

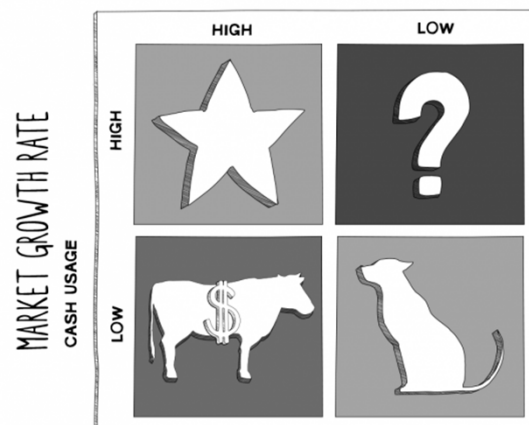
MIB605- Lecture 3

eMarketing

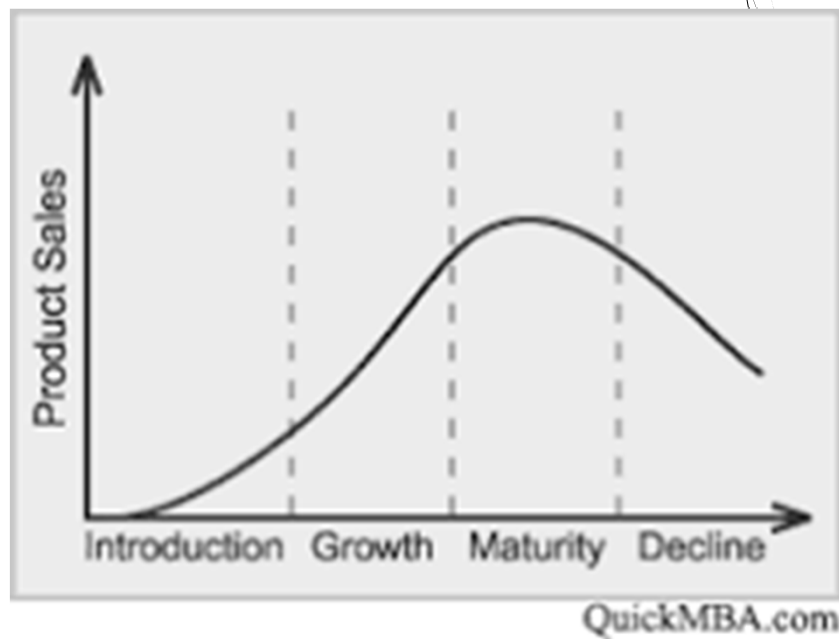
Prof. Cui

THE GROWTH SHARE MATRIX

RELATIVE MARKET SHARE
CASH GENERATION



ESSENTIAL MARKETING MODELS [HTTP://BIT.LY/SMARTMODELS](http://bit.ly/smartmodels)



New Products vs. New Markets

We need to first evaluate how to grow by examining the product-market expansion grid.

	Existing Products	New Products
Existing Markets	Market Penetration	Product Development
New Markets	Market Development	Diversification

Agenda Today

- ▶ Chaffey: Chapter 8- Digital Marketing (or e-marketing)
 - ▶ Digital Marketing Plan
 - ▶ Situational analysis for e-marketing
 - ▶ E-marketing Objectives
 - ▶ E-marketing Strategy (and segmentation, targeting, positioning)
 - ▶ Tactics (7Ps)
 - ▶ Online branding
- ▶ Consumers on the Internet (*Consumer behavior*)
- ▶ Digital Advertising strategies (*Advertising*)

1

Digital Marketing Definition



What is digital marketing ?

Digital marketing has been described simply as ‘achieving marketing objectives through applying digital technologies’ (Chaffey and Ellis-Chadwick, 2012)

Introduction

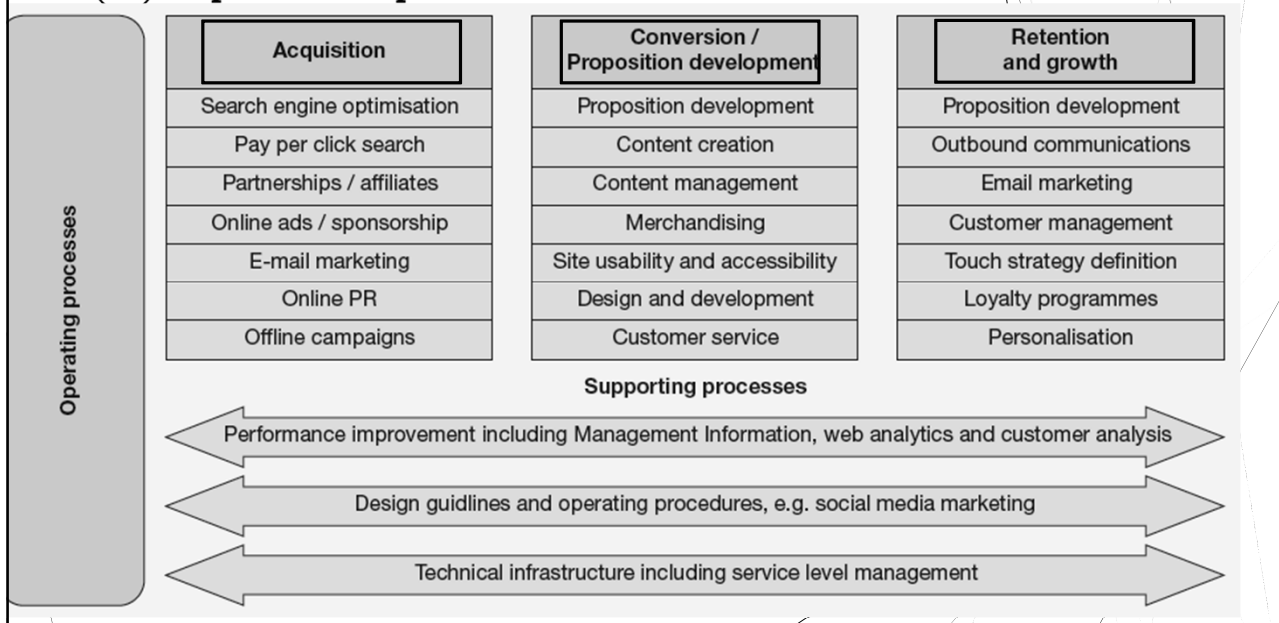
Digital marketing is focused on how a company and its brands use its website together with other digital platforms and media such as mobile sites and apps, search and social media and email marketing to interact with its audiences in order to add value to its brand and so meet its marketing goals.

