



# Digital Marketing and Key Concepts

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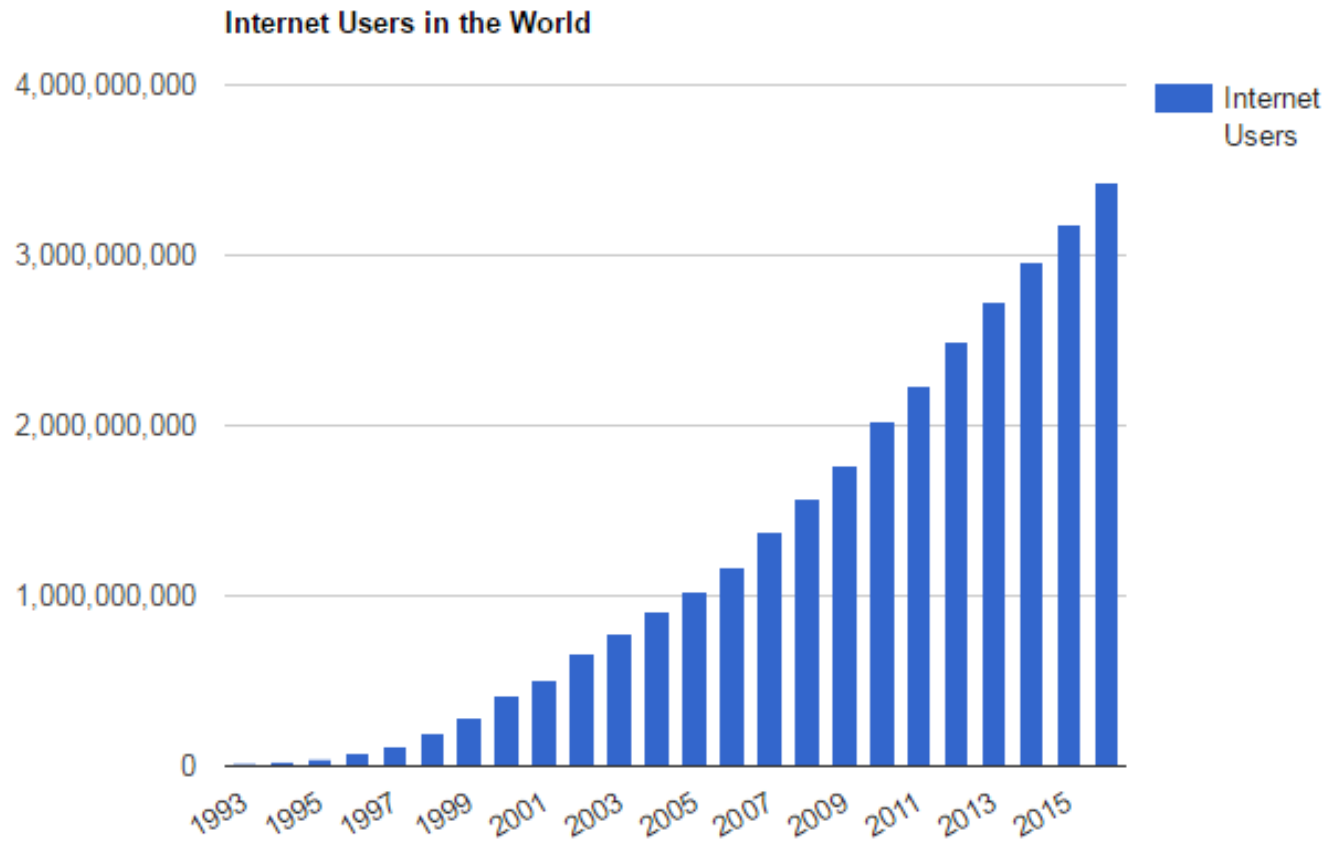
Department Of Business Administration

# What has changed?

- The way we access **information**
- The way we **communicate**
- The way we **choose** and **buy** products & services
- The relationship between the **consumer** and the **marketer**



