

- Modern Digital Marketing is much beyond a web-based digital product catalogue, order fulfillment system and points exchange system.
- Digital Marketing is also:



- Understanding Your Customers
- Marketing Optimization



- Multiple Channels
- Channel Interaction



- Building Community
- Social Tools
- Additional Impact



- Building a long-term relationship with the customer



Marketing 2.0

Understanding Your Customers

- Customer centric
- Gathering the data
 - demographics → Link to 4.12
 - behaviour → Link to 4.12
 - attitude → Link to 4.13
 - decisions → Link to 4.23
- Generating Personas → Link to 4.13
- Identifying your most valuable customers → Link to 4.13

Marketing Optimization

- Marketing Measurement → Link to 5.1
- Continuous Optimisation → Link to 5.3