Definition

Digital marketing can be considered to have a broader scope since it refers to any use of technology to achieve marketing objectives and has an external and an internal perspective.

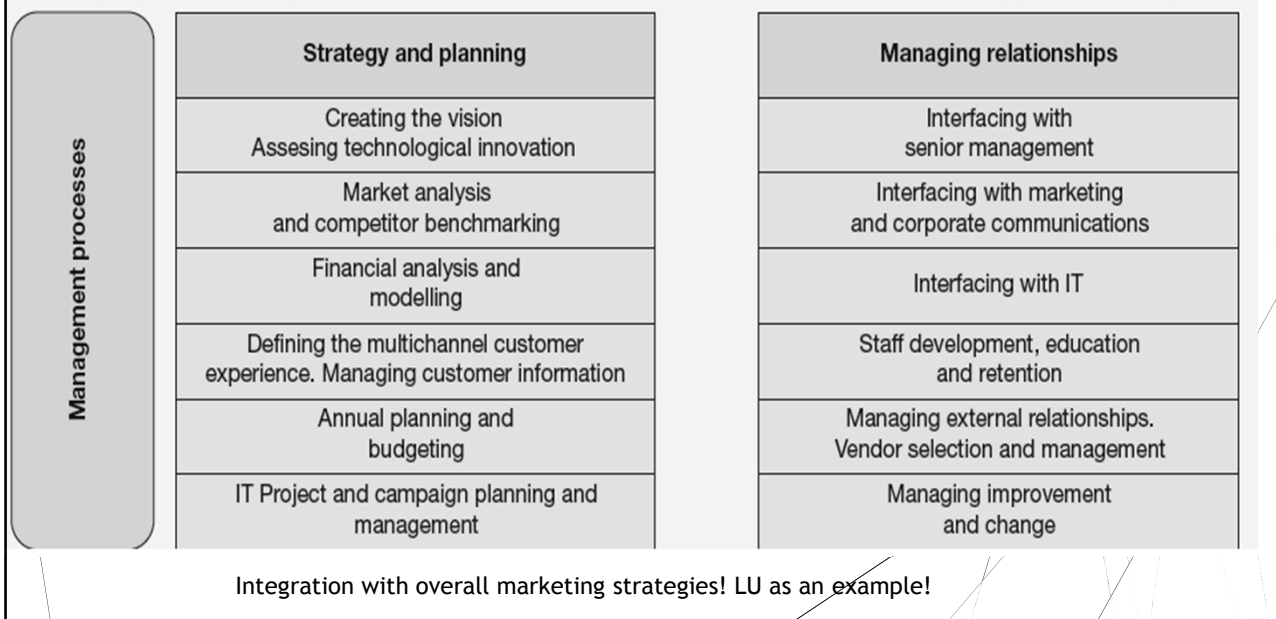


Operational processes





Management processes



Digital marketing defined

Digital Marketing

Digital marketing, which can be considered to have a broader scope since it refers to any use of technology to achieve marketing objectives and has an external and an internal perspective. This is more consistent with the concept of digital business, which involves managing both internal and external digital communications.

Inbound Marketing

Inbound marketing is powerful since advertising wastage is reduced. Content and search marketing can be used to target prospects with a defined need – they are proactive and self-selecting. (Earned media, KOL)

Content Marketing

Different content types such as videos and buyers guides on e-commerce sites can help attract visitors through search engines and, since engaging content is more likely to be shared within social media, encouraging visitors to a site.

To break through the e-marketing clutter!

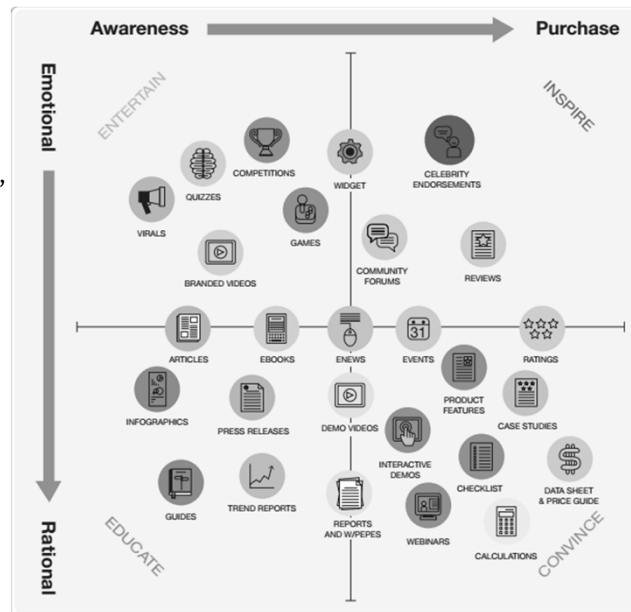
An example: The Guardian, WWF



Content Marketing

To break through the e-marketing clutter!

