

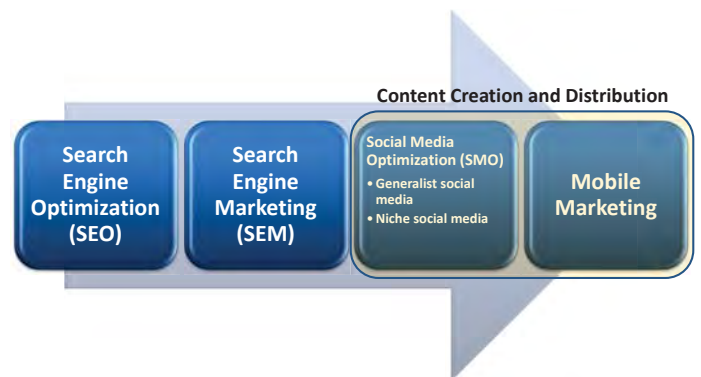
數碼營銷策略及應用

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29th July 2015

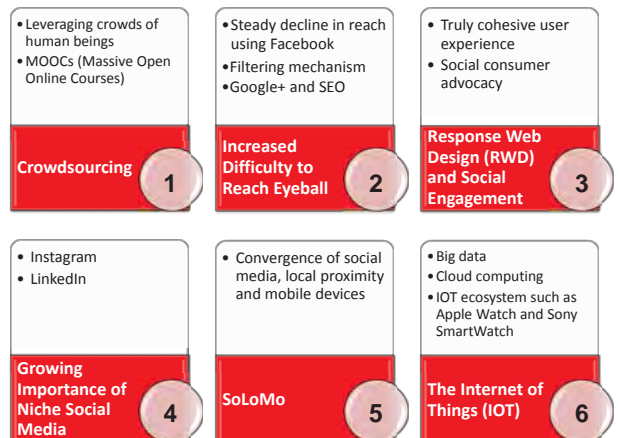
Digital Marketing Roadmap



Topics

- 探討最新數碼營銷的趨勢
- 了解數碼營銷與傳統市場推廣的整合
- 數碼營銷的應用: 互聯網搜尋器優化、關鍵字搜尋推廣、社交媒體和移動推廣等
- 量化、定立及量度數碼營銷的績效
- 應用和個案分享

Digital and Social Media Trends



Opening Story: The Revolution Bought by Apple and Google

Review of Key Traditional Marketing Models

Similar Methodologies for both Online and Offline Marketing Strategies



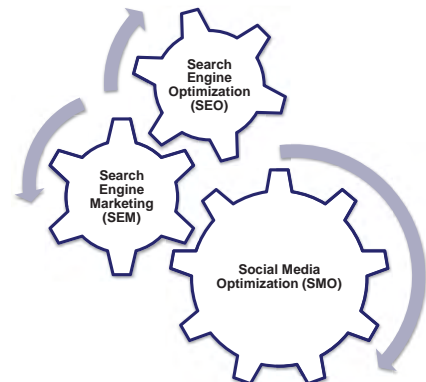
Hierarchy of Effects



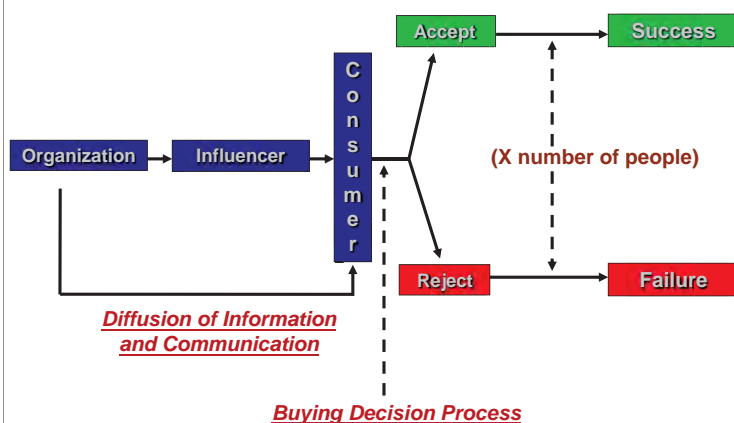
Buying Decision Process



Nowadays' 3 Core eMarketing and eBranding Techniques



Diffusion Process



Search Engine Optimization (SEO)

Planning for Maximum Traffic

Drawing more visitors to a site requires a thoughtful web traffic plan

Web traffic plans should consider each of the six main traffic categories:

Branding decisions (e.g. domain name)	Search Engine Marketing (SEM)	Search Engine Optimization (SEO)	Affiliate networks	Online banner advertising	Social Media
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Improving Search Engine Placement

Indexing at major search engines

Identify the appropriate keywords where customers will use to search your products; Meta-tags to flag important concepts and keywords

