

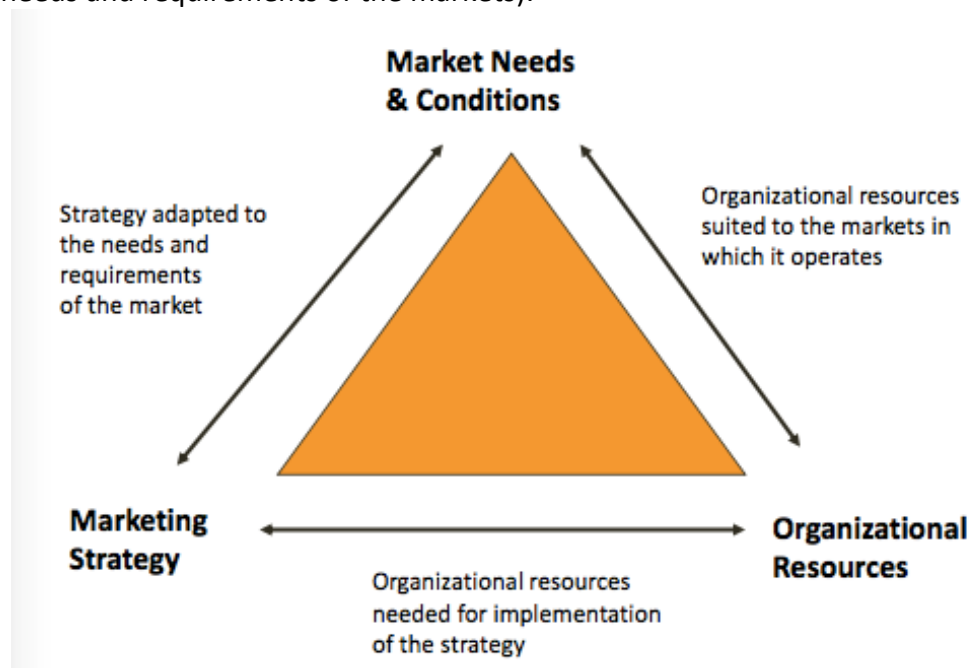
Introduction

- E-marketing is the application of information technology to traditional marketing, to create, communicate, deliver and exchange offerings that have value for stakeholders.
- E-business – optimisation of business activities with the help of digital technology
- Digital technology – electronic tools that generate, store or process data
- E-commerce – optimisation of buying and selling with the help of digital technology
- The marketing process: create value for customers and build relationships
 - Understand the marketplace and customer needs/wants
 - Design a customer driven marketing strategy
 - Construct an IMC that delivers superior value
 - Build profitable relationships and create customer delight
 - Capture value from customers in return to create profits and customer equity.
- The internet is a powerful tool that can support or damage your firm's strategic positioning, that can create new industries and reconfigure existing ones
- Groundswell is a social strategy development which sets out how business plans should be engaged. POST approach – people, objective, strategy, technology.
- Changes the internet has brought to marketing – the balance of power shifted to buyers, market fragmentation, death of distance, time compression (24/7), critical knowledge management, interdisciplinary focus.
- The internet makes marketing faster, cheaper, personalised, reduces search costs, seamless communication, transforms a predominantly one-way broadcast model.
- Web 2.0 – a set of applications and technologies that allows users to create, edit and distribute content; share preferences, bookmarks, and online personas; participate in virtual lives, and build online communities. Common characteristics: user generated content, easy search capability, highly interactive, rely on broadband connectivity, and attract large audiences.
- Semantic web – a web of data that provides a common framework that allows data to be shared and reused across application, enterprise, and community boundaries. It is a collaborative effort with participation from a large number of researchers and industrial partners.
- Key trends
 - Appliance convergence (becoming smart),
 - Wireless networking increases,
 - Interactive digital signage,
 - Wearable technology.
- Strategic options for internet technology – internet as a strategy channel (bricks and mortar, bricks and clicks, majority clicks), level of commitments (activity, business process, enterprise, and pure play), 5Ss (sell, serve, speak, save, sizzle).
- E-marketing strategies increase market penetration in existing markets, and to develop new markets.
- Market penetration strategies (i.e. cross-selling) are used for existing products in existing markets. They highlight the products availability so you buy more.
- Market development strategies (i.e. bricks → bricks and clicks) are used for existing products in new markets.

