WESTMINSTER

INTERNATIONAL UNIVERSITY IN TASHKENT

An Accredited Institution of the University of Westminster (UK)

Code of Conduct

- **Respect** and support each other!

- **ASK** QUESTIONS!

- No calls or messaging allowed in the class (respect each other)

- Be on time: If late up to 10 min, will count as present, if not just come in and sit, will count as present.

- If needed, just leave the class without interrupting the class.

- Let us learn from each other!

KEEP CALM AND FOLLOW THE CODE OF CONDUCT

Dr. Prabha Kiran , Senior Lecturer (Marketing)

- **PhD in (Digital Marketing)**

- **MBA (Marketing and Systems)**

- **Bachelor of Engineering** (Electrical and Electronics Engineering),

- **Diploma in Supply Chain Management** (DSCM-IIMM Chennai)

- I have worked on Government funded projects in the area of Digital Marketing and Food technology.

- I have published more than 70 research papers in International Refereed Journals and 10 Scopus indexed journal and presented more than 50 research papers in International and National conferences.

- Keynote speaker and session chair are multiple national and international conferences and seminars

- My research papers have been awarded with best papers in the year 2015 for her research on "**twitter analytics**" and "**Information credibility analysis of social media content**" in the year 2017.

- I was also awarded with prestigious award of **"Young Scientist"** by IRDA group of Journals for my contribution towards research and publication.

- ICBM School of Business Excellence, India, Awarded me with the Academic Excellence Award for "**Best Professor in Market Research**" in December 2018.

- I was also awarded the best out going **Rashtrapati Guide** of KVS 2005

- What is you expectation from this course???

- Do you think digital marketing is mandatory for all businesses???

- What are the most common things you carry while you are on the move???

Course Work

Assessment Name	Weighting %	Qualifying Marks %	Assessment type	Assessment Type
Course work 1	40 %	30 %	"Alexa/Similar Web Analysis	Practical exercise/Presentation- Group Work
Course work 2	60 %	30%	"My Digital Entrepreneurial Business Plan!"	Individual written report

Phone, wallet, keys – Generation Z

https://www.youtube.com/watch?v=e9N6_Tj9u2U

Origin of Digital Marketing

https://www.youtube.com/watch?app=desktop&v=d1kKHRsMm2E

What we plan to cover today:

- New business models
- Transformation of "7P" - "7P" rediscovered
- Old versus digital media
- Reach a digital audience
- Digital marketing defined

15 Most Valuable company by Market Capitalisation

https://www.youtube.com/watch?v=rEIAv7SJLw8&t=63s

lululemon

Community-Based Marketing Strategy

High-Quality Products

Unique Brand Image

Leaping Bunny-Certified

Diverse Social Media Content

An athletic apparel retailer

SUPER MONKEY

https://digital.hbs.edu/platform-digit/submission/how-lululemon-legitimized-leggings-as-the-new-business-casual/
https://www.contentspa.com/the-secret-behind-lululemons-marketing-campaigns/

https://www.supermonkey.com.cn/#videoPage

https://daxueconsulting.com/supermonkey-gym-market-ategy/

The AIDAA Model

| AIDAA	Platforms	Platform Type	Methods
Awareness	Display, YouTube, Facebook	Awareness platforms	Display
Interest	Online PR, Rating, Testimonials, Celebrity, ROI, Payback, Pilot Testing, Comparison, Case Studies, Reviews, Economic Value	Intent platforms	Search, Cognitive Analysis, Comparison
Desire		Credibility platforms	Influencer, Marketer, Celebrity Endorsements, Blogger, Online PR, Trials, Freemium plans
Action	E- Commerce, Marketplace, Aggregators, Portals	Transaction platforms	Promotion, Cashback
Advocacy	Referrals, Recommendations, Review Websites	Advocacy platforms	Customer UGC, Testing Ratings, Reviews, Social Selling

