

Digital Marketing

Week 1:

Introduction to Digital Marketing.

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Learning Objectives

- Understand the definition and scope of marketing and digital marketing.
- Identify key marketing concepts such as the 4Ps, consumer behavior, segmentation, and branding.
- Recognize the importance of digital marketing in today's business landscape.
- Differentiate between traditional and digital marketing.
- Understand the role of IT in digital marketing, including data analytics, automation, and AI.

Definition and Core Concepts of Marketing

What is Marketing?

What is Marketing?

Marketing is a process by which companies **create value** for customers and build strong customer relationships in order to **capture value** from customers in return.

A set of trends in which the company makes a profit and the consumer is satisfied as it sells more products or services to the consumer.

Kotler & Armstrong, 2021

What is Marketing?

Marketing is the process of **creating, communicating,** and **delivering value** to customers.

It involves **understanding customer needs** and **designing products, services, and experiences** that meet those needs.

ChatGPT

Marketing encompasses all the strategies that help companies achieve their goals.



Are the two the same?

Marketing

Advertising

Marketing



Advertising

Marketing

≠

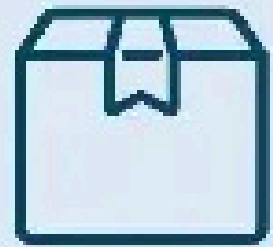
Advertising



part of

Core Marketing Concepts

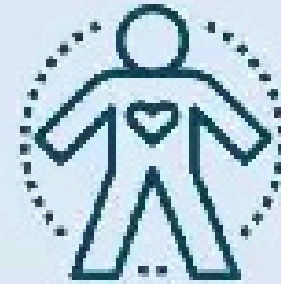
THE MARKETING EVOLUTION



Marketing 1.0
Product-driven



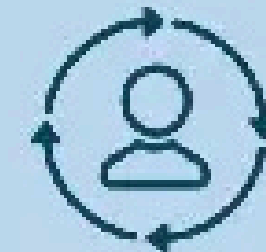
Marketing 2.0
Customer-oriented



Marketing 3.0
Human-centric



Marketing 4.0
Moving to Digital
New CX



Marketing 5.0
Marketing in Digital World
New CX x Next Tech

Source of Image: [Marketeers.com](https://www.marketeers.com)

Source of Illustration: [Canva.com](https://www.canva.com) Created by [@the8monkeyportfolio](https://www.instagram.com/the8monkeyportfolio)

Needs, Wants, and Demands



- States of deprivation
- Physical - food, clothing, shelter, safety, water
- Social - belonging and affection
- Individual - knowledge and self-expression

A want is a product desired by a customer that is not required for us to survive. So, want is the opposite of need, which is essential for our survival.



If a customer is willing and able to buy a need or a want, it means that they have a demand for that need or a want.

Example:
A college student **needs** transportation, **wants** a motorcycle, and **demands** a Honda Vario because it fits their budget and lifestyle.

Source of Image: collidu.com
<https://www.collidu.com/presentation-needs-wants-demands>

Customer Value & Satisfaction

💡 Value = Perceived benefits – Cost

💡 Satisfaction = Performance vs. Expectations

- Customers compare the value of different products before making a decision.
- If a product meets or exceeds expectations, the customer is satisfied.
- A satisfied customer is more likely to return and recommend the brand.

Example:

If a person buys an iPhone expecting high performance and gets even better camera quality than expected, they feel satisfied and might stay loyal to Apple.

Marketing Mix



4P

Useful for traditional product-focused businesses.



7P

An extended version for service-based industries.