# Internet Users In The World

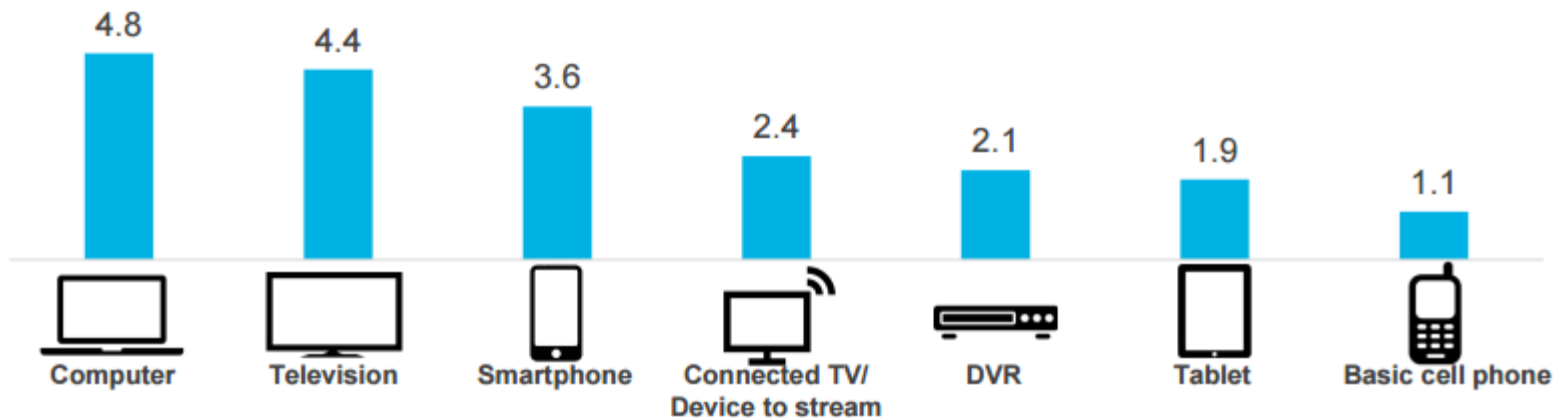


Source: <http://www.internetlivestats.com/internet-users/#trend>

## On average, US adults report spending nearly 5 hours using a computer each day, slightly more than they spend watching TV

When asked how many hours they spend on an average day, respondents' perception is that they typically spend more time with a computer than a TV and more time with a connected TV/device than a DVR. Note that there may be duplicated time due to multiscreening and that this refers to a full day which may include work time on a computer.

### Time Spent Using Devices Per Day (Hours)



Q: Please indicate how many hours you spend using the following devices on an average day. (Mean summary)

Base: Adults 18+ who currently own device

Computer (N=592); Television (N=600); Smartphone (N=441); Connected TV/Device to stream (N=237); DVR (N=294);

Tablet (N=416); Basic cell phone (N=171)



The Changing TV Experience: Attitudes and Usage Across Multiple Screens, IAB, April 2015

VISIONCRITICAL®

Source:

<http://www.iab.net/media/file/TheChangingTVExperien>

## Average Time Spent per Day with Major Media by US Adults, 2011-2015

hrs:mins and CAGR

	2011	2012	2013	2014	2015	CAGR (2011-2015)
<b>Digital</b>	<b>3:40</b>	<b>4:20</b>	<b>4:51</b>	<b>5:15</b>	<b>5:38</b>	<b>11.4%</b>
—Desktop/laptop*	2:33	2:27	2:19	2:22	2:22	-1.8%
—Mobile (nonvoice)	0:48	1:35	2:16	2:34	2:51	37.2%
—Other connected devices	0:18	0:18	0:17	0:19	0:25	7.8%
<b>TV**</b>	<b>4:34</b>	<b>4:38</b>	<b>4:31</b>	<b>4:22</b>	<b>4:15</b>	<b>-1.8%</b>
<b>Radio**</b>	<b>1:34</b>	<b>1:32</b>	<b>1:30</b>	<b>1:28</b>	<b>1:27</b>	<b>-2.0%</b>
<b>Print**</b>	<b>0:44</b>	<b>0:38</b>	<b>0:32</b>	<b>0:26</b>	<b>0:21</b>	<b>-17.0%</b>
—Magazines	0:18	0:16	0:14	0:12	0:10	-13.5%
—Newspapers	0:26	0:22	0:18	0:14	0:11	-19.8%
<b>Other**</b>	<b>0:39</b>	<b>0:38</b>	<b>0:31</b>	<b>0:26</b>	<b>0:24</b>	<b>-11.7%</b>
<b>Total</b>	<b>11:11</b>	<b>11:46</b>	<b>11:55</b>	<b>11:57</b>	<b>12:04</b>	<b>1.9%</b>

*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; \*includes all internet activities on desktop and laptop computers; \*\*excludes digital*  
*Source: eMarketer, April 2015*

188127

www.eMarketer.com



# Internet Usage Stats (Turkey)

- According to Comscore June, 2015 data, Turkish internet audience is **34.5M** people!



# Internet Users

- Online people are:
  - Searching for information
  - Getting in contact with other people
  - Following influencers
  - Watching videos
  - Buying things online
  - Making comments about products



**Brands have to  
be a part of the  
digital world!**





- Companies which are aware of the power of internet are incorporating **digital** strategy into their **marketing strategy**.
- Today, no **marketing strategy** is complete if it does not incorporate **digital strategy**.



