

Digital Marketing Academy

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Digitalna trening akademija | Stajalište u našem srednjem Digitalni Diplomati

Jedinstvena prilika: Digitalna trening akademija u Hrvatskoj
Najbolji svjetski trening tečajevi za digitalni marketing koji vam pruža Digital Training Academy u partnerstvu sa INAMA-om i ICPE-om
Da li biste i vaš tim mogao pružiti više uz pomoć naprednog treninga od vodećih trening specijalista za digitalni marketing i medije, DSC-ova nova Akademija sa javnim pristupom u partnerstvu sa INAMA-om i ICPE-om je izuzetno efektivan način da vaše poduzeće ukoraci u digitalni trening svjetske klase. Možemo brzo izrenirati male timove koji su na početku, unaprijediti vještine u većim organizacijama ili postaviti nove igrače na noge.



Off to digital school

This handout is to accompany the talks by **Danny Meadows-Klue** in Zagreb, February 2007. It's a half day **Digital Training Academy** that aims to:

- Introduce new knowledge
- Confirm your existing knowledge
- Build your confidence and enthusiasm

If you would like more training then come to the Digital Training Academy summer school with Danny in Zagreb. Contact details are available on <http://croatia.digitalstrategyconsulting.com/>



Today's Digital Marketing Academy...

- Digital Web Analytics Academy
- Digital Media Planning Academy
- Digital Search Engine Academy
- Digital Creative Academy
- Digital Email Marketing Academy
- Digital Research Academy
- Digital Trends Academy



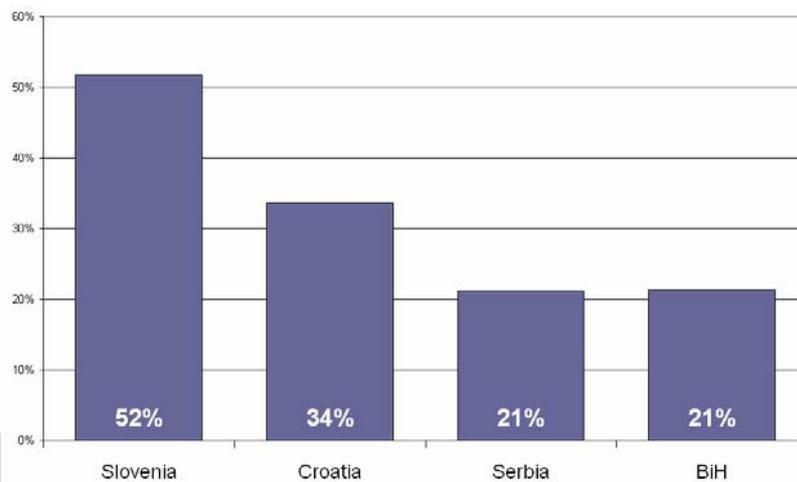
An introduction to techniques you can use

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Audience reach



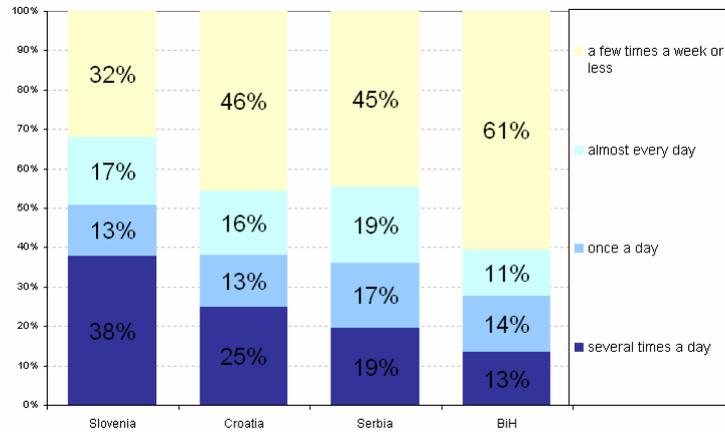
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Source: Prizma

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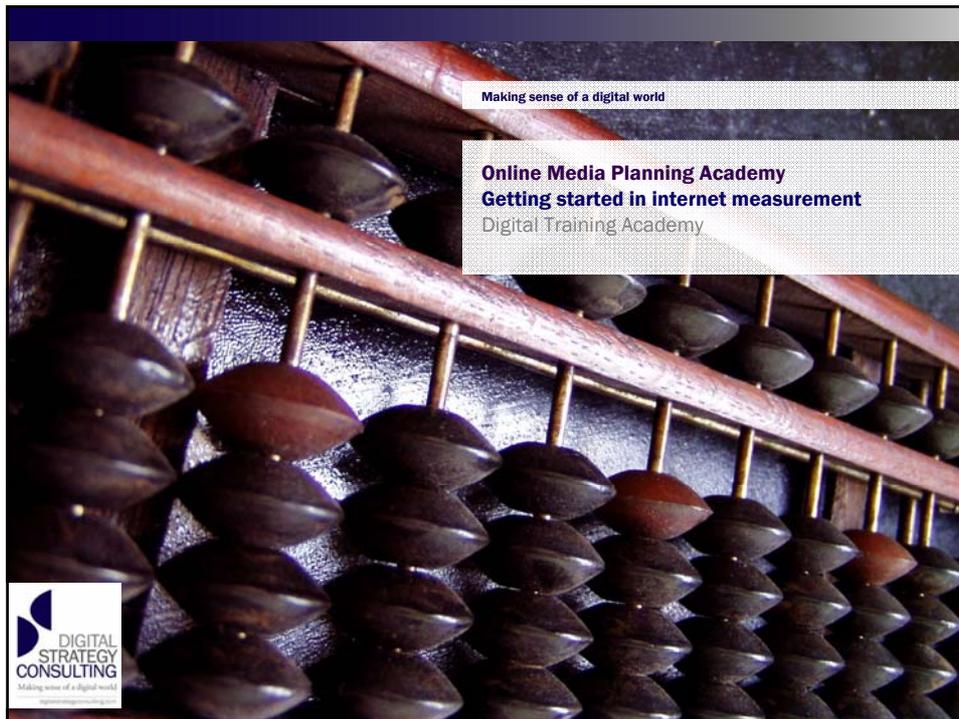
Almost 40% visit daily



What can we learn?