4C

A modern approach to marketing that emphasizes the customer perspective

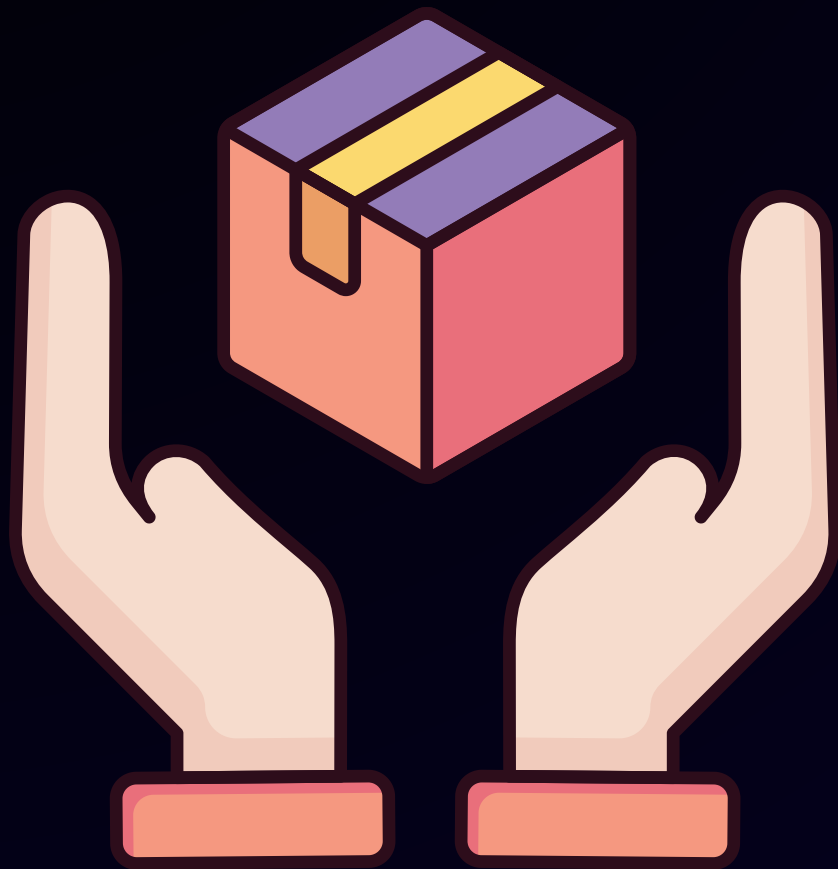
The 4P of Marketing Mix



- Product
- Place/ Point of sell
- Price
- Promotion

The 4P of Marketing Mix

Product

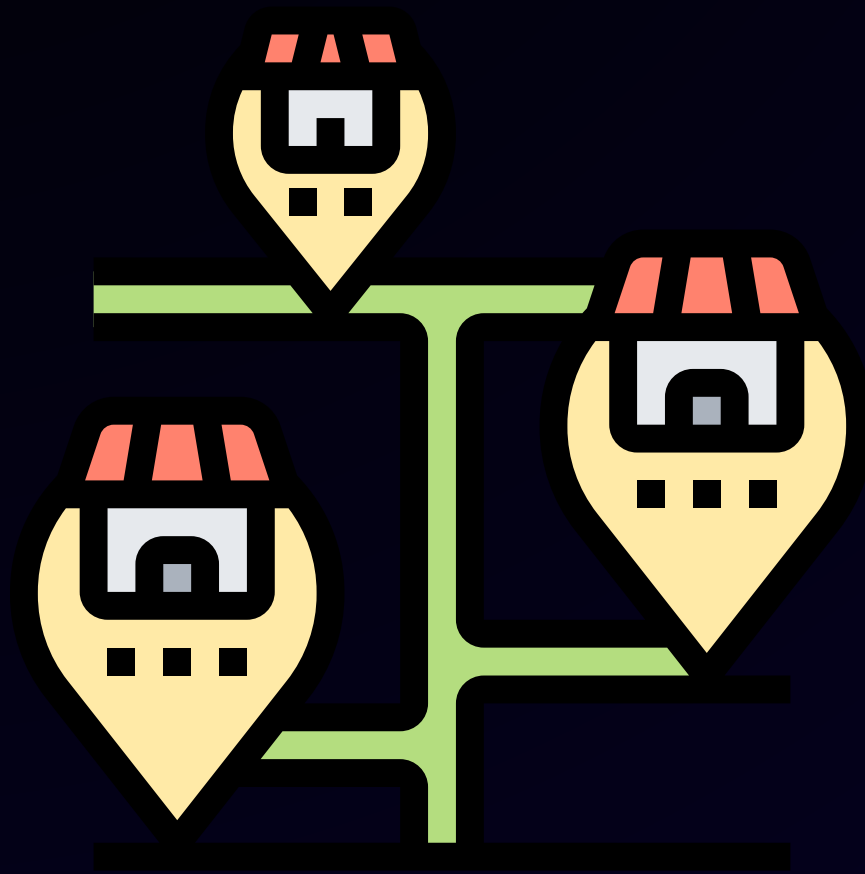


Products represent goods/services created to satisfy the needs and wants of customers.

Nowadays it is better to put customer at the center and talk about their needs.

The 4P of Marketing Mix

Point of Sell/ Place



Place is where a business sells its products and the **distribution channels** it uses to get the products to customers.

The purpose of this strategy is to make it easier for the customer to access our products or services, online or direct.

The 4P of Marketing Mix

Price



Price is **the cost** that customers have to pay to own a product or service, considering pricing strategies, discounts, and payment options.

