

Our Services - Digital Marketing 2.0



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

Channel 2.0 Digital Marketing 2.0

Marketing 2.0

Social 2.0

- ➤ Building Community
- ➤ Social Tools
- ➤ Additional Impact



Engage 2.0

➤ Building a long-term relationship with the customer





Digital Marketing 2.0



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

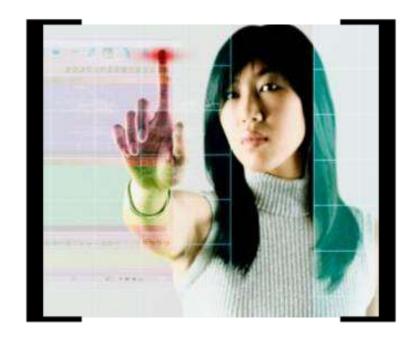
Additional Impact

- 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





Promotes 2-Way Engagement in Community



For Loyal Customers



Guidance and
 Affirmation

(Confidence with their choices)

3. To Share What They Know

("How To" information and expertise)

4. Help or To Help Others (Solve problems)

5. To Be Recognized (Fame, Glory, Rewards)

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)



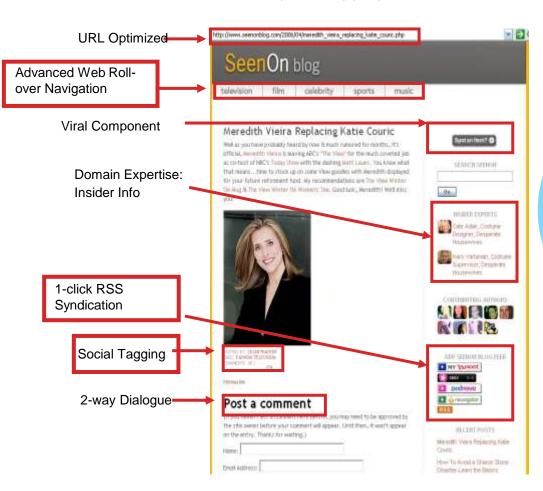


Internet Word of Mouth

(The New New Thing in Blogging & Approach)



The New New Thing in Blogging



IWOM Approach



IWOM Analyzing

Monitor, listen and analyze – to understand the IWOM climate

IWOM Building

 Engage target audience and buzz/Viral marketing that integrate with Intel's campaign

IWOM Protection

- Protect and reduce the harm brought by the negative IWOM