Margin disruption

Principles: 1. dominance

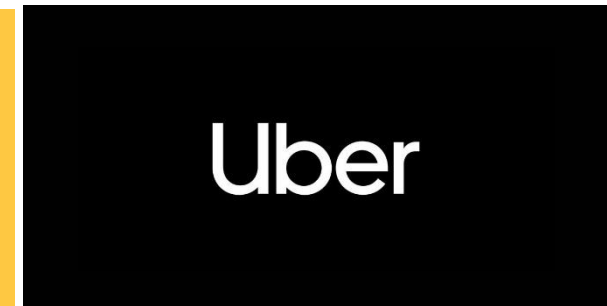   2. transparency

Matching supply and demand
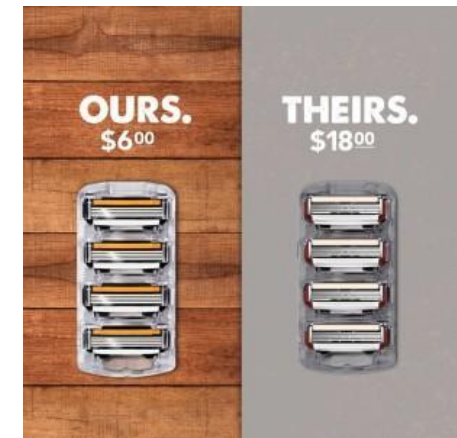
Dollar shave club

New business models

Relaxation and scale

edX
300 COURSES
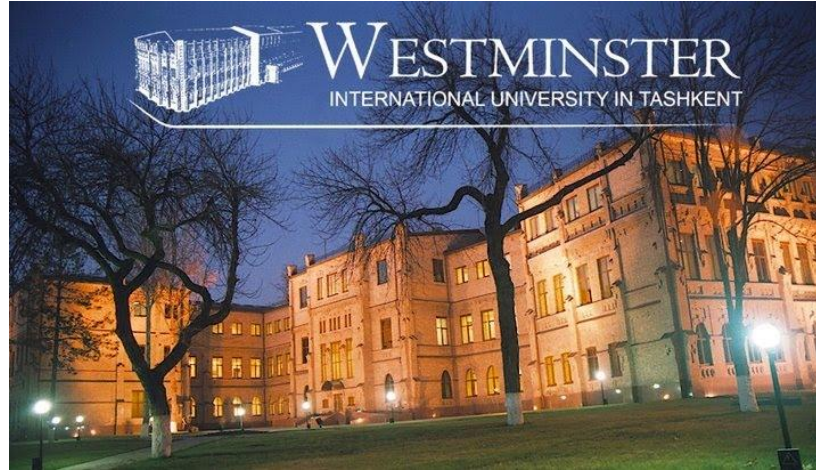
Collaborative consumption

Principles: 1. durability

2. trust

https://www.renttherunway.com/
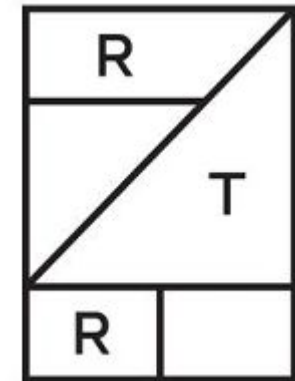
- The **marketing mix** refers to the set of actions, or tactics, that a company uses to promote its brand or product in the **market**.

- The **marketing mix** is the tactical or operational part of a **marketing plan**.

- The **marketing mix** is also called the **4Ps** and **the 7Ps**. The **4Ps** are **price**, **place**, **product** and **promotion**. The services **marketing mix** is also called **the 7Ps** and includes the addition of **process, people** and **physical evidence**

"A marketer is like a chef in a kitchen . . . a mixer of ingredients."

Bartels

(1963)

Dave Chaffey, Tanya Hemphill "Digital business and e-commerce management", 7 th edition, 2019 (pp.366-378)

Marketing Mix

Product
- Digital value
- Experiencing the brand

Price
- Price transparency
- New pricing models

Place
- Representation
- New distribution models

Promotion
- Online vs offline mix
- Integration

People
- Resourcing and training
- Contact strategies

Physical evidence
- Online physical evidence
- Integration

Process
- Optimizing internal and external processes through the web

Gibson's guitar

https://www.youtube.com/watch?v=4eTOkPYrwFE

Product rediscovered

- Remember to keep asking, '*How can I help my customer*?'
- **Bundling** is a further alternative (flight, tours, car hire);
- **Prosumer** – the proactive consumer who participates in the design of products or services;
- '*all products become services*' as the after-sales market opens up new opportunities. **Cohen, 2016 HBR;**

- Online opportunities for enhancing product value can also be identified;

- The different elements of the ***extended Product (amplification)*** can be highlighted or delivered online.

https://www.youtube.com/watch?v=D7JRfz9Jc_M

- *Pricing* and *price models* are being turned upside down by the Internet.

- New *buying models* require new pricing approaches.

- As prices are published on the web, buyer comparison of prices is more rapid than ever before.