- Significant audience
- Growing audience
- Wealthier audience

- Almost 40% visit daily:
A **permanent** change in behaviour.



Questions

- What should you measure?
- What to count?
- How to count it?
- How to use what you count?

The solution: start with basics

Frequency
Click-throughs
Reach
Visits Clicks
Impressions
Uniques



Tip for your marketing toolbox

Find the right metrics for your firm

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Audiences

Digital Strategy's 5 Ps of website performance...

- **People (unique users)**
- **Pages (impressions)**
- **Persistence (stickiness / duration of visit)**
- **Pulling power (repeat visits)**
- **Passion (intensity of their activity)**



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What can we learn?

- **Cut the jargon**
- **Keep it simple**
- **There are simple metrics we can track every month**
- **There are simple ways internet marketing can be accountable**
- **We need different metrics to measure different activities: advertising, emails, banners**



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A photograph of a man in a white tank top and blue jeans sitting on a large haystack, using a laptop. A blue pitchfork is stuck into the haystack in front of him. The background is a bright blue sky with scattered white clouds.

Building marketing craft skills

The Search Academy
Get new customers with search keywords
Digital Training Academy

The logo for Digital Training Academy, featuring a stylized blue 'D' icon to the left of the text 'DIGITAL TRAINING ACADEMY' and the tagline 'The knowledge transfer business' below it.

Building marketing craft skills

The Search Academy
Get new customers through search
Digital Training Academy

Getting new customers with keywords



The screenshot shows a search engine results page for the query "scuba diving holidays". The search engine used is Yahoo! Search, with Google also visible. The results include several sponsored links and organic search results. Key elements include:

- Search Engine:** Yahoo! Search, with a search bar containing "scuba diving holidays".
- Sponsored Results:**
 - Aqua Cat Cruises:** "Scuba diving and snorkeling adventure cruises from Nassau, Bahamas to the Exumas on a 102' luxury catamaran." URL: www.aquacatcruises.com
 - Scuba Diving Holiday in the Caribbean:** "Oualle Beach Resort. Located on the small, unspoilt island of Nevis." URL: www.oualle.com
 - Diving Holiday, Pamba Island:** "Fantastic scuba diving, fishing and snorkeling holidays at Fundu Lagoon on Pamba Island, Zanzibar, off the East African coast." URL: www.fundu.com
- Organic Results:**
 - Aquatours Scuba Diving Holidays:** "Aquatours scuba diving holidays to destinations such as Red Sea, Egypt, Jordan, Gozo, Seychelles, Maldives, Cayman Islands, Bahamas, Manado, Kenya and East Africa. All PADI scuba diving courses available. Aquatours specialise in Scuba Diving holidays world-wide. Please choose the destination below which all aspects of our holidays and scuba diving, including PADI training courses." URL: www.aquatours.com
 - Scuba Diving Holidays:** "... from beginner to Instructor Level, Diving Holidays, fully equipped Dive Shop and Diving Holidays. Shark Scuba currently runs regular diving trips and holidays to Southern Spain." URL: www.shark-scuba.com/holidays.html
- Other Elements:** A "PogOđak!" banner at the top right, a "klopa.hr" advertisement, and a "British Airways Sale" link on the left.

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Scuba diving holidays

The screenshot shows a Yahoo! Search results page for the query 'scuba diving holidays'. The search bar at the top indicates the search was performed in the UK. The results list includes several entries, with the first one highlighted in a purple box:

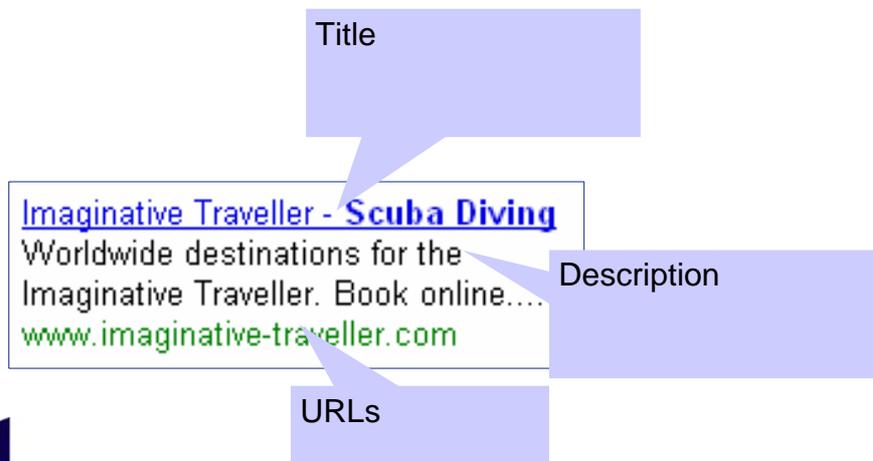
- Imaginative Traveller - Scuba Diving**
Worldwide destinations for the Imaginative Traveller. Book online....
www.imaginative-traveller.com

Other visible results include 'Diving Holiday, Pemba Island' from fundulagoon.com, 'Aquatours Scuba Diving Holidays' from aquatours.com, and 'Scuba Diving Holidays' from shark-scuba.com. The page also features 'SPONSOR RESULTS' for 'Imaginative Traveller - Scuba Diving' and 'About Israel at thinkisrael.com - Diving'.