Final price always depend on the objectives of the business or profit margin that you want the company want to obtain.

The 4P of Marketing Mix

Promotion



Methods used to communicate and persuade customers, such as advertising, social media, public relations, and sales promotions.

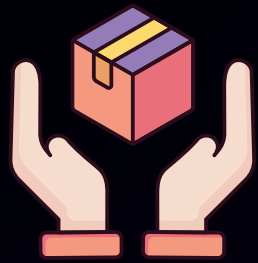
Promotion is the way a business makes its products or services known and sold (how a business introduce its product).

The 4P of Marketing Mix



- Putting right product
- In the right place
- At the right time
- At the fair price

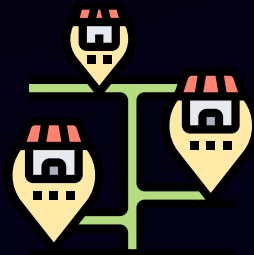
Example of Marketing Mix- Iphone



The iPhone is a premium smartphone with innovative features such as high-quality cameras, advanced processors, iOS ecosystem, and seamless integration with other Apple devices (MacBook, iPad, Apple Watch). Apple regularly updates its products to maintain a competitive edge.



Apple follows a premium pricing strategy, positioning the iPhone as a high-end product. They also use price skimming, launching new models at high prices and gradually reducing them when newer versions are released. Payment plans and trade-in options make iPhones more accessible.



Apple sells iPhones through various channels, including official Apple Stores, authorized resellers (Best Buy, AT&T, etc.), online platforms (Apple's website, Amazon), and mobile carrier stores worldwide. The exclusive Apple Store experience enhances brand prestige.



Apple uses a mix of digital marketing, TV ads, influencer marketing, social media campaigns, and keynotes to launch new iPhones. They focus on storytelling and emotional appeal rather than just technical specifications. Their iconic "Shot on iPhone" campaign showcases the camera's power through user-generated content.

Alternative Current (AC) Marketing Mix

Common elements in AC marketing mix:

- **Agility** → Businesses must be flexible and adapt quickly to changes in consumer behavior.
- **Customer-Centric Approach** → Focuses more on customer experience and personalization.
- **Data-Driven Decisions** → Uses AI, analytics, and automation to refine marketing strategies.
- **Omnichannel Presence** → Integrates digital and offline marketing seamlessly.

Alternative Current (AC) Marketing Mix

Example:

- Companies use **AI-powered chatbots** to enhance customer experience.
- **Influencer marketing** plays a major role in digital campaigns.
- **Subscription-based models** (e.g., Netflix, Spotify) have changed pricing strategies.

Market Segmentation, Targeting & Positioning (STP)

- **Market Segmentation:** Dividing the market into groups based on characteristics like age, income, lifestyle, or behavior.
- **Targeting:** Choosing a specific segment to focus on.
- **Positioning:** Creating a distinct image of the brand in customers' minds.



Market Segmentation

Definition: The process of breaking a broad market into smaller, more manageable segments based on shared characteristics.



Market Targeting

Definition: The process of evaluating each market segment's attractiveness and selecting one or more segments to enter.