- Product development strategies (e.g. e-books) are for new products in existing markets.
- Diversification strategies (i.e. using the internet to support organisational growth strategies) are for new products in new markets. E.g. Apple moved from selling music to streaming via Apple Music

Strategic Marketing

- An e-business model describes the rationale by which the organisation sustains itself in the long term and includes its value proposition for partners and customers as well as revenue streams, via direct connection with digital technology
- Value proposition = benefits – costs. Important because you need to have your target market in mind when looking at value propositions to fully understand their needs and wants to match organisational capabilities. Target customer → value proposition → capabilities.
- Major revenue streams – advertising revenue model, subscription revenue models, transaction fee revenue model, sales revenue model, affiliate revenue model/commission based.
- Business model canvas – value proposition, revenue streams, key partners, key activities, key resources, cost structure, customer relationships, channels, customer segments.
- Strategy is a blueprint of how to achieve your goal. Strategic planning is the process of developing and maintaining a strategic fit between the organisation's goals and capabilities in light of changing marketing opportunities.
- Strategic fit – market needs and conditions (organisational resources suited to the markets in which it operates) → organisational resources (organisational resources needed for implementation of the strategy) → marketing strategy (strategy adapted to the needs and requirements of the markets).



- The e-marketing plan is a blueprint for e-marketing strategy formulation and implementation, with various frameworks and templates that can be used.
 - ESP framework illustrates the relationships among environment, strategy and performance. It consists of a situation analysis, e-marketing strategic

planning, objectives, e-marketing strategy, implementation plan, budget, evaluation plan.

- SOSTAC is a digital marketing strategy and planning model. It includes a situation analysis (SWOT, brand perception), objectives (vision, sales, market share, customer service, etc.), strategy (segmentation, targeting, positioning, value proposition), tactics (details of strategy, marketing mix, communication mix), action (details of tactics, internal v external), control (performance monitoring, web analytics, KPIs, customer satisfaction), +3 Ms (men, money, minutes).
- Gantt chart – details specific event, and acts as a timeline of responsibilities.
- Performance metrics – web analytics (measured through website server logs, cookies, page tags, sales conversion, number of likes, page views, CTR), balanced scorecard (provides a framework for understanding metrics from a customer, internal, learning and growth, and financial perspectives).
 - Financial – to succeed financially, how should we appear to shareholders?
 - Internal business process – to satisfy our shareholders and customers, what business processes must we excel at?
 - Learning and growth – to achieve our vision, how will we sustain our ability to change and improve
 - Customer – to achieve our vision, how should we appear to our customers?

Guest Lecture – Matt Blatt

- Buyer personas – extremely detailed, very specific target segments. Ideally, a company should have no more than four personas.
- SEO is an organic increase in web traffic, but the technical set up, setting up external links, and content can be costly.
- SEM is a paid increase in web traffic, mainly through Google AdWords (pay per click, key word, quality scores of websites), or Google Shopping (pay to get products and photos pushed to the top of the page, which recovers a product feed).
- Paid social campaigns target people who are likely to be interested in your range of products, which has wide reach. Google targets people with high interest, while Facebook targets people with low interest.
- Retargeting allows companies to follow customers everywhere, which is perfect for products with long purchase journeys.
- Programmatic display is a custom bid to promote your brands to highly qualified people and groups, where people give their data to e-marketers to target them. e.g., Woolworths everyday rewards cards sell data.
- Business model canvas follows the following aspects – customer segments, value proposition (for each segments), channels, customer relationships, revenue streams, key resources/infrastructure, key activities, key partners, and cost structure.
- Value proposition canvas allows businesses to visualise, design and test how you create value for customers. The customer profile describes what your customer needs to do (functional, social, emotional), pains/negative outcomes (frustrations, links, obstacles), gains/positive outcomes (benefits, aspirations, concrete results). The value map refers to how the products and services we build on either relieve pain or create gain. It is a good fit if there is connection between the product and what matters to customers.