Building search engine awareness into a site

Structure of web site content can impact traffic and search

Genuine external links can generate traffic

Search Engine Optimization



The power of landing "Above the Fold"

2 Major Components of SEO

Marketing

- Website Content

IT

- Website Programming

Search Engine Optimization

Top placement in search returns is key to generating Organic Web traffic

User's willingness to investigate falls sharply as items drop on the return list

Higher click rate on top-rated items

Few users go beyond first page or two

Improving search engine placement





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Six Key Issues Related to Rank Drop

Changing the content of established pages

The links to your website change

Nothing has been done to upset its content or structure

Has virtually disappeared from Google's SERPs

Site's position begins to fluctuate wildly, disappearing, appearing and dropping

Server problems, uptime and 404s (page not found)

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Further Important SEO Strategies - 1

Avoid those mistakes such as URL being too long, graph instead of text, too focus in flash and javascript, dynamic content, etc.

On your webpage put keywords at appropriate locations: Title Tag, META description tag, Headline tags, Body copy

Register in website classified-directory

Apply Keyword in URL

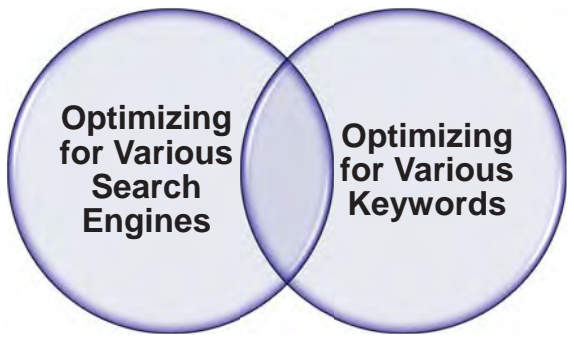
Keyword density and font format

Avoid duplicating pages on your website

“Inbound links” and “anchor text” tell search engines about the importance level of your webpage

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2 Major Obstacles for Effective SEO



Optimizing for Various Search Engines

Optimizing for Various Keywords

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Further Important SEO Strategies - 2

Search engine's point of view (SEPOV): different keywords in “anchor text”, “alt text”, smooth increment of “inbound links”, link to “white list” instead of “link farms” or “web rings”, rare use of “mutual cross-linkage”

Alert of “link dilution”, “run-of-the-site inbound links”, “uniqueness of inbound links”, “deep links”, “No Follow tag”

Outbound linking strategy

“Inbound links” from suppliers, business partners, professional associations, employee's blogs

Use Social Media such as Blog, Facebook and Twitter

Enhance traffic through columns, press releases and testimonial articles

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Search Engine Marketing (SEM)

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Search Marketing - AdWords

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Search Engine Marketing - Baidu



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Online Marketing Campaigns

- Successful campaigns require application of the three R's of advertising
 - **Reach**
 - **Relevance**
 - **Return on investment (ROI)**
- Search Marketing** in particular, has given advertisers new possibilities in these three areas

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AdWords Ads Fundamentals

- Three main components of a Google AdWords ad
 - **Headline:** this is the top line and has a 25-character limit. Usually, it's a quick glimpse at the advertiser's offerings
 - **Description:** follows the headline comprised of two lines of text, each with a maximum limit of 35 characters
 - **Display URL:** appears at the end of the ad identifying which site the user will visit via clicking an ad

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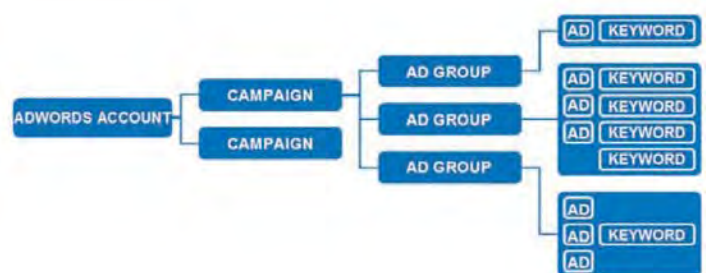
Search Engine Marketing - Google



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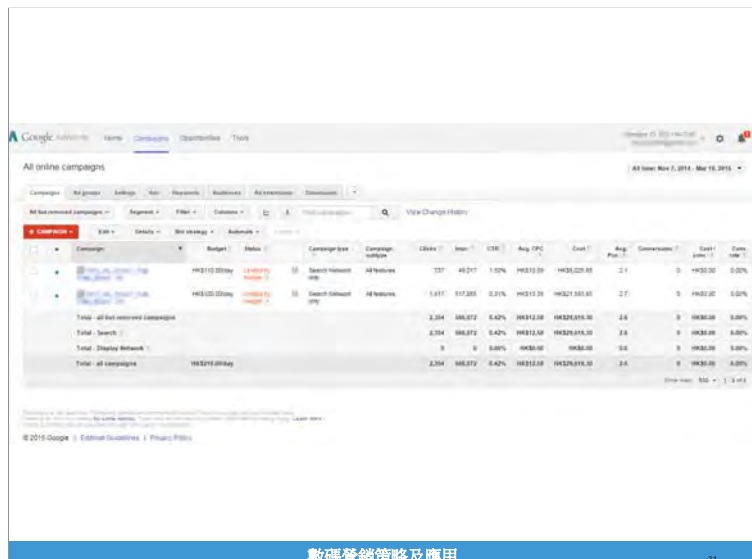
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Managing AdWords Campaigns