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Scuba diving holidays



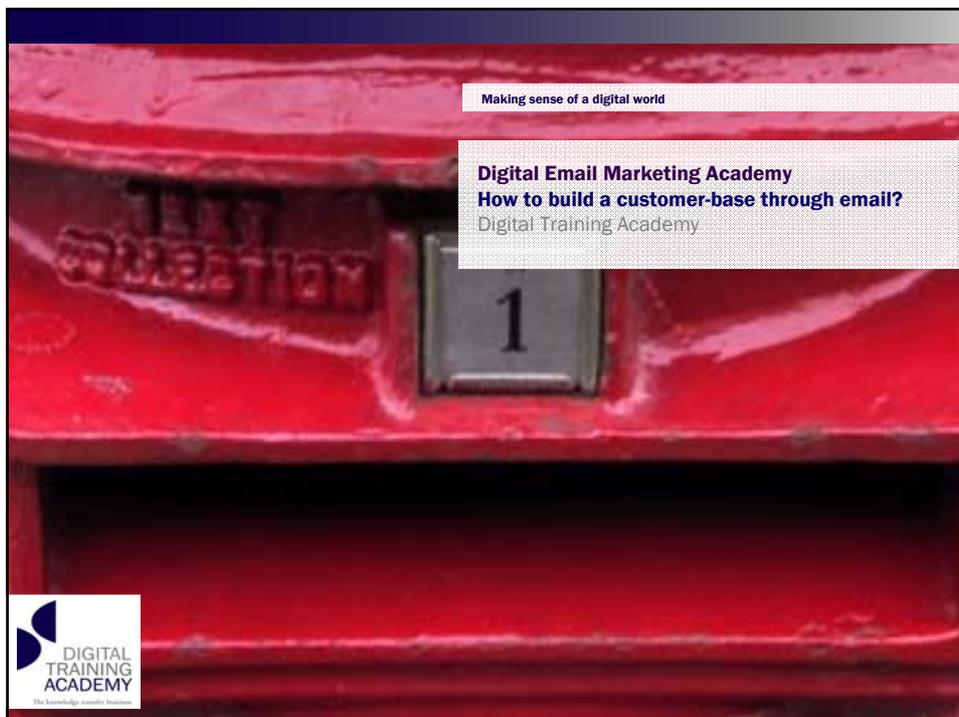
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What can we learn?

- **This is the evolution of direct marketing**
- **It's how to get new customers**
- **Find the words your customers use to describe you**
- **Invest in a large number of keywords**
- **Think about the price of a word and the value of a customer**



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Questions

- **Can you acquire email addresses on your site?**
- **Can you up-sell and cross-sell through email?**
- **Can you build a valuable email address list?**



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Think about the “Value Exchange”

- **People know their data has a value**
- **What do they get if they trade it**
- **What kind of people will respond to the offer**
- **Are they the kind of people you want**



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Having trouble seeing the glorious technology? [Take a look here](#) Forward this to a friend

lastminute.com newsletter
MAY 15 2006 ISSUE NO 304

Cut out & keep... Eurovision

WHAT YOU'LL NEED:
A pair of scissors, friends, booze, a TV, patience.

THE RULES:

1. Cut out the flags on the newsletter.
2. Place into a hat or similar receptacle.
3. Each player draws a flag from the hat and replaces it with a pound. Let it go before the start.
4. Watch Eurovision, drink, laugh at Terry.
5. During the judging if any judge gives all of your country all points you must score in a forfeit.
6. The person holding the winning country at the end keeps the cash.

This week...

- Don't it be the last! [Last year holiday ideas here](#)
- On no plans yet? [Cook a last minute game holiday, deal](#)
- [Processing... look out because](#) [end the end of May](#)
- [Because you're more than](#) [worth it - 2 for 1 on parking](#)

ADVERTISEMENT

Going abroad?

With Flexper last year a 75p conversion charge per call has been ready to your side on free. A simple option for pay monthly and pay as you go. You'll be happy if there's wherever you are.

Pay 75p per call and take your home land away with you → [vodafone](#)

Win a karaoke room for you and 9 friends

For you and 9 friends? Or perhaps you're out of the house? Win a room for you and 9 friends. Complete with 1000 tracks and the company of your very best friends.

[Click here to win a night at the karaoke](#)

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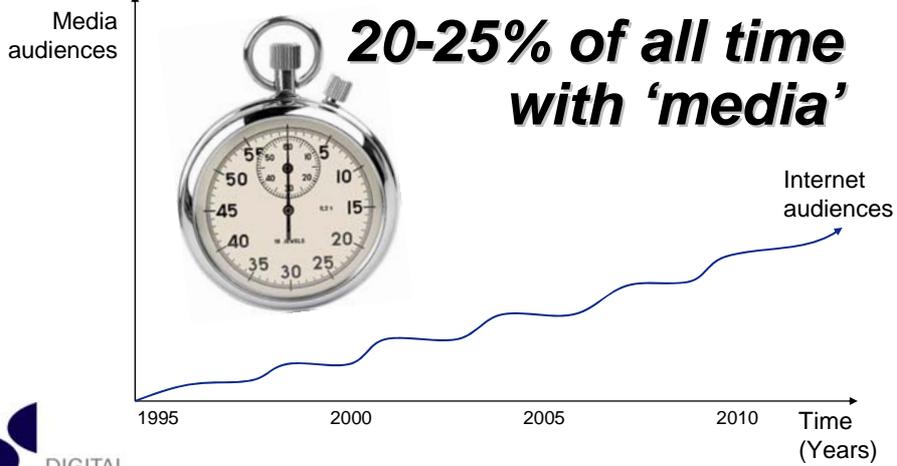
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What can we learn?

