HerTour4Youth

2020-1-UK01-KA227-YOU-094543

IO1- A3: Digital Design Compendium
Module: Digital Marketing & Branding

KA2 - Cooperation for innovation and the exchange of good practices
Partnerships for creativity

REVISION HISTORY

Version	Date	Author	Description	Action	Pages
1.0	31/12/2021	ATERMON	Creation	C	12

(*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

REFERENCED DOCUMENTS

ID	Reference		Title
1	2020-1-UK01-KA227-YOU-094543		HerTour4Youth Proposal
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APPLICABLE DOCUMENTS

ID	Reference		Title
1	Deliverable IO1.A2		Elaboration of Training Methodology
2			

Contents

1. Introduction

This module is about the basics of digital marketing and branding. Learners will gain a deeper understanding of digital marketing and branding aspects and techniques. This way, they will be able to identify the tools that are best suited for their proper needs, as well as put basic knowledge into practice.

1.1 Learning Outcomes

After completing this module, you will be able to:

- **Have a deep understanding of digital marketing aspects**
- **Identify the most appropriate principles for own needs**
- **Apply basic digital marketing & branding techniques**
- **Understand the importance of brand awareness**
- **Understand the importance of active and effective digital presence**
- **Create a competitive advantage**

1.2 Key words

Digital marketing; communication channels; interactivity; branding.

1.3 Estimated seat time

1 hour

1.4 Glossary of terms

- **Branding: "Branding is the perpetual process of identifying, creating, and managing the cumulative assets and actions that shape the perception of a brand in stakeholders' minds" (Dandu, 2021).**
- **Brand identity: It refers to the visual and non-visual elements that make a brand unique (Levanier, 2020).**

- **Digital marketing: It refers to the marketing strategies that use available technology trends to advertise and promote businesses.**
- **Interactivity: It refers to the results of digital strategies linking several communication means and channels to increase user engagement (Parlov et al., 2016, pp.140-141).**
- **Visual identity: It refers to all the imagery and graphical information that are used to present and differentiate a brand from all other brands (Levanier, 2020).**

2. Digital Marketing & Branding

Digital marketing refers to marketing strategies that use available technology trends to advertise, promote and help businesses grow. Digital marketing largely relies on an "active and effective Web presence" which includes (but is not limited to):

1) *E-Commerce (using different business models and techniques for the desired development)*
2) *Web Search Marketing (SEO/SEM)*
3) *E-mail Marketing/ Newsletters*
4) *Social Media Marketing*

(Piñeiro-Otero, & Martínez-Rolán, 2016, p. 37)

Accordingly, digital marketing (as compared to conventional marketing) can be defined as a "*new phenomenon that brings together customisation and mass distribution to accomplish marketing goals*" (Piñeiro-Otero, & Martínez-Rolán, 2016, p. 38).

Digital marketing (as opposed to conventional marketing) is "*user-centered, more measurable, ubiquitous and interactive*" (Piñeiro-Otero, & Martínez-Rolán, 2016, p. 39).

With Web 2.0 and user-friendly platforms, digital marketing combines high functionality with improved usability, effective visual communication, as well as other advantages that serve a wide range of strategic goals.

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Image Title: Digital Marketing
Source: pixabay.com

Digital design relies on a digital marketing plan -otherwise known as 'roadmap', which defines the strategy and the means to accomplish specific goals (Piñeiro-Otero, & Martínez-Rolán, 2016, p. 40). This is the result of:

- **careful situational analysis (mission/vision/values/SWOT/target audiences etc.),**
- **goal definition,**
- **selection of strategy,**
- **action and control/changes, adjustments (Piñeiro-Otero, & Martínez-Rolán, 2016, p. 40).**

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https://terakeet.com/blog/digital-marketing-plan/ | Create a digital marketing plan.

Image Title: Digital Marketing
Source: pixabay.com

To create an effective digital marketing plan, an organisation needs to:

- monitor its *keywords, competition and sector*,

- assess its *web positioning*,

- evaluate its *social networking* practices (Piñeiro-Otero, & Martínez-Rolán, 2016, p. 41).

