

ENTER  FOR ALL

Digital Marketing

Webinar 2

July 13



Digital Marketing

In Webinar 2, the principles of digital marketing will be introduced, defining its main concepts and presenting its operation.

The module also includes a hands-on activity that will encourage all participants to do an analysis of the digital market before creating digital content.



Objectives



Understand what digital marketing is and how to use it.



Be able to identify the advantages and disadvantages of creating and nurturing companies' online presence.



Understand the foundations for creating a digital marketing strategy based on the needs, vision and capabilities of the company.



Develop skills to create online content and maintain online visibility.

Content

- I. *What is it to be an entrepreneur?*
- II. *Traditional entrepreneur*
- III. *Digital Entrepreneur*
- IV. *What is marketing?*
- V. *Marketing Digital*
- VI. *Activity: Digital Marketing Plan*
- VII. *Guest Presentation*
- VIII. *Q&A with the Guest*



Webinar 2

Digital Marketing

Who is an entrepreneur?

There are many definitions of "entrepreneur," many of which explain the term in the context of an individual exhibiting entrepreneurial behavior.

An entrepreneur is typically seen as someone who engages in the process of discovering, evaluating, and exploring opportunities that lead to value creation (Shane and Venkataraman, 2000).



Entrepreneurial skills?

Being an entrepreneur is the defining characteristic of an entrepreneur whose dreams are bigger than his resources.
(Pirchot, 1985)

Being an entrepreneur requires creating value and entails embracing the uncertainty that is at the heart of discovering, evaluating, and exploring opportunities.

(Soltanifar 2016)



Proactivity



Innovation



Risky decision-making

Entrepreneurial mindset?

According to the cognitive psychology literature, a mindset represents the cognitive processes activated in response to a given task (French, 2016).

As such, a mindset represents the sum of our knowledge, including our beliefs about the world. Through our mindset, we determine how we receive and react to information.



Entrepreneurial mindset?



Fixed Mindset

- Capabilities are pre-established.
- For example, individuals with a fixed mindset believe that their intelligence is a static trait. (Van Tongeren and Burnette 2018)

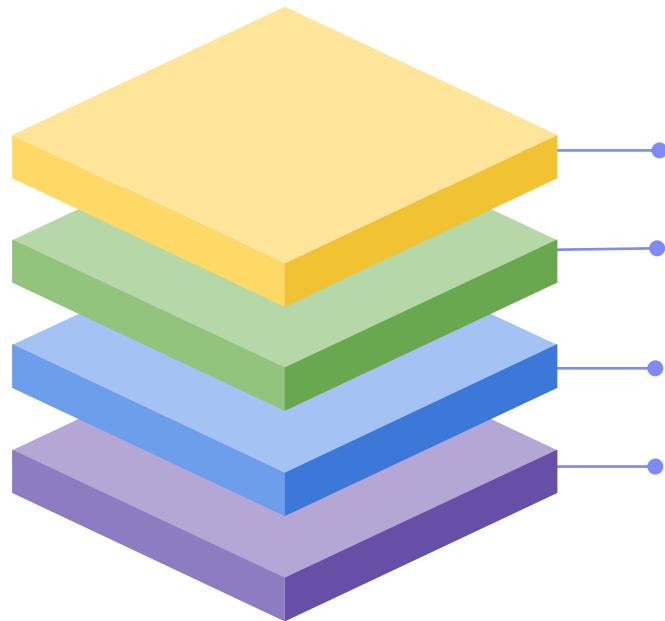


Growth Mindset

- The growth mindset believes that skills and capabilities can be developed.
- People with a growth mindset believe they can change through hard work. However, it is essential to point out that a mindset can change. (Dweck & Yeager 2019)

Digital Entrepreneurial Mindset (DEM)

The inclination and ability to discover, evaluate and exploit opportunities while adopting digital technologies faster than a regular entrepreneur.



Discovery of new digital opportunities

Analysis of current products and services in the target market and the role of digital technologies in their delivery

Considering customer needs and identifying how digitizing current products and services can improve a company's ability to meet customer needs.

