

Digital Marketing Strategy

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Sep 2023

Topics to be covered

- **Digital Marketing Trends and Emerging Technologies**
- **Emerging Trends in Social Media Marketing**
- **Introduction to Social Media Marketing**
- **Creating a Social Media Strategy**
- **Building and Managing Social Media Communities**
- **Influencer Marketing on Social Media**
- **Best Practices for Social Media Marketing**
- **Social Media Advertising**
- **Managing Social Media Crisis and Reputation Management**
- **Cross-Channel Integration of Social media with other Digital Marketing Activities**
- **Social Media Analytics and Measurement**

Digital Marketing Trends, Development, and Technologies

Digital Marketing Roadmap

**Digital Transformation &
Digitally Integrated Organization (DIO)**

**Integrated Digital Marketing (IDM)
Analytics and Measurements**

Content Creation and Distribution

**Search
Engine
Optimization
(SEO)**

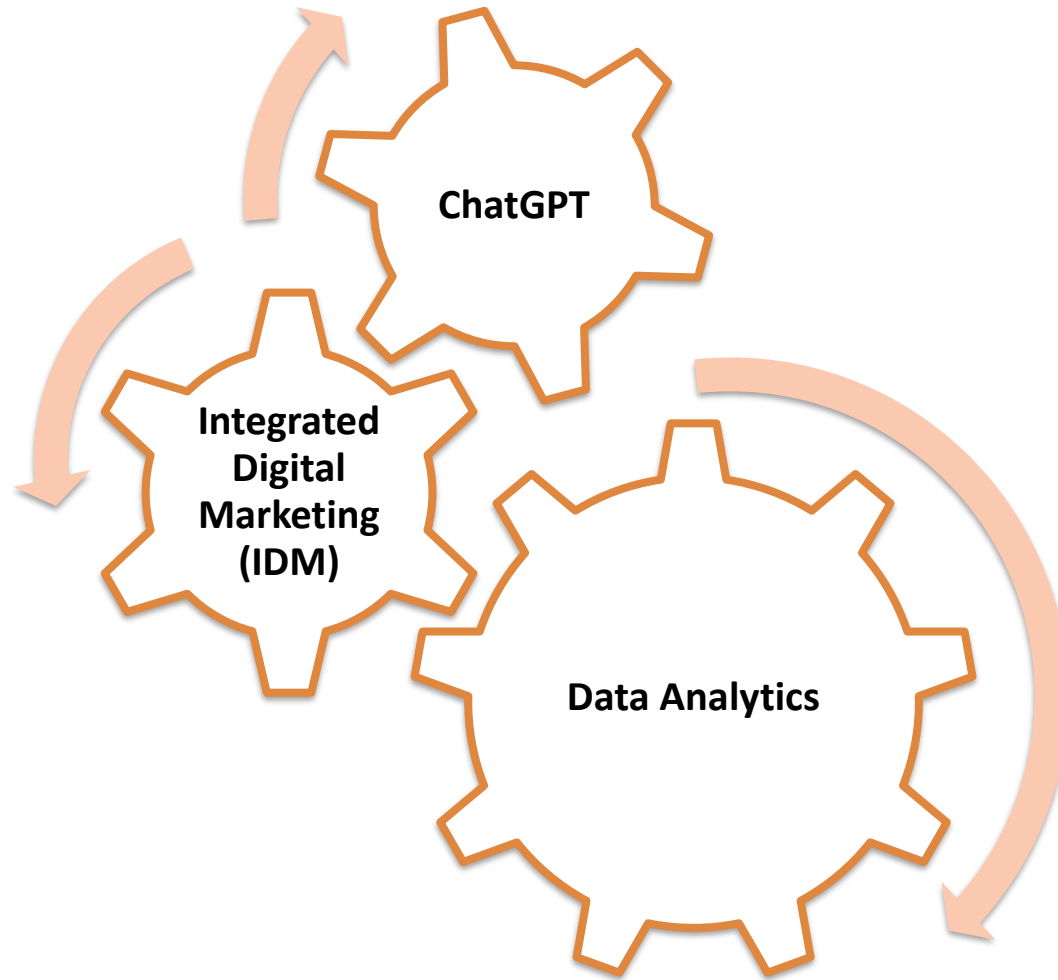
**Search
Engine
Marketing
(SEM)**

**Social Media
Optimization
(SMO)**

- Generalist social media
- Niche social media

**Mobile
Marketing**

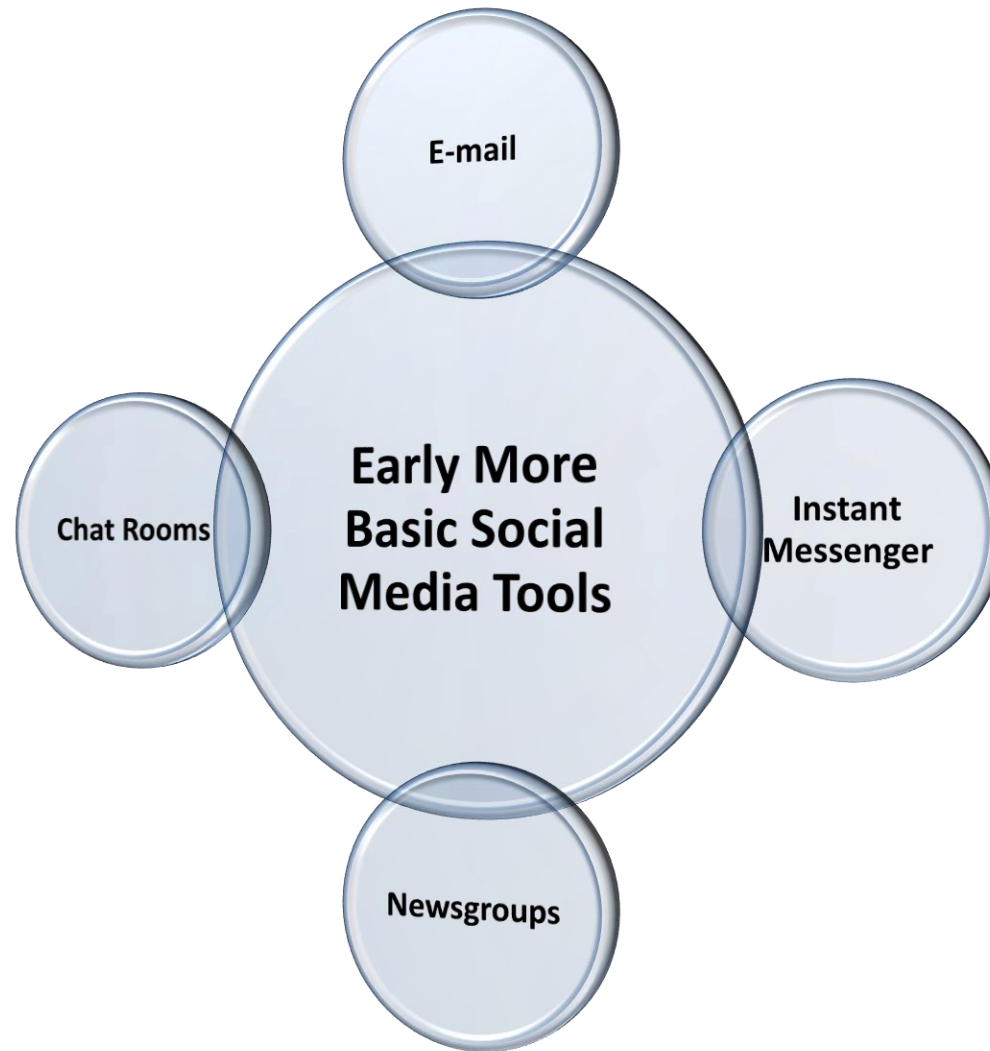
Digital Marketing Major Trends



Fundamentals of Social Media Marketing



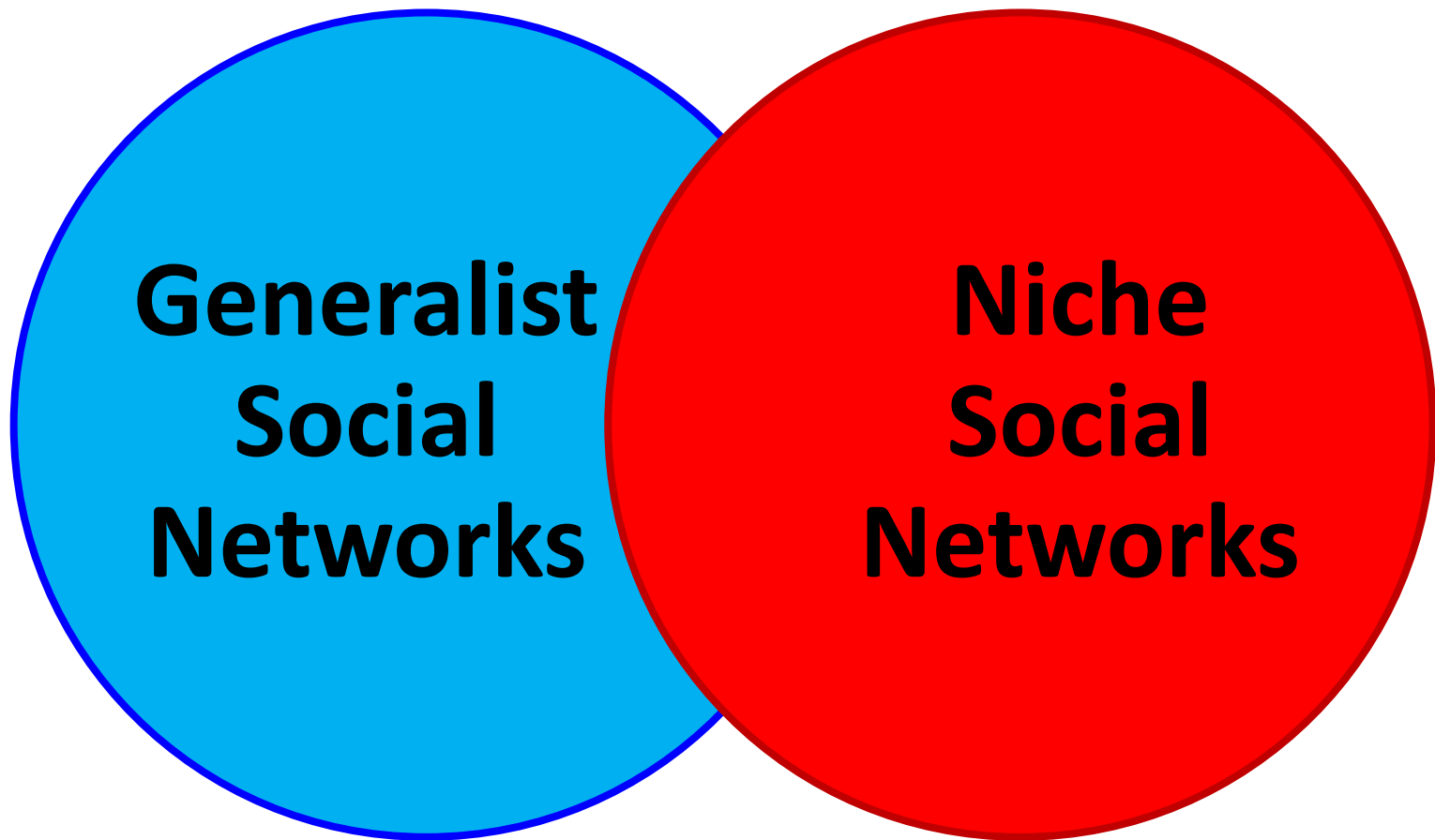
Traditional Social Media



Nowadays' Social Media