- Email is easy to gather
- Used responsibly it's incredibly valuable
- This is the key to relationship marketing
- Your web advertising and website can create more value for you at no extra cost

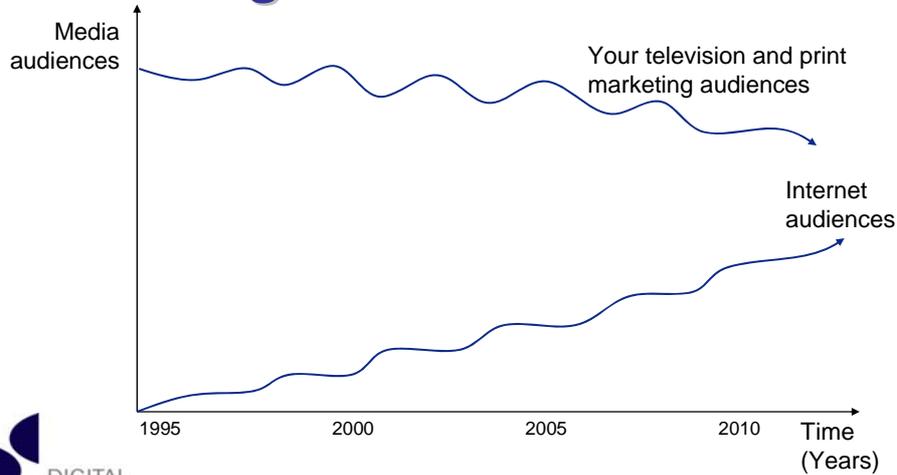


Rethinking the focus of your marketing...



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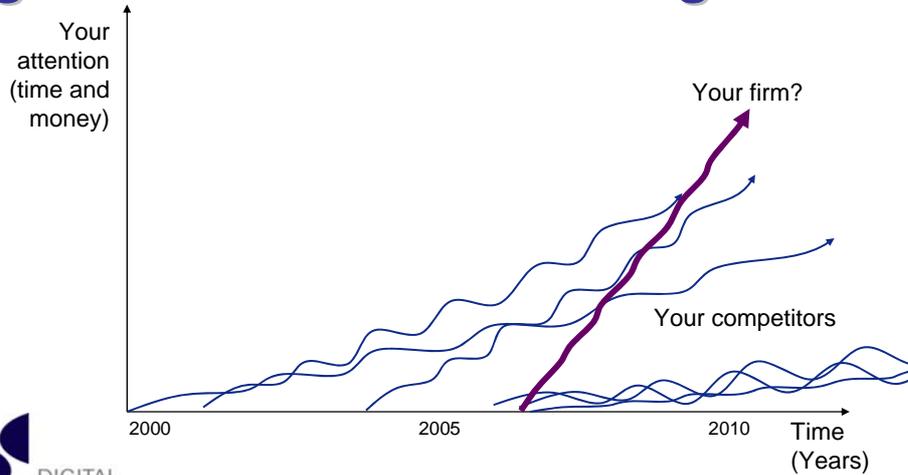
Rethinking the focus of your marketing...



Questions to ask yourself...

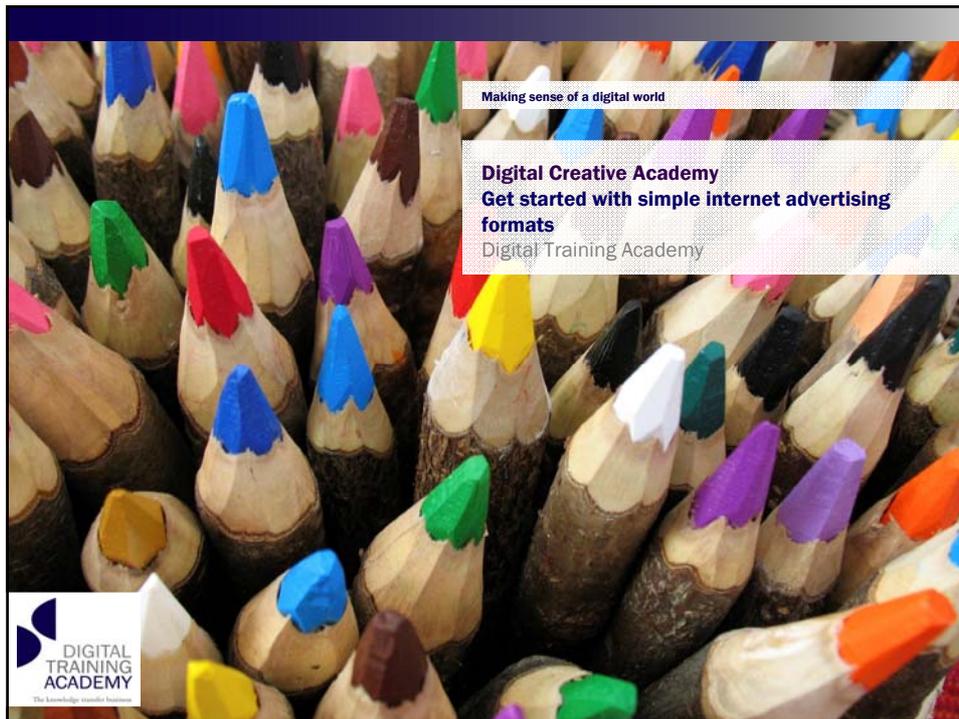
- Are more of your customers going online?
- Are they reducing the time they spend with other media?
- If you are not communicating to them online are they seeing messages from competitors?
- Are they seeing messages from global competitors?
- If you want to be successful on the internet, how long will it take you to learn? ...so when should you start?

How much attention could you give to internet marketing?



What can we learn?