Understand current business models



Digital Entrepreneurial Mindset (DEM)

Digitalisation means the integration of digital technologies into everyday life and all its activities. From an entrepreneurial-minded perspective, it's about transforming interactions, communication, business functions and models into a digital form in order to seize emerging opportunities.

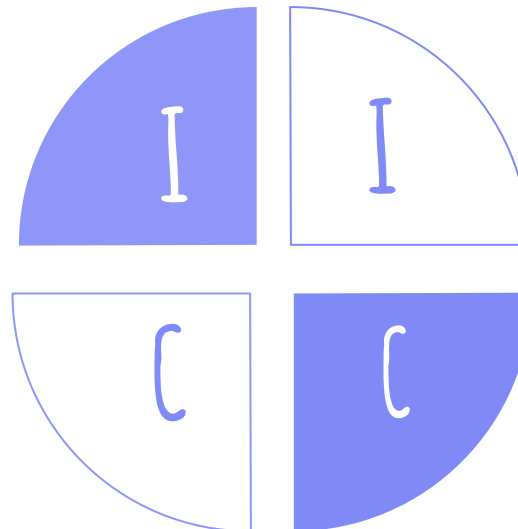
(Vial, 2021)

Information

As competition moves from a physical plane to a virtual plane in which information flows more freely, the barriers to market entry become less significant.

Communication

Digital technologies have a profound impact on the behavior of consumers who have ubiquitous access to communication capabilities



Computer science

Computing provides, according to demand, elastic resources that do not need to be provisioned, managed and maintained by people.

Connectivity

It enables new forms of collaboration between networks of diverse actors.

Digital Entrepreneurial Mindset (DEM)

Digital entrepreneurs have many differences from traditional entrepreneurs, with the main criteria for differentiation being products, marketing activities and the workplace:

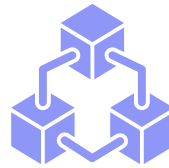
(Hull et al., 2007)



Question



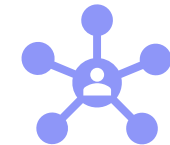
Observe



Associate



Experience



Networking

Characteristics of a Digital Entrepreneur

(Santos & Torkomian, 2021; Pereira & Bernardo, 2016)

**Innovation
Management**

**Communication
Skills**

**Trend
identifier**

**Industry and Niche
Markets Analyzer**

**Dominic of
technologies**

**Identifier of
consumer needs**

1

2

3

4

5

6

The relevance of the digital "world"

Every minute...