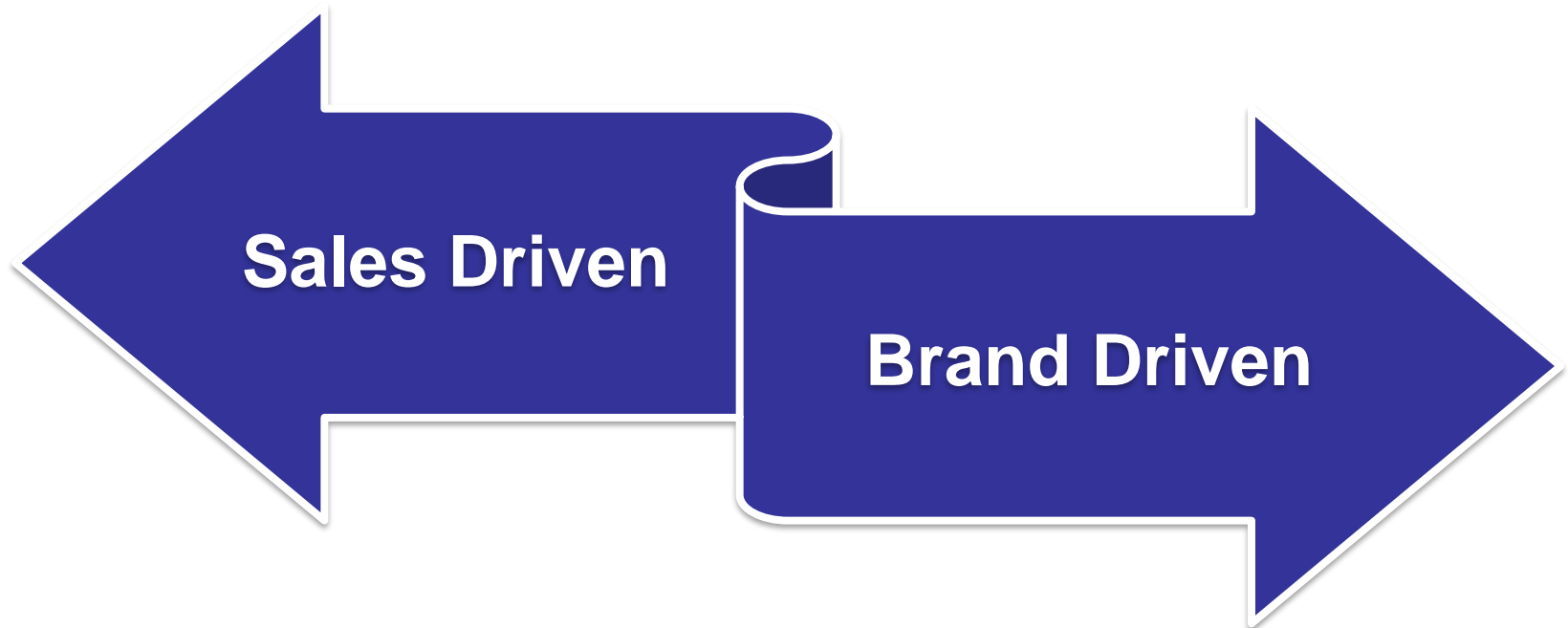


2 Major Types of Social Network

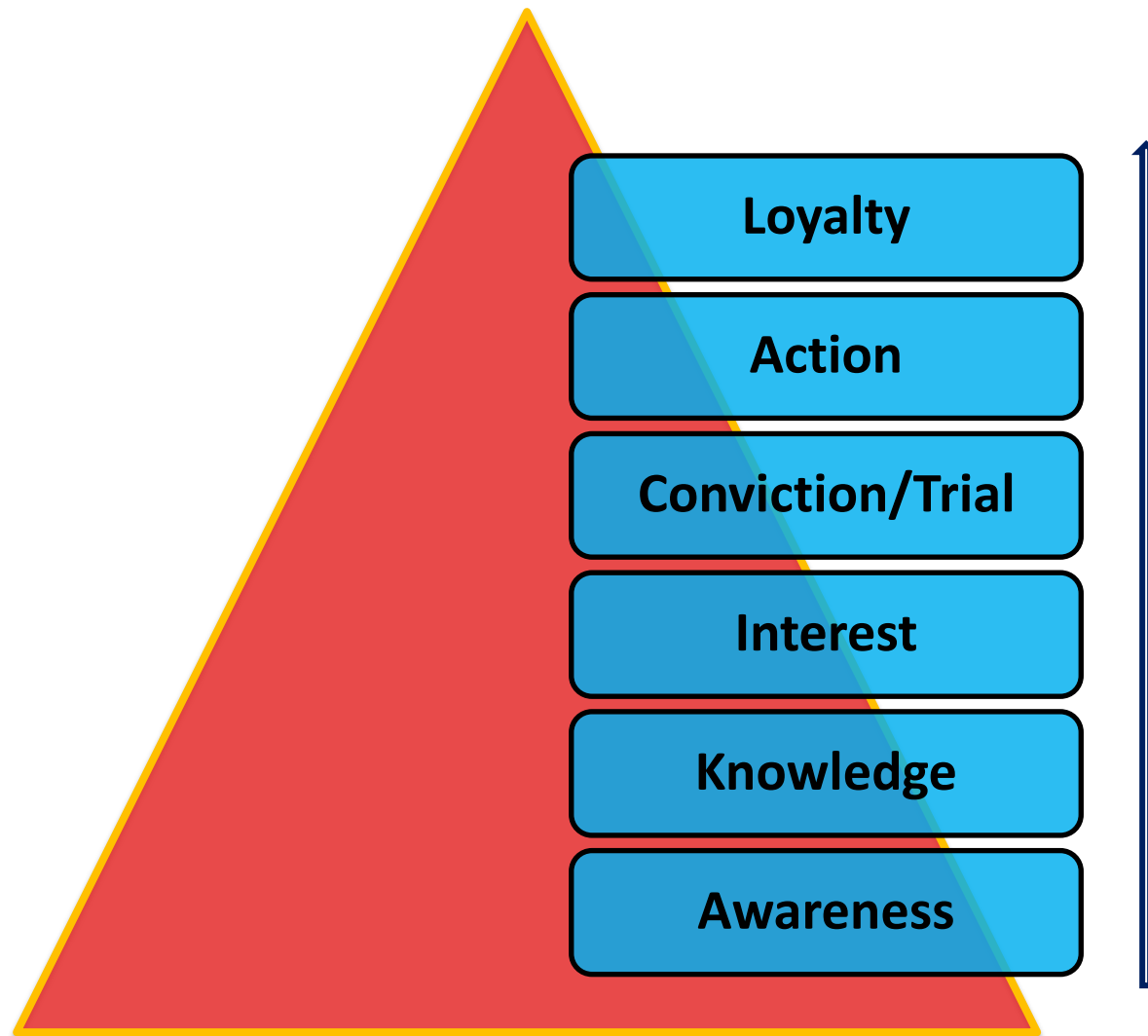


Social Media Strategy, Community Management, and Influencer Marketing

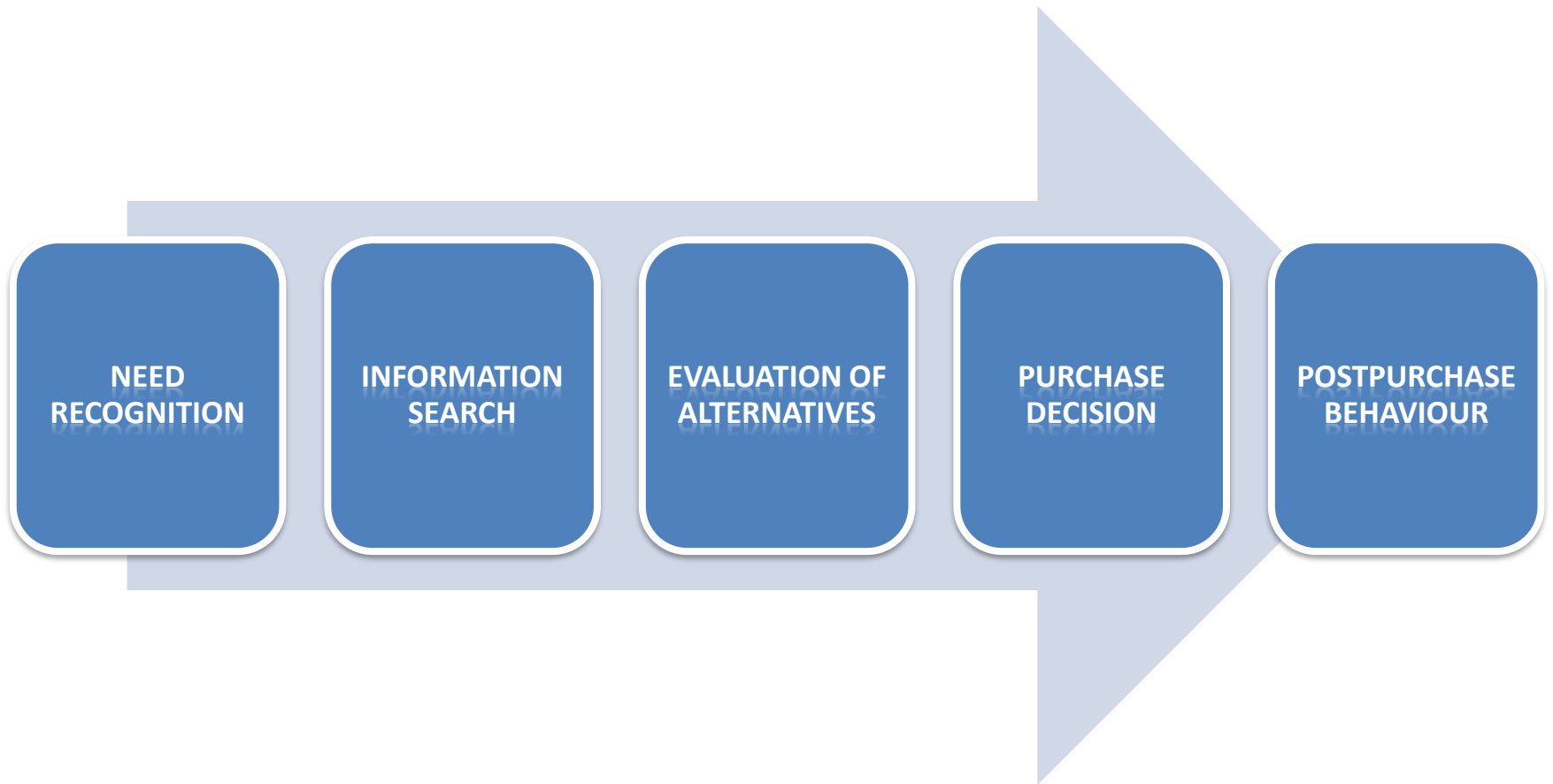
Major Business Objectives of Social Media Marketing



Hierarchy of Effects Model



Customer Buying Decision Process



Planning for Maximum Traffic

Drawing more visitors to a site requires a thoughtful web traffic plan



Web traffic plans should consider each of the six main traffic categories:

**Branding
Decisions**
(e.g. *domain
name*)

**Targeted
Advertising**
(SEM and
Display Ad)

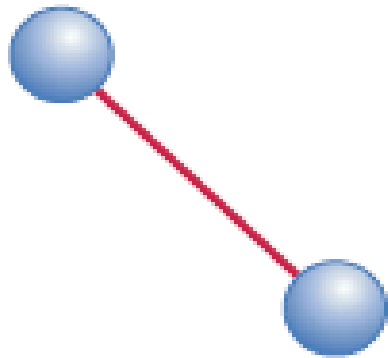
**Search
Engine
Optimization**
(SEO)

