IDEAS

INCREASING DIGITAL SKILLS AND
E-COMMERCE FOR ASEAN WOMEN MSMEs

E-BUSINESS TRAINING CONTENT

FOR TRAINERS

AKCF
ASEAN-KOREA
COOPERATION FUND

APWINC

asean

DIGITAL MARKETING CORE

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LEARNING OBJECTIVES

Upon completion of this course, students will be able to:

1. Understand the concepts and features of digital marketing

2. Describe the types of digital marketing channels and their return on investment

3. Plan, implement and optimize your digital marketing program

OUTLINE

Module 1. **The Definition and Process of Digital Marketing**

- The Concept of Digital Marketing

- Features of Digital Marketing

Module 2. **Digital Marketing Channels**

- Digital Marketing Channels

- The ROI of Digital Marketing Programs

Module 3. **Planning, Implementation, and Optimization of Digital Marketing**

- Plan Your Digital Marketing

- Implement and Optimize Your Digital Marketing

DURATION

1.5 – 2.0 hours (30 – 40 mins per module).

MODULE 1.   DIFINITION AND PROCESS OF DIGITAL MARKETING

1-1.   Warm-up Activity

Objective: find out the meaning of marketing based on participants' perspective

> ● What is marketing?

The trainer asks a question "what is marketing?" to all participants. Then the trainer encourages at least two participants to provide the answers. After that the trainer elicits some key words from the answers that related to the concept of marketing.

1-2.   What is Marketing?

Objective: *understand the concept and meaning of marketing*

> ● Marketing is about understanding customer needs and produce products to satisfy that needs
>
> ● Marketing focuses on customer satisfaction rather than sales
>
> ● Marketing is defined as "the art and science of finding, retaining, and growing profitable customers" (Kotler et al., 2017)

Marketing is not only a business function, but a philosophy, a way of thinking, and a way of organizing your business and your mind. The core of marketing is understanding customer needs and try to produce products and services to satisfy that needs. The products and services include various attributes such as design, features, quality, after-sale services, warrantee, and so on to increase customer satisfaction.

Marketing focuses on customer satisfaction rather than sales. Customer satisfaction is significant because if the customers satisfied, they will become repeated customers and create more value for the business. In contrast, if they are not satisfied with the product or service, they may complaint and spread negative word of mouth affecting image and sales of the businesses.

There are numerous definitions of marketing. According to American Marketing Association "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and

society at large".[1] Philips Kotler, the world renown scholar, defined marketing as "the art and science of finding, retaining, and growing profitable customers" (Kotler et al., 2017).

1-3.   The Marketing Processes

Objective: *describe the marketing processes*

- The marketing process includes five steps:
  1. Understanding the marketplace and customer needs and wants
  2. Design a customer-driven marketing strategy
  3. Constructed an integrated marketing program that deliver superior value
  4. Build profitable relationships and create customer delight
  5. Capture value from customers to create profits and customer equity

Marketing is very important for businesses in highly globalized competitive environment. A large company set up a separated department responsible for marketing function. For MSMEs, they may assign a few people responsible for marketing functions. A number of marketing related activities such as website development, and online promotional video may be outsourced to specialized advertising agency.

Regardless the size of the businesses, the following steps should be taken into consideration in executing the marketing functions: (1) understanding the marketplace and customer needs and wants (2) design a customer-driven marketing strategy (3) constructed an integrated marketing program that deliver superior value (4) build profitable relationships and create customer delight, and (5) capture value from customers to create profits and customer equity.

Five Steps of Marketing Process

[1] What is Marketing? — The Definition of Marketing — AMA

Source: Kotler et al., 2017

Understanding the marketplace and customer needs and wants

In understanding the markets and the customers, it is necessary for marketers to understand the following concepts including needs, want, and demand.

Needs can be divided into different levels including basic, social, esteem and self-expressions. Basic physical needs refer to the need for food, clothing, warmth, and safety while social needs include belonging, affection, fun, and relaxation. Esteem needs imply the needs for prestige, recognition, and fame. Individual needs refer to the needs for knowledge and self-expression. These needs constitute part of human being.

Maslow's Hierarchy of Needs
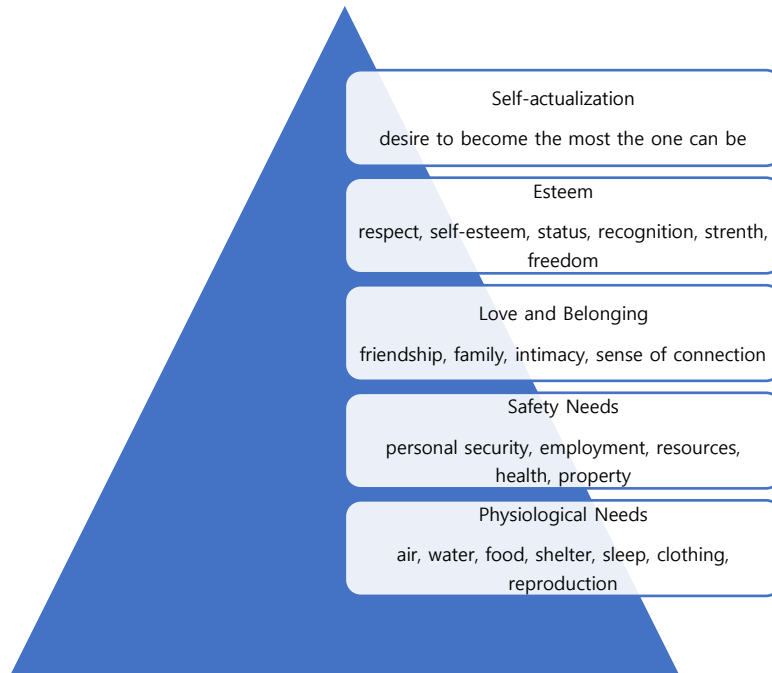
Source: Maslow, A. H. (1954)

Wants refer to how people communicate their needs. Wants are shaped by culture, environment, and individual personality. For example, people in Southeast Asia need food, but they want rice, noodle soup, Tom Yum, etc. People in the United States need food, but they want hamburger, steak, and Coca Cola.

