

# MANAGING DIGITAL ENTERPRISE

## Lecture 6

Digital Marketing and Customer Experience

By

Mr. Otala Abraham

Kumi University- Uganda

**Email:** [abrahamotl@gmail.com](mailto:abrahamotl@gmail.com)

**Tel:** +256 775- 614-411

# *Flash back to the previous lesson 5*

1. Managing Digital Transformation:
2. Change management principles in digital transformation,
3. Leadership roles in driving digital change,
4. Building a digital culture within organizations,
5. Assessing digital maturity and developing a transformation roadmap

# Lecture 6 Agenda

## Digital Marketing and Customer Experience

- Fundamentals of digital marketing strategies and tools,
- Enhancing customer journeys through digital channels,
- Importance of user experience (UX) in digital marketing)

# Overview of Digital Marketing

## What is Digital Marketing

Digital marketing refers to the use of digital channels, platforms, and tools to promote products or services and engage customers. *Ellis-Chadwick, F. (2019).*

### Importance:

- Reach a global audience
- Cost-effective compared to traditional marketing
- Enables data-driven decision-making

**Key Channels of D.M:**  
Social media, search engines, email, content marketing

# Overview of Digital Marketing

## Key Components of Digital Marketing

- **SEO (Search Engine Optimization):**
  - ▣ Improving website visibility in search engines
- **SEM (Search Engine Marketing):**
  - ▣ Paid ads on search engines like Google Ads
- **Social Media Marketing:**
  - ▣ Engaging with audiences on platforms like Facebook, Instagram, LinkedIn
- **Email Marketing:**
  - ▣ Sending targeted emails to prospects and customers

# Overview of Digital Marketing

## Difference Between Traditional and Digital Marketing

### □ **Traditional Marketing:**

- ▣ Uses channels like TV, radio, print media
- ▣ More expensive, harder to measure
- ▣ Limited targeting and personalization.

### □ **Digital Marketing:**

- ▣ Utilizes online channels like social media, websites
- ▣ Real-time data and analytics
- ▣ Personalized and targeted campaigns

# Digital Marketing Strategies

## **Developing a Digital Marketing Strategy** *Chaffey, D. (2012)*

A structured approach to achieving business goals through digital channels.

### **Steps in Strategy Development:**

- ▣ Define business goals
- ▣ Identify target audience
- ▣ Select digital marketing channels
- ▣ Allocate budget and resources
- ▣ Set Key Performance Indicators (KPIs)
- ▣ Measure and optimize

# Digital Marketing Strategies Cont.

## 1. Understanding Target Audiences

### □ Importance of Targeting:

- ▣ Tailored marketing messages lead to higher engagement and conversions.

### □ Audience Segmentation:

- ▣ Demographic: Age, gender, income
- ▣ Psychographic: Interests, values, behaviors
- ▣ Geographic: Location-based targeting
- ▣ Behavioral: Previous purchase behavior, site activity

### □ Tools for Audience Insights:

- ▣ Google Analytics, Facebook Audience Insights

# Digital Marketing Strategies Cont.

## 2. Content Marketing Strategy

- ▣ Creating and distributing valuable, relevant content to attract and engage a target audience.

### Types of Content:

- ▣ Blog posts, videos, infographics, eBooks, podcasts

### Content Distribution Channels:

- ▣ Social media, email newsletters, SEO, paid ads

### Benefits:

- ▣ Builds trust, improves SEO, drives traffic, generates leads

# Digital Marketing Strategies Cont.

## 3. SEO and SEM

### □ **SEO (Search Engine Optimization):**

- ▣ Techniques to rank higher in organic search results.
- ▣ Focus on keywords, backlinks, on-page optimization.

### □ **SEM (Search Engine Marketing):**

- ▣ Paid search ads that appear at the top of search results.
- ▣ Pay-per-click (PPC) model.

SEO is long-term and free (organic), SEM is short-term and paid (ads).

# Digital Marketing Strategies Cont.

## 4. Social Media Marketing

- ▣ Using social platforms to promote brands, engage with audiences, and drive traffic.
- ▣ **Popular Platforms:**
  - ▣ Facebook, Instagram, Twitter, LinkedIn, TikTok
- ▣ **Types of Content:**
  - ▣ Posts, stories, reels, live videos, ads
- ▣ **Best Practices:**
  - ▣ Consistent posting, engagement with followers, use of hashtags

# Digital Marketing Strategies Cont.

## 5. Email Marketing

- ▣ Direct communication with customers through personalized emails.
- ▣ **Email Types:**
  - ▣ Promotional, newsletters, transactional, welcome series
- ▣ **Best Practices:**
  - ▣ Segmenting email lists, personalized subject lines, clear call-to-action (CTA)
- ▣ **Metrics to Track:**
  - ▣ Open rates, click-through rates, conversion rates

# Digital Marketing Strategies

## 6. Influencer and Affiliate Marketing

### □ Influencer Marketing:

- ▣ Collaborating with individuals who have a strong online following.