**Affiliate
Networks**

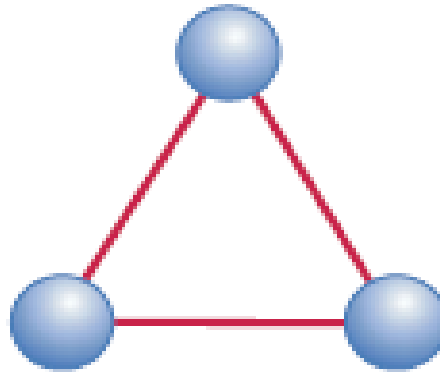
**Email
Marketing**

**Social Media
Marketing**

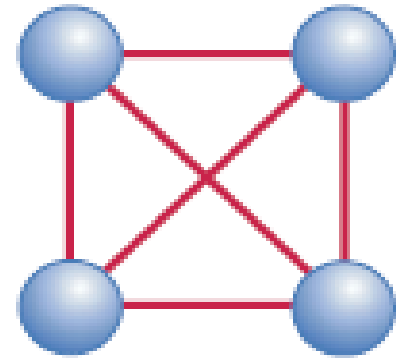
Understanding Social Media



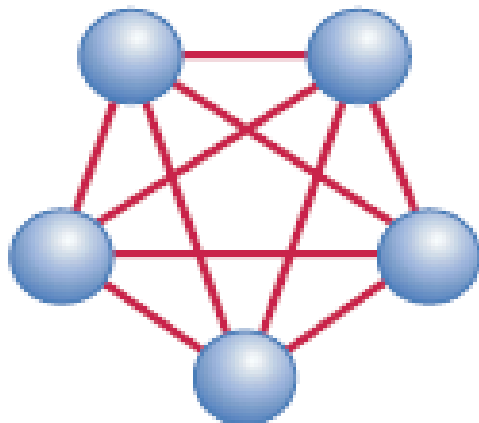
1 Conversation



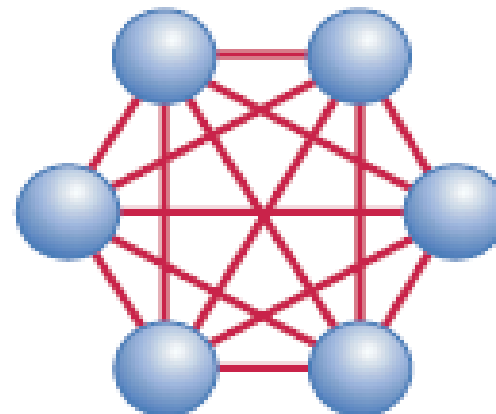
3 Conversations



6 Conversations



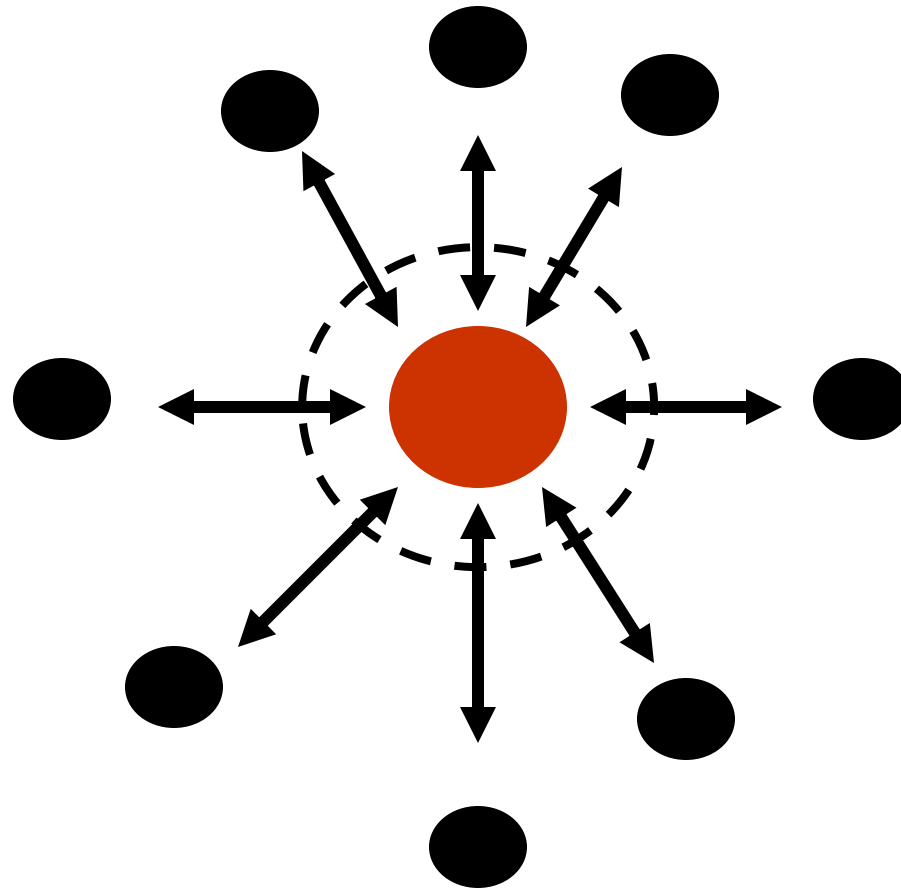
10 Conversations



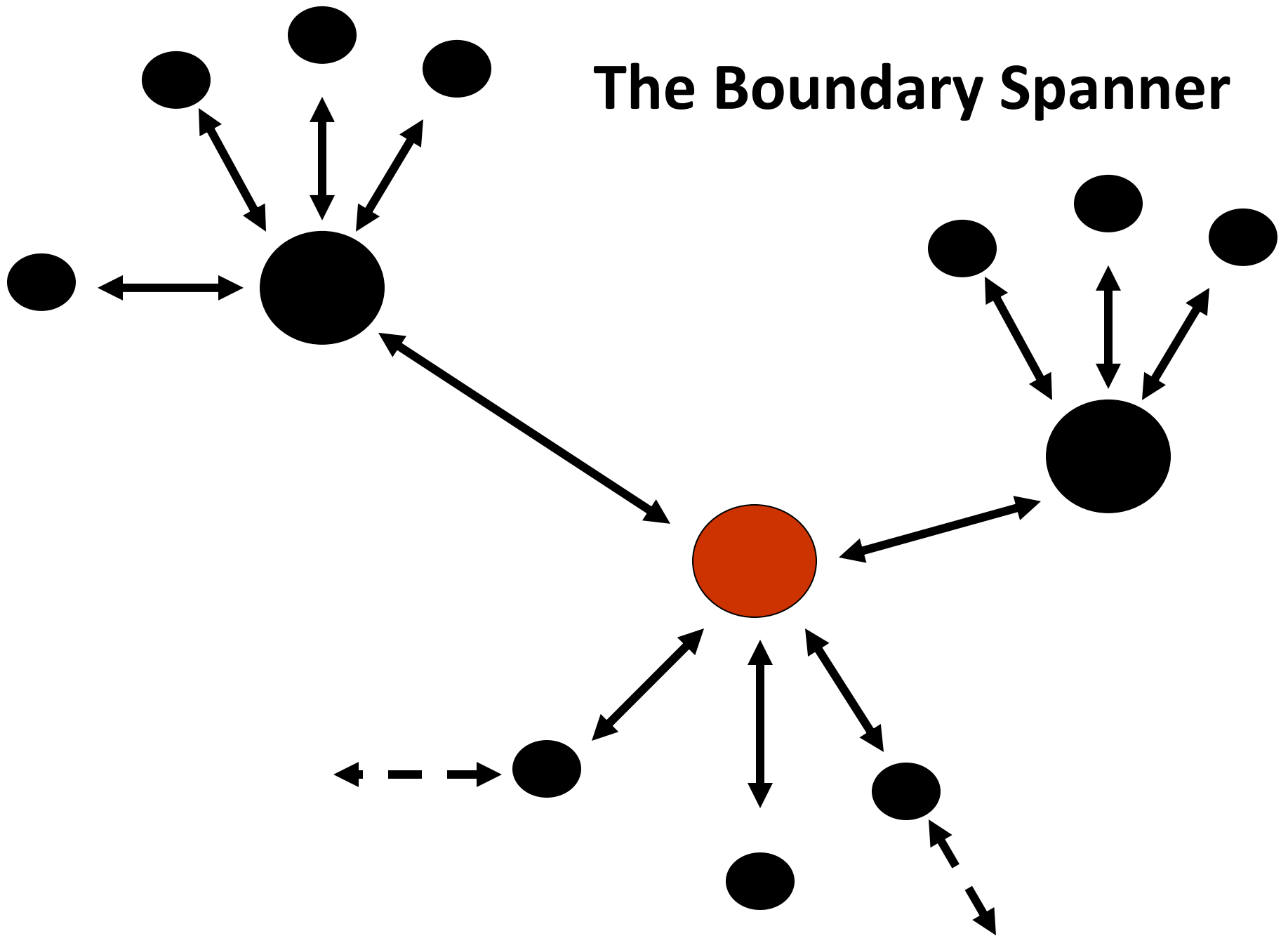
15 Conversations

The value of a complete network rises rapidly, but not every link shares the same value

