Digital Marketing

ELIZABETH SMITH BRIGHAM
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Agenda

• Introduction

• What is Digital Marketing?
  o Definition discussion
  o Major channels
  o Recent trends and growth

• Digital Marketing as part of Marketing Mix

• Digital Campaign Strategy & Execution

• Digital Marketing Brainstorm: Kellogg’s Crunchy Nut

• Student of the Game bonus / Q&A
Introduction

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Walt Disney Parks & Resorts Online – Partnership with Disney Online
What is Digital Marketing?

Definition discussion
Major channels
Recent trends and growth
How do you define digital marketing?
Digital Marketing Channels

**Owned Media**
- www.disney.com
- Disney Parks Twitter Feed
- Disney Parks YouTube Channel
- WDW Facebook Fan Page

**Earned Media**
- The Disney Blog
- CHIP & Company
- Expedition Everest at Disney World

**Paid Media**
- IAB media
- Paid Search
- Google

2/15/2011
Through Digital Marketing....

“Brands can now be **direct sellers, content producers, bloggers, tweeters and even friends without having to rely on media to deliver those messages**. Consumers can seek out those brands, connect with them through social networks, tweet about them, and instantaneously let all their friends know what they think about them or what they plan to buy.”

Recent Trends and Growth: Where consumers are spending time online

- 90% of US Internet users visit a social network at least once a month (14.4% of all time spent online)
- Facebook accounts for 12.3% of all time spent online

Social media strategies are becoming an increasingly important aspect of digital marketing

Source: comScore 2010 US Digital Year in Review
Recent Trends and Growth: Search

• US Search market grew 12% overall in 2010
• Search growth indicates US internet users are increasingly using search for navigation, rather than typing a URL into the address bar

<table>
<thead>
<tr>
<th>U.S. Explicit Core Search Percent Change</th>
<th>Searches</th>
<th>Unique Searchers</th>
<th>Searches per Searcher</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Internet</strong></td>
<td>12%</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>Google Sites</td>
<td>13%</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>Yahoo! Sites</td>
<td>4%</td>
<td>8%</td>
<td>-4%</td>
</tr>
<tr>
<td>Microsoft Sites</td>
<td>29%</td>
<td>8%</td>
<td>20%</td>
</tr>
<tr>
<td>Ask Network</td>
<td>5%</td>
<td>8%</td>
<td>-3%</td>
</tr>
<tr>
<td>AOL LLC</td>
<td>-18%</td>
<td>-25%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Search engine optimization and paid search should be key components to all digital marketing strategies

Source: comScore 2010 US Digital Year in Review
Recent Trends and Growth: Online Advertising

- While more companies began shifting ad spend online in 2010, direct marketing campaigns for telecom and other networking services continue to dominate ad impressions.
- Interactive/Rich Media display ads increased moderately compared to static ads (mostly due to Facebook’s static model).

Source: comScore 2010 US Digital Year in Review
Recent Trends and Growth: Video

- 179M Americans watched video online monthly in 2010
- Americans spent 33% more time watching TV online in 2010 vs. 2009 (Hulu and 5 major TV networks’ sites)

Source: comScore 2010 US Digital Year in Review
Recent Trends and Growth: Mobile

• In 2010, the definition of “mobile” expanded to include iPads and other tablet devices
• About 47% of mobile subscribers have a data plan and access browsers regularly

Mobile offers standard paid search and media as well as more creative tactics like campaign-based apps and GPS-enabled couponing

Source: comScore 2010 US Digital Year in Review
Digital Marketing in the Marketing Mix
Integrated Communication Plans: Strategy to Tactics

Marketing Objectives

Segmentation
- Demographics
- Behavioral/Psychographics
- Attitudinal
- Aspirational

Target
- Target Audience description
- Potential Users vs. current users

Positioning
- 5 Box positioning statement
- Benefits

Campaign Tactics

TV | Print | Out of Home | Digital
Integrated Communication Plans: Segmentation

- What’s the main variable for this market on/offline?
- What dynamic variable are you competing on?
- What are competitors doing on/offline?
- Is there white space in digital?
Meet working mom, Kim
Meet working mom, Kim
**Strategic challenge:** How do you clearly & consistently communicate your position across digital and offline media?

**Potential Digital Tactics**
- IAB Media
- Paid Search
- Online/Mobile sweepstakes
- Dedicated website/mobile site/mobile app
- Online couponing (or partnership with local coupon site like Groupon)
- Facebook ads
- Sponsored Tweets
- Video game integration
- Microsoft TAG integration
- Augmented Reality
- Viral Video release – YouTube integration
Digital Campaign Development Cycle

- Program Vision
- Stakeholder Kick Off
- Creative Brief
- Product/Asset Development
- Programming Strategy
- Launch & Performance Tracking

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Digital Campaign Development Cycle: Program Vision Key Components