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Image Title: Internet
Source: pixabay.com

A digital marketing strategy efficiency can be maximised through the use of:

- *Owned media* **(unique and controlled corporate channels)**

- *Earned media* **(word of mouth)**

- *Paid media* **(paid displays, ads, retargeting techniques, promoted social media visibility, paid reviews, etc.)**

  (Piñeiro-Otero, & Martínez-Rolán, 2016, p. 45).

Social media marketing is increasingly popular thanks to the wide range of platforms and user satisfaction potential:

- **General social networks (like Twitter, Facebook, etc.),**
- **Audiovisual platforms (like YouTube, Vimeo, etc.),**
- **Image platforms (like Instagra, Flickr, etc.)**
- **Specialised platforms (e.g. LinkedIn)**
- **News or bookmarking websites (like Digg or Delicious)**
- **Blogs**
- **Wikis**
- **Etc.**

Goal setting in digital marketing follows SMART criteria: Specific/Measurable/Assignable/Realistc/Time-related (Piñeiro-Otero, & Martínez-Rolán, 2016, pp. 42-43); it also targets Visibility, Sales, and Loyalty (Piñeiro-Otero, & Martínez-Rolán, 2016, p. 50). To that effect, marketing and planning processes thoroughly study audiences and communication channels, before defining the content of a strategy.
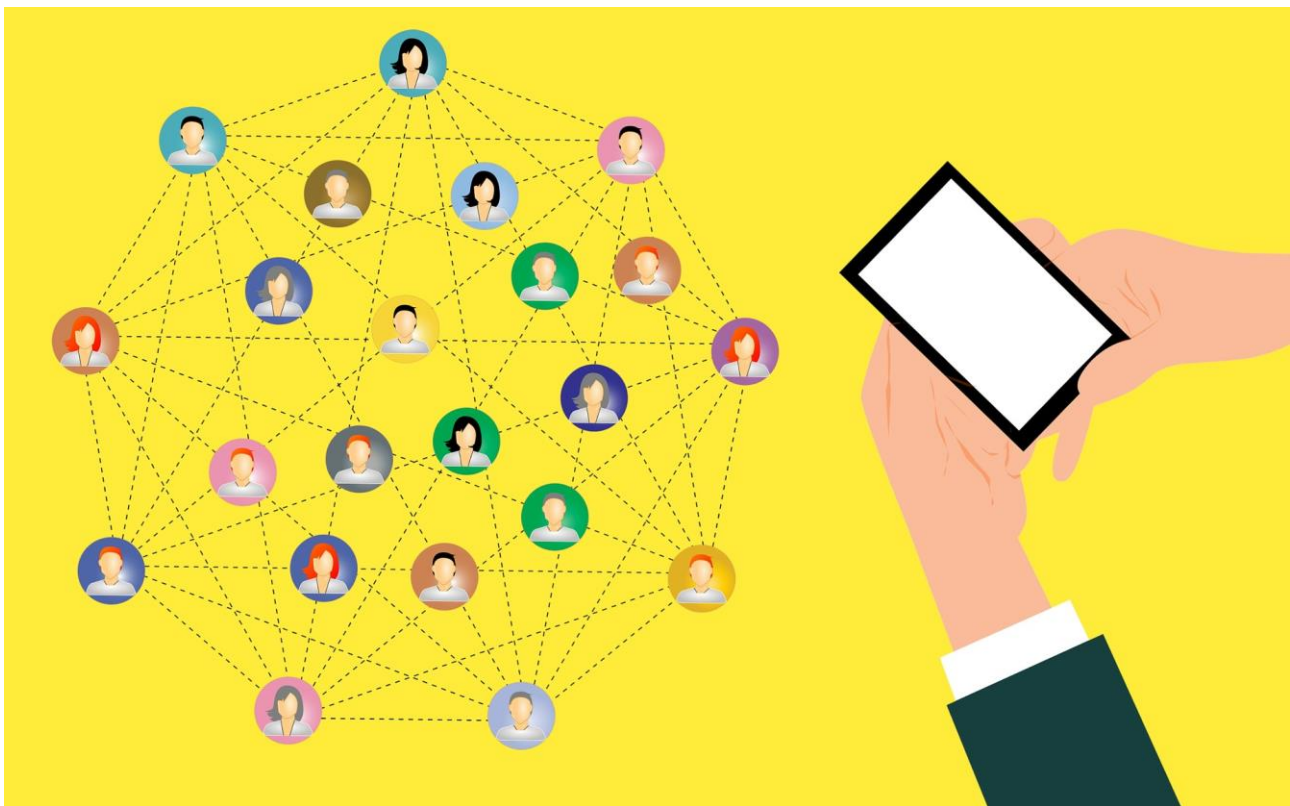
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Image Title: Network
Source: pixabay.com