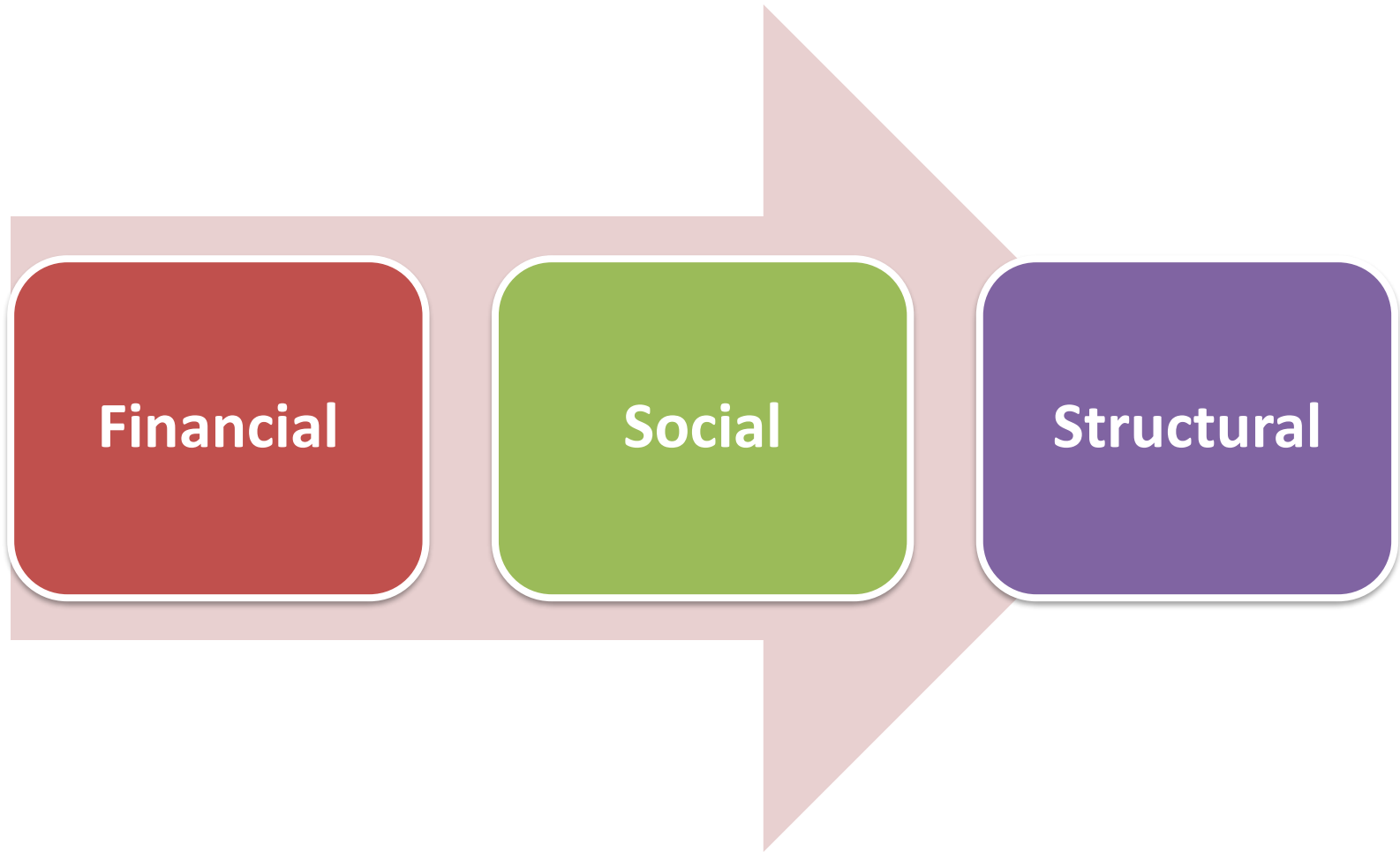
The Central Connector



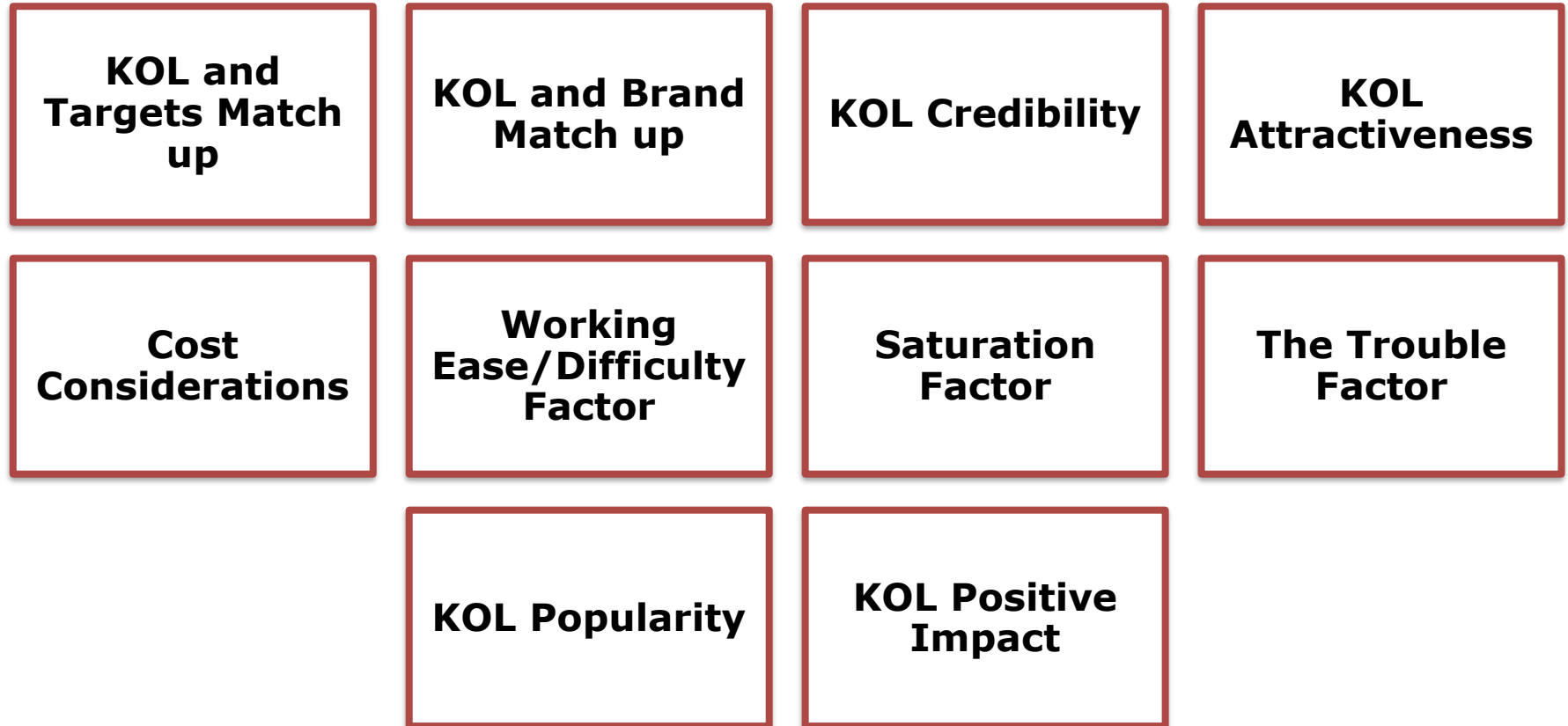
The Boundary Spanner



Three Levels of Relationship Marketing



Influencer / KOL Selection Model



*Source: Philosophy of Digital Marketing by Baniel Cheung & Jeffrey Chu (2018), adapted from NOTEARS Model by Shrimp (2012)

Best Practices for Social Media Strategy

Best Practices of Social Media Marketing

**Clear Business
Objectives**

**Social Media
Monitoring**

**Avoid Substandard
Execution**

**Alignment in Tone and
Manner**