# Marketing

- «**Marketing** is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. » - Kotler



# Marketing

- «Marketing identifies unfulfilled **needs** and **desires**.
- It **defines, measures** and **quantifies** the size of the identified **market** and the **profit** potential.
- It pinpoints which **segments** the company is capable of serving best and
- It **designs** and **promotes** the appropriate products and services.»



[http://www.kotlermarketing.com/phil\\_questions.shtml](http://www.kotlermarketing.com/phil_questions.shtml)



# E-Marketing

- **eMarketing** or **electronic marketing** refers to the application of marketing principles and techniques via electronic media and more specifically the Internet.
- **eMarketing** is the process of marketing a brand using the Internet.

» <https://www.quirk.biz/resources/88/What-is-eMarketing-and-how-is-it-better-than-traditional-marketing>





# E-Marketing

- The term «**e-marketing**» is often used interchangeable with terms such as:
  - Internet marketing
  - Online Marketing
  - Digital Marketing
- Throughout this course, the term «**Digital Marketing**» will be used as a synonym to eMarketing.



# Digital vs. Traditional Marketing

- **Digital marketing** has the same purpose, intentions and objectives with **traditional marketing**.



# Digital vs. Traditional Marketing

- There are **two huge strengths** of digital marketing:
  - The digital sphere is almost completely **measurable**
  - The audience can be **segmented** very precisely



**“Half the money I spend  
on advertising is wasted;  
the trouble is I don't know  
which half.”**





# Digital Marketing is Measurable

- How each **campaign** is performing
- Which **channels** work best
- What your customers are **searching** for
- Audience segments who are more **engaged** with your brand
- Customer's **demographic** data



# Segmentation & Targeting

- Digital offers a wealth of user **information**, the ability to target users based on these factors, and the availability of technology for creating and managing large databases.
- In digital marketing **segmentation**, customers can be reached across a wide range of communication channels depending on their preferences and needs.

