Digital Marketing 9th edition Chaffey Test Bank

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Instructor's Manual

Digital Marketing

Ninth edition

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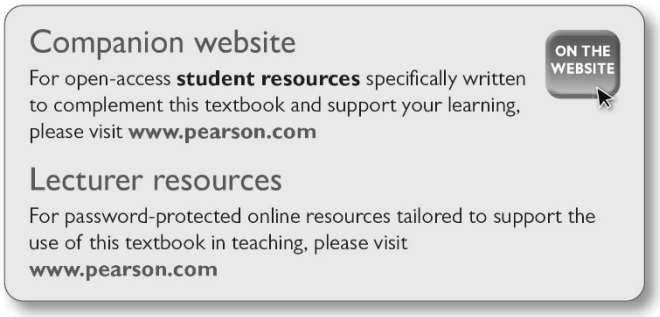
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Part 1

Digital marketing fundamentals

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CHAPTER 1

Introducing digital marketing

One sentence overview

What and Why? An introduction to the fundamental concepts of digital marketing and the book structure.

The chapter is structured around the 7Ds of digital marketing (Figure 1.2, Slide 1.6)

Notes on using slides for the first chapter in lectures – lesson plan

Learning objectives and topics

The three learning objectives relate to the 7Ds as shown in Slides 1.2 and 1.3. Objectives cover:

- Business opportunities and challenges explored through digital goals and audiences
- Digital communications options that can be delivered via devices, platforms and media
- Using marketing data and marketing technology to improve media use and experience

What is digital marketing and how important is it?

Ask students how they define it without mentioning specific tools or channels. Their answers should mention the 7Ds – so can relate to that.

Slide 1.5 gives the succinct book definition. Highlight the need for integration and how traditional media remain important.

Slides 1.6 prompts discussion of how important digital marketing is today. The slide suggests different information sources to answer this question.

Slide 1.7 (Figure 1.1) shows the range of digital media across paid, owned and earned which have different costs, so which are used varies by budget available. Which would be the best for startups on low budget? S26 (Figure 1.11) gives a channel-based alternative lecturers may want to introduce at this point.

Slide 1.8 (Figure 1.2) is the 7Ds. What the digital marketer needs to understand to succeed.

Slide 1.9 explains how links to statistics, recommended sites and latest trends for each chapter are available from www.davechaffey.com/book-support.

Slide 1.10 Burger King Brazil uses a mobile app to give an example of how the 7Ds can be applied to one digital engagement campaign.

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Digital marketing goals and strategy

Slides 1.12 and 1.13 introduce the RACE marketing framework to define digital marketing activities.

Figure 2.1 of the customer lifecycle shows an alternative point-of-view of this framework to discuss with students.

Slide 1.14 presents the 5Ss in Table 1.1 as a simple way to present goals.

Slide 1.15 shows how the primary goal varies for different types of business. Ask students to relate the 5S goals to each type of business.

Slide 1.16 (Figure 1.4) shows that in larger organisations there are many barriers for adopting digital marketing and can be used to introduce the popularity of digital transformation.

Slide 1.17 and 1.18 (Figure 1.5) describes a typical process-based structure for digital marketing planning that is expanded upon in Chapter 4.

Digital marketing audiences and buyer behaviour

Slide 1.20 (Figure 1.6) covers broad digital audience types and corresponding sites used to serve them. Students can be prompted about the most commonly used sites they use in each category. ComScore provides data on-site popularity in many countries.

Slides 1.21 to 1.24 provide four alternative frameworks for considering the difference in interactions between traditional and digital media.

The 7Ds and key concepts

Slide 1.26 (Figure 1.11) is significant for summarising six core digital media channels. These are related to different paid, owned and earned media techniques for these channels.

Ask students about digital platforms that can be used to achieve audience interactions with each of the six channels.

Zalando, Mini Case Study 1.2 helps bring to life how a successful application of a digital marketing strategy can be used to drive the growth of a new business to the world business. This case also emphasises the importance of planning and the opportunities afforded by trading in global digital markets.