### □ Affiliate Marketing:

- ▣ Partners promote your product, earning a commission on sales they generate.

### □ Benefits:

- ▣ Authentic promotion, higher engagement, broad reach.

### □ Tools:

- ▣ Platforms like Amazon Affiliates, ShareASale

# Digital Marketing Tools

- These are tools that help in planning, executing, and measuring digital marketing campaigns.
- **Types of Tools:**
  - ▣ Analytics, SEO, Social Media Management, Email, CRM.
- **Benefits:**
  - ▣ Improve efficiency, track performance, enhance personalization.

# Digital Marketing Tools Cont.

## 1. Social Media Management Tools

Tools that help manage, schedule, and analyze social media posts.

### □ Popular Tools:

▣ **Buffer:** Schedules and automates social media posts.

▣ **Hootsuite:** Manages multiple accounts, offers analytics and engagement tracking.

▣ **Sprout Social:** Social listening, post scheduling, and analytics.

### □ Benefits:

▣ Save time, ensure consistency, analyze engagement metrics.

# Digital Marketing Tools Cont.

## 2. Email Marketing Platforms

- ▣ Tools that help design, send, and track email marketing campaigns.
- ▣ **Popular Platforms:**
  - ▣ **MailChimp:** User-friendly, segmentation, and analytics features.
  - ▣ **Campaign Monitor:** Customizable templates and advanced analytics.
  - ▣ **Constant Contact:** Easy-to-use, automation features for small businesses.
- ▣ **Benefits:**
  - ▣ Automate emails, segment lists, track open and click-through rates.

# Digital Marketing Tools Cont.

## 3. SEO Tools

- These are tools that help improve website visibility on search engines.
- **Popular Tools:**
  - ▣ **Google Keyword Planner:** Research keywords, analyze search volumes.
  - ▣ **SEMrush:** Complete SEO suite, keyword tracking, competitor analysis.
  - ▣ **Ahrefs:** Backlink analysis, keyword research, site audits.
- **Benefits:**
  - ▣ Boost search engine rankings, optimize content, track competitors.

# Digital Marketing Tools Cont.

## 4. Customer Relationship Management (CRM) Tools

- These are used to Manage and analyze customer interactions, streamline communication, improve sales.
- **Popular CRM Platforms:**
  - ▣ **Salesforce:** Comprehensive platform for tracking sales, marketing, and customer service.
  - ▣ **Zoho CRM:** Cost-effective solution for small businesses, customizable workflows.
  - ▣ **HubSpot CRM:** Free platform offering sales and marketing automation.
- **Benefits:**
  - ▣ Centralized customer data, personalized communication, better customer relationships.

# Enhancing customer journeys through digital channels.

## □ What is a Customer Journey?

Is the complete experience a customer has with a brand from initial contact to post-purchase interaction.

## Stages of the Customer Journey:

- **Awareness:** Customer becomes aware of a need or problem.
- **Consideration:** Customer researches and evaluates potential solutions.
- **Decision/Purchase:** Customer makes a buying decision.
- **Retention:** Post-purchase experience and loyalty-building.
- **Advocacy:** Satisfied customers promote the brand to others.

# Enhancing customer journeys through digital channels Cont.

**These Journey include;**

## **1. Mapping Customer Journeys by;**

- ▣ Visualizing customer interactions across all touchpoints.
- ▣ Identifying gaps and opportunities for improvement.
- ▣ **Key Touchpoints:**
  - ▣ Website visits, social media engagement, email interactions, customer support.
- ▣ **Steps to Map the Customer Journey:**
  - ▣ Identify customer personalities.
  - ▣ Outline key customer goals.
  - ▣ List all possible touchpoints (online/offline).
  - ▣ Analyze customer behavior at each touchpoint.

# Enhancing customer journeys through digital channels.

**These Journeys include; Cont.;**

## **2. Omnichannel Marketing**

- ▣ Creating seamless customer experiences across multiple digital and physical channels.

This helps in consistent brand experience, higher engagement, better retention.

### ▣ **Omnichannel Strategies:**

- ▣ Unified customer profiles, consistent messaging across social, email, website, and physical stores.
- ▣ Example: Using personalized content in emails based on user behavior on the website.

