

- 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



Social 2.0

Building Community

- Community: Facebook, LinkedIn, Nasza Klasa, YouTube
- The role of an influencer
- The power of a social network

Social Tools

- Forums, FAQ's, Comments
- Reviews
- Blogs & Wikis
- Lists
- Behaviour based elements - Customers who bought this item also bought
- Feedback
- Ratings

Additional Impact

- Open Source
- Web Services
- Mashups



Using the newer digital channels, (social media and blogs etc) people are talking about brands - they are having regular conversations with like-minded people.

change



For Loyal Customers

Establish Customer Community



2-way Interaction

- Community marketing will heavily focus on dynamic, 2-way interaction on points exchange and information communication.

Drives deep insights through tools:

- Collaborative message boards (BBS)
- Forums (Blog and Podcast)
- Frequent, targeted market research (Online survey and Online focus group)

The New New Thing in Blogging

Annotations on the blog screenshot:

- URL Optimized**: Points to the URL `http://www.seenonblog.com/2006/04/meredith_vieira_replacing_katie_couric.php`
- Advanced Web Roll-over Navigation**: Points to the navigation menu (television, film, celebrity, sports, music)
- Viral Component**: Points to the article title "Meredith Vieira Replacing Katie Couric"
- Domain Expertise: Insider Info**: Points to the author's bio and a "Start a Tweet" button
- 1-click RSS Syndication**: Points to the RSS icon in the social sharing section
- Social Tagging**: Points to the social media icons (MySpace, Facebook, etc.)
- 2-way Dialogue**: Points to the "Post a comment" button

IWOM Approach