Key concepts covered are:

1. Inbound marketing

2. Permission marketing

3. Content marketing (Figure 1.12 from book)

4. Customer engagement

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5. Always-on lifecycle marketing (Figure 2.1 from book)

6. Marketing technology (Martech) (Figure 1.13 from book)

Groups of students can be asked to consider these and explain the main features and practical value of each concept.

Activities

Activity 1.1: Introducing the options for using Generative AI tools to support digital marketing

Purpose

To encourage students to explore the different roles Gen AI can play in developing marketing strategies.

Activity

Work with other students to explore these questions:

1. Develop a common understanding of what Generative AI tools are using the example of ChatGPT and other tools from OpenAI.

2. Identify five options or 'use cases' for using Generative AI in digital marketing, identifying more if you can.

3. Review the relevance of these alternative tools for marketers, summarizing their unique features, benefits and limitations.

Suggested answer

1. Developing a common understanding of Generative AI tools

Generative AI tools, such as **ChatGPT** from OpenAI and Gemini from Google, are designed to generate human-like text based on input prompts. These tools are powered by deep learning models that understand and process natural language to create meaningful responses or outputs. ChatGPT, for example, can carry out a range of tasks like answering questions, writing essays, generating ideas and assisting in conversations. Similarly, tools like **DALL-E** generate images from text descriptions, and **Codex** can assist in code generation based on human instructions. These tools can create content automatically, enabling businesses to streamline content creation, customer interactions and other creative or repetitive tasks.

Generative AI uses vast amounts of data to learn language patterns, making it capable of performing tasks that would otherwise require human input. These tools are particularly useful in marketing, where content generation, personalisation and data-driven insights are critical.

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2. Five options (use cases) for using Generative AI in digital marketing

1. **Automated content creation**: AI tools can generate text for blog posts, product descriptions, email marketing campaigns, social media posts and more, freeing up time for marketers and ensuring content consistency.

2. **Customer support and Chatbots**: AI chatbots can handle common customer inquiries and provide 24/7 customer service, improving response times and reducing the workload for human support teams.

3. **Personalised marketing**: AI can analyse customer behaviour and preferences to deliver personalised recommendations, targeted ads and customised content that improve customer engagement and conversion rates.

4. **SEO and keyword optimisation**: AI tools can suggest relevant keywords, create SEO-friendly content and track performance metrics, helping marketers improve their website rankings on search engines.

5. **Data-driven insights and predictive analytics**: Generative AI can analyse large amounts of data to identify customer trends, optimise marketing strategies and predict future behaviour, enabling more effective decision-making.

Other potential use cases include AI-generated design for advertisements, A/B testing automation and social media sentiment analysis.

3. Relevance, unique features, benefits and limitations of AI tools for marketers

- **ChatGPT (text-based AI)**:
    - **Features**: Generates human-like text, handles conversations, answers queries and writes content.
    - **Benefits**: Saves time in content creation, improves customer service with conversational AI and enhances creativity with idea generation.
    - **Limitations**: May occasionally generate inaccurate or irrelevant responses and lacks deep contextual understanding.
- **DALL-E (Image Generation)**:
    - **Features**: Generates high-quality images based on text descriptions.
    - **Benefits**: Useful for creating unique marketing visuals, ads and creative assets without needing a graphic designer.
    - **Limitations**: Image quality might not always meet professional standards, and there are concerns around originality and copyright.

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- **Codex (code generation)**:
    - **Features**: Assists in generating code from natural language prompts, useful for website and app development.
    - **Benefits**: Speeds up coding tasks and allows marketers to implement technical solutions faster.
    - **Limitations**: Limited in handling complex coding tasks and may require human oversight.
- **Jasper AI**:
    - **Features**: An AI writing assistant focused on content marketing, generating blogs, emails and ad copy.
    - **Benefits**: Tailored for marketers, with templates for different content types and a user-friendly interface.
    - **Limitations**: Subscription costs can be high, and the content may need human review for fine-tuning.
- **SurferSEO (AI for SEO)**:
    - **Features**: Combines AI content generation with SEO optimisation, suggesting keywords and structuring content for better search engine performance.
    - **Benefits**: Streamlines the content creation and SEO optimisation process, helping marketers rank higher on search engines.
    - **Limitations**: AI-generated SEO content may sometimes lack originality or creativity, requiring further editing.

