

Digital marketing notes flashcard



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Digital marketing refers to the use of digital technology platforms, combined with traditional media, to achieve marketing objectives. Digital marketing involves using digital media channels and using other technologies such as databases for customer relationship management (e-CRM). We reviewed ten key digital hardware platforms including desktop, mobile, tablet and other hardware platforms.) A customer-centric approach to digital marketing considers the needs of a range of customers using techniques such as persona and customer scenarios (Chapter 2) to understand customer needs in a multinational buying process.

Tailoring to individual customers may be practical using personalization techniques. 3) Electronic commerce refers to both electronically mediated financial and informational transactions. 4) Electronic business is a broader term referring to how technology can benefit all internal business processes and interactions with third parties.

This includes buy-side and sell-side e-commerce and the internal value chain. 5) E-commerce transactions include business-to-business (BOB), business-to-consumer (BBC), consumer-to-consumer (ICC) and consumer-to-business (CAB) transactions.

6) There are six key digital media channels: search marketing; online PR; partnership (affiliate) marketing; display advertising; e-mail; and social media marketing. These communications techniques can be deployed across paid, earned and owned digital media.) The Internet is used to develop existing markets through enabling an additional communications and/or

sales channel with potential customers. It can be used to develop new international markets with a reduced need for new sales offices and agents.

Companies can provide new services and possibly products using the Internet. 8) Digital marketing can support the full range of marketing functions and in doing so can help reduce costs, facilitate communication within and between organizations and improve customer service.)

Interaction with customers, suppliers and structures occurs across the Internet. The web and e-mail are particularly powerful if they can be used to create relevant, personalized communications. 10) The marketing benefits the Internet confers are advantageous both to the large corporation and to the small or medium-sized enterprise. These include: a new medium for advertising and PR a new channel for distributing products opportunities for expansion into new markets new ways of enhancing customers service new ways of reducing costs by reducing the number of staff in order lifetime.