Digital Marketing

MKF3881

Weekly topic notes

S2 2017

Topics covered

Week 2	Technology and its impact on Business
Week 3	Strategic digital marketing
Week 4	Understanding digital consumers
Week 5	Digital business models
Week 6	Search marketing
Week 7	Analytics, evaluation and reporting
Week 8	Email marketing & CRM
Week 9	Mobile marketing
Week 10	Digital campaigns, media & video marketing
Week 11	Emerging technology & its potential impact

MKF3881 Weekly summaries

Definitions –
eCommerce:
Shopping sites. Transactions that occur. One small concept of eMarketing.
eBusiness:
A business and all of its functions start to adopt digital technologies (marketing is one).
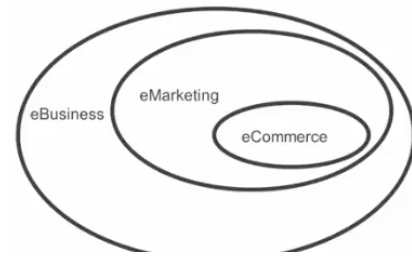**eMarketing**:
Digital function of marketing
eMarketing = *Digital Marketing*
"The use of information communication tech (ICT) to understand, create, communicate and deliver value to customers and the org"
Adds a layer of technology onto marketing → Storing, processing and delivering information

"Information economy"
Post industrial economy → where orgs grew through manufacturing
Assets now can be intangible (data)
Themes of Information Economy:
- Information assets (compared to physical assets)
- Digitalisation (of info) – 1's & 0's
- Speed (of communication)/communicated rapidly
- Intellectual property
- Convergence (combining functionality)/e.g. mobile phone (has replaced other devices)
Relies on connections → networks
Only exists because of connections people have with each other. Tech is an enabler → rely on networks.

Networks:
Series of nodes, places, and addresses connected together in some organised way such that each component is identifiable.
- Identifiers (IP 'Internet protocol' addresses)
- Directories (DNS)
- Routing of into (gateways etc.)
- Connections (permanent or temporary)

Internet:
Global system of interconnected computer networks
Lower case "i" – Wired 2004 Aug → no longer capitalize I in internet

History of the internet:
- IT crowd, Life Noggin, TED talk by journalist Andrew Blum

World wide web (www):
A system of interlinked, hypertext documents that runs over the internet
"Created" by _Tim Berners-Lee_ 1990
www Themes:
Internet should be a web, not a hierarchy
Computers should enable humans to work better in groups
We should be editable as well as browsable

1990 → first website created
First ISP (service provider) – The World
1993 → CERN is free for anyone
First commercial websites
1994 → first commercial spam
First banner ad sold
1995 → ebay started
1998 → google started
2004 → the facebook started

Web 2.0
Buzz-word
Network as a platform
User-generated content → Marketing "CGM" consumer-generated media" → _social media_
Interaction or attitude
Collaboration & sharing
→ relates to Tim Berners-Lee

Social Media:
1. Social media services are currently Web 2.0 Internet-based applications
2. User-generated content is lifeblood of social media
3. Individuals and groups create user-specific profiles for sites/apps designed & maintained by a social media service
4. Facilitates the development of social networks online by connecting a profile with those of other individuals and/or groups.

Socialnomics:
Book to read?
How we live and do business

How business use social media?
"Inc 500" top 500 fastest growing privately owned companies on using social media.
94% use LinkedIn
88% use Fb
79% twitter
42% blogs
46% Insta