Activity 1.2: Integrating online and offline communications

Purpose

To highlight differences in marketing communications introduced through the use of the internet as a channel and the need to integrate these communications with existing channels.

Activity

List communications between a PC vendor and a home customer over the lifetime of a product such as a PC. Include communications using both the internet and traditional media. Refer to channel-switching alternatives in the buying decision in Figure 1.10 to develop your answer.

Suggested answer

Examples of interactions related to the figure include:

1. A phone number on a website offering a customer to call a tracked phone number.

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2. An ad in a magazine or on TV with a call-to-action or discount code to be used on the website.

3. An option to pay offline, e.g. by phone or in store.

4. Offline delivery.

5. Online delivery of software as part of package, e.g. Music or Office software.

Hybrid online/offline options with an operator also exist such as Web chat.

Activity 1.3: Understanding adoption of digital devices and platforms

Purpose

To reflect on the questions marketers should ask about consumer device and platform adoption and to share relevant sources to access this insight.

Context

You work in the innovation team for a cosmetic brand such as L'Oréal and are considering opportunities to add more interactive virtual and augmented reality (VR and AR) features to marketing communications aimed at increasing brand engagement and brand loyalty.

Activity

Identify the types of questions about device usage, media consumption and platform usage you would need to ask to gain insight on adoption within different age groups. Complete searches or access databases to identify useful sources for these types of questions.

Here are some examples of questions that you would seek to understand for different demographics such as age group, gender and income.

Device usage:

- How many devices?

- Adoption of device browsers or apps that support AR and VR. For example, for Apple or Android?

Media consumption:

- When are different types of media (and devices) used through the day?

- How popular are different mobile and desktop platforms for VR and AR?

- How common is multiscreening (where more than one device is used simultaneously)?

Platform usage:

- How popular are different social networks? Do they have support for interactivity?

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- How many searches and what types of searches happen on Google?
- How does media spend compare between traditional and digital platforms?

Lecturer's Guidance

Questions students could research are provided in the book in this case.

Recommended resources: see www.davechaffey.com/book-support/, digital marketing statistics sources section. Specific insights sources that are recommended are:

- ComScore
- DataReportal.com
- Ofcom UK Market Communications Reports

Activity 1.4: The latest marketing technology landscape

Purpose

To illustrate the range of systems available to support marketers and to explain the main categories of service available. We look at different forms of martech to support marketing throughout the book and there is a dedicated section in Chapter 3.

Questions

1. Search for Scott Brinker's latest marketing technology 'Supergraphic' similar to that from Brinker (2020) for the current year on his chiefmartec.com site. For each of the six categories of service he identifies summarised in Figure 1.13, write a simple description of how they can support digital marketing activities by reviewing the proposition as described on the websites of the most popular services in the category (the most popular are listed first).

Martech category	Explanation	Key technologies
Marketing experiences	Provide website content and selection of services	Content management systems (CMS) and personalisation Commerce management
Marketing Operations	Facilitate automation and analysis	Marketing Automation Analytics e.g. Google Analytics
Marketing Middleware	Connecting different marketing services to exchange data	Application Programming Interfaces (APIs) e.g. Google Tag Manager
Marketing Backbones	Provide core services (overlaps with the first two)	Content management systems (CMS) Marketing Automation

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Infrastructure	Database storage for data including both audience insight and operational data	MySQL (used for Wordpress sites) or enterprise Oracle and IBM databases
Internet	Networking technology to connect systems to internet	Secure HTTP, TCP/IP

2. Make a note to understand the different types of service defined in each category.

See table above.