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The screenshot shows the Google Ads 'All online campaigns' page. It displays a table with columns for Campaign, Budget, Status, Campaign type, Ad Network, Impressions, Clicks, CTR, Avg. CPC, Cost, and Conversion rate. The table lists several campaigns, including 'Search Network only' and 'Display Network only'. The bottom of the page shows the date 'All times: Nov 7, 2014 - Mar 19, 2015' and the Google logo.

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	Search Network only	Display Network only	Search Network with Display Select
How it works	<p>Ads are matched to search results pages based on the terms or phrases someone searches.</p> <p>For example, a search on Google for "home plumbing repair" might show an ad that uses that phrase as a keyword.</p>	<p>Your ads are matched to websites and other placements, like mobile apps, when your keywords are related to a site's content or the interests of a user browsing a site.</p> <p>You can also choose to target specific sites, pages about specific topics, demographic groups, and more.</p>	<p>If you select this option, your budget will be shared across both networks. However, compared to Display Network only campaigns, your ads are shown more selectively on the Display Network. They'll be shown to customers who are browsing sites related to your keywords and who are most likely to make a purchase.</p>
Available ad formats	Text ads	Text, image, rich media, and video ads	Text, image, rich media, and video ads

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Types of Campaign

- Campaign types are centered around Google's advertising networks
 - Google Search Network
 - Google Display Network
- Can choose from the following campaign types targeting these networks
 - "Search Network only"
 - "Display Network only"
 - "Search Network with Display Select" (a combination of both networks)

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Campaign Settings

Campaign Name

End Date

Daily Budget

Devices

- Computers
- Mobile devices with full browsers
- Tablets with full browsers

Language Targeting

Location Targeting

Ad Scheduling

Ad Extensions

- Site Link
- Call Extensions
- Location Extensions

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	Search Network only	Display Network only	Search Network with Display Select
Where your ads appear	<p>Ads can show next to search results throughout Google's Search Network, which includes:</p> <ul style="list-style-type: none"> Google Search Shopping Google Maps Groups Non-Google search sites (like AOL) that partner with Google to show search ads, called search partners. This option is selected by default, but you can deselect it in your campaign settings. 	<p>Ads can show throughout Google's Display Network, made up of more than a million different possible placements, including:</p> <ul style="list-style-type: none"> Websites that show relevant Google ads Videos Apps Gmail YouTube Blogger Google Finance Google Maps 	<p>Ads can show with:</p> <ul style="list-style-type: none"> Search results on the Search Network Relevant placements within the Display Network, including: <ul style="list-style-type: none"> Websites that show relevant Google ads Videos Apps Gmail YouTube Blogger Google Finance Google Maps

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Ad Group

- An **ad group** contains one or more ads and a set of related keywords
 - Work best when keywords and ad text focus on a single product or theme
 - e.g. one ad group might include keywords and ad text for coffee products (like "whole bean coffee"), another ad group might contain keywords and ad text for tea products
- Another important component of the ad group (in a keyword-targeted campaign) is **maximum cost-per-click (Max CPC)**
 - Maximum amount an advertiser is willing to spend each time a user clicks the ad
 - An advertiser can choose one CPC for the entire ad group or select different CPCs for individual keywords

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Interest Targeting

Topics Targeting

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Creating a Site-Targeted Campaign

- Select demographics of the target audience include gender, age
- List URLs of sites where would like to advertise (or that are similar to those on which like to advertise)
 - Can enter domains (like baseball-fever.com) or specific site sections (like baseball-fever.com/calendar)
- Target audience with interest that match the ads, e.g. Baby & Children's Products
- Select topics like Travel, and subcategories like Air Travel and Bus & Rail

Successful Keyword-Targeted Advertising

Demographics Targeting

Site Targeting

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AdWords Ad Formats

- **Text ads:** the most common AdWords format, Text ads might look different on the Display Network.
- **Image ads:** Static or interactive graphics. Animated ads in .gif and Flash format can be used.
- **Video ads:** Video ads that show online. Run standalone video ads or insert them in streaming video content.
- **WAP mobile:** Create text or image ads for WAP mobile devices.
- **Call-only ads:** These ads will only appear on devices that can make phone calls, and any field in these ads can be hidden to fit on smaller screens.
- **App promotion ads:** Drive app downloads and engagement with app promotion ads.