When wants supported by purchasing power, they become demand. Many companies conduct research to understand their customer's needs, wants and demand in order to produce products and services that best suit with customers' needs, wants and demand.

Designing a customer-driven marketing strategy

In designing marketing strategy, it is essential for marketers to understand strategic marketing including market segmentation, target marketing, and positioning. Market segmentation involves dividing potential market into small groups with distinct characteristics and behaviors. So that, we have detailed information about each group we want to serve. Target marketing means selecting the segments that we want to serve. The product and service attributes should be best matched with the needs, wants, and demand of the target groups. Positioning refers to what we want target customers to think about our products and services in terms of price, quality, etc., compare to that of competitors.

Constructed an integrated marketing program

Marketing program involves delivery value for customers and build relationship with

customers by transforming marketing strategy into actions. Marketing program include marketing mix and marketing tools that the company use to implement marketing strategy. Marketing mix include Product, Price, Place and Promotion (4 Ps).

Conventional marketing tools consist of event marketing, advertising, direct mail, survey, etc. Digital marketing tools include website, content marketing, social media, email marketing, etc.

Building customer relationship

The most important step in the marketing process is to build customer relationship. Large companies implement a program called Customer Relationship Management (CRM). CRM is defined as "the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction" (Kotler et al., 2017; p. 38). There are two important concepts to consider in building customer relationship: customer value and customer satisfaction. The former is the perceived-values of products and services offer to customers, while the latter refers to the extent to which the performance of the product and services meet expectation of the customers.

Another important concept is customer engagement. Many companies developed customer-engagement marketing in order to foster direct and continuous customer involvement in shaping brand conversation, experiences, and community. Consumer-generated marketing implies that the consumers play role in shaping their brand experience and those of other consumers through uninvited consumer-to-consumer exchanges in blogs, video-sharing sites, social media, and other digital platforms.

Capturing value from customers

It is important for businesses to have information on current and future sales, market share, and profits. This information is vital for planning and implementing marketing activities to capture value from customers. Creating superior customer value implies that the businesses are trying to develop high customer satisfaction and loyalty the customer stay with the company longer and buy more products and services.

Marketing managers may consider these programs including customer loyalty and retention programs, lifetime value, share of consumers, and customer equity in creating superior customer value.

1-4.   Marketing in the Digital Age

Objective: *understand the concept and features of digital marketing*

- We are living in the digital age

- An estimated suggested that 3.2 billion people or over 40% of the world population are online

- Digital and social media marketing become a new norm of the business world

- Digital and social media marketing "involve using digital marketing tools such as website, social media, mobile ads and apps, online video, e-mail, blogs, and other digital platforms that engage consumers anywhere" (Kotler et al., 2017)

We are living in the digital age. In every part of the world, with no exception to the remotest areas of the world, people are busy with their smart phone scrolling down the screens of their digital devices looking at their Facebook page, watching video from YouTube or other social media platform. In 2022, an estimate suggested that there were 4.95 billion or 62.5% of the world population access to the internet.

Overview of the Adoption and Use of Connected Devices and Services

	Number	Percentage
Population	7.91	100
Unique mobile phone users	5.31	67.1
Internet users	4.95	62.5
Active social media users	4.62	58.4

Source: DataReportal, 2022

In the digital age, digital and social media marketing become a new norm of the business world. Digital and social media marketing "involve using digital marketing tools such as website, social media, mobile ads and apps, online video, e-mail, blogs, and other digital platforms that engage consumers anywhere" (Kotler et al., 2017). Digital and social media marketing facilitates closer engagement between businesses and customers; as a result, the customers get closers with the brands or among community of customers.

1-5. Defining Digital Marketing

Objective: understand and compare different definitions of digital marketing

- Digital marketing is the endorsement of goods, services, and company brands

> through online media channels
>
> - A projection of conventional marketing, its tools and strategies, on the Internet (Piñeiro-Otero & Martínez-Rolán, 2016)
>
> - Digital marketing is closely related to direct marketing, which "involve engaging directly with carefully targeted individual consumers and customer communities to both obtain an immediate response and build lasting customer relationship" (Kotler et al., 2017)

There are many different definitions of digital marketing. Digital marketing is the endorsement of goods, services, and company brands through online media channels. Piñeiro-Otero & Martínez-Rolán (2016) defined digital marketing as a projection of conventional marketing, its tools and strategies, on the Internet. Digital marketing is closely related to direct marketing, which "involve engaging directly with carefully targeted individual consumers and customer communities to both obtain an immediate response and build lasting customer relationship" (Kotler et al., 2017). Overall, the aim of digital marketing is to communicate company products and services, engage customers, and maintain profitable relationships with customers.

1-6. Forms of Direct and Digital Marketing

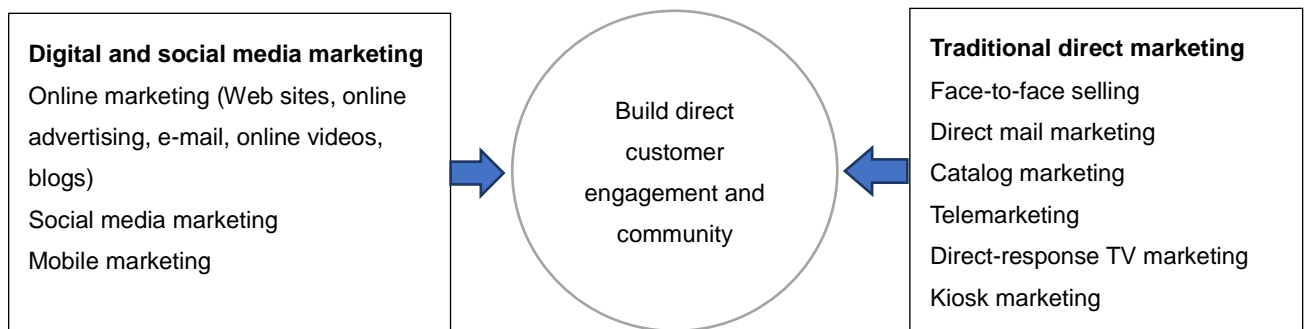*Objective*: *differentiate traditional direct marketing and digital marketing tools*