- Many customers are already here
- Some competitors are already here
- By starting now you get the advantage
- By starting now you get practice



Brand advertising

- **Can you extend your television campaign messages to the web?**
- **Can you use internet as a brand-building tool?**
- **Can you use simple graphical formats?**

Simple formats for branding



Tip for your marketing toolbox

Use graphical ads to build brands

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More ideas?

See the reports in your conference packs....



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What can we learn?

- **Online builds brands: 100,000 research projects prove how banners build brands**
- **Internet can extend the frequency of your message**
- **Internet can extend the time of your television and newspaper campaigns**



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Creative models that fit with marketing objectives

- **Branding objectives**
 - Awareness
 - Message association
 - Ad recall
 - Purchase intent
- **Response objectives**
 - Views
 - Leads
 - Sales



SMART objectives:
Specific Measurable Achievable Relevant Time-bound

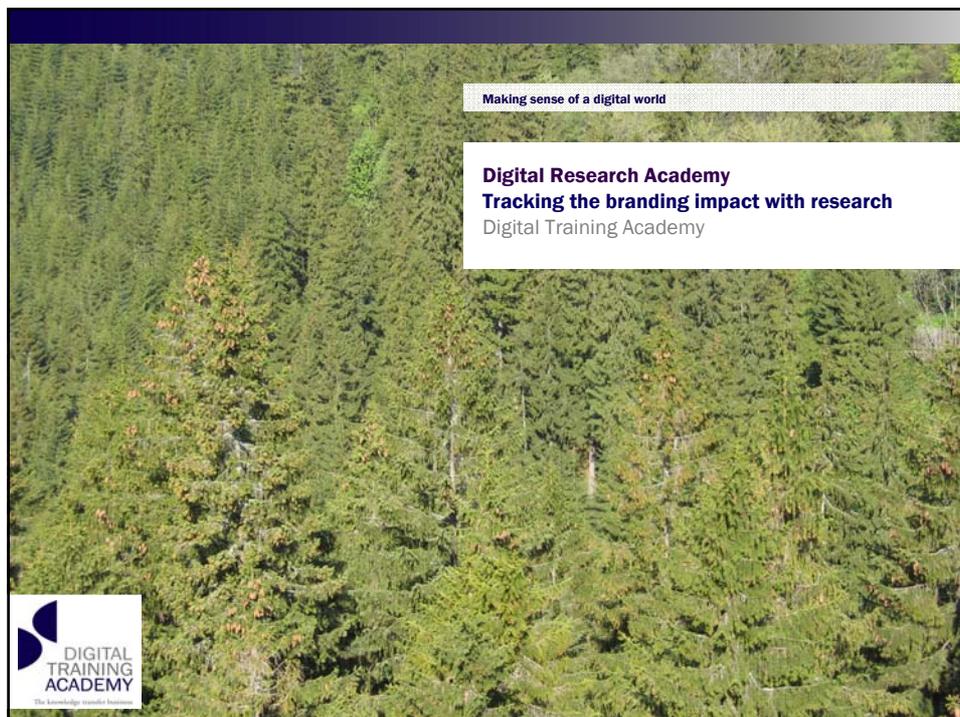
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What can we learn?

- Banners are the start
- The internet can mirror everything you do in classic media
- The potential is in your hands
- Only by exploring can you discover



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F-150 communications strategy



- Opportunity: **Build Upon Leadership – Ford Leads, Others Follow**
- Key Idea: **“Ford is Setting the Standard – Again”**
- Key Message: **“The Only Truck that Earned the Right to be the Next F-150”**
- Communications Strategy: Develop and leverage high visibility media spikes to deliver maximum impact of launch message



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F-150 online adverts

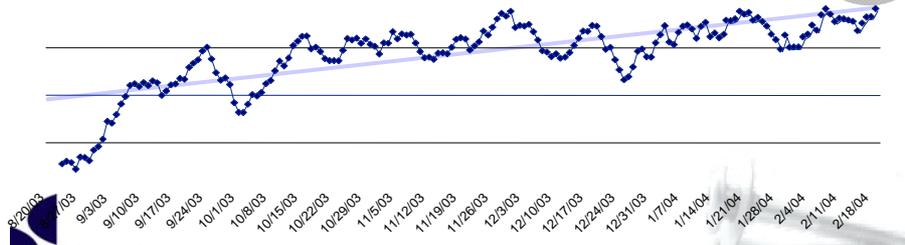


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Ford advertising drove advertising recall

Have you recently seen or heard advertising for...?
 (All New 2004 Ford F-150: "Yes - have seen or heard advertising recently")

+32
Point
Increase



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Ford drove EVERY brand image attribute

Strongly Agree/Agree (net)

	Difference		Difference
• Good Looking	+22%	• Totally Redesigned	+12%
• Rugged/Tough	+12%	• Excellent Handling	+12%
• Excellent Payroll Capacity	+15%	• Fun to Drive	+19%
• Dependable	+16%	• Excellent Workmanship	+19%
• Tried and Tested	+6%	• Exceptionally Quiet Interior	+13%
• Viewed as a Leader	+5%	• Excellent Ride	+16%
• Excellent Towing Capacity	+6%	• Good Value	+12%
• Lasts Long	+14%		



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What can we learn?

- Online builds brands
- Online is proven to build brands
- Simple banners build brands



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How do you change the balance of your advertising?

- The “2+2=5”
- Smaller media can deliver more value
- Switch 3%-6% of budget?