**Integration between
Social Media Platforms**

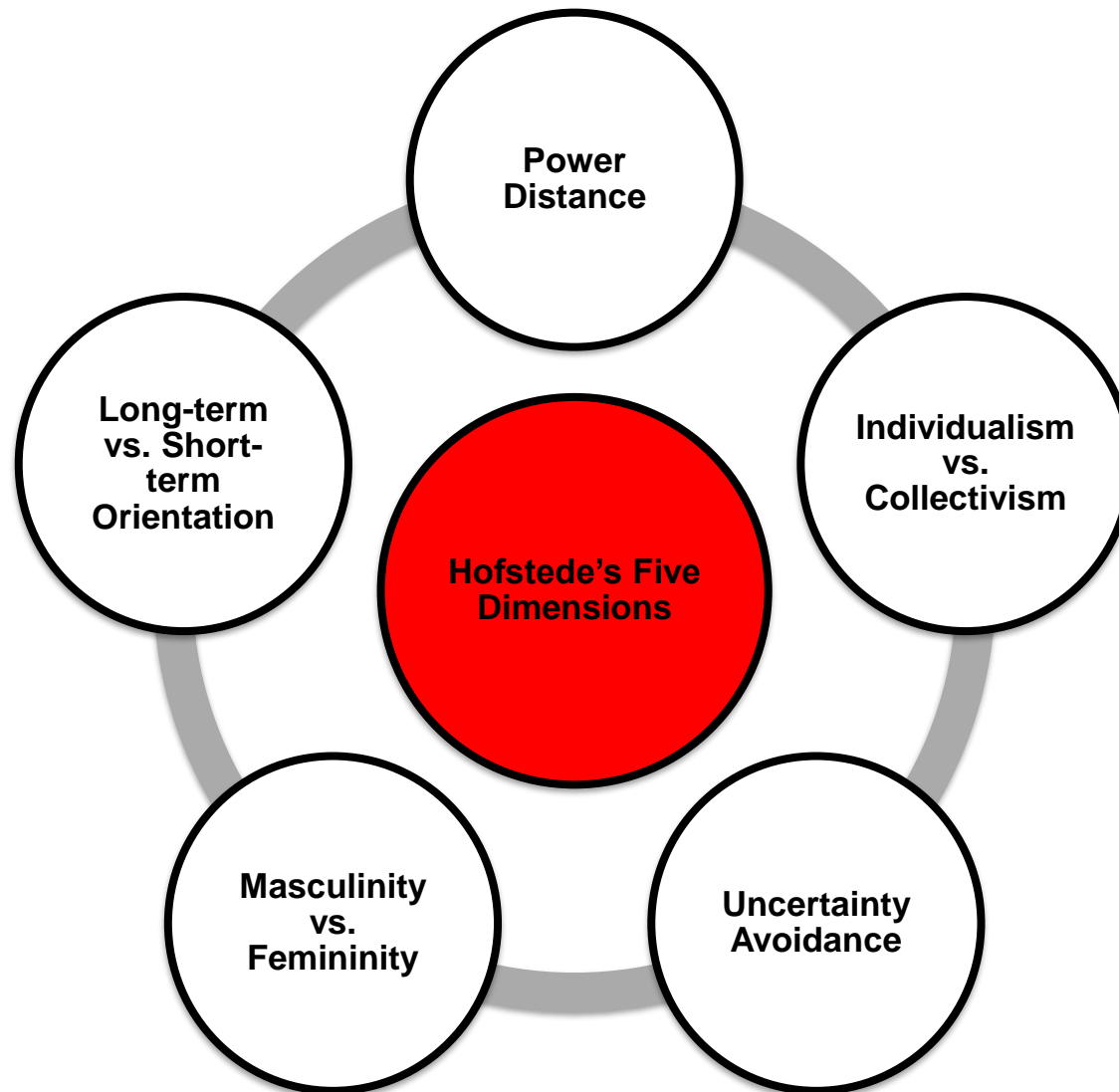
**Integration with Other
Digital Marketing Tools**

**PR and Crisis
Management Strategy**

**Application of Data
Analytics with
Evaluation Frameworks
and KPIs**

Cultural Adoption

Cross-Cultural Hofstede's 5D Model



Social Media Advertising

Organic Reach vs Paid Reach

Which Approach is Better: Organic vs Paid

Amount of Budget to be allocated to Paid Reach

Applications in LinkedIn, Facebook, Instagram, Wechat, etc.