The AdWords Auction

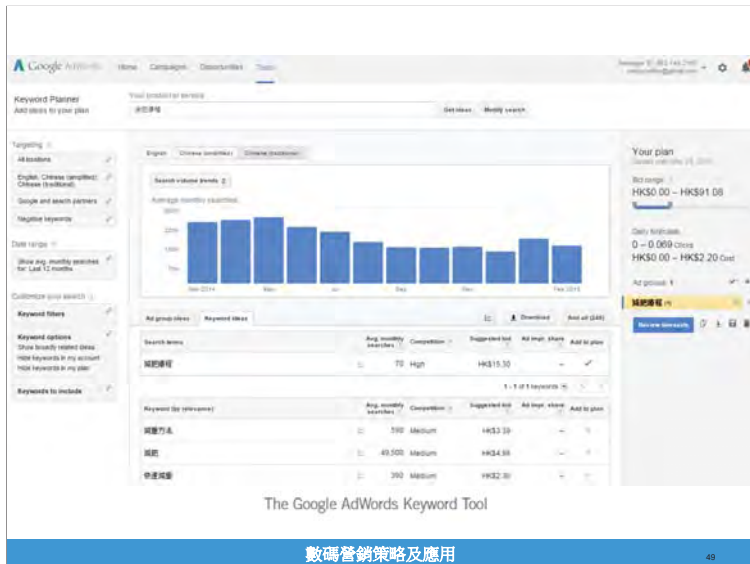
- AdWords runs an **auction** to help decide which ads to show using two basic ideas behind the auction
 - Cost:** Google considers each advertiser's maximum CPC bid (Max CPC) for the keyword entered
 - Relevance:** which ads match a user's search query as closely as possible
- Google measures relevance through **Quality Score**, a numeric rating of the keyword's and related ad's quality that assign a minimum CPC bid for each keyword
- High Quality Scores drive down ad cost!**

Intro to Quality Score

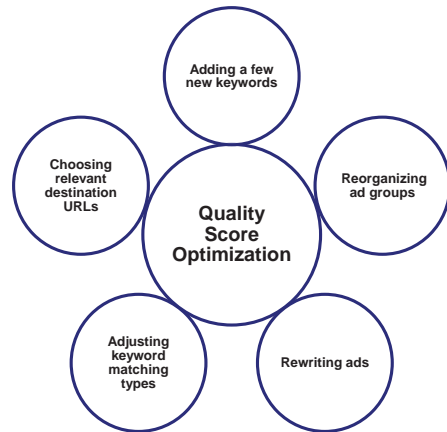


Successful Keyword-Targeted Advertising

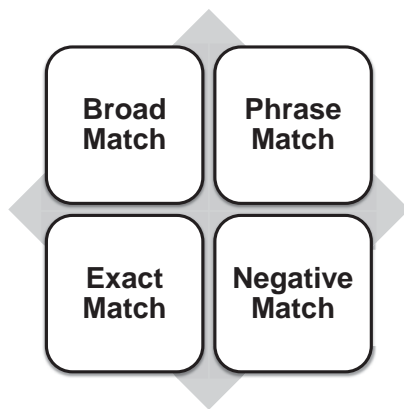
- Choose relevant keywords
- Define keyword-matching types
- Write compelling ad text
- Select landing pages
- How keyword status, minimum cost-per-click (CPC) bid, and click-through rate (CTR) affect Quality Score
- Boost Quality Score through optimization



Quality Score Optimization



Keyword-Match Types



Optimize Ads to Boost Performance and Quality Score

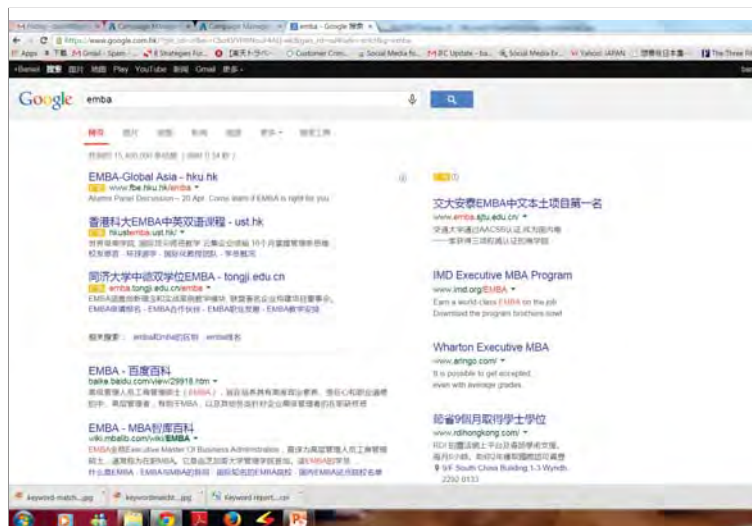
- Use two- to three-word keyword phrases
 - Use keyword matching options
 - Make sure keywords related to the product
 - Use keyword variations (such as synonyms or alternate spellings)
 - Create similar keyword groupings, or themes, in each ad group, and ads that focus on that group
 - Write clear, compelling ad text
 - Include keywords in the ad text and title
 - Include a call to action in the ad text
 - Send users to the best possible landing page
 - "Split Testing": test multiple ads per ad group
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Writing Successful Ad Text