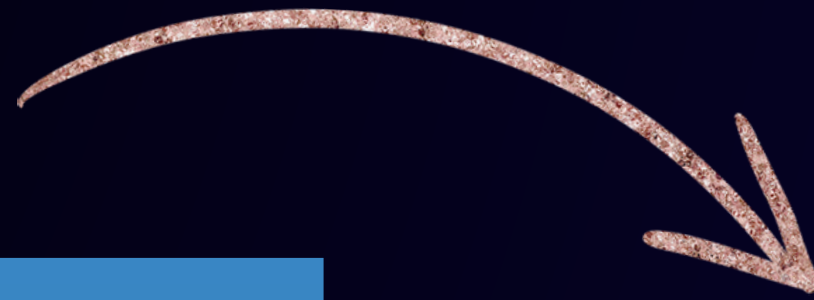
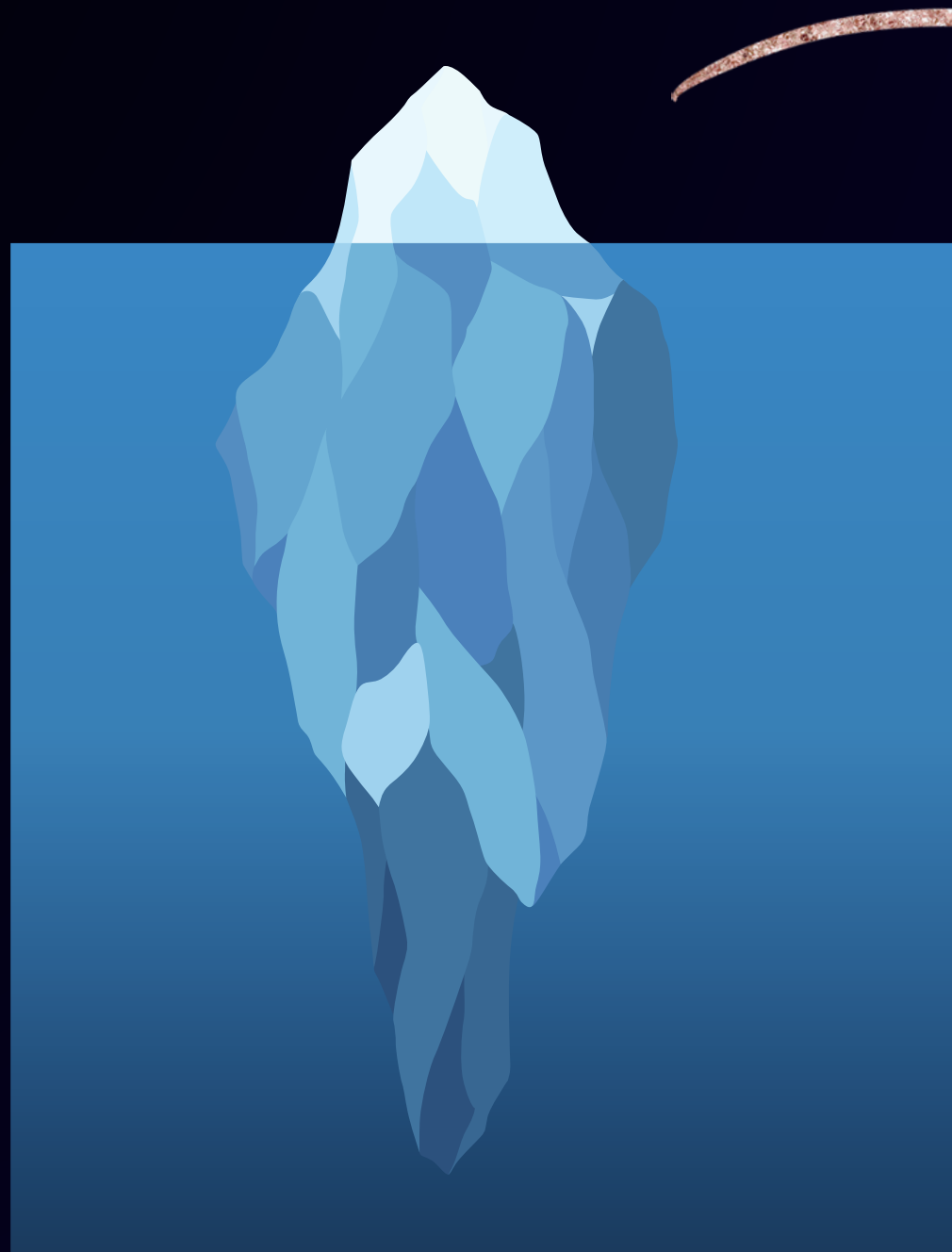


Consumer Behavior Basics

- Understanding how psychological, social, and economic factors influence buying decisions.
- Example: Why do people trust online reviews before purchasing?

Customer Journey

- Awareness → Interest → Consideration → Purchase → Retention.
- Digital marketing guides customers through this journey using various tools (SEO, content, ads).