- Different price points: subscription, pay per view, bundling, ad-supported content.

- Pricing online creates **customer empowerment** which leads to further downward pressure on prices (skyscanner.net, moneysupermarket.com)

- Prices are complex: basic price, discounts, add-ons (product for cost – service charge), guarantees, refund policy, order cancellation, revoke actions

UK rock band Radiohead: CD price tag online – "pay whatever you want"

PRICE

Coca-Cola placement VS Amazon placement

- **Place** means the place of purchase, distribution and, in some cases, consumption.

- Online or offline the principle is the same: increase your **representation** and make it widely and readily available to target customers.

- Marketers today need to think of multi-channels for distribution to ensure they make their products and services easily available to as many ideal customers as possible.

- New distribution models: disintermediation, reintermediation (www.bizrate.com), affiliation (www.amazon.com), group purchasing (www.groupon.com)

IKEA Place Video

https://www.youtube.com/watch?v=UudV1VdFtuQ

Online executions of different communication tools

Communications tool	Online implementation
1 Advertising	Interactive display ads, pay-per-click search advertising
2 Selling	Virtual sales staff, site merchandising, chat and affiliate marketing
3 Sales promotion	Incentives such as coupons, rewards, online loyalty schemes
4 Public relations	Online editorial, blogs, feeds, e-newsletters, newsletters, social networks, links and viral campaigns
5 Sponsorship	Sponsoring an online event, site or service
6 Direct mail	Opt-in email using e-newsletters and e-blasts (stand-alone emails)
7 Exhibitions	Virtual exhibitions and White Paper distribution
8 Merchandising	Promotional ad serving on retail sites, personalised recommendations and e-alerts
9 Packaging	Virtual tours, real packaging is displayed online
10 Word-of-mouth	Viral, affiliate marketing, email a friend, links

People rediscovered

- In services marketing, people, or staff, are considered a crucial element of the marketing mix.

  - Happy Staff = Happy Customers = Happy Shareholders

- Contact strategies should be **developed** that give customers choice of contact, but **minimize** costly interactions with staff.
- Concept of Co-creation

How well does your site make use of the following:

- **Autoresponders**. These automatically generate a response when a company emails an organization, or submits an online form.

- **Email notification.** Automatically generated by a company's systems to update customers on the status of their order, for example, order received, item now in stock, order dispatched.

- **Call-back facility.** Customers fill in their phone number on a form and specify a convenient time to be contacted.

- **Frequently asked questions (FAQs).** For these, the art is in compiling and categorising the questions so customers can easily find (a) the question and (b) a helpful answer.

- **On-site search engines.** These help customers find what they are looking for quickly and are popular when available. Site maps are a related feature.

- **Virtual assistants** come in varying degrees of sophistication and usually help to guide the customer through a maze of choices.

Physical Evidence rediscovered

- As services are intangible, customers look for reassurance that the service is going to be alright.

- They look for cues such as a **well-designed** site (as well as endorsements) to give them clues about **the quality** of the intangible service.

- Web sites can provide these in the form of high-quality site design and reassurance – *through guarantees, refund policies, privacy policies, security icons, awards, customer lists, customer endorsements, independent reviews, news clippings and more.* (carphonewarehouse.com)

- Physical evidence should help to integrate the online and offline world.

- Process refers to the **internal** and sometimes **external** processes, transactions and internal communications that are required to run a business.

- Optimization involves **minimizing** the people involved with responding to each event and **providing them with the right information** to serve the customer.

- Processes continue beyond the sale with **after-sales service**, generating customer feedback, **upselling**, **cross-selling**, product development and improvement built in as part of the processes.

Digital Marketing Process

DIGITAL MARKETING PROCESS

Old versus digital media

From push to pull (TV vs Google)

From monologue to dialogue (Social webs, emails)