An example: The Guardian, WWF



2

Digital Marketing Planning



Digital marketing planning

- Situation analysis - Where are we now?
- Objectives- Where do we want to be?
- Strategy- How do we get there?
- Tactics- How exactly do we get there?
- Action- What is our plan?
- Control- Did we get there?



SOSTAC- a framework for digital marketing planning



3 Situation analysis





Inputs to the digital marketing plan from situation analysis



Digital marketing plan comprises

- Situation analysis
- Digital marketing objectives
- Strategies for target markets
- Tactics for marketing mix:
 - Product
 - Price
 - Place
 - Promotion (communications mix)
- Actions, control and monitoring

 Typical Internet SWOT analysis example		
The organization	Strengths-S 1 Existing brand 2 Existing customer base 3 Existing distribution	Weakness-W 1 Brand perception 2 Intermediary use 3 Technology/skills (poor web experience) 4 Cross-channel support 5 Churn rate
Opportunities-O 1 Cross-selling 2 New markets 3 New services 4 Alliances/co-branding	SO strategies Leverage strengths to maximise opportunities=attacking strategy Examples: 1 Migrate customers to web strategy 2 Refine customer contact strategy across customer life cycle or commitment segmentation(email, web) 3 Partnership strategy (co-branding, linking) 4 Launch new web-based products or value-adding experiences,e.g bideo streaming)	WO strategies Counter weaknesses through exploiting opportunities= bulid strengths for attacking strategy Examples: 1 Countermediation strategy(create or acquire) 2 Search marketing acquisition strategy 3 Affilate-based acquisition strategy 4 Refine customer contact strategy(email,web)
Threats-T 1 Customer choice(price) 2 New entrants 3 New competitive products 4 Channel conflicts 5 Social network	ST strategies Leverage strengths to minimise threat= defensive strategy Examples: 1 Introduce new Internet-only products 2 Add value to web services- refine OVP 3 Partner with complementary brand 4 Create own social network/customer reviews	WT strategies Counter weaknesses and threats: bulid strengths for defensive strategy Examples: 1 Differential online pricing strategy 2 Acquire/create pure-play company with lower cost-base 3 Customer engaeement strategy to increase conversion, average order value and lifetime value 4 Online reputation management strategy/E-PR

 Customer demand analysis:	help to quantify objectives!
<ul style="list-style-type: none"> • What percentage of customer businesses have access to the Internet? • What percentage of members of the buying unit in these businesses have access to the Internet? • What percentage of customers are prepared to purchase your particular product online? • What percentage of customers with access to the Internet are not prepared to purchase online, but are influenced by web-based information to buy products offline? • What is the popularity of different online customer engagement devices such as Web 2.0 features such as blogs, online communities and video? (CB) • What are the barriers to adoption amongst customers of different channels and how can we encourage adoption? 	



Competitor analysis:

Competitor benchmarking has different perspectives which serve different purposes:

1. Review of internal capabilities
2. From core proposition through branding to online value proposition(OVP)
3. Different aspects of the customer life cycle
4. Qualitative to quantitative
5. In-sector and out-of-sector
6. Financial to non-financial measures
7. From user experience to expert evaluation.

4

Objective setting



Objective setting

- Effective digital marketing plans are based on clearly defined/quantifiable objectives since these will inform and help in communicating the strategies.
- Strategies are agreed to be most effective when they support specific business objectives. an example shows below

Table 8.3

The relationship objectives, strategies and performance indicators for a B2B company (in order of priority)

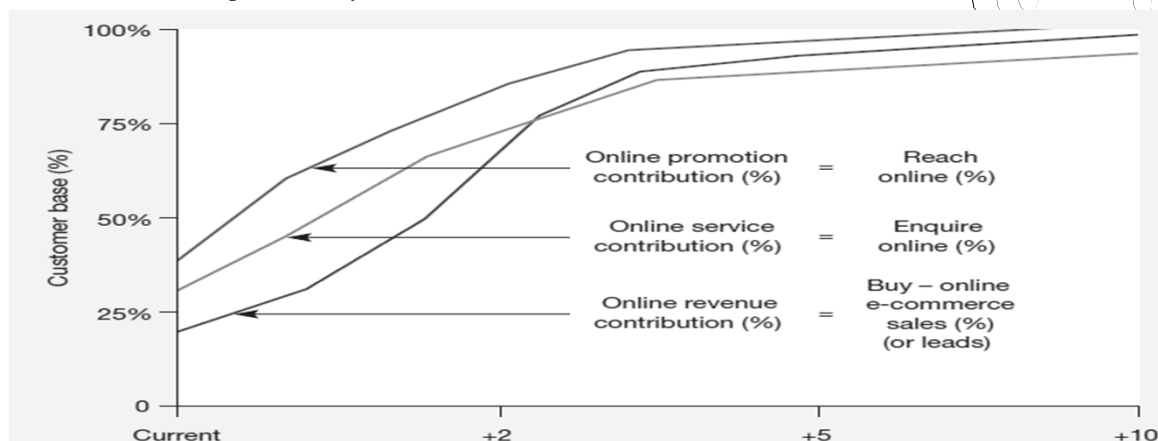
Objectives	Substantiation (informed by situation analysis or insight, example)	Strategies to achieve goals	Key performance indicators (critical success factors)
1 <i>Acquisition objective</i> . Acquire 50,000 new online customers this financial year at an average cost per acquisition (CPA) of £30 with an average profitability of 5%	Based on growth forecast based on current sales of 40,000 sales per year, but with incremental sales arising from new affiliate programme and SEO development. Search Engine Optimization	Start affiliate marketing programme and improve SEO. Existing media mix based on pay-per-click and display advertising supported by offline media	Overall CPA for online sales. Incremental number and % of sales from affiliate marketing programme Number of strategic keywords ranked in top positions in natural search results page



Online revenue contribution

Definition: An assessment of the direct contribution of the Internet or other digital media to sales, usually expressed as a percentage of overall sales revenue.

