DMCP – The Framework

UNIT 1 Digital Marketing Strategy

Skills	Descriptors	Learning outcomes	Performance Indicators (suggested activities included)
SKILL 1: Compare traditional and digital marketing	**Describe the traditional business environment:** Face2Face and Ear2Ear transactions **Describe the digital environment:** The new digital environment includes the electronic, digital and wireless devices which are used to communicate, interact and manage the content and activities. Hence, Digital Marketing covers, social media marketing, content marketing, SEO, websites, e-commerce and email marketing. The technological advancements and the Internet in particular, affect consumer behavior and business operations. In particular, the role of the customer and the way s/he behaves may be potentially affected. Hence, customer engagement may be enhanced. Even though there is no consensus as to what customer engagement is, it may be argued that customer engagement is the outcome of "repeated interactions that strengthen the emotional, psychological, or physical investment a customer has in a brand" (EConsultancy, 2008).	**Students should be able to:** ○ Discuss the business environment from a digital marketing perspective ○ Discuss the differences between traditional and digital communication and friendly media	1. **Draw a list** of the differences of digital communication with communication from traditional channels (Specify 5 companies, for example.) 2. Write 2 key advantages and disadvantages of traditional and digital communication media. 3. **An applied project** could be the development of a website. The website can serve for online sales and for communication with the customers/stakeholders. 4 **How to create a website** via Joomla https://websitesetup.org/build-website-with-joomla/ via Wordpress https://www.youtube.com/watch?v=8AZ8GqW5iak or other CMS.
SKILL 2:	**Discuss how understanding of the audience can enhance their interest in**	**Students should be able to:**	**Demonstrate** how to increase customer interest in messages communicated via digital devices

Develop interest via digital communications	**digital communications:** For instance, differences between age groups: https://www.targetinternet.com/how-different-age-groups-are-using-social-media/ https://www.score.org/blog/how-do-different-generations-act-social-media **Discuss the role of the "content" in enhancing the audience's interest in digital communications** Even though there is to-date no universally accepted definition of content marketing, the Content Marketing Institute defines content marketing "as the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience - with the objective of driving profitable customer action" (Content Marketing Institute, 2015). There is agreement however as to the key role of content marketing in digital marketing strategies. https://contentmarketinginstitute.com/ https://www.marketo.com/definitive-guides/definitive-guide-to-engaging-content-marketing/	o Identify how age and other demographic factors can influence the customer's interest in digital communications o Identify how audience involvement/participation via digital communications can influence the customer's interest	**Exercises** can focus on creating attractive content for the website (created under Skill 1 above) Generate a survey with the students, their parents and their grandparents. Objective: Identifying the different media resources every age, and sex use to contact with or follow companies. Possible questions? ● **How to encode** messages for the website – the important role of the content https://www.intercom.com/blog/customer-engagement/ ● **Content generation** to increase website visitors https://blog.marketo.com/2018/08/5-inspiring-content-marketing-case-studies.html ● Learn digital with google. Build your web presence: https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing/lesson/32#!#%2F https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing/lesson/33#!/practice#%2Fpractice ● 10 examples of how brands are using digital technology to attract customers: https://www.cmo.com.au/article/600880/10-examples-how-brands-using-digital-technology-attract-customers/
SKILL 3: List online customer engagement factors	**Analyse the role of interactivity in digital communications** **Analyse the different roles of customers in the traditional and in the digital environment:** The interactive nature of the Internet	**Students should be able to:** o Identify the factors that influence the customer's digital experience	**Demonstrate** how customer engagement can increase in messages communicated via digital device Exercises can focus on the ways in which organisations can increase the participation of customers, e.g. ● Create an online Questions and Answer session ● Create online competitions

empowers the customer and changes his/her role in the creation of value. Specifically, the customer can create, share or comment on content, and can influence through e-WoM other customers. Customer engagement will be content-related, it will be affected by frequency of brand posting activities and/or can increase via effective audience involvement.	○ Identify the factors that influence the customer's digital e-Engagement	● 10 Customer Engagement Strategies You Should Be Using: https://www.yotpo.com/blog/the-indispensable-list-of-new-customer-engagement-strategies/

References:

1. Lucy Alexander, *What is digital marketing*, accessed 10-2-2020 from https://blog.hubspot.com/marketing/what-is-digital-marketing
2. Morris, N. (2009). Understanding digital marketing: marketing strategies for engaging the digital generation.