**Marketing
that we know**

Source of Illustration: Canva.com
Created by @the8monkeyportfolio



Coca cola Creates First Ever Drinkable Advertising Campaign



Share



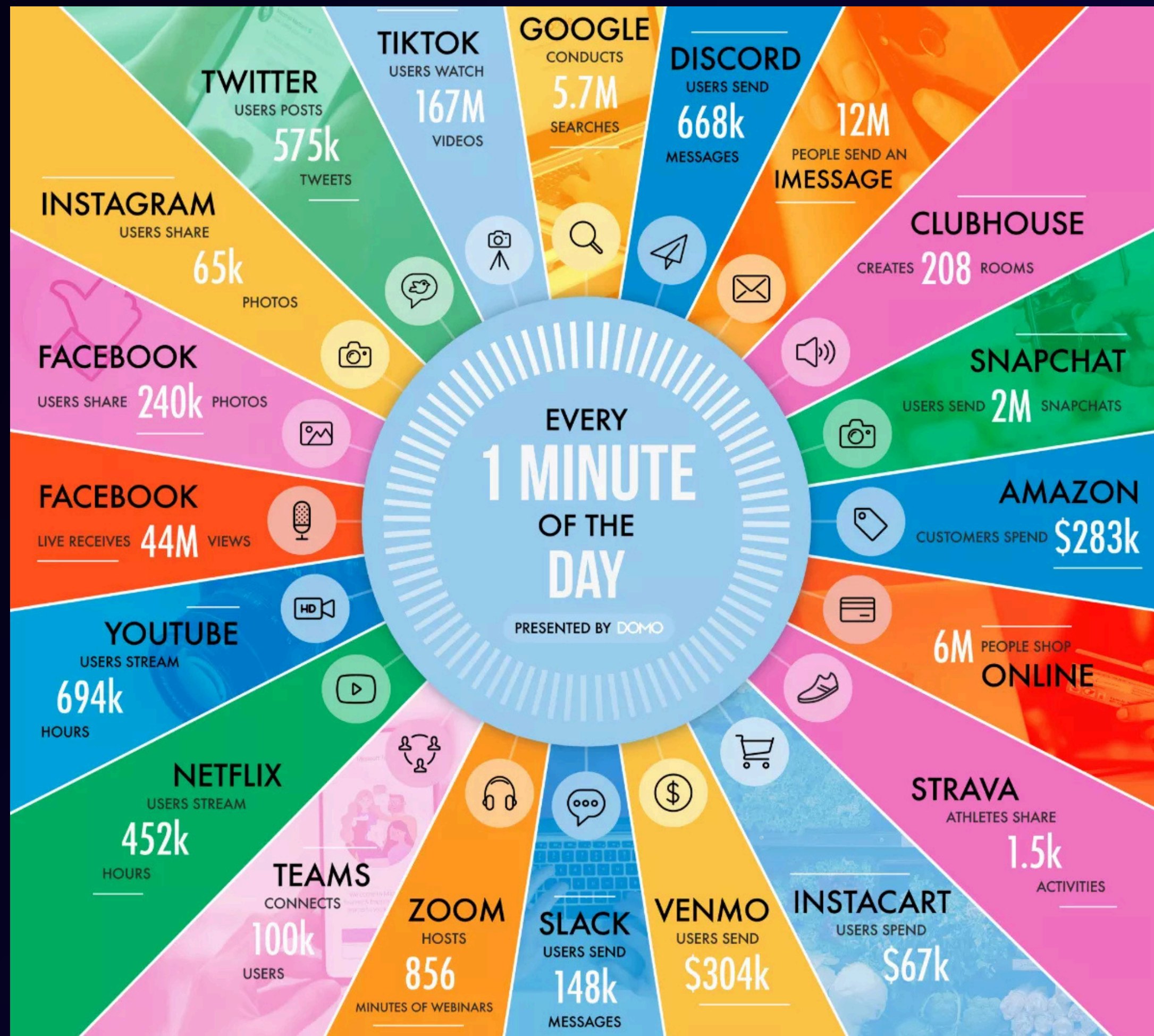
Watch on  YouTube

Coca cola Creates First Ever Drinkable Advertising Campaign

Link: https://www.youtube.com/watch?v=IQovoot_ZUM

Why is Digital Marketing?

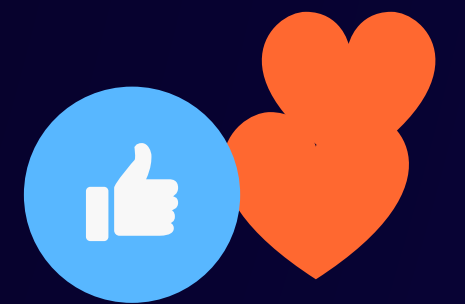
What happen on the internet for every 60 seconds?



Source: Visual Capitalist
<https://www.visualcapitalist.com/from-amazon-to-zoom-what-happens-in-an-internet-minute-in-2021/>