> - Traditional direct-marketing tools
>   - Face-to-face selling
>   - Direct-mail marketing
>   - Catalog marketing
>   - Telemarketing
>   - Direct response TV marketing
>   - Kiosk marketing
> - Digital direct-marketing tools
>   - Online marketing
>   - Social media marketing

> - Mobile marketing

Traditional direct-marketing tools include face-to-face selling, direct-mail marketing, catalog marketing, telemarketing, direct response TV marketing, and kiosk marketing. Each tool has different advantages and disadvantages. For example, face-to-face selling, an expensive form of marketing, allows businesses to better access to customers, while catalog marketing may be less effective as many customers may not be interested in reading details in the catalogs.

As businesses are moving toward digitalization, digital direct-marketing is the fasting growing sector. Digital direct-marketing tools include online marketing, social media marketing, and mobile marketing. Social media marketing is widely used form of marketing as more and more customers are using digital devices.

Forms of Direct and Digital Marketing

<table>
<tr><td>

Digital and social media marketing
Online marketing (Web sites, online advertising, e-mail, online videos, blogs)
Social media marketing
Mobile marketing

</td><td>

Build direct customer engagement and community

</td><td>

Traditional direct marketing
Face-to-face selling
Direct mail marketing
Catalog marketing
Telemarketing
Direct-response TV marketing
Kiosk marketing

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Source: Kotler et al., 2017

In the digital age, an increasing number of customers are likely to develop notions of convenience, speed, price, product information, service, and brand interactions. They use digital devices to achieve these desires. The digital age offers new approaches to create customer value, engage customers, and build customers' relationships.

1-7.   Online Marketing

Objective: *describe the meaning of online marketing*

> - Online marketing refers to marketing via the internet using company website, online advertising and promotion, email marketing, online video, and blogs

There are many definitions of online marketing in the literature. In general, online marketing refers to marketing via the internet using company website, online advertising and promotion, email marketing, online video, and blogs.

Social media and mobile marketing are very significant. As a result, they are discussed in a separate section.

1-8. Website and Branded Web Communities

Objective: *understand the importance of website*

- Website is an important tool to provide information about company for prospect customers
- A number of companies create website solely for marketing purpose
- Community of brand fans on the website
- Website should be attractive enough to attract customers to engage

The first step of online marketing is to create Website. Website is an important tool to provide information about company for prospect customers. A number of companies create website solely for marketing purpose to engage customers, convince them to purchase or other marketing outcome. The development of community of brand fans on the website is graining increasing attention from businesses. The community of brand fans provide contents to engage customers and create customer-branded loyalty. The site provides brand information, video, blogs, activities, and other features that build closer customer relationship and generate engagement with and between the brand and its customers.

Website should be attractive enough to attract customers to engage. Many companies opt to promote their websites offline using print materials, broadcast advertising through ads and link to other websites. Attractive websites must be easy to use and visually appealing, and useful. For example, shopping website emphasize substance over style, function over flash. An effective website provides deep and useful information, interactive tools to find and evaluate content of interest link to other sites, changing promotional offers, and entertaining features.

1-9. Online Advertising

Objective: *describe the importance of online advertising*

- Companies switched to online advertising thank to increasing number of consumers are online to increase sales or attract visitors to their internets, mobile, and social media sites
- Online advertising includes display ads and search-related ads
- The largest form of online advertising is search-related advertising

As an increasing number of consumers are online, companies tend to use more online advertising to increase sales or attract visitors to their internets, mobile, and social media sites. Online advertising become a major promotional channel. Online advertising includes display ads and search-related ads. These two types of advertising consume a major advertising budget of the businesses. Online display ads are available anywhere on the internet user's screen and related to the information being viewed.

The largest form of online advertising is search-related advertising or contextual advertising. In search advertising, text- and image-based ads and link appear atop or alongside the search engine results such as Google, Yahoo!, and Bing. Search advertiser buys search terms from the search site and pay only if consumers click through to its site.

1-10. E-mail Marketing

Objective: understand the significance of e-mail marketing

- Email marketing is an important and growing digital marketing tool
- A study suggest that e-mail is 40 times more effective in capturing customers than Facebook and twitter combined
- Highly targeted, tightly personalized, relationship building message
- Spam mail can be a barrier of email marketing

Email marketing is an important and growing digital marketing tool. An observer stated that "Social media is the hot new thing, but email is still the king" (Advertising Age, September 30, 2013). A study suggest that e-mail is 40 times more effective in capturing customers than Facebook and twitter combined.

Email marketing when used properly, it become a definitive marketing medium. Professional marketers use it regularly with great success. Email marketing is highly targeted, tightly

personalized, and relationship building message. However, email marketing has a number of constraints. Spam mail, for example, can be a barrier of email marketing customers can be irritating and frustrating. To solve the problem, experts have developed permission-based email marketing, meaning that businesses can sending email only to customers who want to "opt in".

1-11. Online Videos

Objective: *understand the role online videos are playing in digital marketing*

- Digital content on brand website or social media such as YouTube, Facebook, and so on

- Viral marketing (the digital version of word-of-mouth marketing): videos, ads, and other marketing content that is so infectious that customers will seek them out and share them among their friends

- Pros: inexpensive and audience are likely to watch them

- Cons: some videos may have negative effect to the company image

Online video is digital contents on brand website or social media such as YouTube, Facebook, and so on. Online video should attract prospect viewers to watch them.