- Figure 8.12 gives an example combining the online revenue contribution and the online promotion contribution as a forecast based on marketing research of demand analysis and competitor analysis.





Strategy of a digital marketing plan

- The strategy element of a digital marketing plan defines how digital marketing objectives will be achieved.
- Strategy definition has to be tightly integrated into the digital marketing planning process since digital marketing planning is an iterative process from situation analysis to objective setting to strategy definition.



Market and product/brand positioning

- Strategic alternatives can be evaluated using the options. As the risks involved with the four options of market penetration, market development, product development and both market and product development-diversification strategies.
- Today for consideration as part of digital marketing strategy, companies should ask the following questions
- 1. Can I offer additional information or transaction services to my existing customer base?
- 2. Can I address the needs of new customer segments by repackaging my current information assets or by creating new business propositions using the Internet?
- 3. Can I use my ability to attract customers to generate new sources of revenue such as advertising or sales of complementary products?
- 4. Will my current business be significantly harmed by other companies providing some of the value I currently offer?



Target market strategies (based on CB and segmentation)

We need to analyze the target market in more detail to understand their needs and potential and then develop a strategy to satisfy these markets to maximize revenue. This is target marketing strategy and involves the four stages shown below.



Target market strategies

Targeting variable	Examples of segments and potential online targeting attributes
1 Relationship with company	New contacts (prospects), existing customers, lapsed customers
2 Demographic segmentation	B2C: Age, sex, social group, geographic location B2B: Company size, industry served, individual members of decision-making unit
3 Psychographic or attitudinal segmentation	Attitudes to risk and value when buying, e.g. early adopter, brand loyal or price conscious
4 Value	Assessment of current or historical value and future value. Valuable customers can be targeted and given special promotions as part of a VIP or customer club
5 Life cycle stage	Position in life cycle, related to value and behaviour, i.e. time since initial registration, number of products purchased, categories purchased in
6 Behaviour	(a) Search terms entered into search engine (Table 8.1) (b) Interests shown through content shared or liked on social networks. Companies can target users of Facebook, LinkedIn and Twitter with ads using this method. (c) Responsiveness to different types of offers (promotion or product type) (d) Responsiveness to campaigns in different channels (channel preference) (e) Purchase history in product categories including recency, frequency and monetary value (Chapter 9)



Content strategy

It requires (company need to know)

- Quality, compelling content – content is still king!
- Quality writers to create quality content who may be internal staff or external freelance writers.
- An editorial calendar and appropriate process to schedule and deliver the content.
- Investment in software tools to facilitate the process.
- Investment in customer research to determine the content their different audiences will engage with.
- Careful tracking of which content engages and which does not.

5

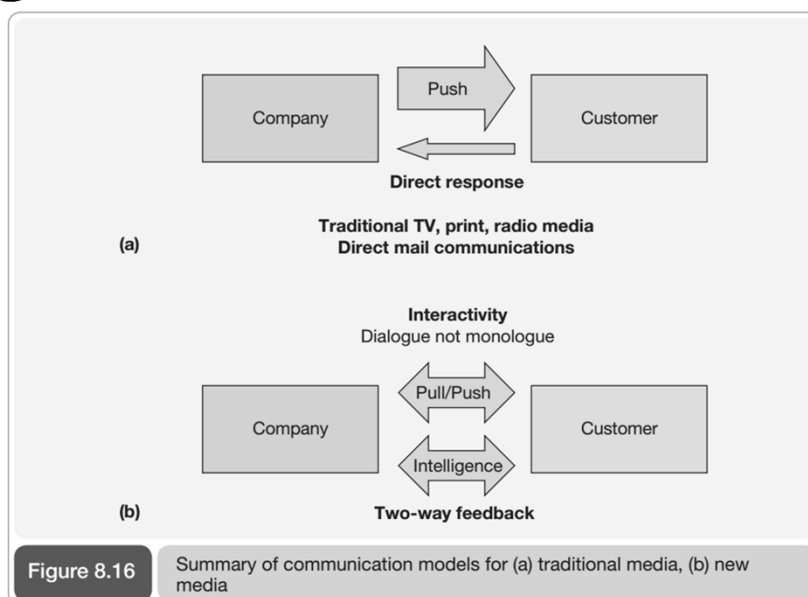
Strategy

Characteristics of digital media communications

The differences between the new media and traditional media has been developed by McDonald and Wilson as the '6 Is' of digital marketing



Interactivity



- Interactivity is a key characteristic of the Internet.
- Traditional media have limited interaction with the customer.
- Pull & push marketing communication
- Internet encourage two-way communication and extend the direct-response approach



Intelligence mining!

- Internet is a relatively low-cost method of collecting marketing research, particularly about customer perceptions of products and services.
- Internet can be used to create two-way feedback which does not usually occur in other media: responded main concerns of the customer and explain what they were trying to do to resolve this problem.
- Potentially companies can respond in real time to buyer behavior.