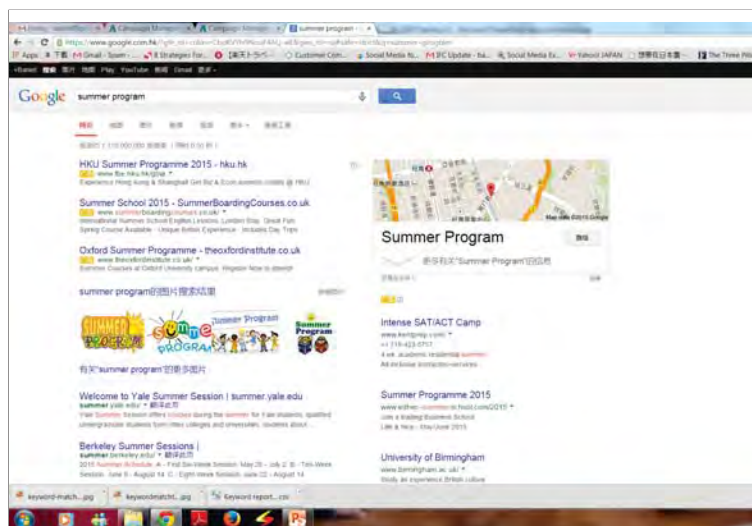
- Highlight the differentiating characteristics of an advertiser's product or service
 - Include keywords in the ad title
 - Include prices and promotions
 - Include a call to action, generally are action verbs, such as buy, order, and purchase
 - Avoid using a company name or website domain in the ad text, unless advertising for an established company with a compelling brand
 - Capitalize the words in the display URL, e.g. WarmPuppies.com
 - Choose a destination URL that points the visitor to a landing page relevant to the keyword entered
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Keyword Ad Examples

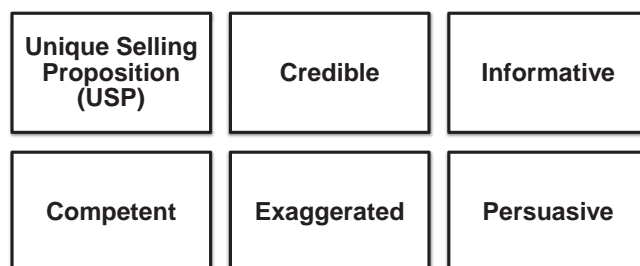
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Enhance Information Processing



Themes and Appeals



Further Strategies for Designing Your Targeted Ad

Social Media Optimization (SMO)

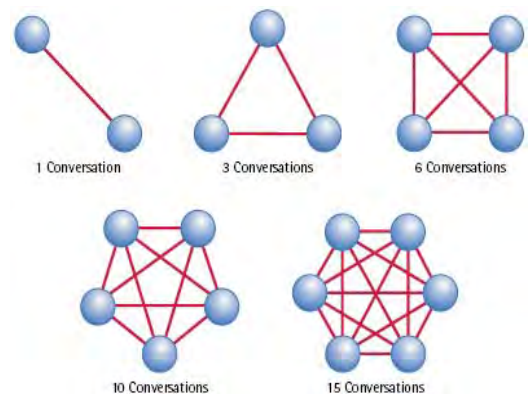


Exploring Social Network

Traditional Social Media



Understanding Social Network



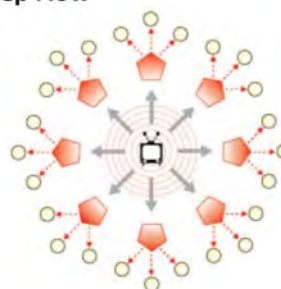
The value of a complete network rises rapidly, but not every link shares the same value