400 hours of video are uploaded to YouTube

216,000 photos are published on Instagram

2 083 333 minutes are used for Skype calls

347 222 Tweets are published

1 389 Uber are used

142 361 111 Emails are sent and received

50 200 mobile applications are downloaded

2 400 000 searches are made on Google

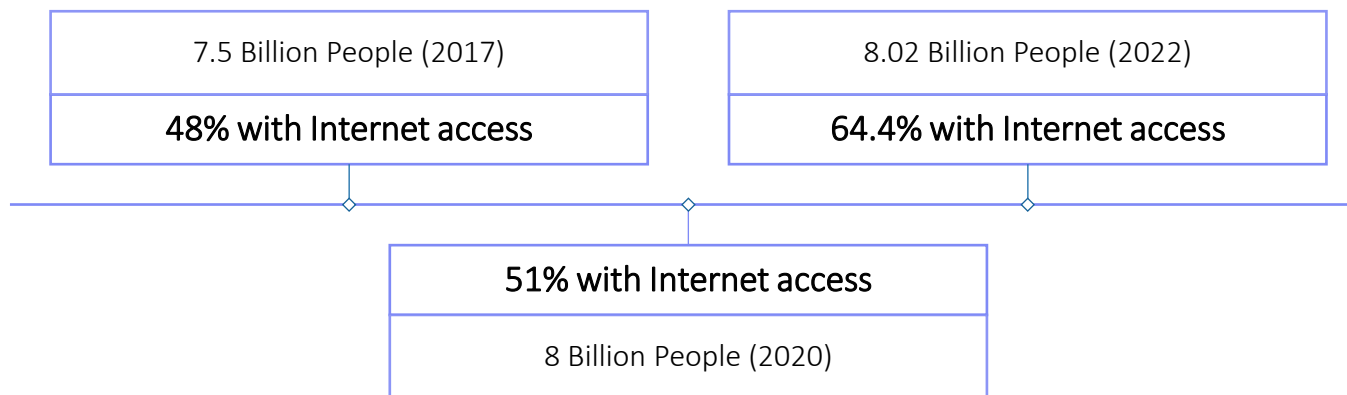


The relevance of the digital "world"

In the last 3 years, more than half the world has been on

The COVID-19 pandemic has accelerated the process of digitization in the various social aspects.

However, 2.7 billion have never had access to the Internet.(ONU, 2022)



The relevance of the digital "world"

Principles of Automation and Expansion

- *Content scanning*
- *Digitalization of processes*
- *Digitization of procedures*



Definition

Traditional marketing refers to marketing that uses traditional or pre-Internet channels, such as television, newspapers, magazines, posters, banners, radio, etc., in order to reach the customer. These channels are an instrument of unidirectional and local communication.

Digital marketing is the marketing of products or services using digital channels to reach consumers through the promotion of brands using various forms of digital media. It includes mobile phones, social media marketing, on-screen advertising and search engine marketing that does not require the use of the Internet.

(Boone et al., 2019: 346)

MARKETING

Administrative and social process by which individuals and groups obtain what they need and desire, through the creation, supply, and exchange of products and value for others. (Kotler, 2003)

MARKETING DIGITAL

Use of electronic tools and channels to expand the relationship between organizations and customers, in order to respond to the needs and demands of the Market. (Cruz, 2014)



Marketing Strategies

A marketing plan consists of two essential steps:

Study and analyze the target markets;

Choose between them;

Use different marketing strategies to meet the needs of the chosen market.

(Boone, Kurtz and Berston, 2019)



B2B (Business 2 Business) – Good/service transacted to be used, directly or indirectly, in the production of a product/service of another organization.



B2C (Business to Customer) – Good/service marketed to the end user

Marketing Strategies

(Boone, Kurtz and Berston, 2019)

Product



Promotion



Price



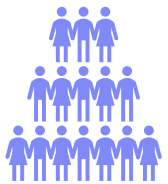
Distribution





How do I find out which are the best customers for my business?