Example

问 130斤能穿吗，会不会太胖了，有没有图片
2017-02-26 11:47:08

答 穿应该没问题，反正我120/165中码可以穿进去，但效果不理想，短那层显得腿短和粗，大一码应该会好，只是我上下身比例不好，穿着不好看，所以退货了
已买的人 需***~ 2017-02-27 11:27:28 赞 (3)

答 15天无理由退换货，赠送退货保险，期待您无忧试穿!
卖家 睡***s 2017-02-26 13:29:03 赞 (2)

答 可以的 XL
卖家 睡***s 2017-02-26 11:48:29 赞 (1)

共 3 个回答

布料不如想象中好，是很一般的牛仔面料，而且刚收到就降价那么多
2017年03月23日 18:43 颜色分类：白色 尺码：均码 有用 (0)

[追加评论] 系统默认评论

确认收货后 17 天追加

[掌柜回复] 亲，有些活动的淘宝强制要求宝贝降价呢，如果遇见降价您完全可以找我们补差价哦亲



Individualisation

- Another important feature of interactive marketing communications is that they can be tailored to the individual
- Unlike traditional media where the same message tends to be broadcast to everyone
- The process of tailoring is also referred to as personalisation and is an important aspect of achieving customer relationship management online.
- There have two different personlisation (Two examples for this)

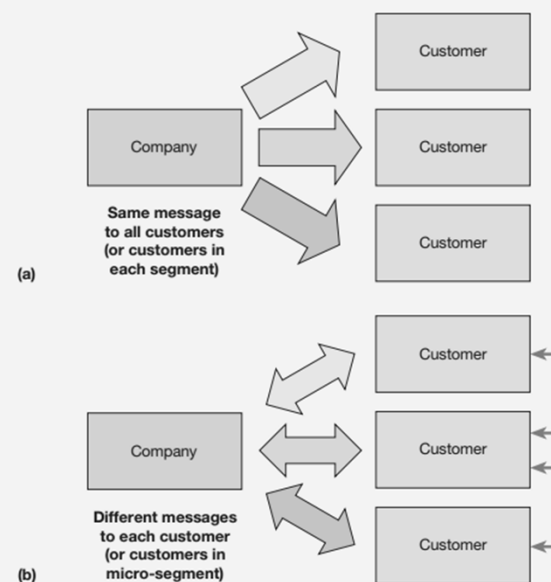


Figure 8.17

Summary of degree of individualisation for (a) traditional media (same message), (b) new media (unique messages and more information exchange between customers)



Example 1 :

Customers can customize products according to their preference.



Example 2 : online recommendation agents!

There is an example for Taobao, according to the customer in taobao's browsing history, they will have a function like “guess what you like”, and then recommend you similar products. Besides, it's also have another recommendation which from other customers also will buy.

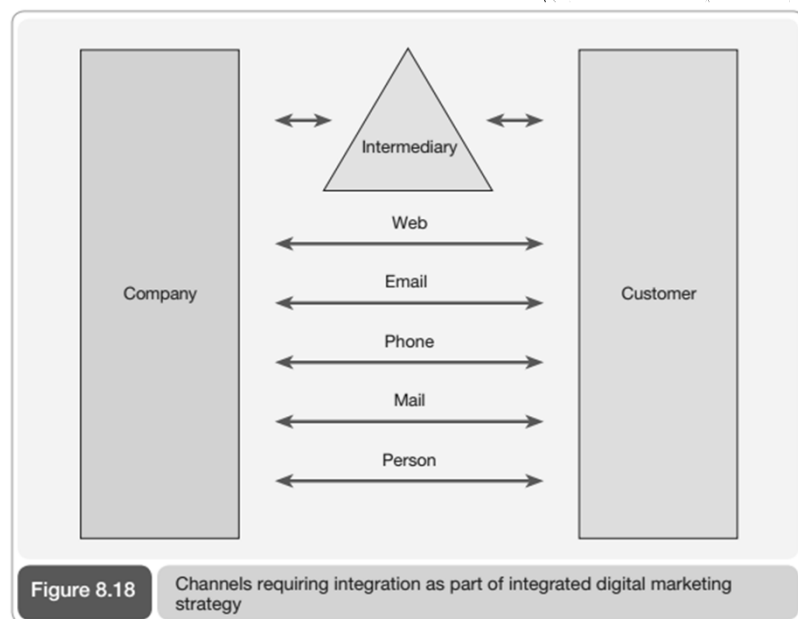
掌柜推荐 根据您的浏览历史 最近浏览过的 猜你喜欢





Integration (multi-channel and platform)

- The Internet provides further scope for integrated marketing communications.
- This figure show that there are many different media channels between company and customer. And this channel are also offered by intermediaries.

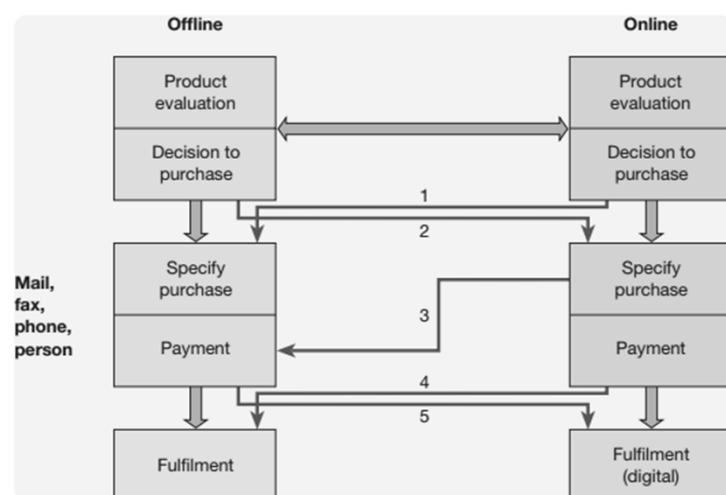


Integration

Mixed-mode buying:

The process by which a customer changes between online and offline channels during the buying process.

It is a key aspect of devising online marketing communications since the customer should be supported in changing from one channel to another.