3. Choose one or two vendor systems and visit their websites to see how they explain the proposition and explain it to others in your group(s). Alternatively, identify the most popular service(s) in each category.

Useful vendors for students to engage with, which are used by many smaller businesses and agencies are:

- Wordpress CMS
- Mailchimp and HubSpot Marketing Automation
- Google Analytics and Google Tag Manager

Case study 1 Temu

1. Investigate the core success factors behind Temu's business model in contrast to other marketplace platforms.

Temu's business model stands out from other marketplace platforms due to its emphasis on next-generation manufacturing and a hyper-personalised shopping experience. Unlike traditional e-commerce platforms, where brands manufacture goods in bulk and then market them to consumers, Temu utilises a demand-driven model. This approach allows manufacturers to adjust production based on real-time market insights provided by Temu. As a result, Temu reduces waste, enhances product fit and lowers costs for both consumers and sellers by leveraging economies of scale.

Additionally, Temu's ability to scale globally has been a key success factor. While platforms like Amazon or AliExpress primarily focus on traditional markets, Temu has rapidly expanded its footprint across more than 180 countries, tapping into both established and emerging markets. Temu's focus on inclusive, localised experiences similar to platforms like Shein has also contributed to its global appeal. Its gamified and highly engaging shopping interface encourages repeat visits and longer time spent on the app, distinguishing it from more traditional, transaction-focused platforms like eBay or Wish.

2. Consider the role of earned media in facilitating Temu's growth and engagement over the years.

Earned media has played a crucial role in Temu's rapid growth and user engagement. The platform's ability to generate organic buzz through word-of-mouth marketing, influencer endorsements and user-generated content has significantly reduced customer acquisition costs.

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Temu incentivises its users to share their experiences, products and discounts on social media, turning users into advocates for the brand. This peer-driven approach builds trust, as recommendations from friends and influencers are often more convincing than traditional paid advertising.

Furthermore, by partnering with micro-influencers and social media celebrities, Temu has successfully reached younger demographics and tapped into key markets where authenticity and social proof are essential for driving consumer trust and engagement. This earned media strategy has facilitated Temu's rapid expansion and contributed to the platform's strong brand presence.

3. Consider the role of gamification and personalisation in overcoming quality concerns for consumers.

Temu has leveraged gamification and personalisation to overcome potential quality concerns for consumers, addressing one of the main challenges faced by marketplace platforms. By incorporating features like spin-the-wheel games, points for engagement and referral rewards, Temu keeps users engaged while distracting from any concerns about product quality. These interactive experiences create a sense of fun and excitement, encouraging users to spend more time on the platform and return for future purchases.

Personalisation is another key element in Temu's strategy to mitigate quality concerns. By using AI-driven algorithms similar to those employed by platforms like Spotify, Temu provides tailored product recommendations based on user behaviour and preferences. This level of personalisation helps build trust with users by showcasing products that match their tastes and needs, making them more likely to overlook potential quality issues. Together, gamification and personalisation help shift the focus away from quality concerns and towards a more engaging, fun and satisfying shopping experience, enhancing consumer loyalty and long-term engagement with the platform.

Exercises

Self-assessment exercises

1. Explain digital marketing.

Digital marketing can be defined as 'achieving marketing objectives through applying digital media, data and technology.'

In practice, digital marketing focuses on managing different forms or online company presence such as a company website, mobile apps (for larger organisations) and social media pages, integrated with online communication techniques. These techniques include search engine marketing, social media, online advertising, email marketing and partnership relationships. These tools and techniques are used to achieve marketing goals, for e.g. raising awareness, acquiring new customers, developing existing relationships and so on.

2. Explain the importance of integrating digital and traditional communications channels through the customer lifecycle.

Integrating digital and traditional communications channels through the customer lifecycle creates opportunities to connect with different types of customer behaviour and stages in the

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buying process. Repeated communications such as retargeting are more likely to make an impact compared to a single touchpoint.

