

- Modern Digital Marketing is much beyond a web-based digital product catalogue, order fulfillment system and points exchange system.
- Digital Marketing is also:



- Understanding Your Customers
- Marketing Optimization



- Multiple Channels
- Channel Interaction



- Building Community
- Social Tools
- Additional Impact



- Building a long-term relationship with the customer



Engage 2.0

building a long-term relationship with the customer

- **Loyalty: beyond collecting the points** (reward – experience – brand)
- **Word of Mouth: beyond the ‘tell a friend’** (social tools – widgets - social space)
- **Cross Selling: beyond the recommended purchase** (other items in the same category – customers who bought this also bought... – quick adds – looks good with... – complete the look – bundles – recently viewed – recommended for you – customer rated matches)
- **Personalisation**
- **User Innovation**
- **Quality Search**
- **Rich Application Interface**
- **Ethical and Green**
- **Customer Experience Management**



- Establishes expertise in specific domain
- Human voice and personality
- 2-way dialogue
- Great Search Engine Optimization
- Inexpensive
- Trackable (via RSS)
- Promotes Viral Marketing



Prevent crisis

- Learn about negative voices before they break into mainstream media



Understand target audience (TA)

- Truth from the "horses mouth"
- About brand, product, campaign



Engage TA with brand & product

- Generate positive word of mouth
- Encourage debate
- Participate in debate



Build brand advocacy

- Unfiltered experiences sharing of real people
- Provide feedback & education



Generate Leads

- Respond to online discussion with targeted offers



Monitoring & Analysis

- Social media monitoring trial
- Daily Alert
- In-depth Monthly / Quarterly report



Buzz Building

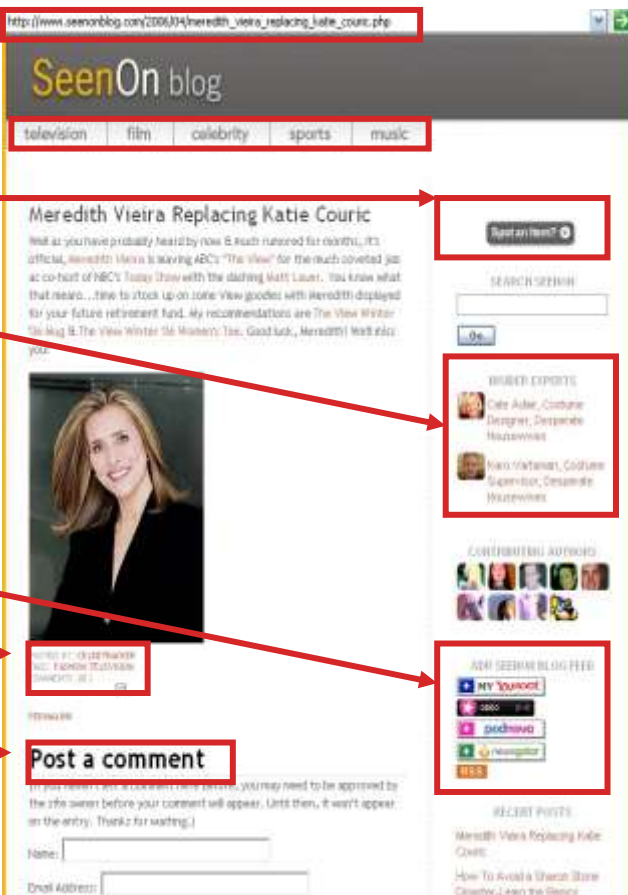
- Social Media campaigns
- On BBS & Blogs
- On UGC sites