Industry restructuring

- Disintermediation, reintermediation and countermediation are key concepts of industry restructuring that should be considered by any company developing a digital marketing strategy.
- **Disintermediation:** sales their product directly.
- **Reintermediation:** some customers still need help and suggestion when they buy the product, so this creates new mediation.
- **Countermediation:** build or buy existing medium



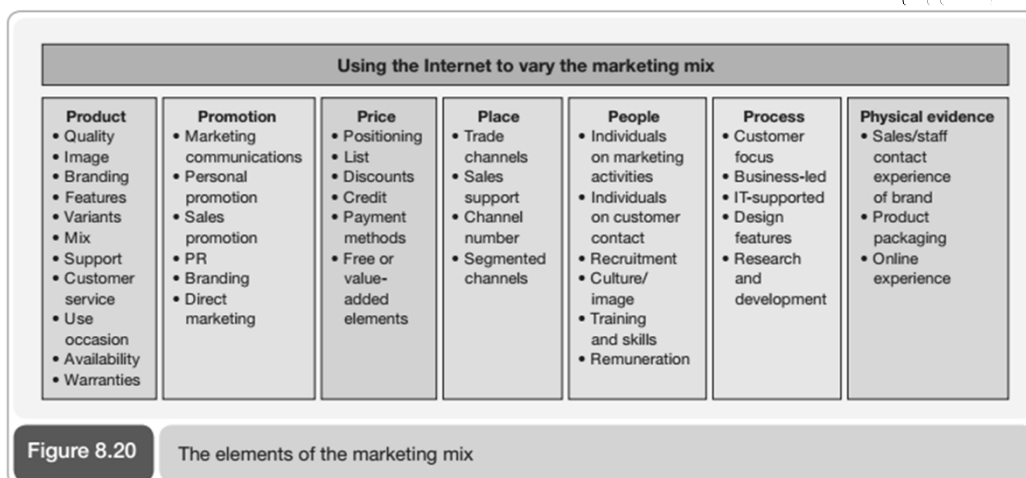
Independence of location

- Electronic media also introduce the possibility of increasing the reach of company communications to the global market.
- This gives opportunities to sell into international markets that may not have been previously accessible.
- The Internet makes it possible to sell to a country without a local sales or customer service force.

6 Tactics

Marketing Mix

There are varying different elements of the offering to influence the demand for products within target markets.





Product

Internet-related product decisions can be usefully divided into decisions affecting the **core product** and the **extended product**.

Core product: The fundamental features of the product that meet the user's needs.

Extended product: Additional features and benefits beyond the core product.

In some cases, an online version of the product may be more valuable to customers in that it can be updated more regularly.

The Internet also introduces options for **mass customization** of products.

Mass customization: Using economies of scale enabled by technology to offer tailored versions of products to individual customers or groups of customers.



Product

Companies can also consider how the Internet can be used to change the range or combination of products offered. **Bundling** is a further alternative.

Bundling: Offering complementary services

Example: When you buy earplug, the seller will offer other goods for you. Like this eye-patch. You can use very favorable price to buy 2 products.

The advertisement shows a bundle of two products. On the left is a box of 'Erlebao' (耳乐保) professional noise-reducing earplugs, with a price tag of '¥12.8起'. On the right is a 3D立体睡眠眼罩 (3D立体睡眠眼罩), with a price tag of '¥14.9起'. A large plus sign (+) is placed between the two products. At the bottom, a dark banner contains the text '套餐 特价 ¥18.81起' and a 'GO' button with a right-pointing arrow.



Product

Companies such as publishers, TV companies and other media owners who can offer digital products such as published content, music or videos now have great flexibility to offer a range of product purchase options at different price points including:

- **Subscription**
- **Pay-per-view**
- **Bundling**
- **Ad-supported content**

The implication of the Internet and globalization is that to remain competitive, organisations will have to roll out new products more rapidly to international markets.

Word-of-mouth communication has a tremendous impact on the rate of adoption of new products and we can suggest this effect is often enhanced or facilitated through the Internet.



Price

Price variable: Price element of the marketing mix that involves **defining product prices** and **pricing models**.

Pricing models:

Describe the form of payment such as outright purchase, auction, rental, volume purchase and credit terms.

Dynamic pricing (Uber, advertising exchange)



Price

The main implications of the Internet for the **Price** aspect of the mix are as follows:

- 1 Increased price transparency and its implications on differential pricing (offline, online: web, mobile, app differences are disappearing!)
- 2 Downward pressure on price (including commoditization)
- 3 New pricing approaches (including dynamic pricing and auctions)
- 4 Alternative pricing structure or policies



Price

3 New pricing approaches (including dynamic pricing and auctions)

Dynamic pricing : Uber



(Adjusting price according to the relation between **market supply and demand**)



Price

3 New pricing approaches (including group buying 团购, dynamic pricing and auctions)

Aggregated buying : Taobao

A form of customer union where buyers collectively purchase a number of items at the same price and receive a volume discount.



Price

4 Alternative pricing structure or policies

The Internet offers new options such as payment per use, rental at a fixed cost per month or a lease arrangement.

Further pricing options which could be varied online include:

- Basic price
- Discounts
- Add-ons and extra products and services
- Guarantees and warranties
- Refund policies
- Order cancellation terms



Place

Place: The element of the marketing mix that **involves distributing products to customers in line with demand and minimising cost of inventory, transport and storage.**

The main implications of the Internet for the **place** aspect of the mix:

- 1 Place of purchase
- 2 New channel structures
- 3 Channel conflicts
- 4 Virtual organisations



Place

- 1 Place of purchase

In a B2B context, e-commerce is conducted on the **manufacturer' s own site, at an intermediary or is procured on a customer' s site.**

- 2 New channel structures

New channel structures such as changes introduced **by disintermediation, reintermediation and countermediation.**



Place

3 Channel conflicts

A significant threat arising from the introduction of **an Internet channel** is that while disintermediation gives a company the opportunity to sell direct and increase profitability on products, it can also **threaten distribution arrangements with existing partners.**

Internet channels can take these forms:

- a communication channel only;
- a distribution channel to intermediaries;
- a direct sales channel to customers;
- any combination of the above.