Nowadays' Social Media



Social Network Diffusion

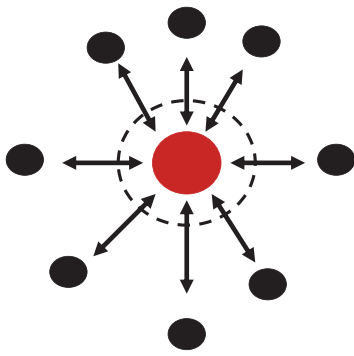
2-step Flow



Network Influence Model



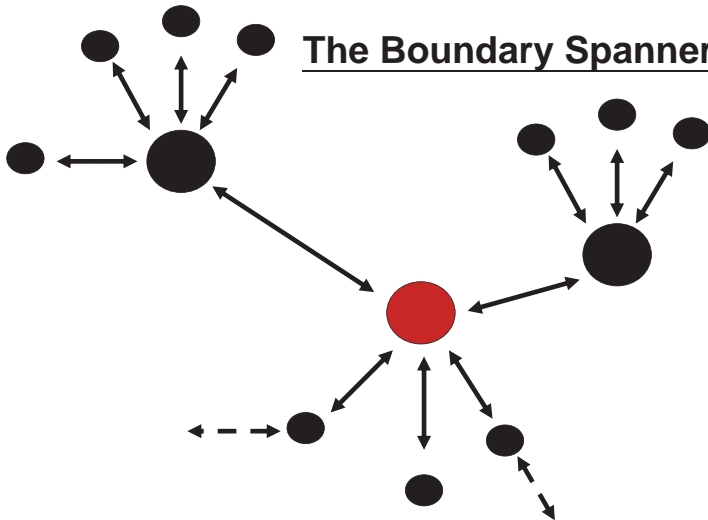
The Central Connector



Facebook

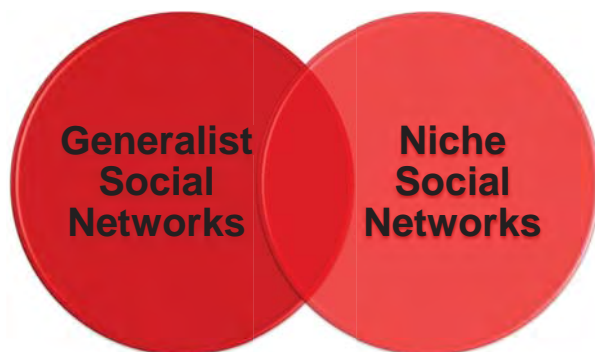


The Boundary Spanner

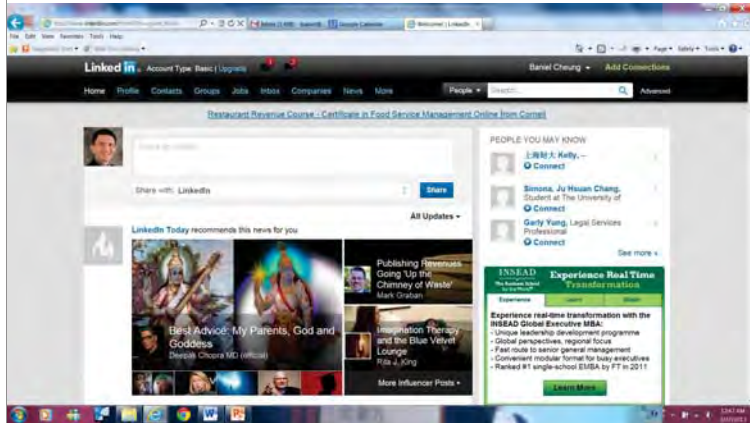


Important Facts about Facebook

2 Major Types of Social Network



Linkedin



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Applications of Blogs

Bloggers write for many reasons

Creative expression

Journalistic endeavors

Blogging can be an effective tool for marketers

Customer service

Campaign support

Increasing traffic to primary site

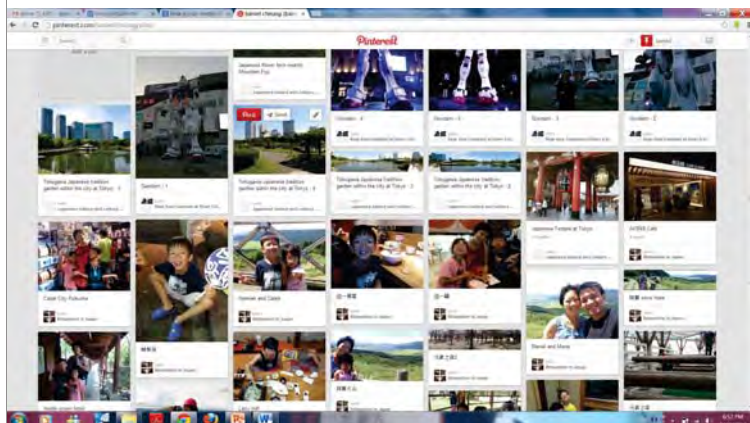
Improving overall credibility

Gathering info on how consumers view their brands

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Pinterest



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Investigating Blogs

Blogging as a Marketing Strategy

Benefits to Marketers

Benefits for Marketers to Stay Involved in Blogosphere

Marketing Blogging Pitfalls

To Make a Marketing Blog Successful

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“NO TEARS” Model for Selecting The Right Bloggers



Which Areas Can Be Measured and Which Items should Be Measured?



