are now wireless-enabled. And some machines can even use facial recognition software that lets them guess gender and age and make product recommendations based on those data.

- **Kiosk marketing: This Gold-to-go machine is a vending machine that dispenses items made of pure gold.**

Kiosk Marketing

Thank you!