Marketing Channels

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Types of Marketing

- Interruption
- Behavioural
- Permission
Media Evaluation

Owned Media
- Website
- Blog content
- Social media profiles
- Images

Earned Media
- Exposure via word of mouth
- Guest posts
- PR content
- Customer feedback

Paid Media
- Native advertising
- Google AdWords
- Paid social media
Digital Channels

- Mobile Marketing
- Search Marketing (SEO)
- Social Media Marketing
- Search Marketing (PPC)
- Digital Display Advertising
- Email Marketing
SEO Definition

“Search Engine Optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine’s ‘natural’ or unpaid (‘organic’) search results”
70% of user’s click here (Organic listings)
PPC Definition

“Pay-per-click (PPC), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (e.g. Google) when the ad is clicked.”
Digital Display Banner Adds
Social Media Marketing
Social Media

Social content, what works best?
• Video and images
• Use both images and commentary when sharing links
• Maintain frequency
• Comments rather than ‘Likes’
• Show your personality
• Have fun, be humorous
Mobile Marketing
WHICH DEVICES ARE MOST POPULAR?
51% OF WEB VISITS ARE NOW MOBILE (UP 25% YEAR-ON-YEAR!)

Most Popular Devices Used to Browse the Web

- **Laptops & Desktops**: 43.4%
  - Year-on-year: -19%
- **Mobile Phones**: 51.4%
  - Year-on-year: +25%
- **Tablet Devices**: 4.9%
  - Year-on-year: -6%
- **Other Devices**: 0.13%
  - Year-on-year: +30%

SOURCE: slideshare.net/wearesocialsg/global-digital-statshot-q2-2017
Email Marketing
Digital Marketing Tools
Email Marketing
‘Statistics’

• 54% of marketers rate email as the most effective type of digital marketing and the least difficult to execute.

• There are over 4.35 billion email accounts. This will reach 5.59 billion by 2019.

• 95% of online consumers use email. 91% check their email once a day.

• 78% of UK Brand marketers says that the purpose of Email Marketing is retention.

• 64% of decision-makers read emails via mobile devices.

• For every $1 spent, $44.25 is the average return on email marketing investments.

Stats from: Digital Marketing Institute 2016
Email Marketing KPI’s

Online Resources

- Open rate
- Click-through rate
- Site traffic
- Time on site
- Average time before accessing
- Conversion
WORKSHOP
ACTIVITY

In your marketing plan list your existing digital marketing channels and assets under the following headings:

• Owned media
• Earned media
• Paid media
Example goals:

Library Goal: Ensure that scholarly information resources are well used, relevant and cost effective

Marketing Goals:
- Increase usage of “Multi-Subject Database” by 20%
- Increase usage of Biology & Life Science Journal Collection by 30%

WHAT? (Objectives)
- ???

HOW? (Strategy)
- ???

WHAT? (Tactics/tools)
- ???
Example email campaign goals:

- Increased Click-Through-Rate
- Increased engagement
- Increased conversions
ACTIVITY

Using the marketing plan template, create a plan of action for 2018

- How will you meet your goals?
- How many campaigns will you run?
- What channels will you use?
- What tactics will you apply?
- What are your campaign objectives?
- Campaign KPI’s?