Promotion

Promotion: The element of the marketing mix that involves **communication with customers and other stakeholders to inform them about the product and the organisation.**

Specification of the promotion is usually part of a communications strategy. This will **include selection of target markets, positioning and integration of different communications tools.**

The Internet offers a new marketing communications channel to inform customers of the benefits of a product and assist in the buying decision.

Break

7

Online branding



Online branding

How to build successful online brands?

Organisations should consider how their proposition can build on these possible brand promises:

- the promise of convenience – making a purchase experience more convenient than the real-world one, or that with rivals;
- the promise of achievement – to assist consumers in achieving their goals, for example supporting online investors in their decision or supporting business people in their day-to-day work;
- the promise of fun and adventure – this is clearly more relevant for B2C services;
- the promise of self-expression and recognition – provided by personalisation services;
- the promise of belonging – provided by online communities.

De Chernatony (2001) suggests successful online branding requires delivering three aspects of a brand: **rational values, emotional values and promised experience.**



Online branding 网红品牌?

The importance of brand online

The Internet presents a ‘double-edged sword’ to existing brands. A consumer who already has knowledge of a brand is more likely to trust it, but loyalty can be decreased because the Internet encourages consumers to trial other brands.

Key aspects of **creating a positive customer experience** are:

- Content quality.
- Adequate performance of website infrastructure in terms of availability and download speed.
- Ease of contacting a company for support.
- Quality of response to email enquiries and fulfilment quality.
- Acknowledgement of customer privacy.
- Reflecting and supporting the characteristics of the offline brand.

8

Consumers Online

Consumer Online: The Internet Audience and Consumer Behavior

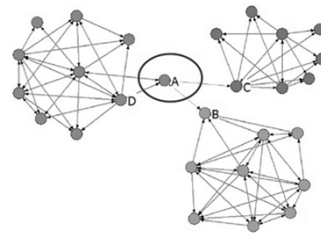
► **Internet Traffic Patterns: The Online Consumer Profile**

- 3.2 billion people had access to the Internet (2017).
- However, the growth rate has slowed. The “E-commerce” business can’t count on double-digit growth rate in the online population anymore.
- The usage intensity and scope has increased: greater amount of time spent (e.g., 2 hours a day), more devices (e.g., mobile smartphones and tablets).
- About 51% internet users access the Internet with a mobile device.

Consumer Online: The Internet Audience and Consumer Behavior

► Community Effects: Social Contagion in Social Networks

- For physical retail store, the most important factor in shaping sales is location, location, location.
- On the Internet, what makes a difference is whether the consumer is “located” in the right place to connect with neighbors: face-to-face and truly personal, or digital.



Consumer Online: The Internet Audience and Consumer Behavior

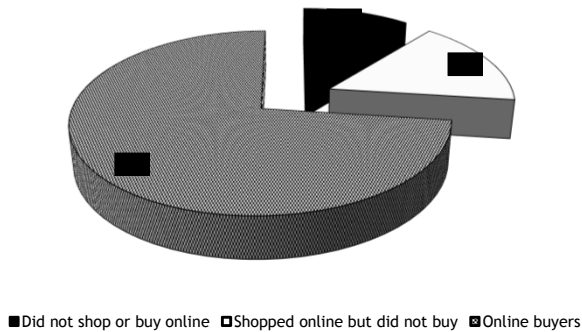
► Online vs. Offline Purchasing Decision Process

	1- Need recognition	2- Search	3- Evaluation of alternatives	4- Purchase	5- Post-purchase behavior
Offline communication	Mass media TV Radio Print Media Social Networks	Catalogs Print ads Mass Media Store Visits Social Networks	Reference groups Opinions leaders Mass media Store visits Social Networks	Promotions Direct mail Mass media Print media	Warranties Service calls Parts and repair Consumer groups Social Networks
Online communication	Targeted banner ads Targeted event promotions Social Networks	Search engines Online catalogs Site visits Targeted email Social Networks	Search engines Online catalogs Site visits Product reviews User evaluations Social Networks	Online promotion Lotteries Discounts Targeted-email Flash sales	Communities of consumption Newsletters Customer email Online updates Social Networks

- *Social network* plays many major roles in affecting the decision process.

Consumer Online: The Internet Audience and Consumer Behavior

► Shoppers: Browsers and Buyers



- E-commerce is a generator of offline commerce.
- Online traffic is also driven by offline brands and shopping.
- Why 27% don't buy?(Basket abandonment)
 - Trust factor
 - online merchants will cheat you;
 - lose your credit card information;
 - use personal information you give them to invade your personal privacy;
 - bombarding you with unwanted email and pop-up ads.
 - Hassle factors (promotoin of 11/11)
 - Shipping costs and arrangement, returns, and inability to touch and feel the product,

Consumer Online: The Internet Audience and Consumer Behavior

► Shoppers: What shapes the decision to purchase?

- Utility and Trust
 - Utility (value): good deals, bargains, convenience, and speed of delivery
 - Is determined by perceived benefits/ price
 - Trust: Sellers can develop trust by building strong reputation of honesty, fairness, and delivery of quality products. Being "transparency" in pricing, for example.
- What is a fair price?
 - pricing is equal parts *economics* and psychology...

9

E-Marketing Strategy

Digital Advertising Strategies

► Multiple Channels to meet your prospective online shoppers

Type of Marketing	Platforms	Function
Web Site	Traditional Website (Ford.com)	Anchor Site
Traditional Online Marketing	<ul style="list-style-type: none"> Search Engine Marketing (Google) Display advertising (Google) 	<ul style="list-style-type: none"> Query-based intention marketing Interest- and context- based marketing; targeted marketing
Social Marketing	<ul style="list-style-type: none"> Email Social networks (Facebook) Micro blogging sites (Twitter) Blogs/forums (Pinterest) 	<ul style="list-style-type: none"> Permission marketing Conversations, sharing News, quick updates Communities of interest; sharing
Mobile Marketing	<ul style="list-style-type: none"> Video marketing (YouTube) Game marketing (Candy Crush) Smartphone/Tablet site (m.ford) Apps 	<ul style="list-style-type: none"> Engage; inform Identification Quick assess, news, updates Visual engagement

Digital Advertising Strategies

a) Web Site:

- Establish the customer relationship and create customer experience, including the search, informing, purchase, consumption, and after-sales support for its products, services, and various retail channels.