Viral marketing (the digital version of word-of-mouth marketing): videos, ads, and other marketing content that is so infectious that customers will seek them out and share them among their friends. There are pros and cons of online video. For example, the online video is inexpensive and audience are likely to watch them. However, some videos may have negative effect to the company image.

1-12. Blogs and Other Online Forums

Objective: *describe why blog is important in digital marketing*

- Target specific interest groups

- Blogs (Web logs) online journal where people or companies post their thought or other content, usually related to narrowly defined topics

- Many bloggers use social media such as Facebook, Twitter, Instagram to promote their blogs to reach wider audience

Blogs (Web logs) online journal where people or companies post their thought or other content, usually related to narrowly defined topics. Blog target specific interest groups for example off-road care racer, mountain climbers, eco-tourists etc. Many bloggers use social media such as Facebook, Twitter, Instagram to promote their blogs to reach wider audience

1-13. Social Media Marketing

Objective: *understand the increasing role of social media marketing in the age of digital transformation*

- The surge in internet usage and digital technology and devices has spawned a dazzling array of online social media and digital communities

- Countless independent and commercial social network have arisen that give consumer online places to congregate, socialize, and exchange view and information

- It seems that almost everyone is using Facebook, Google+, Twitter, YouTube, Pinterest, Instagram and Snapchat

- Marketers now are following the huge social media wave

The surge in internet usage and digital technology and devices has spawned a dazzling array of online social media and digital communities. Countless independent and commercial social network have arisen that give consumer online places to congregate, socialize, and exchange view and information.

A large number of world population is using some of these applications including Facebook, Google+, Twitter, YouTube, Pinterest, Instagram and Snapchat. As an increasing number of digital users, marketers are following the huge social media wave in designing and implementing their marketing programmes.

1-14. Using Social Media

Objective: *describe how to use social media for marketing purpose*

- Marketer can engage in social media in two ways:
  - Use existing social media
  - Setting up their own

- Using existing social media is the easiest way

- Checking many companies' websites you will find links to Facebook, Twitter, YouTube, Pinterest, Instagram, or other social media pages

  - Facebook = 1.2 billion users every month

  - Twitter = 645 million registered users

  - YouTube = 1 billion visitor/month

  - Weibo = 500 million users

  - Google+ = 400 million active users

  - LinkedIn = 240 million

  - Pinterest = 70 million

Marketers can engage in social media in two ways: use existing social media platforms or setting up their own. Checking many companies' websites you will find links to Facebook, Twitter, YouTube, Pinterest, Instagram, or other social media pages.

- Facebook = 1.2 billion users every month

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- Google+ = 400 million active users

- LinkedIn = 240 million

- Pinterest = 70 million

1-15. Pros and Cons of Social Media Marketing

Objective: *distinguish the pros and cons of social media marketing*

- Pros

  - Targeted and personal

  - Interactive

- Immediate and timely

- Cost effective

- Engagement and social sharing capabilities

● Cons

- Tricky for some businesses

- Hard to measure the impacts

- Require regular engagement with customers

There are advantages and disadvantages of social media marketing. On the one hand, social media marketing is targeted and personal, interactive, immediate and timely, cost effective and engagement, and social sharing capabilities. On the other hand, using social media marketing is tricky for some businesses. Also, it is hard to measure the impacts and requires engagement with customers, which is time-consuming. Many businesses hire extra employees to take care of social media marketing.

1-16. Managing User-Generated Social Media Content

Objective: *acknowledge why user-generated content (UGC) is important*

● User-Generated Content (UGC), positive or negative is valuable

● Positive UGC: create community and encourage others to use the product

● Negative UGC: use for improving product and service quality

User-Generated Content (UGC) can be positive or negative. Both of them is valuable for marketing purposes. For positive UGC, it creates community and encourage others to use the products. On the other hand, negative UGC can be used for improving product and service quality.

1-17. Listening to Customer on Social Media

Objective: *understand why customer voice is so important for marketing purpose*

● The goal of company's social media plan: engage customers and create a conversation

- Try to be unique and use engagement

- Social media provide feedback from customers to the company

- Listening to your customers is good, but engaging in the conversation is better

The goal of company's social media plan is to engage customers and create a conversation with them. In designing marketing activities, try to be unique and convince customers to engage in conversations.

Social media provide feedback from customers to the company. Listening to your customers is good, but engaging them in the conversation is even better. So, try to engage customers as much as possible.

1-18. Integrated Social Media Marketing

Objective: *understand the significance of integrated social media marketing*

- Companies that use social media successfully are integrating a broad range of diverse media to create brand-related social sharing, engagement, and customer community

- Managing a brand's social media efforts can be a major undertaking

- Example: Starbuck manages 51 Facebook pages (43 in other countries), 31 Twitter handles (19 international), 22 Instagram names (14 international), Google+, Pinterest, YouTube, and Foursquare accounts

The significance of integrated social media marketing of the companies that use social media successfully are integrating a broad range of diverse media to create brand-related social sharing, engagement, and customer community.

Managing a brand's social media efforts can be a major undertaking. For example, Starbuck Coffee manages 51 Facebook pages (43 in other countries), 31 Twitter handles (19 international), 22 Instagram names (14 international), Google+, Pinterest, YouTube, and Foursquare accounts.

1-19. Mobile Marketing

Objective: *understanding basic principle of mobile marketing*

- Deliver marketing message, promotion, and other marketing content to the on-the-go consumers through their mobile device

- The wide spread adoption of mobile devices and the surge in mobile Web traffic have made mobile marketing a must for most brand

- Companies use mobile marketing to stimulate immediate buying, make shopping easier, enrich the brand experience, or all of these.

