Learning Objectives

- To understand the role of the Internet and digital and social media in an IMC program
- To understand the use of Web 1.0 and Web 2.0 media platforms in the IMC process
- To understand how to evaluate the effectiveness of communications through the Internet, and digital and social media

Learning Objectives

- To know the advantages and disadvantages of the Internet and digital and social media
- To examine the social and ethical issues associated with the Internet and digital and social media
Reasons for Rapid Adoption of the Internet

- Increased desire for information
- Speed and convenience
- Ability to control the flow of information being received
- Ability to conduct e-commerce
  - **E-commerce**: Direct selling of goods and services on the internet
- Ability to target customers effectively
- Increased accountability of businesses

Web Objectives

- Create awareness
- Generate interest
- Disseminate information
- Create an image
- Create a strong brand
- Stimulate trial
- Create buzz
- Gain consideration

Figure 15.1 - Differences in the Way Organizations Have Interacted with Customers on the Web
Advertising on the Internet - Web 1.0

**Banner ads**
- Create awareness or recognition
- Used to seek entry into contests and sweepstakes
- Fulfill direct-marketing objectives

**Sponsorships: Form of advertising**
- **Regular sponsorship** - Company pays to sponsor a section of a site
- **Content sponsorship** - Sponsor not only provides money in return for name association but also participates in providing the content itself

Advertising on the Internet - Web 1.0

**Pop-ups**
- Ads that appear when certain sites are accessed

**Pop-unders**
- Ads that appear underneath the webpage and become visible only when user leaves the site

**Interstitials**
- Ads that appear on screen while waiting for a site's content to download

Paid Searches

**Higher a site appears on a search page the more visitors it will receive**

**Organic search results**
- Appear due to their relevance to the search terms

**Pay-per-click**
- Placing ads on web pages that display results from search engine queries

**Search engine optimization (SEO)**
- Improving the volume of traffic to a site by a search engine through unpaid results
Behavioral Targeting

- Based on advertisers’ target consumers by tracking their website surfing behaviors
- **Retargeting**
  - Ads follow a web user and are displayed on every participating subsequent websites the user visits

Contextual Advertising

- Ads are determined by the content on the webpage
- **Native advertising**
  - Advertiser gains attention by providing valuable content in the context of the user’s experience
  - Controversial
  - May be deceptive

Rich Media

- Interactive digital media that exhibit dynamic motion
- **Online commercials**
  - Advertisements that appear on the net
    - **Pre-roll:** Commercials that appear before the content that the user is seeking
- **Video-on-demand**
  - Video clips of various entertainment that can be availed on demand from the Internet
- **Webisodes**
  - Short featured films created by the advertiser
Social Media

- Allow the creation and exchange of user-generated content

**Social networking sites**: Platforms for networks or social relations
  - Allow sharing interests, activities, backgrounds, or real-life connections
### Motivations for Using Social Media

- To share ideas, activities, and events
- Community involvement
- To gain information
- Entertainment
- Remuneration

### Marketers’ Reasons for Using Social Media

- Driving traffic to one’s site
- Communicating with customers
- Gaining brand exposure

### Facebook

- Allows advertising that targets subsets of Facebook users
  - Based on demographic and geographic data and interests and activities
- Used to:
  - Create and push content
  - Help manage reputation
Twitter

- Enables users to send and receive text-based messages up to 140 characters

- Benefits
  - Best channel for direct communication with customers
  - Easy and cost-effective way to gain brand exposure
  - Good ability to drive traffic directly to a site

Twitter

- Used to:
  - Respond to customer complaints and/or inquiries
  - Re-tweet important information
  - Monitor the market for opportunities or threats

Google+

- Allows users to:
  - Develop own profile
  - Control profile appearance across the entire Google network
  - Allows for the development of a community
  - Facilitates communication with customers
  - Offers excellent brand exposure
YouTube

- Hosts content for information and entertainment
- Users can upload and share their own videos and those placed by others
- Used as an advertising medium or search platform by marketers

Additional Social Media

Instagram
- Online photo-sharing and social networking site
- Allows users to post and edit pictures and share them on a variety of social networks

Pinterest
- Pinboard-style photo-sharing website
- Allows users to create and manage theme-based image collections

LinkedIn
- Used by marketers to connect to customers with specific interests that may be related to their brand

Podcasting, RSS, and Blogs

Podcasting
- Uses the Internet to distribute audio/video files

Really Simple Syndication (RSS)
- Specification that uses XML to organize and format web-based content in a standard way

Blog
- Web-based publication consisting primarily of periodic articles
- Presented in reverse chronological order
Other 2.0 Media Forms

- **Augmented reality** apps
- **QR codes**: Barcodes used in print ads
- **Near field communication (NFC)**
  - Delivers content through an embedded chip that allows wireless communications just by touching the material
  - copy of a real world environment whose elements are augmented (supplemented) by computer sensory input
  - QR codes add after ads that when scanned provide additional content or take scanner to website; take out print (appear in other places as well)
  - may replace QR codes

Sales Promotion on the Internet

- Websites
- Social media
- Other forms of digital media

Personal Selling on the Internet

- Disadvantage
  - Companies are reducing personal sellers and building a strong online presence
- Advantages
  - Websites enhance and support the selling effort
  - Website visitors become part of a prospect database
  - Enable serve and qualify prospects more cost-effectively
Personal Selling on the Internet

- Stimulates trial
- Improves one-on-one relationships between customers and sellers
- Increases the opportunity for cross-selling and customer retention

Public Relations and Direct Marketing on the Internet

- Websites
  - Provide information about a company, its philanthropic activities, and annual reports
- Internet based direct-marketing tools
  - E-mails and infomercials
- E-commerce
  - Used in direct marketing

Mobile

- Has significant impact on companies’ IMC programs
- Rapid growth and adoption by consumers is making marketers realise their potential in a marketing context
Audience Measures and Measures of Effectiveness

- Internet-specific measures
  - Allows measures to be taken in real time
  - Includes audience measures specific to the Internet and interactive industry
- Traditional measures
  - Recall and retention
  - Surveys
  - Sales
  - Tracking
  - ROI

Figure 15.7 - Example Internet Metrics

- Clicks
- Post-click conversions
- Cost per conversion
- Unique visitors
- Average frequency
- Frequency to conversion ratio
- Advertising exposure time
- Ad interaction rate
- View-through rate
- Visits
- Webpage eye tracking
- Offline sales lift
- Cross-media models

Advantages and Disadvantages of the Internet, Digital and Social Media

**Advantages**
- Target marketing
- Message tailoring
- Interactive capabilities
- Information access
- Sales potential
- Creativity
- Exposure
- Speed
- Complement to IMC

**Disadvantages**
- Measurement problems
- Clutter
- Potential for deception
- Lack of privacy
- Irritation