Program Vision sets the strategy and tone for the campaign

<table>
<thead>
<tr>
<th>Consumer Insights</th>
<th>Campaign Objectives</th>
<th>Digital Strategy</th>
<th>Target Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Qualitative Research</td>
<td>• Brand Awareness</td>
<td>• Build a website to...</td>
<td>• Working Mom, Tech savvy</td>
</tr>
<tr>
<td>• Competitive analysis</td>
<td>• Conversion</td>
<td>• Design a mobile app to...</td>
<td>• Social media enthusiast</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Purchase Google keywords &amp; IAB media...</td>
<td>• Gets news via email, RSS feeds, social networks</td>
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<tr>
<td></td>
<td></td>
<td>• Partner with key mommy bloggers to...</td>
<td>• Watches video online and on mobile phone</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Subscribes to local online couponing services</td>
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</tbody>
</table>

Proposed Tactics

• Website
• Mobile site
• Paid Media
• Social Networks
• PR/Buzz/Viral
• Video

Timeline

• Phased approach – Launch, Buzz, Sustain

Success Metrics

• Click Through Rate
• Unique Visitors, visits, page views
• Buzz measurement (Twitter/Facebook discussions)
• Video engagement (starts/completes)
Digital Marketing Brainstorm

KELLOGG’S CRUNCHY NUT
To better understand recent trends in Digital Marketing, you should be reading:

**Trade Publications:**
- AdAge Digital
- PaidContent.org
- Media Post:
  - Research Brief
  - Social Media Insider
  - Video Insider
  - Daily Online Examiner
  - Online Spin
  - Behavioral Insider
  - Online Media Daily
- All Things Digital – WSJ ([www.allthingsd.com](http://www.allthingsd.com))
- SmartBrief.com
  - Smart Brief on Social Media
- Inc Magazine
- Fast Company Magazine
- Set Google Alerts to watch your target/favorite companies

**Research Sources:**
- Forrester
- eMarketer
- comScore
- TNS Media Intelligence (geared more to media spend analysis)
- Google Keyword Tool
- Nielsen
<table>
<thead>
<tr>
<th>Media type</th>
<th>Definition</th>
<th>Examples</th>
<th>The role</th>
<th>Benefits</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned media</td>
<td>Channel a brand controls</td>
<td>• Web site</td>
<td>Build for longer-term relationships with existing potential customers and earn media</td>
<td>• Control</td>
<td>• No guarantees</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Mobile site</td>
<td></td>
<td>• Cost efficiency</td>
<td>• Company communication not trusted</td>
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<td></td>
<td></td>
<td>• Blog</td>
<td></td>
<td>• Longevity</td>
<td>• Takes time to scale</td>
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<td></td>
<td></td>
<td>• Twitter account</td>
<td></td>
<td>• Versatility</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>• Niche audiences</td>
<td></td>
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<td>Paid media</td>
<td>Brand pays to leverage a channel</td>
<td>• Display ads</td>
<td>Shift from foundation to a catalyst that feeds owned and creates earned media</td>
<td>• In demand</td>
<td>• Clutter</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Paid search</td>
<td></td>
<td>• Immediacy</td>
<td>• Declining response rates</td>
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<td></td>
<td></td>
<td>• Sponsorships</td>
<td></td>
<td>• Scale</td>
<td>• Poor credibility</td>
</tr>
<tr>
<td>Earned media</td>
<td>When customers become the channel</td>
<td>• WOM</td>
<td>Listen and respond — earned media is often the result of well-executed and well-coordinated owned and paid media</td>
<td>• Most credible</td>
<td>• No control</td>
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<tr>
<td></td>
<td></td>
<td>• Buzz</td>
<td></td>
<td>• Key role in most sales</td>
<td>• Can be negative</td>
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<td></td>
<td></td>
<td>• “Viral”</td>
<td></td>
<td>• Transparent</td>
<td>• Scale</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>and lives on</td>
<td>• Hard to measure</td>
</tr>
</tbody>
</table>

Source: Forrester, Sean Corcoran No Media Should Stand Alone Defining The Roles Of Owned, Earned, And Paid Media In Online Marketing, Dec 2009
Recent Trends and Growth: Social Networking

Source: comScore Media Metrix, Dec-2010 vs. Dec-2009

U.S. Demographic Profile
Share of Visitors to Facebook.com
Dec-09: 11.3% (+1.9) vs. Dec-10: 13.2%
Dec-09: 39.0% (-3.6) vs. Dec-10: 35.4%
Dec-09: 39.9% (+0.4) vs. Dec-10: 40.3%
Dec-09: 9.9% (+1.2) vs. Dec-10: 11.1%

U.S. Demographic Profile
Share of Visitors for Twitter.com
Dec-09: 10.8% (+0.6) vs. Dec-10: 11.4%
Dec-09: 34.6% (-2.1) vs. Dec-10: 32.5%
Dec-09: 37.2% (+9.4) vs. Dec-10: 46.6%
Dec-09: 17.5% (-8.0) vs. Dec-10: 9.5%

Source: comScore 2010 US Digital Year in Review
Social Technographics Ladder - Definitions

Social Technographics Ladder is a leading Forrester framework to evaluate levels of participation in social media.

- 2008 foreshadowed the growth of online conversations about brands
  - Contributors to online forums and groups grew 48% 2007 v. 2008
  - Postings of ratings and reviews grew 69% - 2008 over 2007

- 2010 – Forrester added “Conversationalists” level to account for exponential growth in conversations on Twitter and Facebook

*Conversationalists participate in at least one of the indicated activities at least weekly.