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The Dove Nutrium bar campaign



Creative across all media



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Online ads: Dove Nutrium bar



Marketing objectives

- Survey consumers and measure branding response based on opportunity to see TV, online and print advertising
 - Measure key branding variables
 - **Awareness**
 - Unaided brand awareness (first mention & total mentions)
 - Aided brand awareness (for any Dove beauty bar brands)
 - Aided brand awareness (for Dove Nutrium Bar)
 - **Brand image**
 - Contains Vitamin E
 - Two soaps in one
 - Nourishes your skin,
 - Keeps your skin healthy
 - Is for people like you
 - **Intent to take action**
 - Purchase intent

The results

Increasing online's share produces dramatic increases in impact for Dove



Results in an **8% boost** in overall branding metrics
And **14% increase** in purchase intent

Same budget, better results



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The truth

Smaller media were under-used a little
Big media were over-used a little
Same budget, better results



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IAB research: 10-20%

Brands:									
	Dove	McD's	Total	Kleenex	Nexium	Home Video	ING	Corp.	F150
Recommended % Online	15%	13%	11%	10%	10-20%	19%	15%	11%	6%*
Brand Awareness	--	+8%	--	--	--	--	**	***	--
Brand Image	--	--	+34%	+7%	+10-20%	--	--	--	--
Purchase Intent	+14%	--	+20%	--	+1-5%	+1491%	--	--	--
Sales	--	--	--	--	--	--	--	--	+5%



Source IAB US and IAB Europe. * Not the optimised level, an interim step ** Ran optimal level so there was no gain from more online spending *** Differing objectives meant cross media comparison was inconclusive

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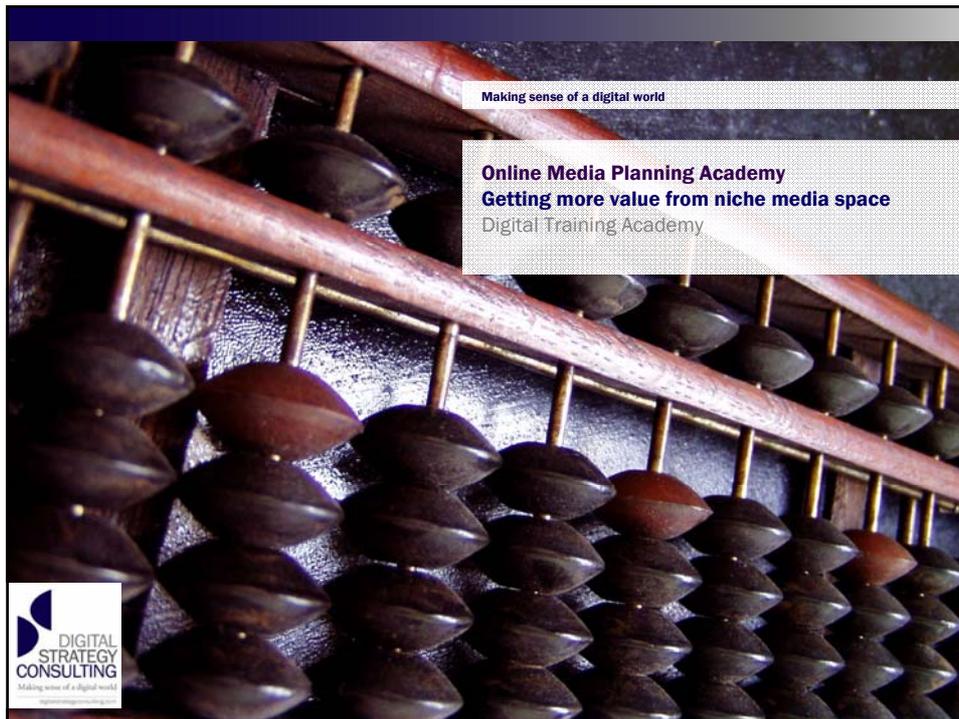
What can we learn?

- Many research studies: same message
- The “2+2=5”: combine media = increase impact
- Internet combines with TV, magazines and newspapers
- Smaller media can deliver more value
- Switch 2%-5% of budget, but keep total same
- Same budget; better result



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How long should you advertise online?

- **One week to support television?**
- **One month to support outdoor posters?**

- **Or another way?**

Find your audience

- Describe the audience
- Find the website
- Look for the niche
- Target your budget
- Stay on the site
- Stretch the campaign
- Update the artwork

- Six months?

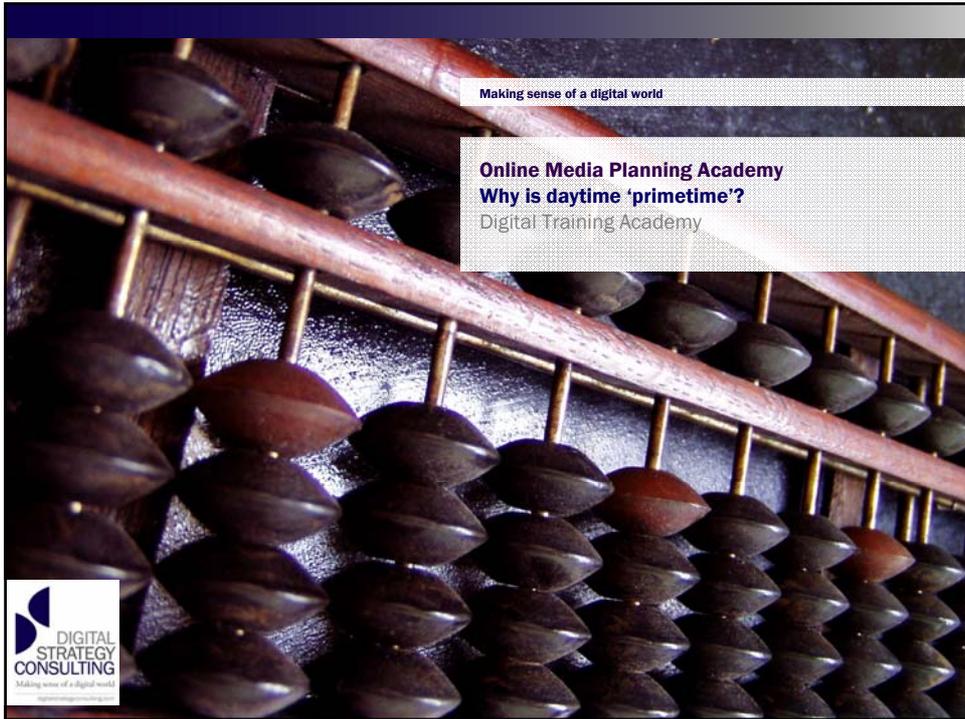


What can we learn?

