

DIGITAL MARKETING AND SOCIAL MEDIA READING SUMMARIES

READING 1 (WEEK 2) → A THEMATIC EXPLORATION OF DIGITAL, SOCIAL MEDIA AND MOBILE MARKETING: RESEARCH EVOLUTION FROM 2000 TO 2015 AND AN AGENDA FOR FUTURE INQUIRY

(Lamberton & Stephen 2016)

- Over the past 15 years, digital media platforms have revolutionised marketing, offering new ways to reach, inform, engage, sell to, learn about, and provide service to customers
- This article tracks the changes in scholarly researchers' perspectives on three major digital, social media, and mobile (DSMM) marketing themes from 2000 to 2015
- The authors first use keyword counts from the premier general marketing journals to gain a macro-level view of the shifting importance of various DSMM topics since 2000
- They then identify key themes emerging in five-year time frames during this period
 - DSMM → facilitator of individual expression
 - DSMM → decision support tool
 - DSMM → market intelligence source
- Finally, an agenda for future research based on emerging research topics is advanced
- From its roots on the fringe of marketing research and practice, DSMM is now represents a mainstream subfield within marketing on the academic side, drawing interest across methodological and philosophical boundaries
- In practice, we are rapidly entering a "post-digital" world in marketing, where the siloed thinking that divided marketing into "digital" and "traditional" (or everything else) is being replaced. Instead, we are at a point in practice where digital marketing is just marketing, simply because almost all marketing activities a firm might consider now can have some kind of digital aspect

READING 2 (WEEK 2) → DESIGNING A MARKETING ORGANISATION FOR A DIGITAL AGE

(Harvard Business Review 2015)

- Digital Marketing is 'the thing everyone does'
- "Many marketing leaders see digital as a communication channel. But it is much more than that. Digital will have a major impact on how marketing is organized and the role it plays in a company."
- "Spray and Pray" method of mass marketing → old method
- 90% of smartphone users look up information whilst they are in the middle of another task
- The customer buying process in a digital market is no longer linear (pushing customers from awareness to purchase)
- The customer buying process is now made up of self-directed and erratic micro-moments. Buyers are searching for product information and recommendations whenever they get a chance
- The 'S's"
 - Social → drives search
 - Search → drives sales
- How to survive the new marketing approaches
 - Become streamlined
 - Abandoned silos and create nimble field structure
 - Lead the customer charge across the enterprise
 - Revamp skill sets
- Marketing needs to strengthen its relationships with other functions, especially IT, sales and customer service.
- Technology is a means to an end for marketing – IT on the other hand, technology is its primary discipline and marketing should turn to it for its expertise
- Technology is used to offer advanced analytics to develop customer insights and marketing automation technologies are able to provide those insights to other arms of the business
- Organisations that have strong sales and market share growth, however, are 1.5 times as likely to have a tight connection between their marketing and sales organisation
- Embrace the new reality
 - Building speed and flexibility through teams
 - Working across organisational boundaries
 - Changing the talent mix