The demographic profile of an online audience varies significantly and not all customers are committed users of digital channels. As a result, website content should be tailored to suit the interest of the target community. Appropriate social media should be used to engage a particular audience, for example, Facebook and Twitter attract a different demographic to Instagram or Snapchat. Online content can be used to provide information and reach; can encourage audiences to engage with a brand; can be used to convert leads into sales and revenue and can also be used to build customer relationships.

Traditional communications can be used to draw customers towards online channels.

Figure 2.1 at the start of the next chapter gives a visual response to this question.

3. Outline different applications of digital marketing which can help meet business goals.

Students should consider the different forms of online presence and how these support digital marketing.

Within each there are different applications to support online and offline marketing.

1. Transactional e-commerce site (online sales, click and collect or offline store finder).

2. Services-oriented relationship-building website (Help desk and FAQ), lead generation through data capture.

3. Brand-building site – can include sampling, capture of leads or creation of community and sharing.

4. Portal or media site – publishing through news, blog and social networks.

5. Social network or community site – encouraging sharing through creation of consumer-generated content.

As noted in the text, these are not mutually exclusive; it is a matter of emphasis.

4. Explain what is meant by electronic commerce, social commerce and digital business. How do they relate to the marketing function?

E-commerce refers to transactions for the trading of goods and services conducted using the internet and other digital media. Digital business is broader, including electronically mediated transactions, which are internal and with suppliers as well as those to buyers. They are both methods of supporting the marketing function – e-commerce refers to customer-facing websites; digital business also includes links with partners and suppliers through extranets and internal marketing communications through intranets.

Social commerce can support both e-commerce and digital business. It refers to supporting sales through encouraging consumer sharing, interaction and advocacy. It is integrated into e-commerce as reviews and ratings, for example.

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5. Six digital media channels are introduced in this chapter. What are they and how do they work to reach, engage and convert an audience?

The six media channels can be distinguished by terms mentioned later in the text, that is, pull or push or inbound marketing. They are as follows:

1. **Search Engine Optimisation ((SEO) and Paid search marketing (PPC) including Google Shopping).** These are 'pull' media which are a response to consumer demand through search engines and search networks (ads are displayed on third-party sites also).

2. **Online PR.** This includes outreach to publishers and bloggers.

3. **Online partnerships.** For e-commerce sites, affiliate marketing is the main arrangement, a commission-based approach to sales.

4. **Digital advertising.** Display ads use a 'push' approach similar to traditional ads, reaching audiences as they use media sites.

5. **Opt-in email.** Tends to be mainly used with in-house customer lists, but can advertise in publishers' permission-based lists or e-newsletters.

6. **Social media marketing.** Reaching audiences through organic and paid communications as they use the main social networks and encouraging sharing of content.

6. Summarise the main communications differences between digital and traditional media.

- Interactivity and inbound marketing – not solely a push medium (email), but also pull (customers search for information). Information can be collected from customers via web pages (direct response).
- Intelligence – can monitor customers' interests and profile them.
- Individualisation – it is possible to tailor email and web communications (personalisation).
- Integration – of online and offline channels remains important.
- Intermediation – new intermediaries can be used as a route to market and there is also the opportunity to sell direct.
- Independence of location – possible to reach a wider marketplace.

Also explained by concepts covered in the next question.

7. Distinguish between social media marketing, inbound and content marketing.

1. **Social media marketing.** Encourages interactivity, participation and sharing by individuals who create user generated content.

2. **Inbound marketing.** Raises awareness through content to engage which is then shared.

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3. **Content marketing.** Engaging content is developed for sharing as part of social media and inbound marketing often from a content hub. Content is developed not just for sharing, but to support sales.

8. **How can Generative AI assist the marketer in their activities?**

Generative AI can assist marketers by automating content creation, personalising customer experiences and optimising campaigns. It can generate text for ads, social media posts and emails, while analysing data to predict consumer behaviour and recommend strategies. Additionally, it can enhance creativity by providing new ideas and designs, allowing marketers to focus on more strategic tasks.