Analytics: Evaluating Performance of e-Marketing Strategies and Campaigns

Site Tracking and Analytics Tools

Many programs and off-the-shelf software available to help track and analyze traffic data, e.g. Webtrends, Omniture

But **Google Analytics** is the most popular

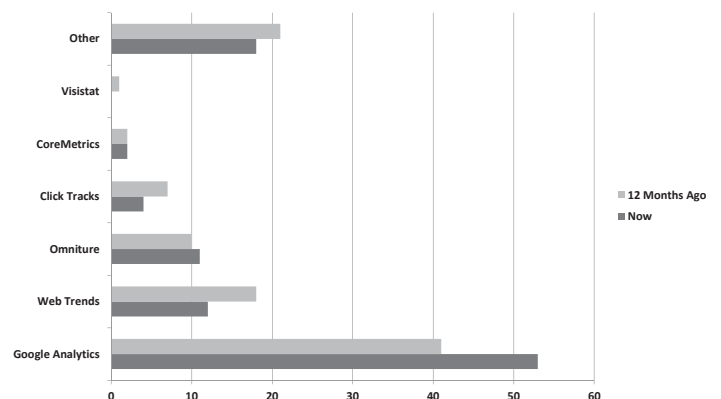
Why Do We Need Measurements on Digital Marketing Strategy?

We should firstly think about “why do we need measurements on offline marketing strategy”?

Every marketing strategy/campaign has specific objectives and KPIs to achieve

MROI is also a crucial issue here

What Analytics Programs are Used the Most



Examples of Online Measurement



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Web-Chain Analysis (Evaluating Customer Contact)



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Examples of Social Media Measurement



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Online Measurement Frameworks

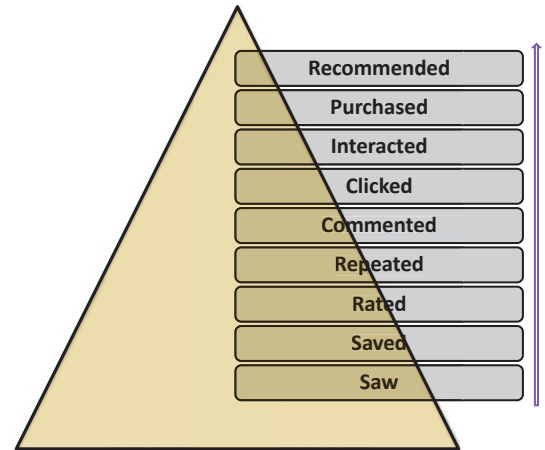
Funnel Analysis



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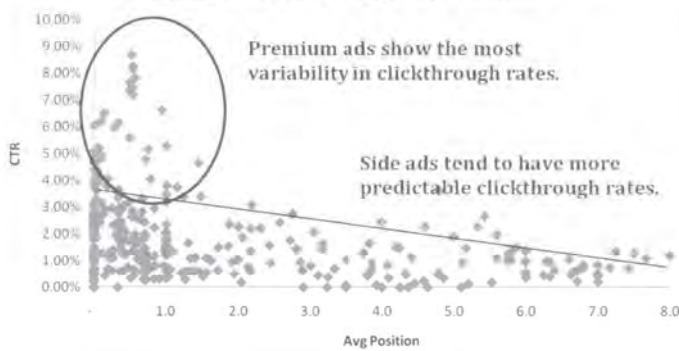
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Engagement Food Chain



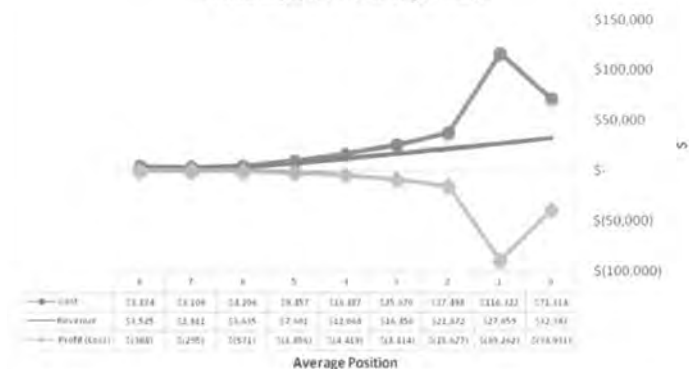
*Source: Social Media Metrics by Jim Sterne (2010)