- Companies must use mobile marketing responsibly or risk angering already ad-weary consumer

Understanding how marketing message, promotion, and other marketing content are delivered to the-on-the-go consumers through their mobile device. The wide spread adoption of mobile devices and the surge in mobile Web traffic have made mobile marketing a must for most brand. Understanding how companies use mobile marketing to stimulate immediate buying, make shopping easier, enrich the brand experience, or all of these. Understanding how companies use mobile marketing responsibly or risk angering already ad-weary consumer.

1-20. Recap

Objective: be able to recall key knowledge and skills gained from this module

- The core of marketing is understanding customer needs and try to produce products and services to satisfy that needs.

- The following steps should be taken into consideration in executing the marketing functions: (1) understanding the marketplace and customer needs and wants (2) design a customer-driven marketing strategy (3) constructed an integrated marketing program that deliver superior value (4) build profitable relationships and create customer delight, and (5) capture value from customers to create profits and customer equity.

- Digital marketing is the endorsement of goods, services, and company brands through online media channels

- Digital direct-marketing tools include online marketing, social media marketing, and

mobile marketing

MODULE 2.   DIGITAL MARKETING CHANNELS

2-1.   Warm-up Activity

Objective: analyzing pros and cons of marketing channels

● Group discussion

The trainer asked the audience to sit in groups of four or five members and suggest them to look at a website or a Facebook page of an MSME in their country. Then the trainer asks them to discuss the pros and cons of the page they are serving for 10 minutes. After the discussion, the trainer asks a representative from each group to report their findings to class.

2-2.   Website as a Hub of Digital Marketing

Objective: understanding significant role of website as digital marketing tool

● Website is a place of business
● It is the most valuable piece of digital real estate
● It is a yardstick by which an entire online business will be measured
● Website is not just an online brochure, try to build it as a *conversion engine*
● Conversion goal could be anything from actual online purchase (a sales transaction), online query (lead generation), subscribing for online newsletter (opt-in for future marketing)

Website is a place of business if you are a digital marketer. You may have all sorts of campaigns out there, ultimately everything will be channeled back through a single point that is your website. It is the most valuable piece of digital real estate. Getting your digital marketing strategy right and it could well end up being the most valuable piece of real estate you own.

Your website is the one thing over which you have complete and explicit control. You can change anything and everything on your website; you can tweak it, tune it and manipulate it

in any way you want; you can build in ways to track and measure all of the activity on your website. It's the yardstick by which your entire online business will be measured.

Website is not just an online brochure, try to build it as a *conversion engine* for the traffic you garner through all of your other digital marketing endeavors. Your conversion goals could be anything from an actual online purchase, to an online query, to subscribing for online newsletter or whatever else you decide is important for business and appropriate for customers.

2-3.   Building an Effective Website

Objective: basic understanding of the role of website in digital marketing

- An effective website is essentially about the convergence of two things:
  - Business goals
  - The needs of target market
- Achieving the convergence of the two can be a tricky process

An effective website is essentially about the convergence of two things: your business goals and the needs of your target market. Achieving the convergence of the two can be tricky process.

2-4.   The Main Steps of Building Website

Objective: describe basic step of website design

- Planning
- Design
- Development
- Testing
- Responsive Web Design (RWD)
- Deployment

Different business will follow different process involving different groups of people when designing, developing, and implementing a website. The main steps in building website are

as the following: planning, designing, developing, testing, responsive Web Design and deployment.

Planning: establish your goals for the site; analyze the competition; define who your target market is; how customers will find you online; map out a schedule and decide who's going to do what and when.

Design: decide on the "Look and Feel" of the site such as color, graphics, information architecture etc.

Development: putting the agreed design, the actual pages of the site, the content, links and navigation hierarchy all together.

Testing: make sure everything works the way it should.

Deployment: new site becomes live on the internet for the whole world to find.

2-5. Before Start

Objective: understand what to consider before designing website

- Why you are building a website?

- Who your website is for?

- How to integrate usability and accessibility in your website design?

- What messages to be included in the website?

- Who are your competitors?

Why you are building a website?

It's a simple question, yet you'd be amazed by how many businesses have never asked for it. we have a website because everyone has one and it seemed like a good idea at the time.

Who your website is for?

It is also crucial to its success. To be succeeded it needs to appeal to one group of people and one group of people only that is your target market.

How to integrate usability and accessibility in your website design?

Both are central to good web design. Usability and accessibility are about making sure that the site content can be accessed by the widest-possible audience and delivering the

information and functionality users want in a way they're comfortable and familiar with.

What messages to be included in the website?

The world of the website is dominated by words. The web is still all about text and the connections between different words and phrases. Audio, video, flash and animation may seem to be everywhere online, multimedia content seems to be taking over.

Who are your competitors?

The sites that rank highly for your keywords are your online competitors.

2-6. Choosing Domain Name

Objective: describe some techniques for choosing domain name

- Make it catchy, memorable and relevant

- Use country specific top-level domain (TLD) to appeal to a local audience

- You can buy multiple domain name

- Consider different suffixes

- Keywords in domain name can be beneficial

Make it catchy, memorable and relevant: choose a catchy, easily identifiable domain name that is relevant to business and easy for people to remember.

Use a country-specific top-level domain (TLD) to appeal to a local audience: if the market is local, it often pays to register the local version of the domain instead of the more generic. If you're appealing to an international audience, a generic TLD may serve you better.

You can buy multiple domain names: there's nothing to stop you buying more than one domain to prevent others from registering them. You can redirect the secondary domains to point to your main website.

Consider different suffixes: another option is registering country-specific domains. You can deploy a regionally tailored version or redirect them to a localized section on your main website.

Keywords in a domain name can be beneficial: you may decide to incorporate one of your keyword phrases into your domain name.

2-7. Choosing Web Designer/Developer

Objective: describe some considerations in choosing web designer

- Look at their own website

- Examine their portfolio

- Ask their customers for recommendations

- What is their online reputation like?

- Are they designing site to be found?

- Do they adhere to web standards?

Look at their own website: examine a website with a critical eye. Think about what a website's trying to achieve and how well the site addresses the needs of its target audience.