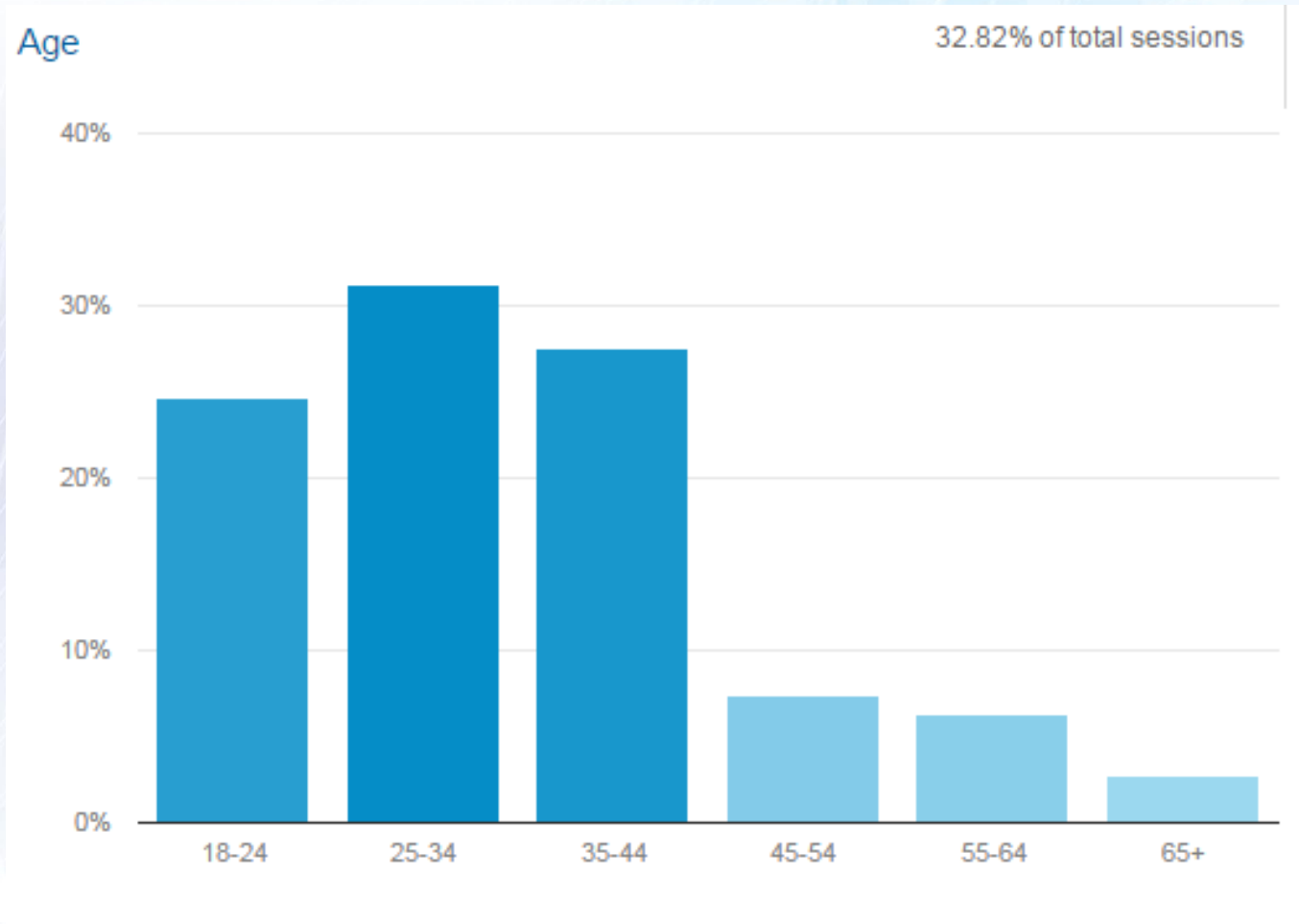


# Segmentation & Targeting





# Segmentation & Targeting





# Segmentation & Targeting

## Audience definition



Your audience is defined.

## Audience Details:

- Location:
  - Turkey: Istanbul (+40 km) Istanbul Province; İzmir (+40 km) İzmir Province; Ankara (+40 km) Ankara Province
- Age:
  - 18-24
- Gender:
  - Male
- Language:
  - English (All)
- People who match:
  - Education Level: At university
- And must also match:
  - Interests: Basketball

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Potential reach: 75,000 people



# Segmentation & Targeting

Google buy basketball shoes

Tümü Görseller Haritalar Alışveriş Haberler Daha fazla ▼ Arama araçları

Yaklaşık 10.800.000 sonuç bulundu (0,49 saniye)

buy basketball... için Google Alışveriş sonuçları Sponsorlu ⓘ

Nike Çocuk Basketbol ... ₺188,30 Rookie.com.tr	Jordan Super.Fly 5 ... ₺179,99 Nike Turkey	Nike Kyrie 2 (Gs) Basketbol ₺224,00 Barcin.com	adidas Dwight Howard 6 (Gs) ₺141,00 Barcin.com	Jordan Ultra.Fly Erkek ₺249,99 Nike Turkey

**basketball shoes buy discount - alibaba.com**  
**Reklam** [www.alibaba.com/Buy+Basketball+Shoes](http://www.alibaba.com/Buy+Basketball+Shoes) ▼  
Top Deals at Factory Price. Contact Directly & Get Live Quotes!  
Prequalified Suppliers · 100% Refund · Most Popular · Trade Assurance  
12V Dc Motor · Bakery Machines · Trolley School Bags · Weighing Scales · Flower Pots

**LBA - Basketball - Play basketball in london - thelba.co.uk**  
**Reklam** [www.thelba.co.uk/](http://www.thelba.co.uk/) ▼  
Hire basketball officials.

**Basketball Shoes - NBA Shoes, Socks at NBAStore.com**  
[store.nba.com/Footwear](http://store.nba.com/Footwear) ▼ Bu sayfanın çevirisini yap  
We're your source for the latest and hottest NBA basketball shoes from your favorite stars! Shop the



# The Marketing Mix (4Ps)

- **Product**
  - Consumers now have more power on the product
  - Co-creation & Feedback & Reviews
- **Promotion**
  - Virality - people may become media channels.
  - Suitable for both large and small advertisers.
- **Place**
  - Online
  - Can reach outside of boundaries
- **Price**
  - Comparison
  - Value



# Product



**DESIGNED BY YOU.  
MADE BY NIKE.**

NIKEiD is a service that allows you to customize your shoes exactly how you want them. Add your personal touch, design from scratch, or maximize your performance- there are so many possibilities. Unleash your creativity, and discover Nike's most personal service.

[http://www.nike.com/us/en\\_us/c/nikeid](http://www.nike.com/us/en_us/c/nikeid)





# Product

★★★★★ ▾ 16

FREE Shipping on orders over \$35

## Product Features

... to a 25-900mm lens on an analog camera with  
TTL Contrast, Single AF ...

[Amazon Home Services: See all 347 items](#)

★★★★★ ▾ 841

**#1 Best Seller** in Smart Watches

FREE Shipping

[Electronics: See all 11,891,217 items](#)

★★★★★ ▾ 409

FREE Shipping on orders over \$35

## Product Features

NEW HOT New Smallest Mini Camera  
Camcorder Video Dv Dvr Hidden Web Cam

[Electronics: See all 11,891,217 items](#)

★★★★★ ▾ 3,739



# Promotion

- Various new promotion channels.
- Everything is measurable.
- Optimization is the key!