Effectiveness to Branding and Sales

Managing Social Media Crisis and Reputation Management

Social Media PR and Crisis Management

**Good Practice of
Social Media
Monitoring**

**Guidelines and
Handbook of PR and
Crisis Management**

**Never eliminate any
Bad Comment by just
simply deleting Them**

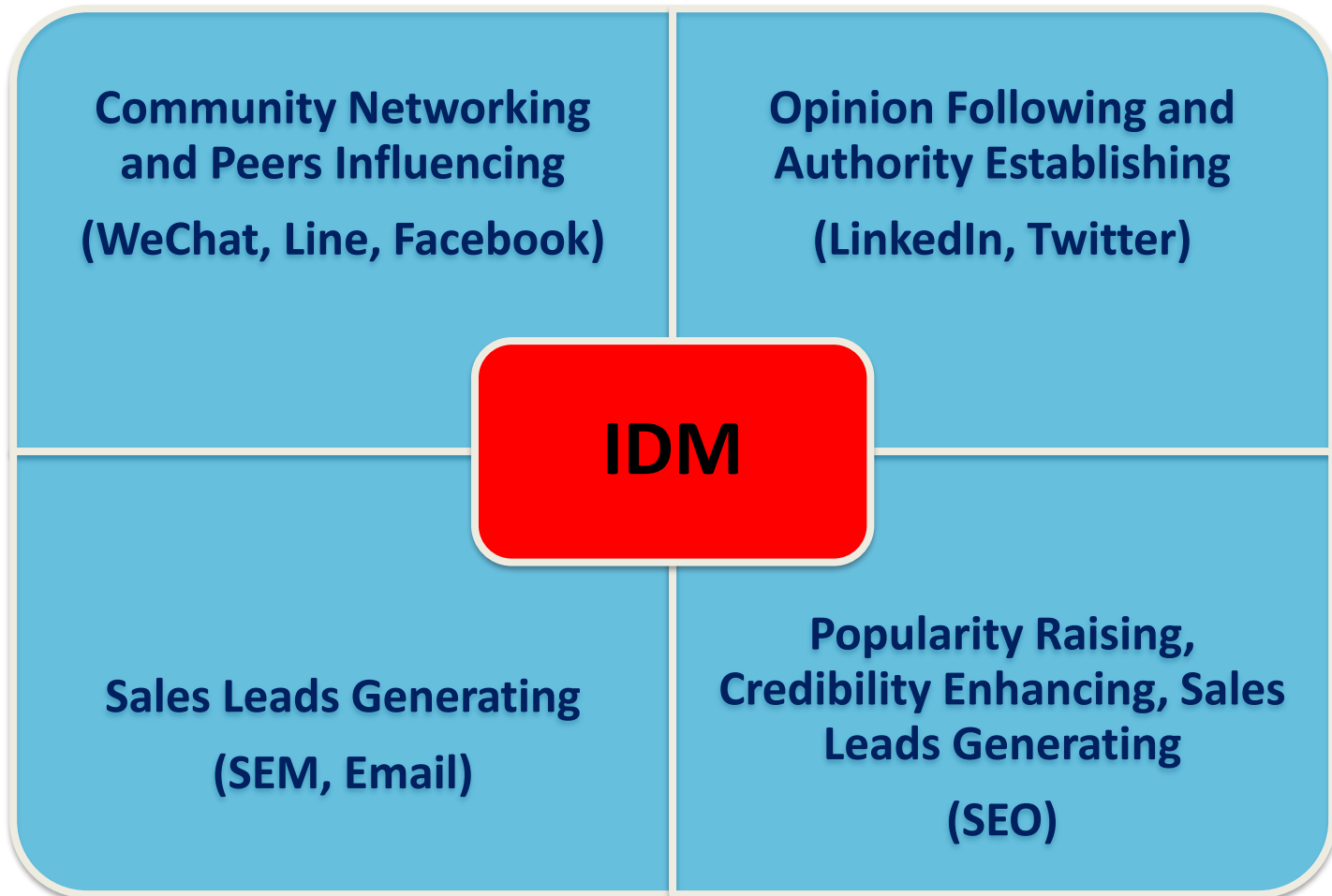
**Address promptly to
Negative Comments**

**TSR Framework:
*Transparent, Sincere,
Responsive***

**A Golden Rule in
Social Media Crisis
Management**

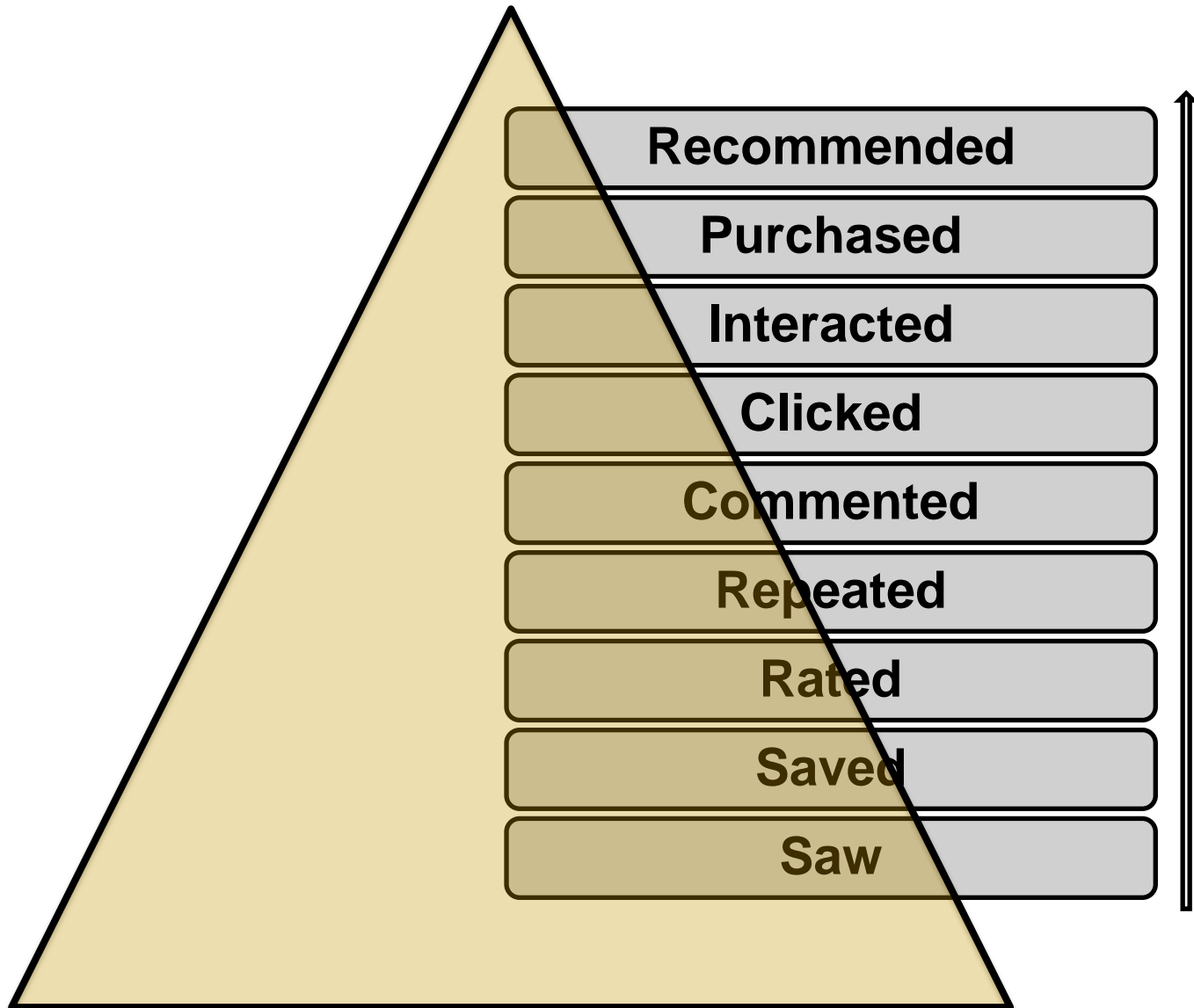
Cross-Channel Integration of Social media with other Digital Marketing Activities

Major Functions of IDM Components



Social Media Analytics and Measurement

Social Media Ladder



*Source: Social Media Metrics by Jim Sterne (2010)

Social Media Performance Scorecard

Awareness Focus
(No of View)

**Attitude &
Interest Focus**
(No of Rated)

Diffusion Focus
(No of Share)

WOM Focus
(No of Comment)

Action Focus
(No of Click)

