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## DIGITAL MARKETING

# Workshop 'Digital Innovation and Digital Marketing'

Panayiota Constanti – Center for Social Innovation



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# What is Digital Marketing?

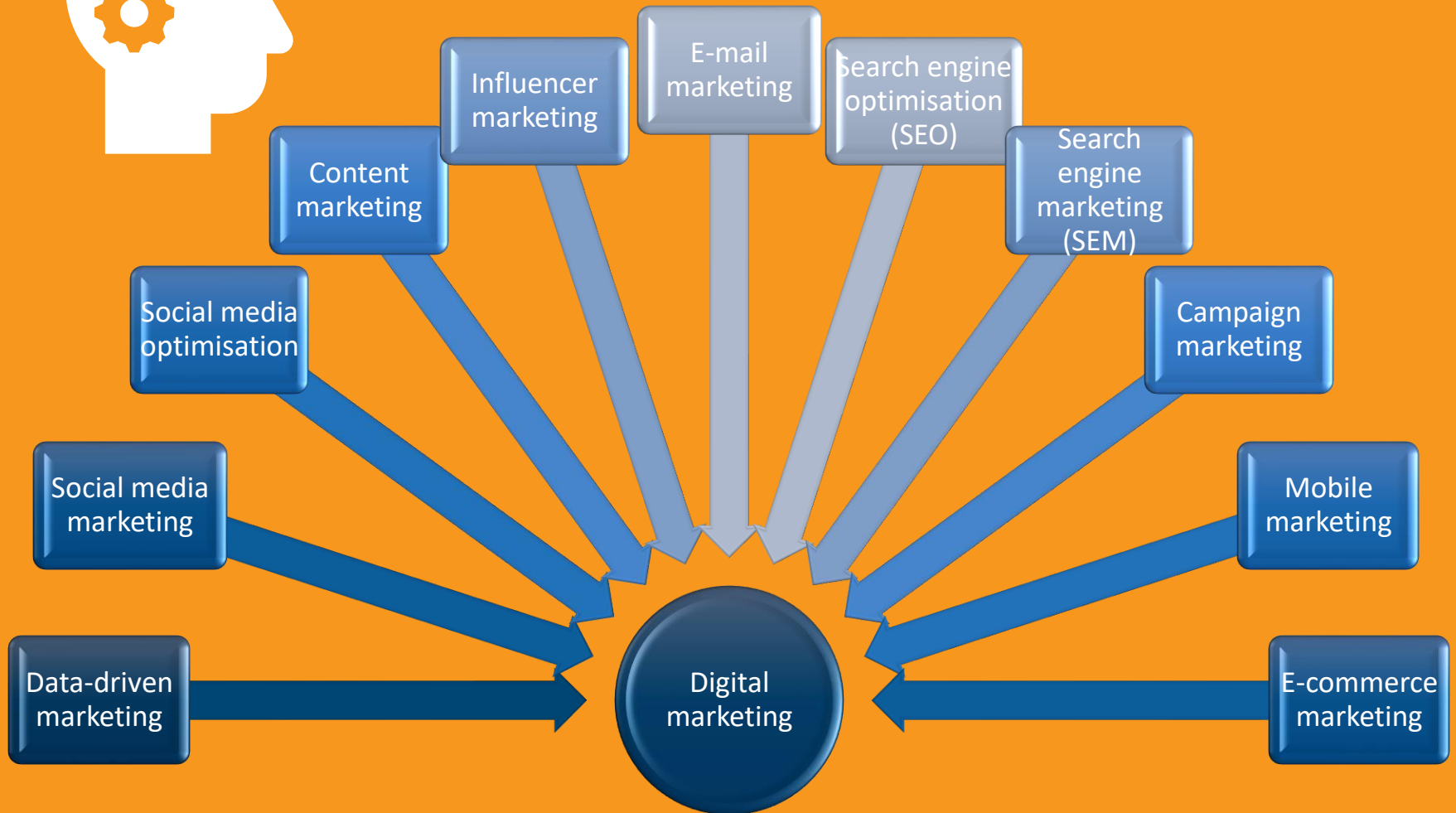
- 👍 Digital marketing makes use of **technology, the internet** and **new media**
- 👍 By using the opportunities offered by digital channels, marketing campaigns can **reach a global level** and thus **reach more people**
- 👍 **New ways of advertising are needed**, how businesses are **communicating** with customers has changed, especially as **social media** evolves.



***"Marketing is no longer about the stuff that you make, but about the stories you tell."***

*Seth Godin  
(US American author and entrepreneur)*

# Areas of Digital Marketing use



# Activity



## Which areas of digital marketing should I use?

Use your existing business or product or imagine one! Which areas of digital marketing will you use and why?



# Benefits of Digital Marketing

- Reach large audiences → **Global campaigns**
- **Personalisation** of campaigns: tailor-made offers (sales advantages)
- **Measurable results** in real time
- Enhanced business **reputation**
- **Observation** of competitors
- **Cost efficiency**
- **Involvement** of consumers
- Greater **brand development** and **image building**
- Easy **change of strategy**
- Increased **competetive chance** for small businesses



# Challenges of Digital Marketing

- **Time-consuming**
- A need to continuously **stay on track** with updates & platforms
- Higher **transparency of pricing** and increased **price competition**
- **Global competition**
- **Dependability** on technology
- **Security and privacy** issues
- **No face-to-face** contact, **no direct** sales



# Activity



## The success and the challenge!

Use the same business/product example of the previous activity and list possible successful outcomes of your digital marketing and the challenges you may face!

How would you sustain your success and improve the challenges?



# Types of Digital Marketing Strategies

## Push Marketing Strategy

Content is promoted to consumers, **regardless of their desires or orders.**

- Social Media
- Newsletter
- E-Mail
- Paid Advertising

## Pull Marketing Strategy

It refers to **brand building**. The consumer is attracted to the brand, providing it with useful / interesting content

- Internet
- Blogs
- Share content
- Share expertise



# Activity



## Which marketing strategy should I use?

Push or Pull Marketing for my business? Why did I choose the specific one? What are the pros and cons of my chosen strategy?





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