Market Segment

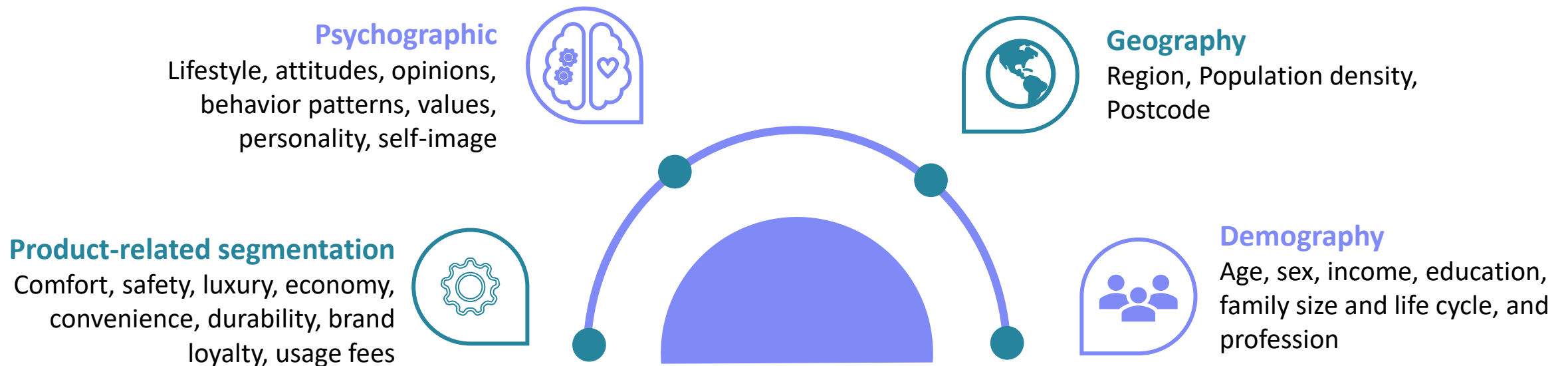


Criterion	Example
A SEGMENT MUST BE A MEASURABLE GROUP	Data on the amount in dollars and the number of purchases made by university students may be collected.
A SEGMENT MUST HAVE ACCESS TO COMMUNICATION CHANNELS	An increasing number of older people are using the Internet, so they can be contacted through Internet channels.
A SEGMENT MUST BE LARGE ENOUGH TO HAVE PROFIT POTENTIAL	In a small community, a store that sells only oversized shoes may not be profitable. Similarly, a specialized retail chain cannot locate itself in a small market.

Boone, Kurtz and Berston, 2019

Market Segment

Methods of segmentation of consumer and business markets.






Strategies and Tools



Strategy / Tool	Explanation
CONTENT CREATION	Develop, publish and promote content to the target audience in order to increase brand awareness, increase traffic, generate contacts, etc.
INBOUND MARKETING	The process of helping potential customers find your business, through social media, branding, content marketing, etc. It involves attracting and converting customers.
SOCIAL MEDIA MARKETING	It's the process of promoting your brand on social media platforms like Facebook, Twitter, Instagram, LinkedIn, etc. This helps build brand awareness, attract traffic, and generate leads.
PAY PER CLICK (PPC)	This is an advertising model, usually used to drive traffic to the site, in which the advertiser pays the publisher a certain amount each time the ad of the advertiser's company is clicked. You may have already seen ads on Google and Bi search results pages