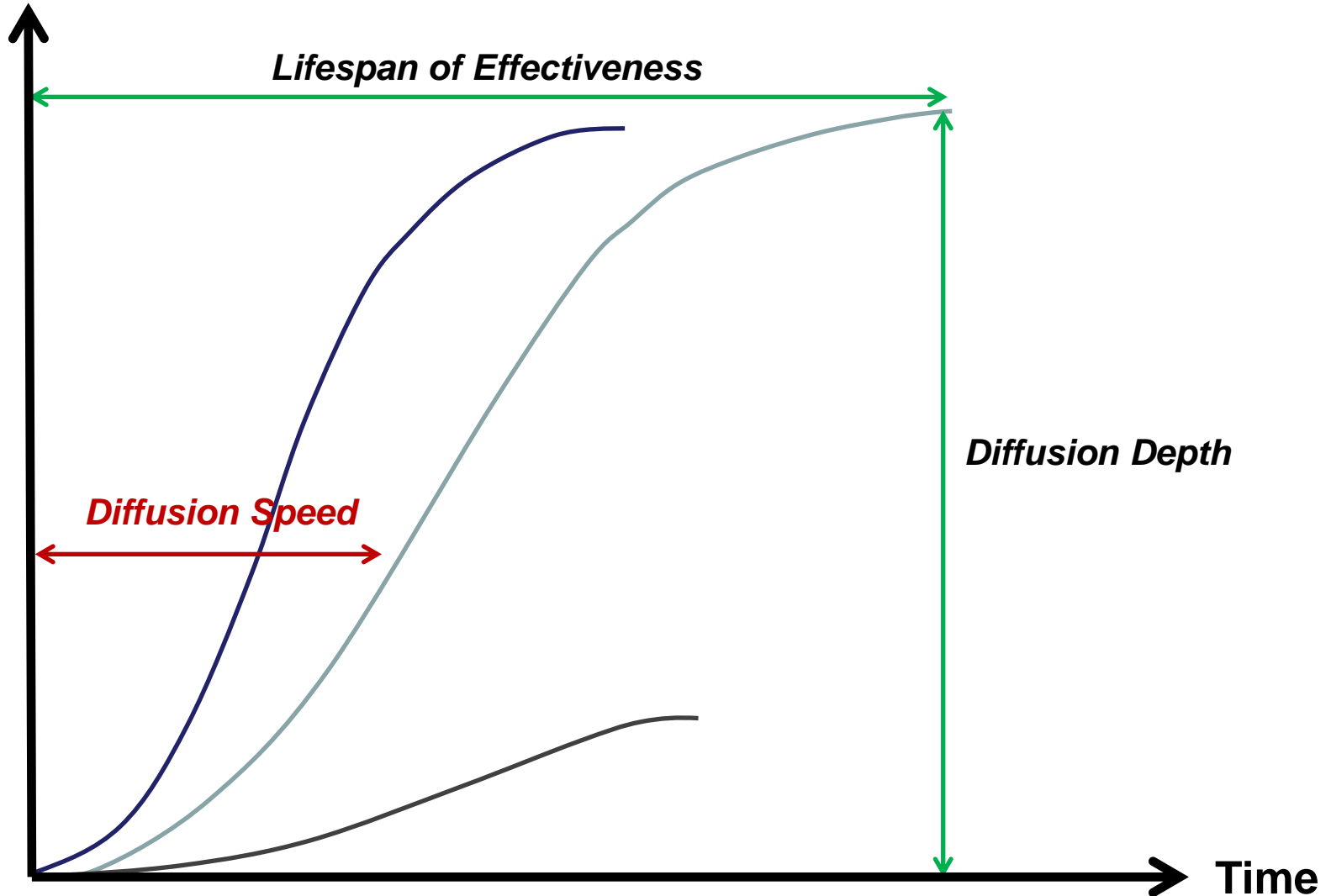
Sales Focus
(Amount of Sales
Generated)

**No and Growth of
Fans**

**Ratio Test and
Health Index (e.g.
Like/View ratio,
Share/Like ratio)**

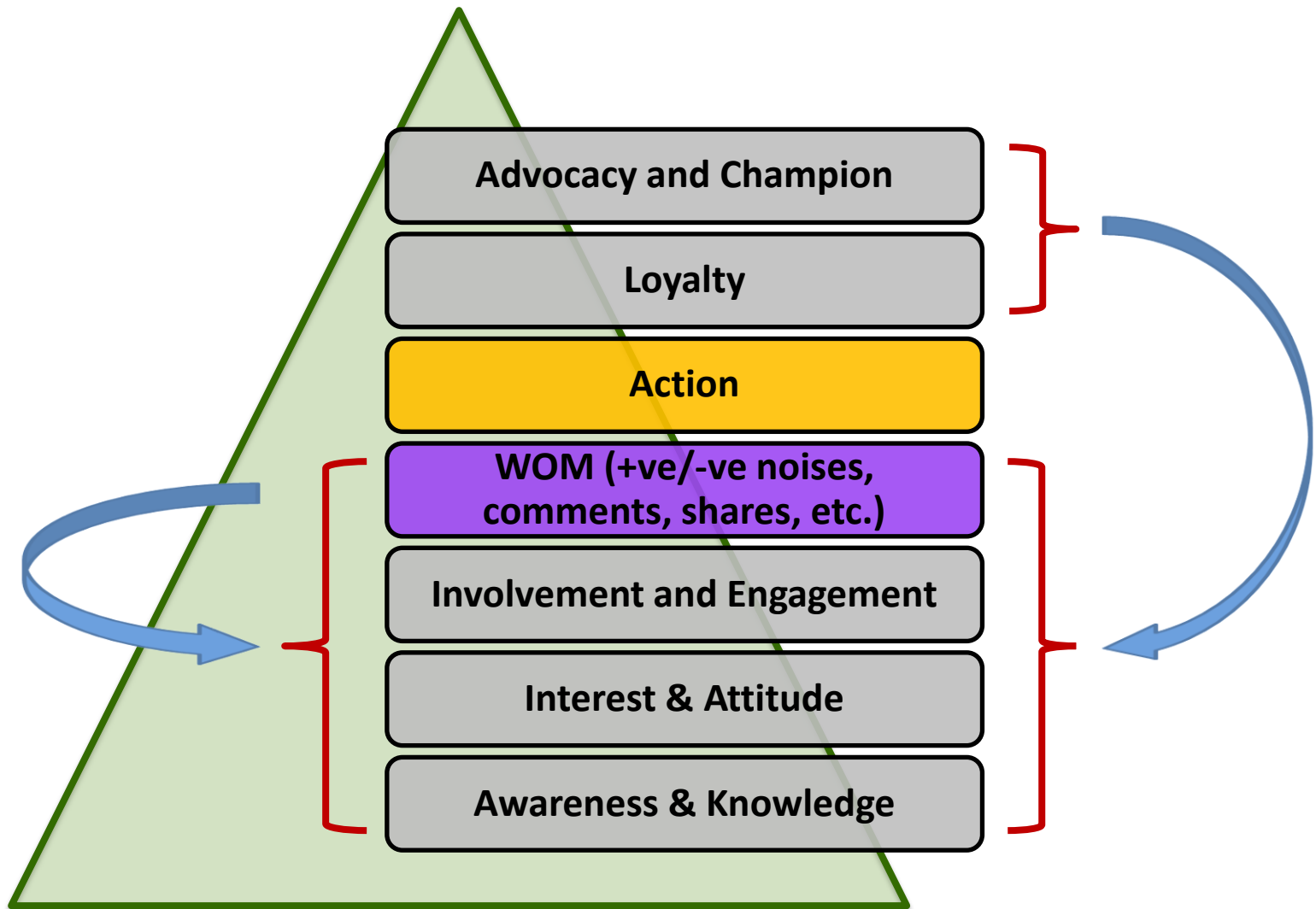
Community Diffusion Curve

Number of Reach



*Source: Philosophy of Digital Marketing by Baniel Cheung & Jeffrey Chu (2018)

Digital Engagement Model



*Source: Philosophy of Digital Marketing by Baniel Cheung & Jeffrey Chu (2018)

Digital Key Performance Indicators

Campaign Performance Metrics

- Impressions, likes, comments, shares, clicks, sales leads, access duration
- Effective engagement = $(\text{no. of like} + \text{comment} + \text{share}) / \text{no. of post}$
- Diffusion depth and speed, lifespan of effectiveness
- Level/amount of interaction, customer sentiment

Functional Level Metrics

- Awareness and Knowledge, Interest & Attitude, Involvement and Engagement, +ve/-ve WOM, Action, Loyalty, Advocacy and Champion

Business Value Metrics

- Sales, profit, market share, ROI
- Brand awareness, customer perception, customer satisfaction, churn rate
- Employee productivity, cost reduction, stakeholders relationship

End of Presentation