From one-to-many to one-to-some and one-to-one (Targeted approach)
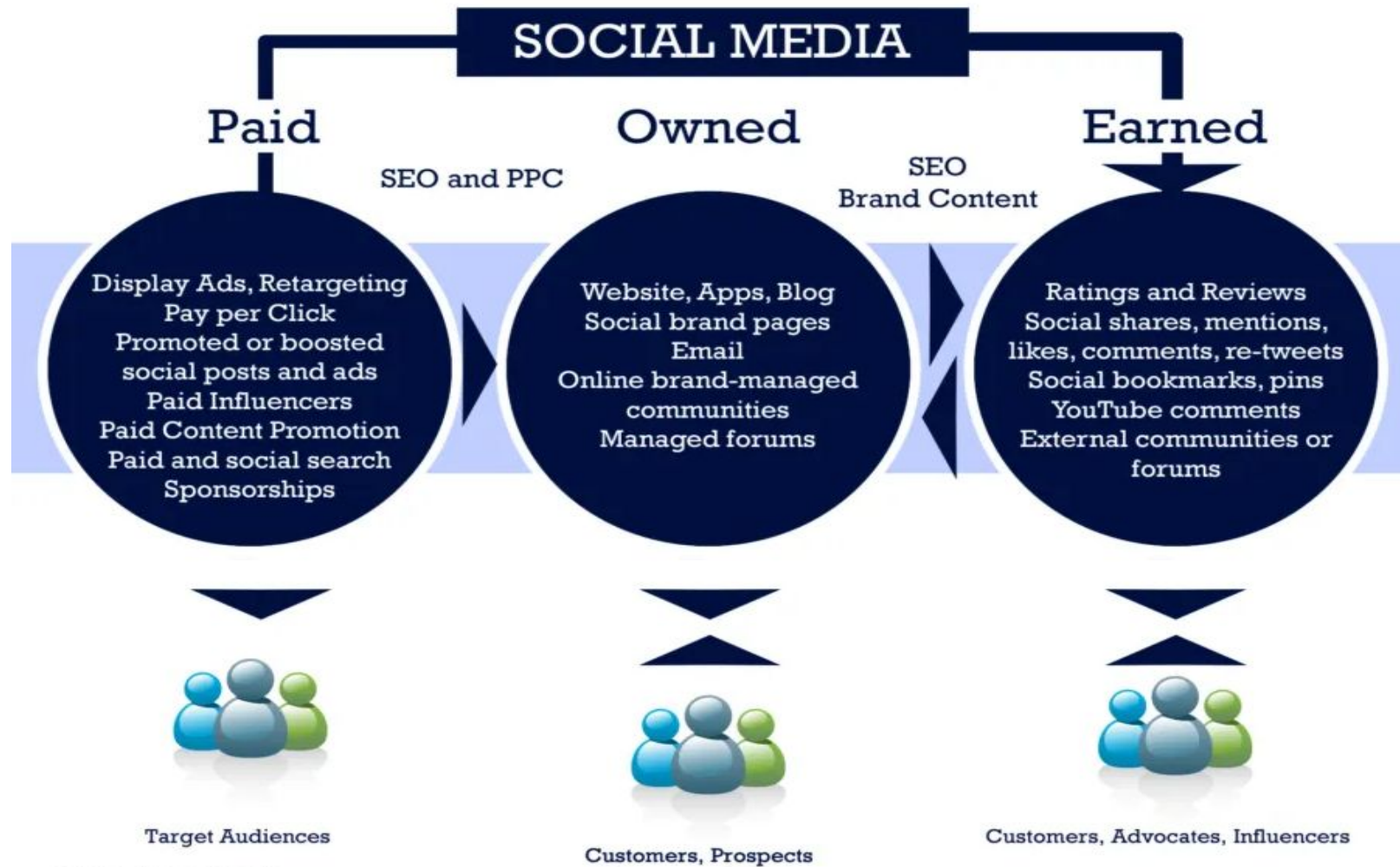
From one-to-many to many-to-many communications (Customer to customer)