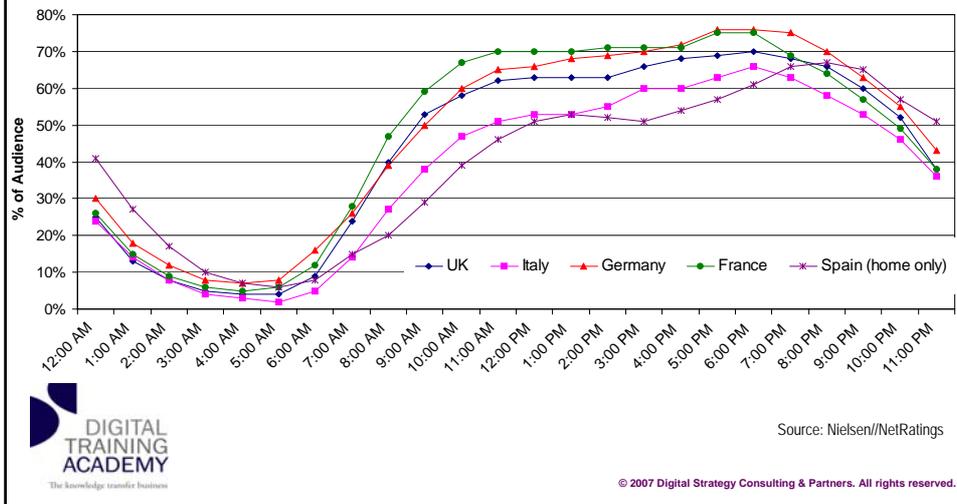
- Invest in the media plan
- Look for niche audiences
- Keep online for longer
- 'Own the environment'
- Update the artwork
- Get more value from your media plan



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Why daytime is prime time?



What is the story for daytime audiences?

- **The internet is an ‘at work’ media channel**
- **The internet is also ‘at home’**
- **Different messages could be delivered at different times of the day**

- **This uses the internet like radio or television**



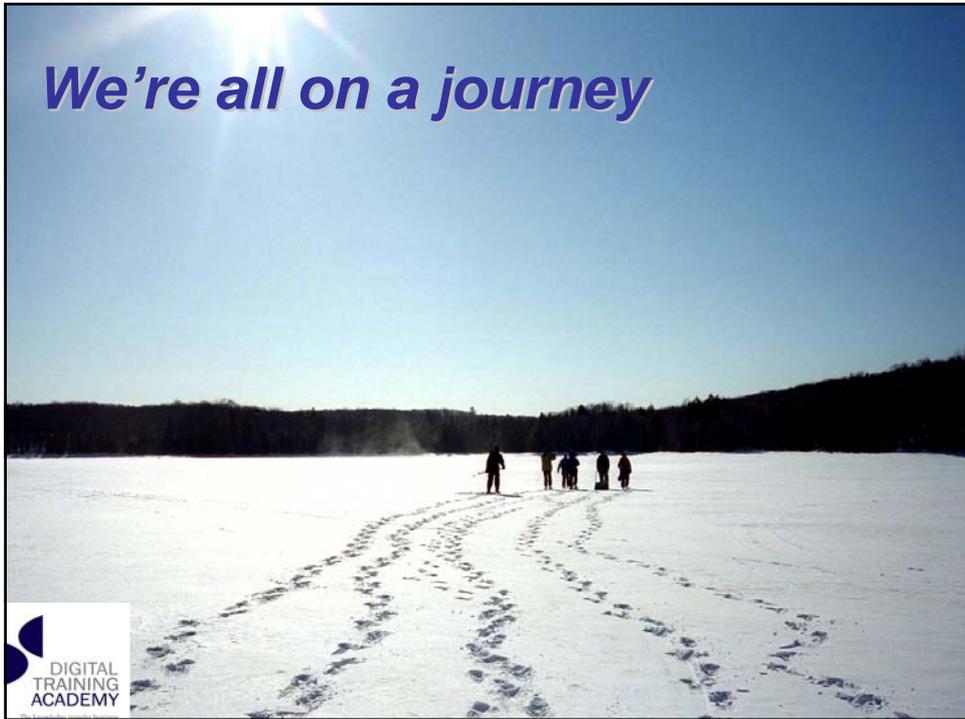
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What can we learn?

- **Think about internet as a business to business marketing channel**
- **Target internet even more effectively**
- **Reaching consumers at work**



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Education is your guide



Jedinstvena prilika: Digitalna trening akademija u Hrvatskoj
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DIGITAL TRAINING ACADEMY

INAMA

Zagreb: Digital Training Academy

Digitalna Trening Akademija u partnerstvu s INAMA-om i ICPE-om

Svaka Akademija je intenzivan jednodnevni program, sadržava kombinaciju pružanja informacija, grupnih rasprava i vježbi. Najbolje od svega rezultat su treninzi, čim se vratite na posao polaznici dolaze sa svojim listom stvari koje treba napraviti. Svi polaznici Akademije stječu članstvo u Digital's graduate programme (članstvo diplomaca Akademije) i uživaju u moru istraživanja koji će im pomoći da ostanu informirani o novostima u industriji.