Content Marketing: "actions to create and disseminate relevant and useful content to raise interest in the audience and attract them;"

Content Curation: "the process of collecting, selecting, organising and adapting the relevant information" (Piñeiro-Otero, & Martínez-Rolán, 2016, pp. 50-51).

Content Management System (CMS) is the software used to organize, treat, and publish content online (Piñeiro-Otero, & Martínez-Rolán, 2016, p. 64).

Competitions: "tools to promote an organisation's presence on social media, especially during product launch" (Piñeiro-Otero, & Martínez-Rolán, 2016, pp. 50-51).

Measuring the outcomes of digital strategies entails:

- **basic audience metrics**

- **amplification/scope measuring**

- **engagement metrics**

- **monitoring influence**

- **interaction metrics (Piñeiro-Otero, & Martínez-Rolán, 2016, p. 52).**

**Image Title: Board
Source: pixabay.com**

SEO vs. SEM

SEO stands for search engine optimisation and refers to a "set of techniques applied on a website—structure, code, content and links—to improve positioning in the organic results of a concrete browser," whereas SEM stands for search engine marketing and refers to a "publicity system of a browser offering users ads that are related to their search terms" (Piñeiro-Otero, & Martínez-Rolán, 2016, p. 65).

Keywords

Keywords are terms or phrases used when searching on the Internet. To find high-ranking keywords and trending searches, learners can use such tools as Google Trends, Google AdWords, and Keyword Planners so as to maximise the effect of SEO and SEM techniques (Piñeiro-Otero, & Martínez-Rolán, 2016, pp. 68-70).

Branding

"Branding is the perpetual process of identifying, creating, and managing the cumulative assets and actions that shape the perception of a brand in stakeholders' minds" (Dandu, 2015).

- Branding is critical to any business, as it can shape perceptions, drive new business, and increase business value -if it is effectively performed.
- Branding falls into the category of "common sense" marketing tactics, in so that it does not need expensive measures to affect consumer behaviour; rather, it relies on careful considerations of what drives the market and of how consumers act, react, and interact with a brand's environment.

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- **Effective branding creates trust within the marketplace and** makes all the difference "between *intent* (considering to buy) and *action* (making the purchase)" **(Dandu, 2015).**

Image Title: Businessman
Source: pixabay.com

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Marketing strategies regarding branding take all brand elements into account, including a brand's logo and overall visual identity, with the scope to raise brand awareness.

Building brand awareness is making a brand recognisable and popular, following some basic steps:

1. Defining your *business scope and goals*, your *market* and your *target audience*, based on what it is that you can offer as a competitive advantage.
2. Researching and deeply understanding your *competition*
3. Choosing the appropriate *communication channels* and cultivating *interactivity* (Parlov et al., 2016, p.140).

Brand awareness requires strategic activities for product homogenisation, distribution, promotion, financing and risk taking (Parlov et al., 2016, pp.141-142).

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Image Title: Rubber-Stamp
Source: pixabay.com

Visual Identity

Visual identity is "*all the imagery and graphical information that expresses who a brand is and differentiates it from all the others*" (Levanier, 2020). Accordingly, visual identity aims at:

a) Creating an emotional impression

b) Informing about the brand and the products/services offered

c) Unifying different aspects to create consistency

(Levanier, 2020).

Visual identity creates meaning via *graphics, typography, colour palettes, imagery, and physical brand assets* (where applicable). It includes:

▪ logo and brand designing,

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- advertising techniques,
- web and digital design

(Levanier, 2020).