Actual CTR vs. Average Ad Position

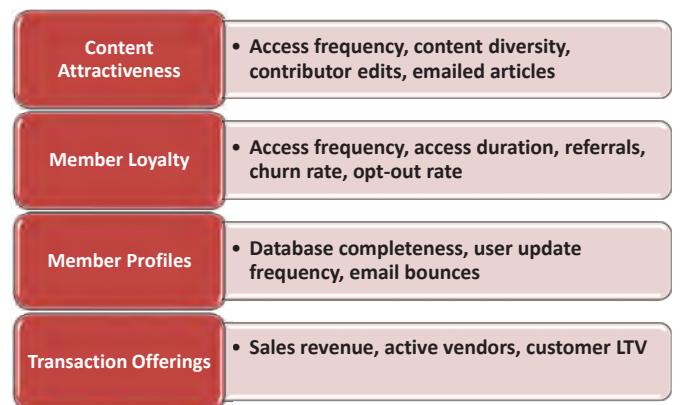


Profit vs. Average Position

Broad Keyword : "Las Vegas Hotel"



Community and Customer Insight

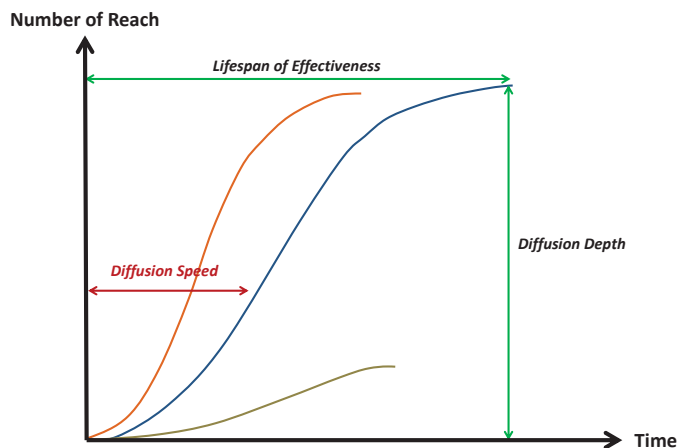


Myth: Does "Like" Really Mean Something in Facebook and Other Social Networks?

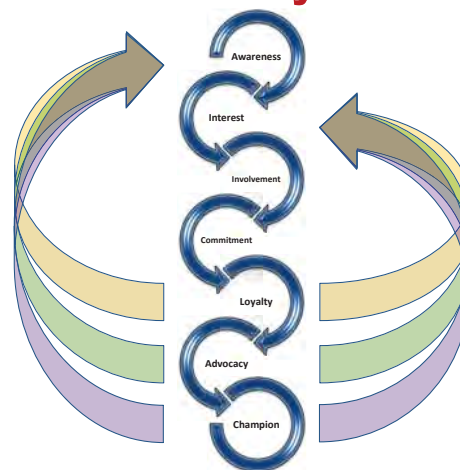
Social Media Performance Scorecard

Benefit	Appropriate Measurement
Consumer self-education	Higher conversion rate for blog visitors
Greater visibility in search results	Increased traffic from search to blog
Lower the cost of public relations	Generate the same level of awareness as PR
Reach an enthusiast community	Lower cost communication tool
Address criticisms on other blogs / news stories	Measure the slow down of bad news spreading
More responsive to consumer concerns	Track customer satisfaction and retention
Improve employee innovation and productivity	Track employee satisfaction and retention

Measuring Community Diffusion



Digital Involvement Cycle Framework



*Source: Digital Marketing by Ira Kaufman and Chris Horton (2014)

Integrated Digital Marketing (IDM)

Digital Engagement Model

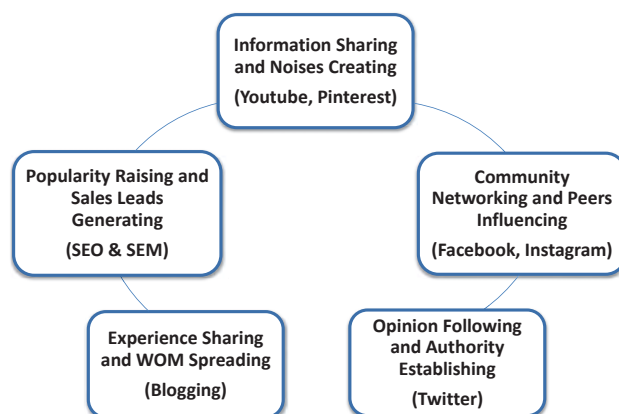


*Source: Digital Marketing Strategy by Baniel Cheung (2015)

Traditional Offline Measurement Model



Application Example of IDM



Setting Key Performance Indicators

Engagement Level Metrics

- Awareness and Knowledge, Interest & Attitude, Involvement and Engagement, +ve/-ve WOM, Action, Loyalty, Advocacy and Champion

Campaign Performance Metrics

- Impressions, likes, comments, shares, clicks, sales leads, access duration
- Effective engagement = (no. of like + comment + share) / no. of post
- Diffusion depth and speed, lifespan of effectiveness
- Level/amount of interaction, customer sentiment

Business Value Metrics

- Sales, profit, market share, ROI
- Brand awareness, customer perception, customer satisfaction, churn rate
- Employee productivity, cost reduction, stakeholders relationship

End of Presentation