Digital opportunity

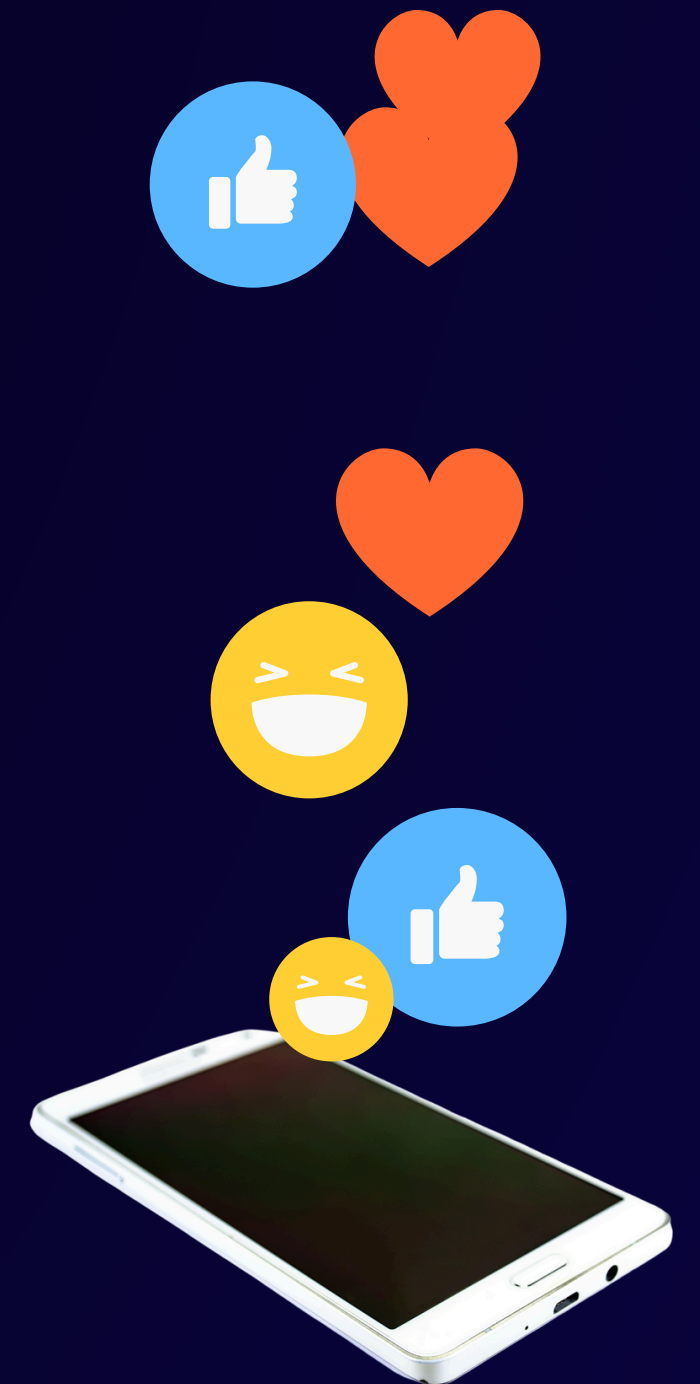
Shop – Learn – Connect



Digital Marketing Rise

Digital marketing emerged as a response to technological innovation and changing consumer habits. It continues to evolve with AI, automation, voice search, and new social media trends.

- The Internet Revolution (1990s–2000s)
- Rise of Social Media (2000s–2010s)
- Mobile and Smartphone Revolution
- Data-Driven Marketing & AI
- E-commerce Growth
- Decline of Traditional Advertising
- Changing Consumer Behavior



What is **Digital Marketing**?

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium (Desai, 2019).



What is **Digital Marketing**?

Digital marketing refers to the use of digital channels, such as the internet, social media, search engines, email, and mobile apps, to promote products, services, or brands (ChatGPT).



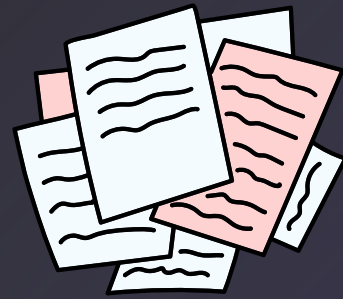
What is **digital marketing**?

Digital marketing encompasses all **marketing efforts** that use an **electronic device** or **internet**.



Traditional VS Digital Marketing

- Reach is limited
- Non-versatile
- Delayed Communication
- Lack of real time result
- Expensive
- Difficult to reach target audience
- Poor Campaign measurement



- Reach is maximum
- Versatile
- Instant Communication
- Instant real time result
- Cost-efficient
- Easy to reach target audience
- Easy to measure & optimize campaign



Why **Digital Marketing** is Important?



Global Reach

Reach customers worldwide.



Cost-Effective

More affordable than traditional marketing.



Measurable Results

Real-time tracking and data analytics.



Targeted Audience

More affordable than traditional marketing.



Improved Customer Engagement

Two-way communication with customers.



