

Summary Digital Marketing Essentials

Chapter 1: Digital Marketing & Culture

Changed world:

Before internet:

1. Buy by availability and recommendation
2. Rely on information from ads
3. Buy a recommended product

After internet:

1. All information found on internet
2. Ask friends through social media
3. Less important purchases influenced through traditional marketing or POS (point of sale)

The new normal:

- Constantly connected
- New singularity: consumer's life information stored on one portable device
- All information freely available
- Personalization continuously grows

Top of mind: first thing you think of

Digital culture: how technology & internet shape the way we interact as humans. How we behave, think & communicate within society.

Digital transformation: a changed view of customer experience, business models and processes.

Goal: find new ways to digitally deliver value, generate revenue and improve efficiency

Digitization: analog info & docs → digital

Digitalization: integrating digital tech into existing business processes.

Digital marketing: connecting with customers through technology (email, geolocation, mobile marketing, social media,...)

→ Having conversations with customers instead of just talking to them

ADVANTAGES:

- Time-sensitivity
- Cost-effectivity

Marketing Essentials Chapter Summaries

Daniela Niemeyer



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