Social Commerce

- Design offer
- Place and track

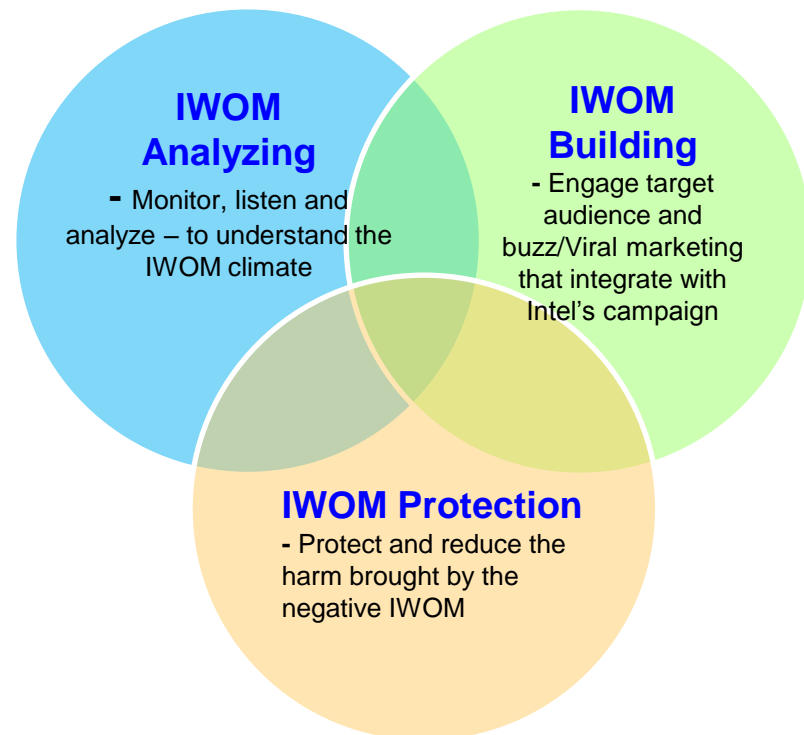
The New New Thing in Blogging

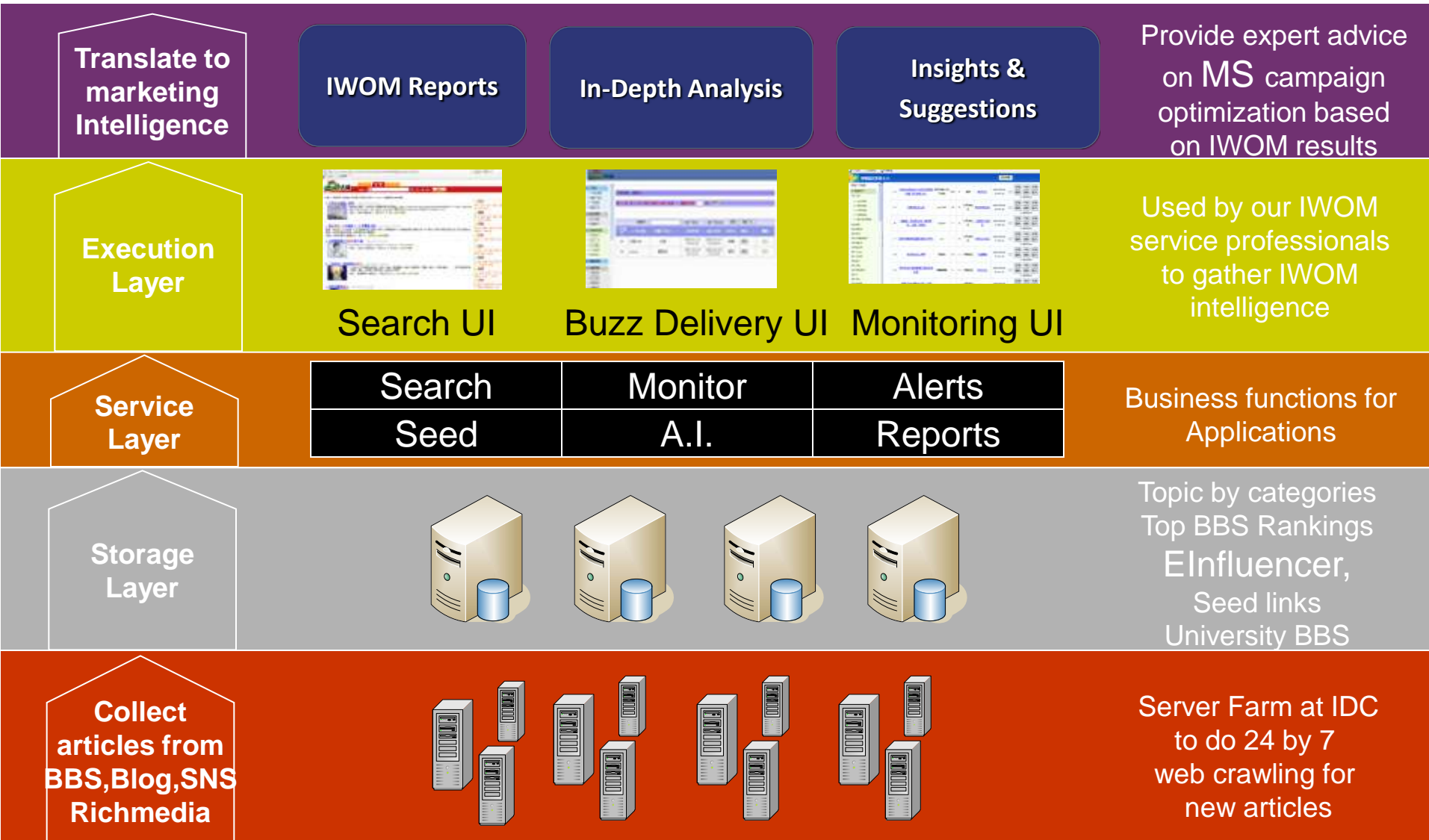


Annotations on the blog post:

- URL Optimized**: Points to the URL `http://www.seenonblog.com/2006/04/meredith_vieira_replacing_katie_couric.php`.
- Advanced Web Roll-over Navigation**: Points to the navigation bar with categories: television, film, celebrity, sports, music.
- Viral Component**: Points to the 'Report this item?' button.
- Domain Expertise: Insider Info**: Points to the article content and a sidebar section titled 'BLOGGER EXPERTS'.
- 1-click RSS Syndication**: Points to the RSS icon in the sidebar.
- Social Tagging**: Points to the 'Social Tagging' section in the sidebar.
- 2-way Dialogue**: Points to the 'Post a comment' section at the bottom.

IWOM Approach





Basic - Promotion

- A free gift of 80 dollars for those **who purchased Estee Lauder over 29.5 dollars**
- A free gift of a formal cleaner for those **who purchased over 55 dollars**

Middle - Interaction

- The new Estee Lauder essence with special moisture will be launched in the global synchronization !
- If you want to experience free new ANR of Estee Lauder, please login the official Estee Lauder website to participate in the activities and get the chance to win the free product!

High - IWOM

- Compare the ads with the WOM of the netizen
- The WOM summary
- The WOM assessment
- **Positive WOM**
keywords: **moisturizing but not greasy**
- **Negative WOM**
keywords: **high price**