Exam and discussion questions

1. **Some would see digital media primarily as a means of advertising and selling products. What are the opportunities for digital marketing?**

Non-promotional opportunities or benefits include:

- Marketing research
- 'Below-the-line promotions'
- Customer service and relationship building/loyalty enhancing.
- Brand enhancement through digital interaction and social proof from user generated content.
- Advocacy through social media amplification.

The 5Ss given are also a suitable framework for answering this question.

2. **Digital marketing and inbound marketing represents a *pull* medium for marketing rather than a *push* medium. Discuss.**

This can be answered considering how some digital channels like search and social media are mainly based on consumer pull. However, other media such as digital advertising and email marketing are similar to traditional push media.

3. **You are a newly installed marketing manager in a company selling products in the business-to-business sector. Currently, the company only has a limited website containing electronic versions of its brochures. You want to convince the directors of the benefits to the company of investing in the website. How would you present your case?**

This is best answered by explaining a logical process for making the business case.

- Understand changes in media consumption – how do their prospective (?) and customers use the web to inform their buying decision?
- Set objectives in terms of number of site visitors and leads generated.

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- Formulate a strategy to develop relevant content, that is, more depth than electronic brochures, to help customers decide on relevant products or complete their jobs.

- Develop a plan to promote the site, including details of tactics for each digital media channel and lead nurture in combination with the sales team.

The directors will be interested mainly in generating new enquiries and increasing conversion of these leads to sales. Students may mention the following benefits:

- Reach new audiences, for example, smaller businesses through pull effect of search engines.

- Provide a new method of generating leads through offering white papers or other gated content.

- Provide customer services to existing customers and promote alternative products (cross-sell).

4. Explain the main benefits that a company selling fast-moving consumer goods should gain from its website and integrated digital campaigns.

The aim of this question is to stress that the web is not suitable for direct sales of all products.

However, digital media may be used for generating awareness and brand building. This can be achieved through display advertising on third-party publisher sites. Audiences with an affinity with a brand may visit a website or social media to interact with the brand.

This engagement can occur through microsites hosted by publishers or by the brand and social networks. Consumers can be encouraged to opt-into e-newsletters or get involved in SMS promotions. Students should learn the concepts of inbound and content marketing to show how relationships with consumers can be developed. Good examples to recommend are Bacardi, Lynx and Red Bull.

5. Which digital marketing techniques can be used to increase awareness of a brand and encourage interaction with the brand?

Digital media offers a range of platforms to increase awareness as web users search and consume content online. Techniques include search engine marketing, online PR and outreach and partner marketing. Display advertising and reaching publisher audiences through email lists can also be used to increase awareness. Amplification can be achieved through videos and social media if content is sufficiently engaging. Interaction is usually facilitated using a model where visitors are referred to a site, microsite or social network where content marketing is used to encourage interaction. These methods can be used across both desktop and mobile platforms.

6. What are the options for using Generative AI to support digital marketing and which factors need to be considered when selecting and using tools for this?

Generative AI offers valuable support to digital marketing by automating key tasks such as content creation, personalising customer interactions, enhancing customer service through AI-driven chatbots and leveraging predictive analytics to optimise marketing strategies. For example, AI can generate blog posts, social media content, product descriptions and ads, saving time and increasing efficiency. It also helps deliver personalised recommendations and tailored campaigns based on consumer data, improving engagement and conversion rates.

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When selecting and using AI tools, several factors need to be considered. Marketers should prioritise content quality to ensure AI-generated materials align with brand voice and resonate with the audience. Ease of integration is also key, as the tool should work seamlessly with existing marketing platforms. Cost and scalability are important, with tools needing to fit within the business budget and grow alongside the company. Ethical use should be maintained, ensuring transparency and accuracy in the content. Finally, data security and compliance with privacy regulations like GDPR or CCPA are critical for protecting customer information and maintaining trust.

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