Examine their portfolio: go beyond the portfolio pages and click through to the actual websites themselves.

Ask their customers for recommendations: go to the "contact us" page and drop them a line by e-mail or pick up the phone to ask for some honest feedback on web design experience.

What's their online reputation like? Web forums, online communities and peer-review sites are other good places to look for information about positive or negative reputation.

Are they designing site to be found? Go back to the portfolio sites you looked at and pick out some of the keyword phrases you expect them to rank for in a search engine.

Do they adhere to web standard? Go to the W3C website validation page and run the web addresses of your shortlisted web designers through the MarkUp Validator.

2-8. Preparing Information

Objective: basic understanding of preparing information for website content

- The site structure can have significant impacts on its usability, its visibility to search engine spiders, its rank in search engine result pages (SERPS), and its potential to convert traffic once it arrives

- Getting information architect right is critical to the success of the website

- Factors to be considered include type of business, type of website, target audience, business goals and so on

The site structure can have significant impacts on its usability, its visibility to search engine spiders, its rank in search engine result pages (SERPS), and its potential to convert traffic once it arrives. Getting information architect right is critical to the success of the website. Factors to be considered include type of business, type of website, target audience, business goals and so on.

2-9.   Writing Effective Web Content

Objective: describe useful techniques for writing web content

- Know your audience

- Print is linear medium; the web is random access

- Offline readers are patient; online readers want information now

  - Grab attention

  - Make it scannable

  - Make it original

  - Use the inverted pyramid

  - Be consistent

  - Engage with your readers

In writing web content, first, you have to know your audience. The more your writing is tailored to your audience, the more effective it is.

Print is linear medium while the web is random access. People read through printed materials from beginning to end, on the web, they scan and skip through information.

In addition, offline readers are patient, whereas online readers want information now. So, consider the following points in writing your web contents:

Grab attention: forget flowery introductions and verbose descriptions; make your writing clear, concise and to the point from the start.

Make it scannable: avoid large blocks of uninterrupted text. use headings, sub-heading and bullet points to break up the text into manageable, scannable standard-alone chunks.

Make it original: original content is a great way to engage users and establish relevance

and authority and search engines love it.

Use the inverted pyramid: the inverted pyramid often used for newspaper stories tends to work well on the web. Aim to deliver the most important points of your story first, going on to deliver supporting details in order of decreasing importance down the page.

Be consistent: use a simple, easy-to-read writing style, and keep things consistent across the site.

Engage with your reader: use a conversational style, and write as if you were talking to an individual rather than an audience.

2-10. Three Types of Media: Own, Paid and Earned

Objective: differentiate three types of media

> - Own: properties that the business has total control, e.g., it's owned website
> - Paid: properties that it pays for it messages to appear on, e.g., advertising
> - Earned: properties where other people talk about its products and services, e.g., social media

There are three types of media: own, paid, and earned. Own media are the properties that the business has total control (e.g., owned website). Paid are the properties that it pays for it messages to appear on (e.g., advertising). Earned are properties where other people talk about its products and services (e.g., social media).

2-11. Start from Your Own Website

Objective: understanding consumer behavior through your own website

> - Web analytics technology allows you to measure how many browsers engage with your website
>   - Where they came from (both on the internet and geographically)?
>   - What browser and operating system they used?
>   - What keywords they used to find your site and on which search engine?
>   - The page they arrive at?
>   - How long they stay?

- Which pages they visit while they were there?

- Which page they left from and whether or not they came back again?

● That in turn gives you information how users find your site

- Whether you are giving them what they want?

- Whether your site is optimized for the right search keywords?

- How effective your different forms of advertising are at driving traffic to your site?

- What proportion of that traffic is taking a desire action?

Web analytics technology allows you to measure how many browsers engage with your website: Where they came from? What browser and operating system they used? What keywords they used to find your website and on which search engine? The page they arrived at? How long they stayed? Which page they visited while they were there? And which page they left from and whether or not they came back again?

Information given how user find your site includes; Whether you are giving them what they want? Whether your site is optimized for the right search keywords? How effective your different forms of advertising are at driving traffic to your site? And what proportion of that traffic is taking a desire action?

2-12. Measuring Paid Media

Objective: describe how to measure paid media

● The big selling point of online advertising is its measurability and the most significant of that was the click

● Advertisers knew for certain if an ad has worked because they knew if someone has clicked on it.

The big selling point of online advertising is its measurability and the most significant of that was the click. If someone has clicked an ad, advertisers knew for certain.

2.13. Key Performance Index in Digital Marketing

Objective: understand different types of KPIs in digital marketing

- Conversion Rate

- Goals/Conversion

- Types of Users

- Types of Sources

- Keywords/Traffic of Non-Branded Keywords

There is a number of key performance index in digital marketing. Some of them are listed below:

Conversion rate: conversion rate is calculated by simply taking the number of conversations and dividing that by the number of total ad clicks/actions that can be tracked to a conversation during the same time period.

Goals/conversation: a goal represents a completed activity.

Type of users: there are new visitors and returning visitors.

Type of sources: every referral to a web site has an origin, or source.

Keywords/traffic of Non-Branded keywords: keywords are the key words and phrases in web content that make it possible for people to find a site via search engines. Non-branded keywords are ones that do not contain the target website's brand name or some variation.

2-13. Return On Investment (ROI)

Objective: understand basic concept of return on investment in digital marketing

- ROI is defined as a profitability measure that evaluates the performance of a business by dividing net profit by net worth

- ROI = one of the most important goals of each market strategy including digital marketing

- ROI = (Gain from Investment – Cost of Investment)/Cost of Investment

ROI is defined as a profitability measure that evaluates the performance of a business by dividing net profit by net worth. ROI is considered one of the most important goals of each

market strategy including digital marketing. ROI can be calculated using the basic formular below:

ROI = (Gain from Investment – Cost of Investment)/Cost of Investment.