# Promotion

- [Dove Real Beauty Sketches](#)
  - 65M+ video views
  - Facebook Share Count: 741K
  - Facebook Like Count: 1.15M

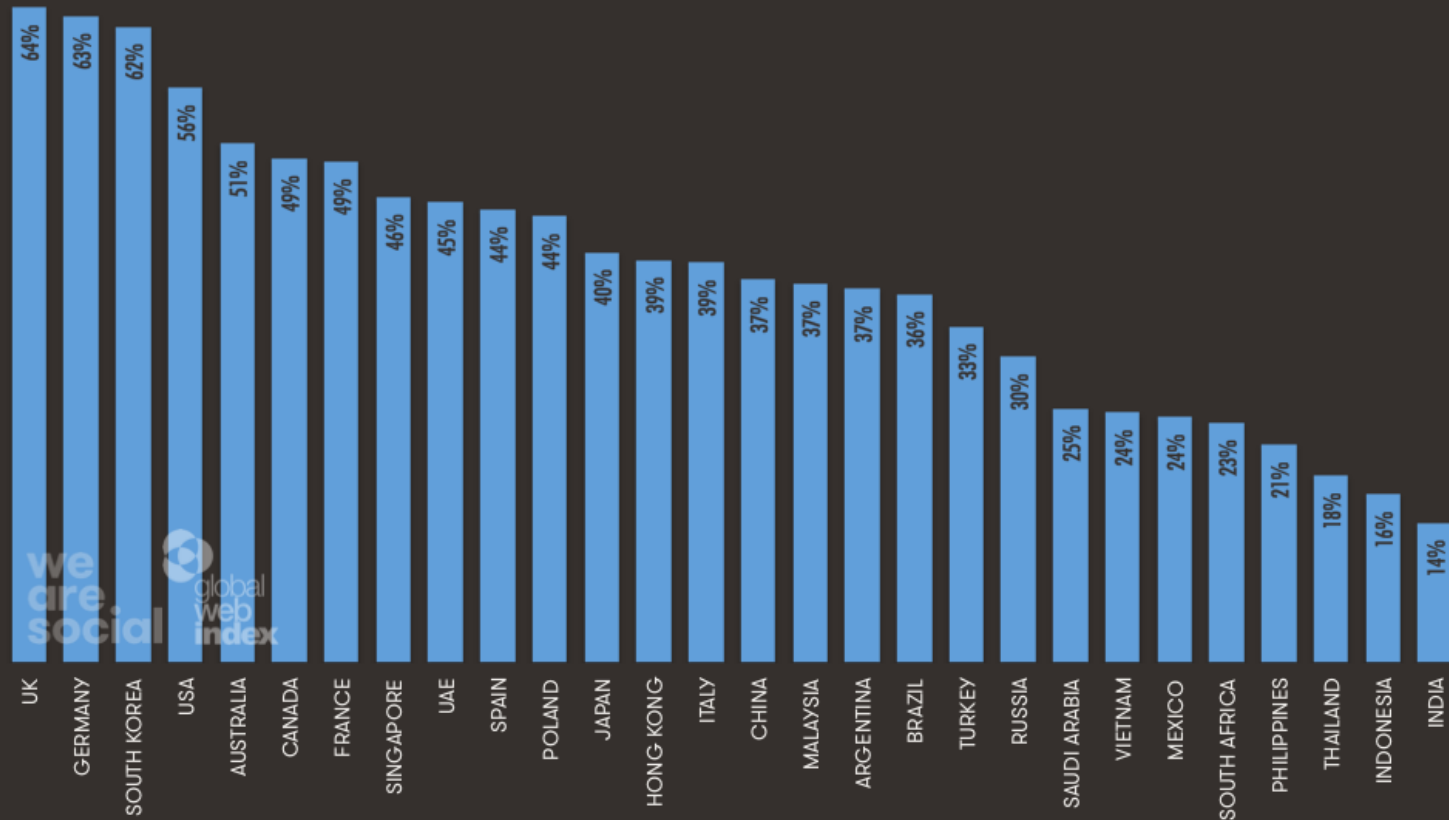


# Place

JAN  
2015

## E-COMMERCE

PERCENTAGE OF THE NATIONAL POPULATION WHO BOUGHT SOMETHING ONLINE IN THE PAST MONTH [SURVEY-BASED]





# Place



In stores, **82% of smartphone users** turn to their devices to help them **make a product decision.**