# Enhancing customer journeys through digital channels.

## These Journeys include; Cont.

### 3. Personalization and Targeting

- ▣ Tailoring marketing content and experiences to individual customers based on their behavior, preferences, and demographics.
- ▣ **Types of Personalization:**
  - ▣ **Dynamic Content:** Personalized landing pages or emails.
  - ▣ Suggesting items based on browsing history or past purchases.
  - ▣ **Retargeting:** Displaying ads to users who have previously visited your website.
- ▣ **Benefits:**
  - ▣ Increases engagement, improves conversion rates, boosts customer loyalty.

# Enhancing customer journeys through digital channels.

## Journey include; Cont.

### 4. Automation in Customer Journeys

- ▣ Using technology to automate repetitive tasks in the customer journey.
- ▣ **Examples of Automation:**
  - ▣ **Email Automation:** Sending personalized emails triggered by user actions (e.g., welcome emails, cart abandonment).
  - ▣ **Chatbots:** Providing instant customer service and support.
  - ▣ **CRM Automation:** Automating follow-up emails or offers based on customer behavior.
- ▣ **Benefits:**
  - ▣ Saves time, improves efficiency, provides personalized experiences at scale.

# Importance of user experience (UX) in digital marketing)

- **What is User Experience (UX)?** *Verhoef, P. C. (2016).*
  - ▣ UX refers to the overall experience a user has when interacting with a digital product (website, app, etc.).
- **Importance of UX in Digital Marketing:**
  - ▣ A good UX enhances customer satisfaction, increases conversion rates, and boosts brand loyalty.
- **Key Aspects of UX:**
  - ▣ Usability, accessibility, design aesthetics, functionality, and ease of navigation.

# Importance of user experience (UX) in digital marketing)

## The Relationship Between UX and Digital Marketing Success

- **Impact of UX on Marketing Goals:**
  - ▣ **Higher Engagement:** Well-designed websites or apps encourage users to stay longer and explore more.
  - ▣ **Better Conversion Rates:** Simplified navigation and clear CTAs help guide users through the buying process.
  - ▣ **Improved SEO:** Search engines reward user-friendly websites with higher rankings.
- **Poor UX Consequences:**
  - ▣ High bounce rates, cart abandonment, and low customer retention.

# Importance of user experience (UX) in digital marketing)

## Designing for UX

### □ **Best Practices for UX Design:**

- ▣ **Responsive Design:** Ensure the website works well on all devices (desktop, mobile, tablet).
- ▣ **Clear Navigation:** Simple, intuitive menu structure and site layout.
- ▣ **Fast Loading Time:** Optimize images and code to ensure pages load quickly.
- ▣ **Consistent Branding:** Maintain a consistent look and feel across all pages and channels.

# Importance of user experience (UX) in digital marketing)

## Measuring UX Impact on Marketing Performance

### Key UX Metrics to Track:

- ▣ **Bounce Rate:** Percentage of visitors leaving without interacting.
- ▣ **Time on Page:** How long users stay on each page.
- ▣ **Conversion Rate:** Percentage of users who complete a desired action (e.g., purchase, sign-up).
- ▣ **Customer Satisfaction (CSAT):** Surveys or feedback tools to gauge user satisfaction.

# Importance of user experience (UX) in digital marketing)

## Tools for Measuring UX:

- ▣ **Google Analytics:** Provides insights into user behavior (bounce rate, session duration).
- ▣ **Hotjar:** Heatmaps to visualize how users interact with a page.
- ▣ **UserTesting:** Collect feedback from real users navigating your site.

# Importance of user experience (UX) in digital marketing)

## Optimizing for Mobile Users

### □ Importance of Mobile UX:

- ▣ Over half of web traffic comes from mobile devices.
- ▣ A poor mobile experience leads to lost opportunities and frustrated users.

### □ Best Practices for Mobile UX:

- ▣ Prioritize mobile experience when designing websites/apps.
- ▣ **Simplified Navigation:** Use minimal text, larger buttons, and clear **CTAs** (Call to Action) for mobile users.
- ▣ **Fast Loading:** Compress images and reduce unnecessary scripts for quick load times.

# Conclusion

In Conclusion, effective digital marketing relies on a well-structured strategy that leverages tools and channels like SEO, social media, and email to engage target audiences. Enhancing customer journeys through personalization and strong user experience (UX) fosters satisfaction and loyalty. Looking ahead, trends such as AI, voice search, and data privacy will shape the future of digital marketing, requiring businesses to adapt continuously.

# Summary

## **Digital Marketing and Customer Experience**

- Fundamentals of digital marketing strategies and tools,
- Enhancing customer journeys through digital channels,
- Importance of user experience (UX) in digital marketing)

# References

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THANKS