Adaptability & Scalability

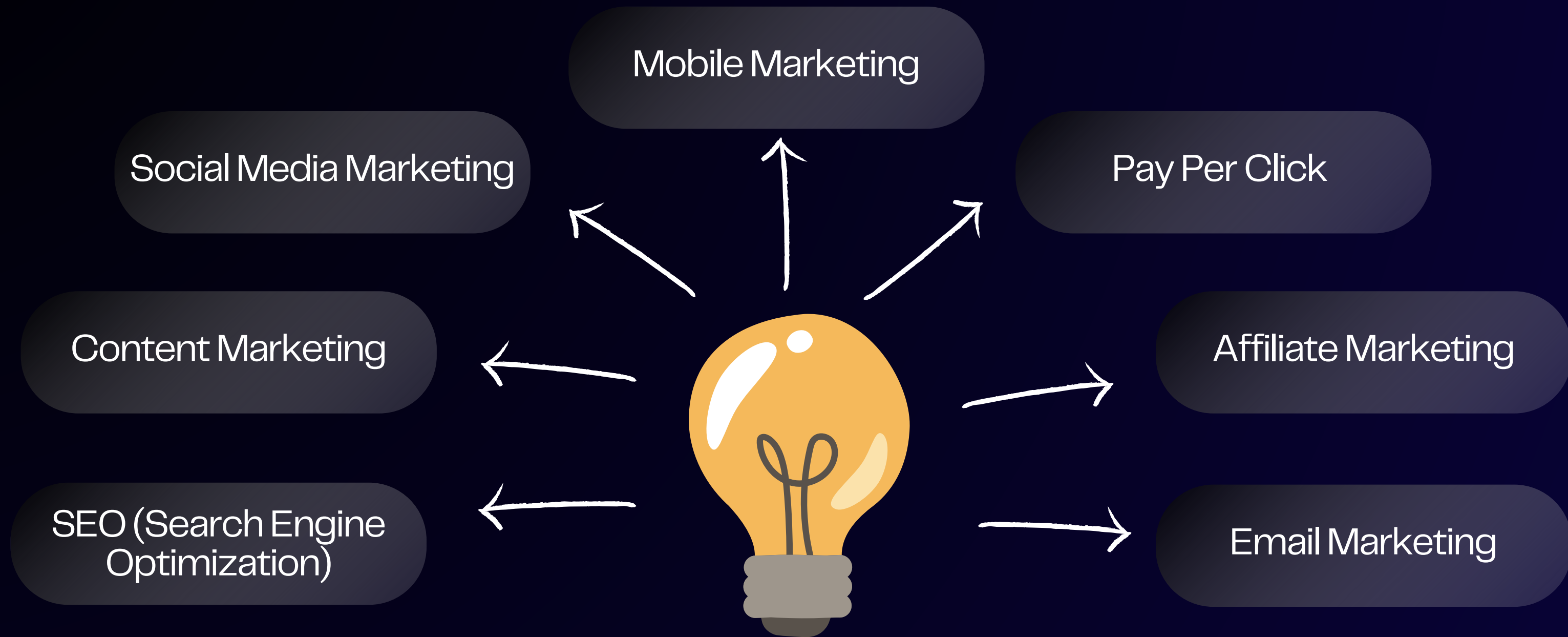
Adapts quickly to performance, allow businesses to scale affordably.



Competitive Advantage

Boosting brand awareness, credibility, and trust.

Key Digital Marketing Channels & Strategies



Website & UX Design, Analytics & Data-Driven Marketing, E-Commerce

Digital Marketing Channel

Owned Media



Content and platforms controlled by a brand.

Websites, blogs, social media pages.

Earned Media



Publicity gained organically from customers, media, or influencers.

Reviews, shares, word-of-mouth.

Paid Media



Promotional efforts requiring monetary investment.

Google Ads, social media ads, influencer partnerships.

Can you think of an example of a brand using digital marketing effectively?

Assignment

- Identify key digital marketing channels used by the brand (social media, email marketing, content marketing, SEO, paid advertising, etc.).
- Analyze how the brand engages with its audience.
- Examine any notable campaigns or strategies that contributed to its success.