SOURCE: Google/Ipsos, "Consumers in the Micro-Moment" study, March 2015, United States. [ThinkwithGoogle.com](http://ThinkwithGoogle.com)



# Price

## Öne Çıkanlar ?

**websibir**  
n11.com'un en güvenilir satıcısıdır  
İstanbul / 4444399

★★★★★  
302 Yorum

### HTC One M8 Cep Telefonu

Aynı gün kargo, işyerinden satışımız mevcuttur. 444 4 399

Distribütör Garantili Hızlı Gönderi BKM Express

1.648,00 TL

Ücretsiz kargo

> Satıcıya Git  
websibir

**bizdeuygun**  
İstanbul / 850-2500917

★★★★★  
1280 Yorum

### HTC One M8 16GB Cep Telefonu (HTC Türkiye Garantili) (Ücretsiz Kargo)

Bizdeuygun 2013 ve 2014 Tüketici Kalite ödülünün sahibi oldu.

BKM Express

1.659,00 TL

Ücretsiz kargo

> Satıcıya Git  
bizdeuygun.com

**n11.com**  
ElektroForever

★★★★★  
250+ İşlem

### HTC ONE M8 CEP TELEFONU

%25'e varan indirim ve 50 TL'ye varan Bonus fırsatı n11'de

BKM Express

1.679,00 TL

Ücretsiz kargo

> Satıcıya Git  
n11.com



## En Ucuz Fiyattan İtibaren Tüm Satıcılar

**gondolbaşı**  
İstanbul / 536-7361616

★★★★★  
56 Yorum

### HTC One M8 16GB Resmi Distribütör Garantili

Tüm ürünler Kvk Genpa Telpa garantili

Distribütör Garantili

1.595,00 TL

+ kargo

> Satıcıya Git  
gondolbaşı

**brightmobil**  
850-2116040

★★★★★  
1 Yorum

### HTC One M8 Gray

100 TL'ye varan Carrefoursa hediye çeki, havalade %3 indirim

Distribütör Garantili



1.599,00 TL

Ücretsiz kargo

> Satıcıya Git  
Brightmobil

**İSTANBUL BİLİŞİM**  
İstanbul / 850-3330912

★★★★★  
161 Yorum

### HTC One M8 Gümüş Dist Cep Telefonu

Üst üste 2 defa Tüketici Kalite ödülü alan güvenilir site

Hızlı Gönderi BKM Express

1.622,28 TL

Ücretsiz kargo

> Satıcıya Git  
İstanbul Bilişim



# Digital Marketing Strategy



# Digital Marketing Strategy

- Once you have a clear sense of what the **business** challenge or **objective** is, and you have defined how your **marketing strategy** will work towards fulfilling it, you can start thinking about your **digital marketing strategy**.





# Crafting a Digital Marketing Strategy

- Context
- Value Exchange
- Objectives
  - KPIs
  - Targets
  - Tactics
- Optimization



# Context

- What is the context in which you are operating and how is this likely to change in the future?
- Who are you, why does your brand matter and what makes your brand useful and valuable?
- Who are your customers, and what needs, wants and desires do they have?

Who are your competitors?



# Value Exchange

- The second step is an examination of your value proposition or promise:
  - in other words, **what unique value your organisation can add to that market.**
- It is important to identify the supporting value-adds to the brand promise that are unique to the digital landscape.
- The Internet offers many channels for value creation.





# Objectives

- **Objectives** answer the question:  
‘Why are we doing any of this? What goal, purpose or outcome are we looking for?’





# Objectives

- Objectives need to be SMART:
  - **Specific** – the objective must be **clear** and **detailed**, rather than vague and general.
  - **Measurable** – the objective must be measurable so that you can gauge whether you are attaining the desired **outcome**.
  - **Attainable** – the objective must be something that is **possible** for your brand to achieve, based on available resources.
  - **Realistic** – the objective must also be **sensible** and based on data and trends; don't exaggerate or overestimate what can be achieved.
  - **Time-bound** – finally, the objective must be linked to a specific **timeframe**.



# Tactics

- **Tactics** are the specific tools or approaches you will use to meet your objectives.
- **Tactics** may change (and often should), but the **objective** should remain your focus.



# Digital Tactics & Tools

- SEO
- Search Advertising
- Online Advertising
- Social Media
- Content Marketing
- A/B Testing
- Conversion Optimization
- E-Mail Marketing
- Mobile Marketing
- Affiliate Marketing
- Online PR
- Video Marketing
- Gamification
- Growth Hacking

...and many more!





# KPIs

- **KPIs (Key Performance Indicators):**
  - KPIs are the specific **metrics** or pieces of data that you will look at to determine whether your tactics are performing well and **meeting your objectives**.
  - KPIs are determined per tactic, with an eye on the overall objective.