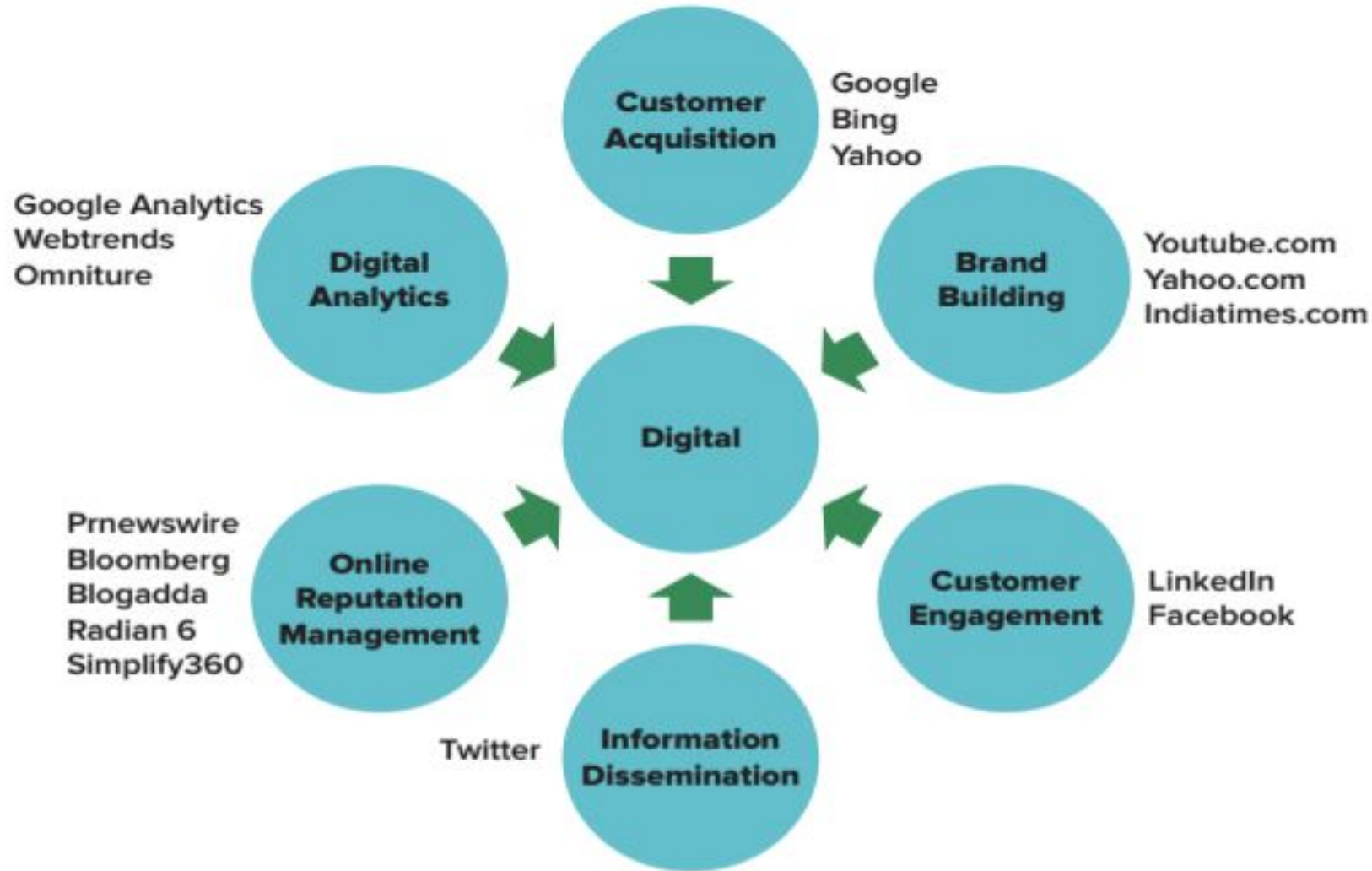**From "lean-back" to "lean-forward"** (How do you spend commercial breaks?)

The medium changes the nature of standard marketing communications tools such as advertising (customer)

Increase in communications intermediaries (ad agencies)

Dave Chaffey, Tanya Hemphill "Digital business and e-commerce management", 7 th edition, 2019 (pp.405-407)

Digital Marketing is about using digital technology and devices effectively to reach existing and potential customers to engage, inform and communicate

- Dave Chaffey, Tanya Hemphill "Digital business and e-commerce management", 7 th edition, 2019

- Dave Chaffey, Fiona Ellis-Chadwick "Digital marketing: strategy, implementation and practice", 6 th edition, 2016

Additional reading

COVID-19 RECOVERY PLANNING FOR BRANDS, SINCLAIR | 16 MARCH 2020

Activity 1: Mind Map- Develop a mind map for starting a digital business.

Instructions:

- Create a mind map using the tool – MindMaster or Mindmup
- Read through this to help you understand how to create a mind map and why is it important to learn to create a mind map - https://www.mindmapping.com/, https://www.mindmup.com/

Software to use:

- Copy this link in web page to start creating the mind map. It is a free software for creating mind maps.
- https://www.mindmaster.io/online/create, https://www.mindmup.com/

Youtube Tutorial

- https://www.youtube.com/watch?v=8Jyp0cMA7Nk
- https://www.youtube.com/watch?v=BtDtAWPJUhA&t=1s

Activity 2: Case study: Bringing a traditional family business to digital landscape.

Activity 3: Wrap-up and Revision