Nike's Digital Marketing Strategy

Social Media Marketing

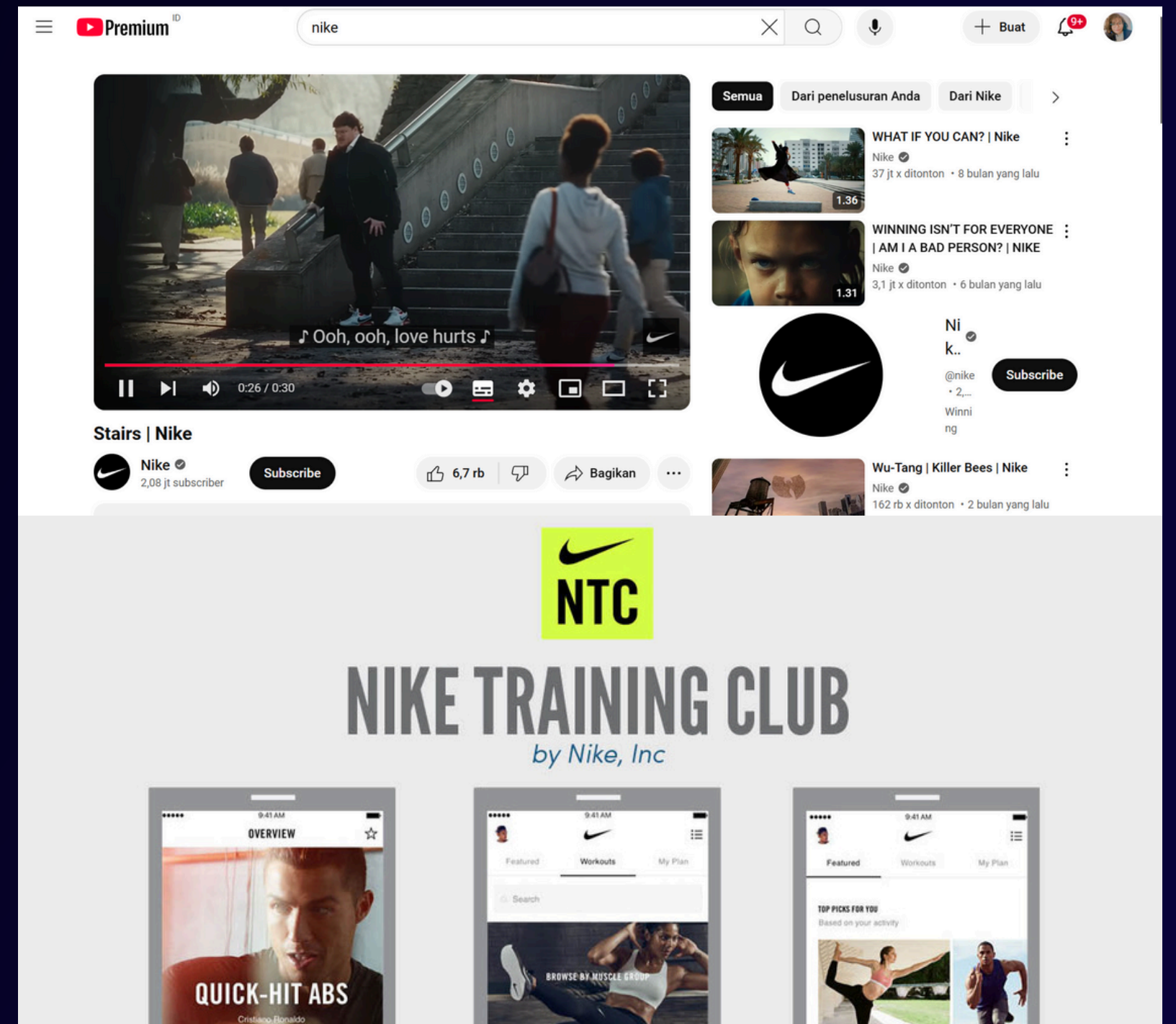
- Engages millions of followers on Instagram, Twitter, and Facebook.
- Uses high-quality visuals and video content to showcase products and brand stories.
- Leverages influencer partnerships with athletes and celebrities to enhance credibility.



Nike's Digital Marketing Strategy

Content Marketing

- Produces inspiring video campaigns (e.g., "Just Do It" series) that focus on storytelling rather than direct selling.
- Creates engaging blog content and workout guides through its Nike Training Club app.



Nike's Digital Marketing Strategy

SEO and Website Optimization

- Optimized website for mobile and desktop users, ensuring a seamless shopping experience.
- High-ranking blog content that drives organic traffic.



Source of Illustration: Canva.com
Created by Erik Mclean from Pexels

Nike's Digital Marketing Strategy

Personalization & AI-driven Marketing

- Uses data analytics and AI to provide personalized product recommendations.
- Retargets users with personalized ads based on browsing history and preferences.



Thank You.

References:

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- Kotler, Philip & Amstrong, Garry. (2021). *Principle of Marketing*. Pearson Education Limited. 18th Edition.
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