# Targets

- **Targets** are the specific values that are set for your KPIs to reach within a specific time period.



# An Example

- **Objective:** Increase sales through the eCommerce platform by 10% within the next six months.
- **Tactics:** SEO, Facebook Advertising



# An Example

- **KPIs Per Tactic:**
  - SEO: organic traffic
  - Facebook Advertising: number of Facebook Ad referrals, cost per click on the ads
- **Targets Per Tactic:**
  - SEO: 1000 organic traffic first month with 10% increase each month after that
  - Facebook Advertising: 1000 Facebook ads referral traffic every month, cost per click lower than \$0.5





# Optimization

- A digital marketing strategy should be constantly **iterating** and **evolving**.
- Since the Internet allows for **near-instantaneous feedback** and **data gathering**, digital marketers should constantly be optimizing and **improving** their online marketing efforts.





# Keep Optimizing!

- It is increasingly important for brands to be dynamic, flexible and agile when marketing online.
- New tactics and platforms emerge every week, customer behaviours change over time, and people's needs and wants from brand evolve as their relationship grows.
- Digital marketing strategy should be **iterative, innovative** and open to **evolution**.



# Digital Marketing Framework



Digital Minds: 12 Things Every Business Needs to Know About Digital Marketing (p. 10). FriesenPress

# Digital Marketing Framework

- **Discovery**
  - Strategies, goals, objectives, tactics, metrics (KPIs), targets
- **Internet Business Analysis**
  - Market segmentation, persona development and competitor analysis.
- **Build**
  - Resource planning, allocation
  - Digital assets: Website, social media profiles, digital campaigns, etc.





# Digital Marketing Framework

- **Implement**

- Launching assets which were created in build phase

- **Measure**

- What works best?
- ROI: Return on investment

- **Manage Results**

- Stop doing whatever is not working
- Increase doing whatever is working





# Market Research



# Market Research

- The Internet is the most powerful tool for searching information.



# Market Research

- On **consumer's** side:
  - Companies
  - Products
  - Services
  - Prices



# Market Research

- On **brand's** side:
  - Who their customers are
  - What they are interested in
  - How they feel about the brand
  - The best times and places to engage with them





# Market Research

- So, how can you keep your brand current and ensure you are meeting your customers' needs?
  - By conducting market research.



# Market Research

- **Market research** helps you make informed business decisions.
- It involves:
  - systematically gathering, recording and analysing **data** about customers, competitors and the market
  - turning this data into **insight** that can drive marketing strategies and campaigns.



# Online Market Research

- **Online market research** is the process of using **digital tools, data and connections** to glean valuable **insights** about a brand's target audience.
- In other words, it's the process of learning about your **audience** by engaging and observing them **online**.





# Traditional vs. Online

- Traditional and online market research have the same goals and underlying principles, but online market research has the benefit of using **digital technology**, which provides a range of benefits





# Benefits of Online Market Research

- Internet is always on, data is always available.
- Finding, gathering, storing data can be automated
- You have access to a large number of participants at the click of a button
- A lot of information is already available
- It's cost-effective and fast



# Key Concepts In Market Research

- Research methodology
- Qualitative and quantitative data
- Primary and secondary research
- Sampling



# Research Methodology

1. Establish the **goals** of the project
2. Determine your **sample**
3. Choose a **data collection method**
4. Collect **data**
5. **Analyze** the results
6. Formulate **conclusions** and **actionable insights** (for example, producing reports)





# Qualitative vs. Quantitative Data

- Data can be classified as **qualitative** or **quantitative**.
- **Qualitative research** is exploratory and seeks to find out what potential consumers think and feel about a given subject.
- **Quantitative research** relies on numerical data to demonstrate statistically significant outcomes.





# Primary and Secondary Research

- Research can be based on **primary data** or **secondary data**.
- **Primary research** is conducted when new data is gathered for a particular product or hypothesis.
- **Secondary research** uses existing, published data as a source of information.