Akademija – Prodaja digitalnog medijskog prostora
 Edukacija marketinškim tima internet medija u svrhu efikasnije prodaje online medijskog prostora
 Prodaja online oglašnog prostora može biti izazov za najbolje prodavače. Novi modeli prodaje, stalne oglašne borbe, njezini postojani tablovi i go-mila zaroga, zajedno mogu uzeti maha sa povećanjem prodajnog tima, a menadžeri i ostali zaposlenici staju u opasne vode jer nisu sigurni da li će funkcionirati. Novi prodajni induktori omogućuju za razliku, a također i za isključive prodavače je od vitalne važnosti da stas korak sa najboljim metodama na osnovom brzo mijenjanjem tržišta.



Akademija – Digitalni marketing
 Opsežan uvod u online marketing
 Izbig tima može biti izazov jer tržište svojeg tima, te pomoći svojog organizacije u svim aspektima i povećati stepu zadržavanja suradnika, zadržaja. Mi po mazaemo izgraditi njihovo znanje i vještine u digitalnim medijima i marketingu, mijenjanje njihovog stava i postavljanje zajedničkih ciljeva prema ključnim osobama. Nisi obojni tečajevi upisu vasu strasti, te tako osiguravaju trening koji ima trenutni utjecaj i dugoročne efekte.



Akademija – Hvatanje u kočac sa marketingom na tražilicama (SEM)
 Pomoć pri dobivanju boljih rezultata korištenjem internet tražilice u svojim marketinškim strategijama
 Da vas pretraga ili ustatku mogu pronaći online, može biti isto kao i da tražite sigurne da pretraga igru sigurne. Internet tražilice su ključni resursi poslovanja i njezine jedinice odnosa koji vam daje osnovu za polje tak efektivnog oglašavanja i marketinga na internet tražilicama. Moći će se te konvencionalne metode u korist za modernizirano trgovanje, elektoničku (PPC) model principu oglašavanja i osnovne metode oglašavanja za internet tražilice.



Akademija – Hvatanje u kočac sa email marketingom
 Pomoć pri izgradnji uspješne email kampanje koja će povećati vašu prodaju
 Email je najvažniji marketinški alat koji postoji. Može ostvariti veće sa klijentima i privući ih na vašu stranicu. Može vam pomoći da vidite kako se odnose sa klijentima u postprodajnom procesu i mail je također jedan od najkvalitetnijih alata koji postoje. Ukoliko to radite pravilno vaš cijeli posao će se promijeniti.



Akademija – Digitalna zajednica
 Web 2.0: Izgradnja održive online zajednice
 Održano u svaki web-bitaran zbil zajednicu u svojoj stranici. Web 2.0 je prepuno industrijskih primjera, ali izgradnja održive je sa mojom postat, izgradnje zajednice. U Akademi – Digitalna zajednica je moji raspravi prethodi nekih životnih zajednica i objasniti pravila i strukturu kreiranja uspjeha zajednica. Radno pregled za i kako članovi pripisuju zajednicu i što to nikad nikad bezob napredni da bi funkcionirala u vašem sektoru. Komunikacija predstavlja prave sa pripadajućim teritorijem ne postavlja vas i vaše kolege na pravo mjesto za razvoj vaše online zajednice i komunikacione mreže.



DA! Zainteresiran sam za Digitalnu Trening Akademiju

Za više informacija o ovim tečajevima ili o 40 In-house Akademija koje mi vodimo možete:

- **Lognut se na:** <http://Croatia.DigitalStrategyConsulting.com>
- **Nazovni broj:** +385 1 4812 685 **Email:** conference@DSCeducation.com
- **Kontakt:** Sunčana Orlić
- **Kontakt:** Danny Meadows-Klue **Email:** Danny@DigitalStrategyConsulting.com

Vaše ime: _____ (Ime i prezime svoje djetinje ili jedinstveno ime i prezime po potrebi)

Vaša titula: _____

Vaše poduzeće: _____

Vaša Email adresa: _____

Zainteresiran sam za: _____

<http://Croatia.DigitalStrategyConsulting.com>

Welcome to your Digital Classroom



Welcome to the Digital Academy in Croatia



We're delighted to be working with INAMA and ICPE on this Digital Training Academy. This online learning resource is where you can discuss the issues from your Academy and download the outputs of our workshops.

Your Academy Manager is Anna Meller: anna.meller@digitalstrategyconsulting.com
Your Academy Director and lead tutor is Danny Meadows-Klue: Danny@DigitalStrategyConsulting.com
Your Academy Commissioner in Zagreb is Jan Jilek: jan.jilek@esoufab.hr



Your classroom: 20/2/07 Your questions



At the conference we gave you an introduction to some of the lessons from the Academy. Here is the place you can ask your questions and discuss issues with your tutor and other Academy participants

Is there something you wanted to know more about? Is there a question you have? We promised to take one question from everyone at the conference and answer it here.

Remember that if you would like your tutor to respond you must write in English. The classroom is open until the end of February.



And a word from Charles Darwin

"It's not the strongest or most intelligent species that survive;

it is the one most adaptable to change"



Digital Marketing Academy

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CEO Digital Training Academy
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Digitalna trening akademija | Stajnit a m s6m srednu digitalu Dipt em u!

Jedinstvena prilika: Digitalna trening akademija u Hrvatskoj

Najbolji svjetski trening tečajevi za digitalni marketing koji vam pruža Digital Training Academy u partnerstvu sa INAMA-om i ICPE-om

Da li bih i vaš tim mogao pružati više uz pomoć naprednog treninga od vodećih trening specijalista za digitalni marketing i medije. DSC-ova nova Akademija sa javnim pristupom u partnerstvu sa INAMA-om i ICPE-om je troškovo efektivan način da vaše poduzeće ukorači u digitalni trening svjetske klase. Možemo brzo trenirati male timove koji su na početku, unaprijediti vještine u većim organizacijama ili postaviti nove igrače na noge.

