

- 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



## Channel 2.0

### One customer, one seller, multiple channels

- On-line store
- Call centre
- By mail
- Mobile commerce
- Department Store / Supermarket Exclusive Counter
- Manufacture Exclusive Shop
- Specialty Store
- Professional Channel

→ Link to 3.1

→ Link to 5.4

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→ Link to 5.4

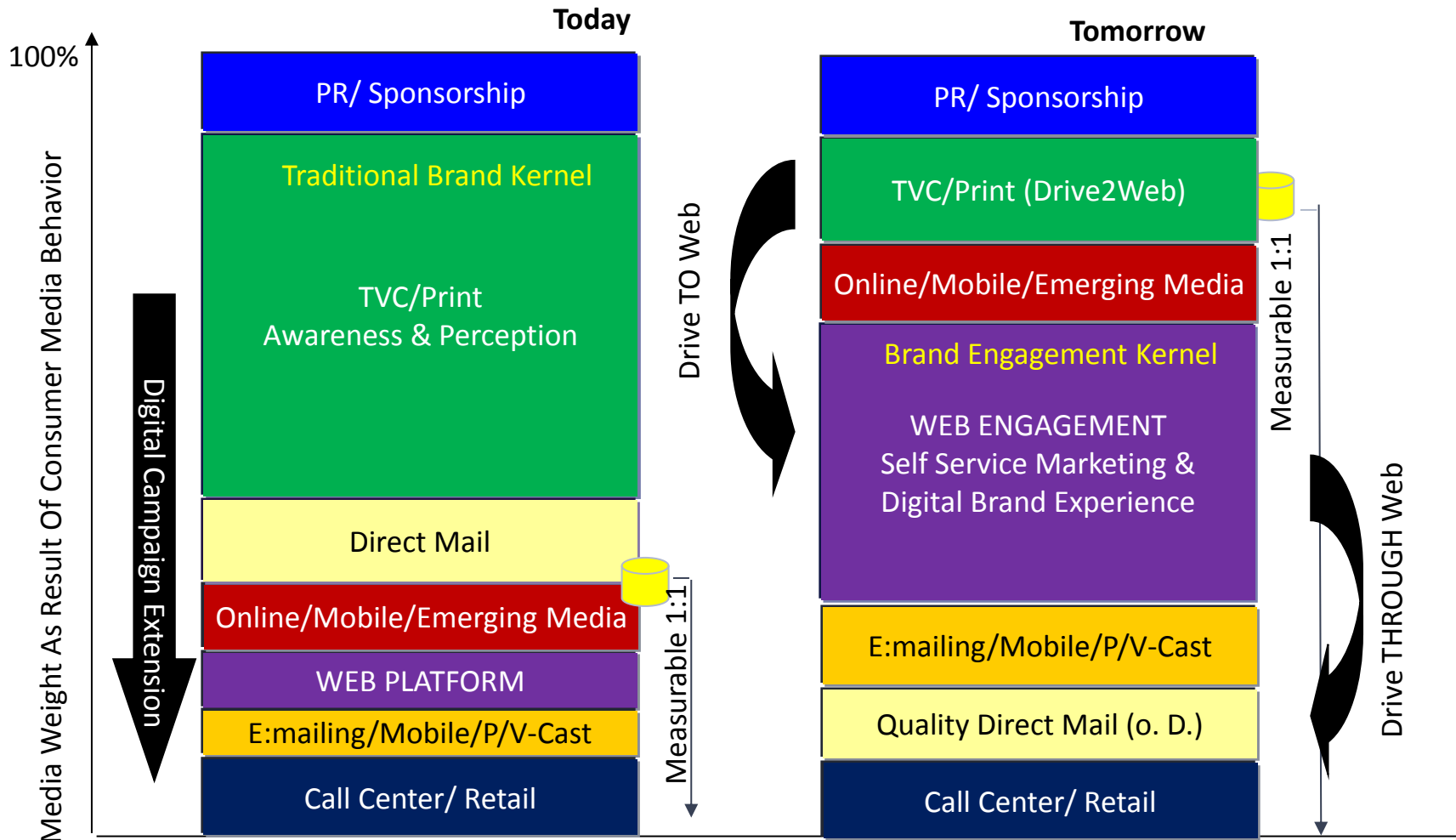
### Channel interaction

- Pricing
- Promotions
- Order fulfilment
- Returns
- Real time delivery checking

→ Link to 3.1

→ Link to 3.1

→ Link to 3.1



Need to Shift Balance to Customer Experience Reality  
**Consumer In The Middle, A Consumer-driven World**

Push  
Messages



Pull  
Messages



Most of focus on outbound

Self Service Assets

.com



Phone



Search



Events



Retail