2-14. Cost per Acquisition (CPA)

Objective: understand the principle of cost per acquisition in digital marketing

- CPA is related to convincing customer to use a specific product or service
- Alternatively referred to Cost per Conversion (CPC) = a marketing pricing model where the advertiser pays for a specified acquisition e.g., a sale, click, or form submit (contact request, newsletter sign up, registration etc.)
- CPA = Cost/Number of Acquisition

Cost per Acquisition (CPA) is related to convincing customer to use a specific product or service. Cost per Conversion (CPC) is a marketing pricing model, where the advertiser pays for a specified acquisition e.g., a sale, click, or form submit (contact request, newsletter sign up, registration etc.). CPA can be calculated using the formular below:

CPA = Cost/Number of Acquisition (cost divided by the number of acquisition).

2-15. Conversion Rate

Objective: describe the concept of conversion rate

- The aim of digital marketing is to increase conversion of website visitors into paying customer
- Conversion rate is defined as "the average number of conversions per click in SERP results or Ads click (depend on the marketing objective) shown as a percentage. Conversion rates are calculated by simply taking the number of conversion and dividing that by the total number of ad click/actions that can be traced to conversion during the same period" (Ramon Suara et al., 2017)
- There are many ways to increase conversion rate:
  - Use attention, interest, desire, action (AIDA)
  - Enhance the user's trust, improve the navigation on the website
  - Offer active assistance (through chat, co-browsing)

Regular use of analytics to monitor and track behavior

The aim of digital marketing is to increase conversion of website visitors into paying customers. Conversion rate is defined as "the average number of conversions per click in SERP results or Ads click (depend on the marketing objective) shown as a percentage. Conversion rates are calculated by simply taking the number of conversion and dividing that by the total number of ad click/actions that can be traced to conversion during the same period" (Ramon Suara et al., 2017).

There are many techniques we can use to increase conversion rate such as: using attention, interest, desire, action (AIDA) model, enhancing the user's trust, improving the navigation on the website, offering active assistance (through chat, co-browsing), and using analytics to monitor and track behavior.

2-16. Customer Lifetime Value

Objective: describe the concept of customer lifetime value

- Customer Lifetime Value (CLV) is projected revenue that customer will generate during his/her lifetime or future relationship with the company.

- CLV is significant because it indicates an upper limit of spending to acquire new customers and help to calculate payback of advertising expenditure in the marketing mix.

- Four steps of CLV calculation:

  - Forecasting of remaining customer lifetime

  - Forecasting of future revenue

  - Estimate the costs of delivery of those products

  - Calculation the net present value of these future amount (Ryals, 2008)

Customer Lifetime Value (CLV) is projected revenue that customer will generate during his/her lifetime or future relationship with the company. CLV is significant because it indicates an upper limit of spending to acquire new customers and help to calculate payback of advertising expenditure in the marketing mix.

There are four steps of CLV calculation including: (1) forecasting of remaining customer lifetime (2) forecasting of future revenue (3) estimate the costs of delivery of those products, and (4) calculating the net present value of these future amount (Ryals, 2008).

2-17. Recap

Objective: be able to recall key knowledge and skills gained from this module

- Website is a place of business if you are a digital marketer. The main steps in building website are as the following: planning, designing, developing, testing, responsive Web Design and deployment.

- In writing web content, first, you have to know your audience. The more your writing is tailored to your audience, the more effective it is.

- Web analytics technology allows you to measure how many browsers engage with your website.

- ROI is considered one of the most important goals of each market strategy including digital marketing

MODULE 3.   PLAN, IMPLEMENT, AND OPTIMIZE DIGITAL MARKETING

3-1.   Warm-up Activity

Objective: be able to understand the meaning of planning and marketing strategy

- What is a plan and planning?
- What is marketing strategy?

The trainer asks participants the following questions: what is a plan and planning? What is a strategy? How the participants developed marketing strategy for their businesses? Then the trainers encourage the participants to provide answers and some examples. The trainer elicits the answers from the participants.

3-2.   The Micro-environment

Objective: able to analyze micro-environment of digital marketing

- Understand your customers

- Segmenting and targeting customers

- Collect information about your customers and study their behaviors

- Understand your markets

- Understand your competitors:

- Intermediaries, influencers, and potential partners

To understand your customers is to build relationship with customers by creating customers value and satisfaction in terms of segmenting and targeting customers. In addition, the collecting information about your customers and the study their behavior is needed.

One of the first influencing factors to understand is your markets. Are you operating in the business-to-business (B2B) or business-to-consumer (B2C) space? It's important to appreciate this, it will have an effect on your overall digital marketing strategy.

No single competitive marketing strategy is best for all companies. Each company must consider its size and industry position in relation to that of its competitors. Large company with dominant positions in an industry can use strategies that smaller company cannot afford. Small company can also choose strategies that give them certain advantage.

Intermediaries, influencers, and potential partners: intermediaries help the company promote, sell, and distribute its products to the final buyers; influencers are individuals who mastered self-presentation strategies on social media, by which they established a unique identity and gathered a substantial number of followers who are attracted to their personal brand image; potential partners are most often defined by a deal between two (or more) parties where the desired outcome is a win-win for all concerned.

3-3. The Macro-environment

Objective: able to analyze macro-environment of digital marketing

- Competitive force

- Demographic force

- Economic force

- Natural force

- Technological force

- Political force

- Cultural and social force

Competitive force

It is critical to have a detailed understanding of the competition that the organization faces in the markets that it operates in and those that it is planning to enter in the future. It also involves assessing the level of competition and whether competition is direct or indirect.

Demographic force

It is the study of the structure of populations in terms of age, gender, wealth, educational attainment, income distribution, ethnicity, race.

Economic force

Economic force affects the organization's cost structure and customers' purchasing power. The purchasing power of a customer depends on the current income, prices of the product.