Although content “creators” have remained stagnant 2008 v 2010, conversations about existing content and status updates have grown significantly.
Digital Campaign Development Cycle: Stakeholder Kick Off

Leadership should be looped in early to ensure program vision is in line with general brand strategy and any broader campaigns.

**Key Stakeholders:**
- Marketing/Brand Leadership
- Production Leadership
- Technology Leadership
- Programming Leadership
- Analytics Leadership

Develop more specific creative brief with stakeholder feedback.

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**Key Components:**
- Campaign Objectives
- Overall Strategy
- Target Audience(s)
- Timeline
  - Strategic changes across timeline (e.g. buzz building vs. sustaining engagement)
- Tactics and in-flight dates
  - Content windowing strategy (e.g. when is each piece of content going live)
- Content Assets
  - Media Type and sizes (e.g. videos, editorial copy)
- External traffic drivers (if applicable)
  - e.g. Banner ads or TV spots pointing back to site
- Success Metrics
  - Brand awareness v. direct response
Digital Campaign Development Cycle: Product Development

After product strategy is developed and agreed upon, key players develop production timelines, coordinate assets and manage product testing/launch & post launch issues.

**Key Players:**
- Creative
- Technology
- Production
- Project Management
- Product Management

Product & project manager oversee development timelines and ensure stakeholders are informed of key milestones.

*Note: Product Development follows a very distinctive cycle depending on whether you’re developing tactics in-house vs. working with agencies or other vendors.*
Digital Campaign Development Cycle: Programming Strategy

**Tactics**
- Owned
- Paid
- Earned

**Timeline / Windowing**
- Need to determine when to release certain assets to keep consumers engaged throughout the campaign

**Success Metrics**
- Click Through Rate
- Page Views
- Unique visitors
- Visits
- Video views & Completes
- Registrations

For e-Commerce:
- Click through
- Leads
- Orders
- Revenue
- Conversion

Product manager delivers programming strategy to production team to execute upon launch
Digital Campaign Development Cycle: Launch & Performance Tracking

• Product & project manager coordinate launch with all key stakeholders and monitor performance throughout the campaign

• Success metrics are monitored daily to determine how to better optimize the campaign. Often alternative creative executions are developed throughout the campaign to reach performance goals.

• The Product manager distributes performance summaries weekly (if not daily) to key stakeholders, especially senior leadership.
 Kellogg's Crunchy Nut - Website

It's 6:05 AM in Kathmandu, Nepal

So Delicious
You won't want to wait until morning
The perfect blend of sweet and nutty
In every crunchy bite. Read more

It's morning somewhere

What's inside the Crunchy Nut™ Cuckoo Clock?

Find out on Facebook

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Kelloggs.com
Kellogg’s Crunchy Nut - Website

SO DELICIOUS
YOU WON'T WANT TO WAIT UNTIL MORNING

GOLDEN HONEY NUT  ROASTED NUT & HONEY

THE PERFECT BLEND OF SWEET AND NUTTY IN EVERY CRUNCHY BITE.

People around the World tell us new Kellogg's® Crunchy Nut™ cereal is so delicious you won’t want to wait until morning to eat it. With its perfect blend of sweet and nutty in every crunchy bite, you’ll agree.

Our Golden Honey Nut variety has golden flakes of corn drizzled with honey and topped with real peanuts.

Go ahead and grab a bowl of Kellogg’s® Crunchy Nut™. It's morning somewhere™.

WHAT’S INSIDE
THE CRUNCHY NUT™ CUCKOO CLOCK?

FIND OUT ON
facebook
Kellogg’s Crunchy Nut – Facebook Integration

Kellogg’s Crunchy Nut

Wall | Info | Video | Photos | Discussions | Events

Kellogg’s Crunchy Nut + Others | Just Kellogg’s Crunchy Nut | Just Others

Saab Shergill Hey guy’s this is heaven, but where can i get them? I have missed them for 5 years now. I’m a long time addict, i started them in 1980! Please tell where i can buy them...
5 hours ago

Shanadora Hitchcock Hey, I work where do sample of food and today (this after noon I am doing the Kellogg's Crunchy Nut Cereal. Over at the Jeweal-Osco in Crystal Lake, IL 60014 if you wnat to to stop by for a sample fell free to just look for the GOOD THING Table.
6 hours ago

Rachel Bauer-Fricker THE Crunchy NUT Trail:
2 C Crunchy Nut Cereal
1 C Kashi Granola
1 C Raisins
...
See More
Yesterday at 9:45am

Pamela Comer Johnson I liked the old Nut n Honey name!!!! =D
Friday at 3:00pm

Pamela Comer Johnson Pleassssseee... is there any chance the Nut n Honey w/almonds is coming back????
Friday at 3:07pm

Pamela Comer Johnson My girls discovered this at the costco sample lady's booth and we're almost through a bag since.... yesterday! lol =)

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Kellogg’s Crunchy Nut YouTube ads

Crunchy Nut advert

BNLmovies 25 videos  Subscribe