# Google Trends

Türkiye ▾

2004 - bugün ▾

Tüm kategoriler ▾

Google Web Araması ▾



Karşılaştır Araama terimleri ▾

nike

Arama terimi

adidas

Arama terimi

reebok

Arama terimi

puma

Arama terimi

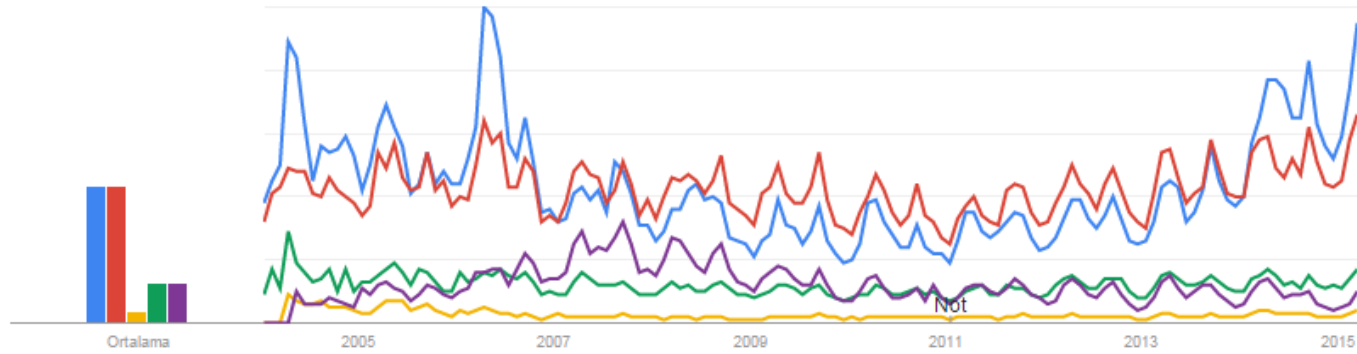
converse

Arama terimi

Zaman içerisinde gösterilen ilgi ?

☐ Haber başlıkları

☐ Tahmin ?



</>

# Google Trends

Türkiye ▼

2004 - bugün ▼

Tüm kategoriler ▼

Google Web Araması ▼

Karşılaştır Araama terimleri ▼

ütü

Arama terimi

çamaşır ... ✕

Arama terimi

çamaşır ...

Arama terimi

buzdolabı

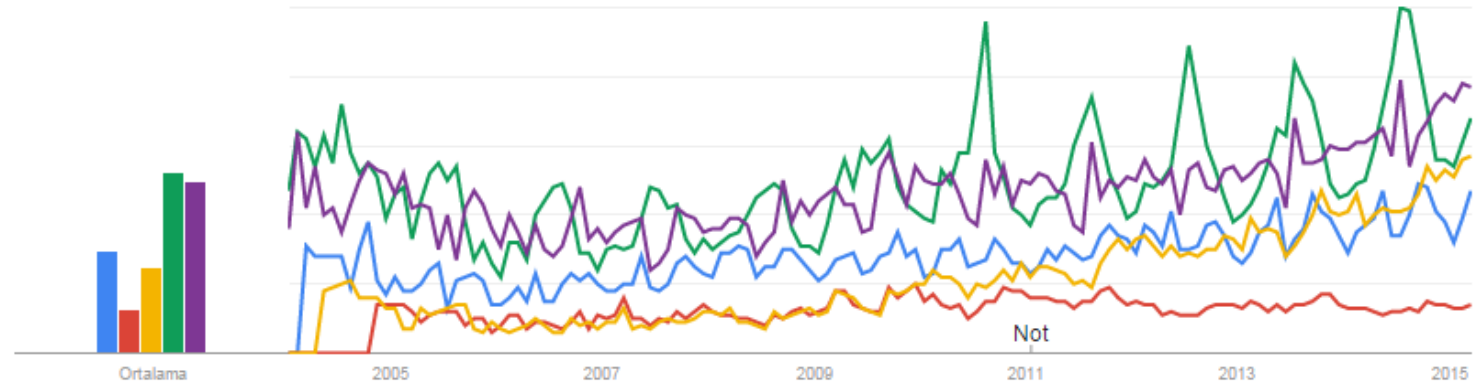
Arama terimi

fırın

Arama terimi

Zaman içerisinde gösterilen ilgi ?

☐ Haber başlıkları ☐ Tahmin ?



</>

# Sampling

- Because quantitative research aims to produce predictors for the **total population**, **sample size** is very important.
- The sample size needs to be sufficient in order to make statistically accurate observations about the population.





# Online Research Methodologies

- Surveys
- Online Focus Groups
- Online Monitoring



# Contact Me

- e-mail: [ayca.turhan@hacettepe.edu.tr](mailto:ayca.turhan@hacettepe.edu.tr)
- Course Page:  
[www.aycaturhan.com/man423](http://www.aycaturhan.com/man423)

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(<https://www.quirk.biz/resources/88/What-is-eMarketing-and-how-is-it-better-than-traditional-marketing>)
- Think With Google ([thinkwithgoogle.com](http://thinkwithgoogle.com))
- Turkish Statistical Institute - Information Technologies Usage Research  
([http://www.tuik.gov.tr/PreTablo.do?alt\\_id=1028](http://www.tuik.gov.tr/PreTablo.do?alt_id=1028))
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