Digital Advertising Strategies

b) Traditional Online Marketing:

- Consider “Internet” as an alternative way for advertising.
- Online advertising: a paid message on a Website, online service, or other interactive medium.
- Online advertising spending for selected formats (in Billions)

Format	2013	2017	Average growth rate
Paid Search	\$19.6	\$25.6	8.1%
Banner ads	\$8.6	\$12.2	7.4%
Video	\$4.1	\$9.2	26.6%
Classifieds	\$2.7	\$3.1	3.6%
Rich media	\$2.0	\$5.4	24.9%
Lead generation	\$1.9	\$2.3	6.5%
Sponsorships	\$1.9	\$3.1	15.4%
E-mail	\$0.23	\$0.26	3.4%

- Ad targeting: the sending of market message to specific subgroups in the population.

- Meets needs and wants, interests.
- Potential price discrimination.

Digital Advertising Strategies

- ▶ Banner ad
 - ▶ Displays a promotional message in a rectangular box at the top or bottom of a computer screen.
- ▶ Rich media ad
 - ▶ Ad employing animation, sound, and interactivity, using Flash, HTML 5 Java, and JavaScript.
- ▶ Video ad
 - ▶ TV-like advertisement that appears as an in-page video commercial or before, during, or after content.

Digital Advertising Strategies

- c) Social marketing
 - ▶ Affiliate marketing
 - ▶ Commissions paid by advertisers to affiliate Web sites for referring potential customers to their Web site (performance-based paying: the affiliate or affiliate network gets paid only if users click on a link or purchase a product).
 - ▶ Bloggers.
 - ▶ Viral marketing
 - ▶ The process of getting customers to pass along a company's marketing message to friends, family, and colleagues (share, repost).
 - ▶ Social marketing/advertising: using social network

Digital Advertising Strategies

c) Mobile marketing

- ▶ Consider mobile phone as a device for marketing
- ▶ Incorporate “location” to provide targeting marketing (GPS)
- ▶ Offer real-time and relevant ad to consumers (GPS, or RFID)



Search Engine Marketing

It is a primary way of finding information about a company and its products.

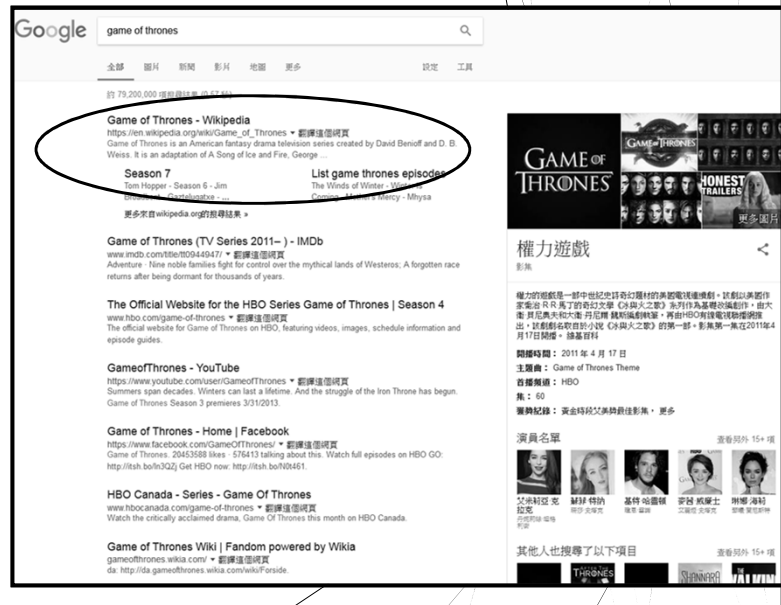
Example: How does google engine work?

- Crawling– to identify relevant pages for indexing and assess whether they have changed. It is performed by software process.
- Indexing– created to enable the search engine to rapidly find the most relevant pages containing the query typed by the searcher.



Search engine marketing (SEM)

- Ranking and scoring— to assess the most relevant set of documents to return in search engine results pages.
- Query request and results serving—The user's location is assessed through their IP address and the query is then passed to a relevant data center for processing.



Search Engine Optimization

Search engine optimization(SEO)

A structured approach used to improve the position of a company or its products in search engine natural or organic results listing for selected key phrases. Common factors are influence search engine rankings:

- Frequency of occurrence in body copy
- Number of inbound links
- Title HTML tag
- Meta-tags
- Alternative graphic text



Something that need to pay attention to!

Researches indicates that internet users rarely type website addresses into the browser bars, they locate them through search engines such as Google and Baidu. It is necessary for the company to promote search rankings by improving their website's structure and content. It is important for them to appear as possible to the top of search engine results for a set of keywords.



Online PR

Defines as the management of reputation. The planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics.

Activities:

1. Communicating with media (journalists) online

Internet is a new channel to spread press releases through email and on-sites.



Key Opinion Leaders KOLS

Blogs and podcasting (播客)

Blog is an online diary or news source prepared by an individual or a group of people.

Podcasts are individuals and organizations post online media which can be accessed in the appropriate players including the iPod which first sparked the growth of this technique.



Online communities and social networks

A group of people who come together for a specific purpose.

It is important for organizations to determine how their audiences use social networks and assess the opportunities to reach and interact with them. It is a opportunity to develop a deeper relationship with customers.