To design an effective visual identity the following elements are essential:

a) Clear definition of brand identity (strategy/mission/core values, etc.).

b) Basic knowledge of graphic design and visual communication principles.

c) A compelling story that will attract and retain attention.

d) Clearly stated messages/ideas/stories.

e) Brand consistency balanced with brand differentiation to maintain a competitive advantage.

Image Title: Can-Coca-Cola
Source: pixabay.com

Success story: The Coca-Cola brand.

https://www.britannica.com/topic/The-Coca-Cola-Company

The Coca-Cola brand was created in 1892 and has since become famous worldwide. Through various changes and adjustments, the brand differentiated itself from its competitors and linked itself with a particular 'look and feel'. Apart from a delicious product, the brand used distinct packaging, specific colour palette and specific typography to create and sustain a powerful and unique visual identity. With its marketing and communication techniques, its strategically formed and transformed visual identity, as well as its overall *brand culture*, the Coca-Cola became *the largest beverage company in the world* (Chu, 2020, pp. 96-100).

3.   Assessment

3.1   Knowledge assessment

Question 1(multiple choice or true/false): Digital marketing plan goals must be SMART \9Specific/Measurable/Assignable/Realistc/Time-related)
[True] [False]

Question 2 (multiple choice or true/false): A Social Media Plan is related to:
[a marketing plan] [a budgetary analysis 2] [none of the above 3]

Question 3 (multiple choice or true/false): Search engine ads are also known as SEO.
[False] [True]

Question 4 (multiple answers correct): This is a useful app for selecting keywords:
[Google Trends] [Google Keyword Planner] [Google Docs 3] [Google Pay 4]

Question 5 (multiple answers correct): Branding can:
[shape perceptions] [be very expensive 2] [alter the quality of services 3] [increase business value]

Question 6 (multiple answers correct): Digital marketing strategy efficiency can be maximised through the use of:
[Google apps 1] [unilateral communication channels 2] [owned or earned media] [paid media]

Question 7 (multiple answers correct): CMS is:
[the acronym for Communication Studies 1] [a coding language 2] [the software used to organize, treat, and publish content online] [an app that allows multiple users to create and edit web content]

Question 8 (matching): Match the terms with their definitions.
Term 1 Brand identity: All the visual and non-visual that differentiate a brand from its competitors.
Term 2 Digital marketing: Marketing strategies using digital technology trends to advertise and promote businesses.
Term 3 Visual identity: Any imagery and graphical information used to present and differentiate a brand from all other brands.

Term 4 SEO: Search Engine optimization techniques that improve positioning in organic results.

Term 5 SEM: Search Engine Marketing that offer ads related to search terms.

Question 9 (matching): Match the concepts with their explanations.

Concept 1 Interactivity: The result of digital strategies linking several communication means and channels to increase user engagement.

Concept 2 Brand awareness: It is built when marketing strategies make a brand recognisable and popular.

Concept 3 Trust within the marketplace: Is measured by the clarification of the gap between *intent* (considering to buy) and *action*.

Concept 4 Situational analysis: A full-on analysis of a brand and its dynamics (mission/vision/values/SWOT/target audiences,etc.)

Concept 5 Competitive advantage: All the factors that make a brand better than its competitors.

Question 10 (matching): Match the problems with their solutions.

Problem 1 Low visibility: Invest in active and effective Web presence

Problem 2 My logo is not memorable: Redesign your visual identity and your logo

Problem 3 I am not sure how my clients will feel when they navigate my website: Reconsider your branding and visual identity and use metrics to study user expectations.

Problem 4 Weak brand awareness: Establish strategic adjustments for product homogenisation, distribution, promotion, financing and risk taking.

Problem 5 My clients are confused about my brand culture: Use clearly stated messages and enhance user engagement.

3.2 Skills assessment

I need to promote my tourism product. How can I increase my brand visibility?

Answer? Digital marketing strategies can raise brand awareness in all the channels that are used for the distribution of tourism products: the Internet, global distribution systems (GDS), reservation systems, consortiums, agencies, and so on.

4.   References

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