Environmental force

Concerns about natural force spill over into political and socio-cultural areas as people and government have begun to take action against corporations which are seen to be damaging the environment excessively.

Technological force

Technology changes regularly. In the meantime, the emphasis has been very much on communication technology with the rise in the use of computers, mobile phones and fiber-optic communication systems leading to a revolution in the way information is stored and exchanged.

Political force

Political issues often affect business. A change of government can mean a change in the taxation structure, changes in legislation affecting business, even increased help for some sectors of industry.

Cultural and social force

Culture is a set of shared beliefs, attitudes and behaviors of large population group; social derives in part from culture, since it forms part of collective belief system.

3-4. SWOT Analysis

Objective: *basic skill how to conduct SWOT Analysis*

- Strengths
- Weaknesses
- Opportunities
- Threats

Strengths are internal and helpful. Strengths are factors that support an opportunity or overcome a threat to give you advantage.

Weaknesses are internal and harmful. Weaknesses are factors of your business that mean you are unable to take advantage of an opportunity or are vulnerable to a threat.

Opportunities are external factors, which you have no control and are helpful for your businesses. Opportunities arises from many sources for example economic and political conditions.

Threats are external factors over which you have no control and are harmful.

3-5. Setting Digital Marketing Objective

Objective: be able to set digital marketing objectives

- Top-level broad goals
- Long-term vision
- SMART objectives: SMART stands for Specific, Measurable, Actionable, Realistic, Time-bound
- Key Performance Indicators (KPIs)

Top-level broad goals: to show how the business can benefit from digital channels.

Long-term vision: to help communicate the transformation needed in a larger organization.

SMART objectives: to give clear direction and commercial targets.

Key Performance Indicators (KPIs) are used to check if you are on track.

3-6. Formulating Digital Marketing Strategy

Objective: be able to develop digital marketing strategies

- Segmentation and targeting

- Positioning

- Proposition and marketing mix

- Brand strategy

- Online representation

- Content and engagement strategy

Different approaches to segmentation may be required and specific segments may need to be selectively targeted though specific content and messaging on your site or elsewhere on the web. Specific targeting approaches to be applied online including demographic, value-based, lifecycle and behavioral personalization.

Positioning: includes how do you position your online products and services in the customers' mind? How do you prove your credibility? Define your online proposition, this should flow from your positioning such as what the customer sees immediately and when they interact with you online. Define the key messages for prospect against existing customers, segments with different value. Effectively communicating your positioning both in online and offline.

Proposition and the marketing mix: how can you provide differential value to customers through varying the 4Ps online including Product, Price, Place and Promotion.

Brand strategy: how and where are you going to do that? Brand favorability follows credibility and trust. So, you need to understand the reasons to engage with your brand, why will people interact and recommend, or not? How will you demonstrate credibility online?

Online representation: this includes your owned media; it includes your web site strategy and priorities for social presences.

Content and engagement strategy: ask which content will feature to gain initial interest, support the buying process and stickiness and to promote return visits. Remember user-generated content too such as reviews, ratings and comments. You will have to prioritize content types and ensure you devote sufficient resource to it to create quality content which help you compete.

3-7.   Formulating Digital Marketing Strategy (cont.)

Objective: be able to develop digital marketing strategies

- Digital channel acquisition communications strategy

- Digital channel conversion strategy

- Digital channel retention communications strategy

- Data strategy

- Multi-channel integration strategy

- Social media marketing strategy

- Digital marketing governance strategy

Digital channel acquisition communication strategy: how will you acquire traffic? What are the main approaches you will use?

Digital channel conversion strategy: how does the user experience? Which depends on information architecture, page template design, merchandising, messaging and performance help you make it easy for visitor to engage and convert?

Digital channel retention communications strategy: what will be the main online and offline tactics to encourage repeat visits and sales?

Data strategy: what are your goals in permission marketing and data capture? What tools and value adds are you going to use? How do you improve the quality of your customer data across channels to help increase the relevance of your messages through personalization?

Multi-channel integration strategy: how you integrate traditional and digital channels should run through every section of your strategy since it's key to success?

Social media marketing strategy: social media marketing is part of a broader customer engagement strategy plus brand, acquisition, conversion and retention strategies, but many organizations are grappling with how they get value from this, so it may help to develop an overall social media marketing strategy.

Digital marketing governance strategy: in larger organizations how you manage digital marketing is a big challenge? The governance strategy seeks to answer are how do we mange internal and external resources through changes to structures and skills needed for

digital and multi-channel marketing?

3-8. Developing Digital Marketing Tactics

Objective: be able to develop digital marketing tactics

- Means to implement strategy to get the results
- When you will do it with what, your goals for each tactic alighted to the main objective and how that will be measured
- The best digital strategies can fail if the execution is poor

Marketing tactic is a means to implement the marketing strategy in order to get the results. Specifically, it implies when you will do it with what, your goals for each tactic alighted to the main objective and how that will be measured. Having the best marketing tactics and strategies are not sufficient, company must have sound execution mechanism to materialized the tactics and strategies.

3-9. Digital Marketing Plan Implementation

Objective: describe steps in the implementation of digital marketing plan

- Budget
- Timeframe
- Measurement and report using web analytics
- Measurement tools and resources
- Measurement and reporting process
- Developing KPI summary dashboard

Budget the first thing to consider for the implementation of the plan. Digital tools are available for measuring the progress of the implementation. KPI should be developed to provide real time update on progress of the implementation of the plan.

3-10. Governance

Objective: describe necessary components in governance of digital marketing program

- Skills

- Structure

- System

Governance the implementation of digital marketing programme requires competent human resources. The management structure should be in place in addition to supporting systems to ensure effective implementation of the marketing programme.

3-11. Recap

Objective: be able to recall key knowledge and skills gained from this module

- Situational analysis

- Marketing strategy: segmentation, targeting and positioning strategy

- Implementation

- Monitoring and evaluation

References and further readings

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