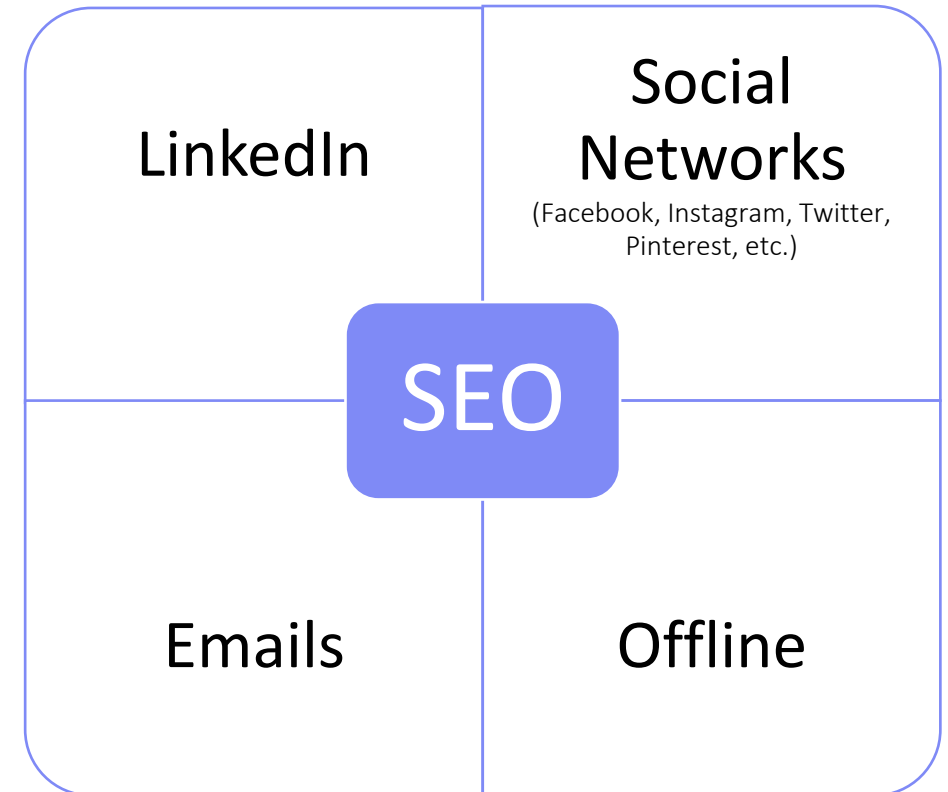
Strategies and Tools

Strategy / Tool	Explanation
 MARKETING DE AFILIAÇÃO	This is a practice of promoting the offers of other companies on your site and obtaining a share of the profits for each sales conversion made through the site.
 NATIVE ADVERTISING	A form of advertising that resembles the type and function of the medium in which the ad is displayed. They have this name because the customer may not be able to identify that it is an ad, since they would combine the ad with native or unpaid content. "Sponsored ads" on Facebook or Instagram are a common example of this type of ads.
 AUTOMATIC MARKETING	A software designed to effectively perform marketing functions on multiple platforms and automate repetitive tasks such as email messages, etc.

Search Engine Optimization (SEO)

What is going on?

- Ways to optimize your site to rank first in search results. In this way, it increases the organic traffic to the site.
- Keyword strategy and optimisation are not only important to implement on the website, but should be multi-channel.
- In addition to optimizing the experience for desktop users, make sure you focus on optimizing for phones and tablets, as well as other media.



Digital Entity

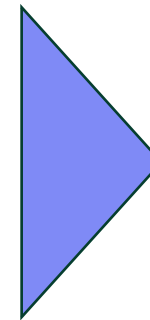
Identity is "the articulation of what an organization is, what it represents, what it does, and how it relates to its activity (especially how it relates to stakeholders, customers, and the surrounding environment)." (British Standard Institutions)

Offer and communicate in a clear and relevant way corresponding to the customer's need.

Build trust by delivering on customer need

Drive the market and continuously seek to improve

Looking for more innovation advantages beyond the family environment



Success of the Digital Entity Strategy

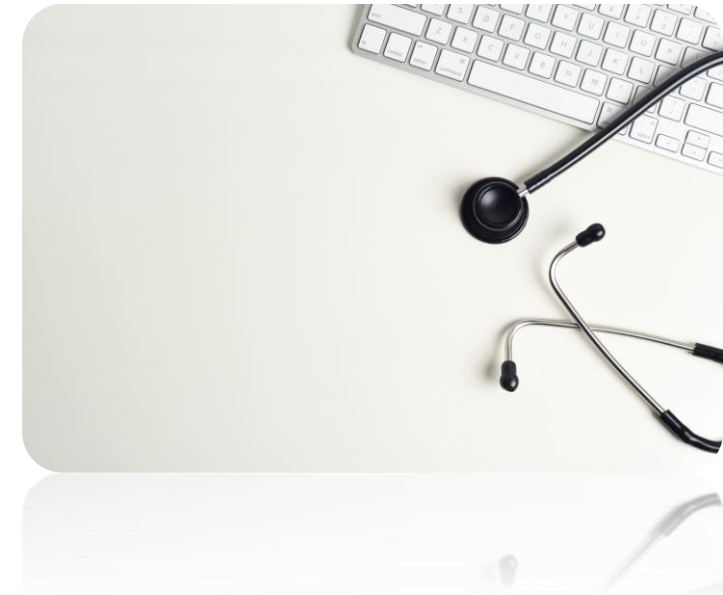
(Morabito, 2014)



Digital Marketing Plan

Digital Marketing Plan

- A digital marketing plan is a strategic document that defines the goals, objectives and strategies of a company or organization for its online marketing activities.
- Describes the tactics and digital channels that will be used to reach the target audience, promote products or services, and achieve the desired results.
- Essential to guide the company's actions on the internet, maximizing the impact of marketing activities and helping to achieve the desired results.
- It allows a strategic and coherent approach, as well as providing a clear roadmap for the implementation and monitoring of online marketing activities.



OBJECTIVE

What are the goals and metrics?



- Contextualize your plan and explain how it fits into your organization's strategic objectives.
- Example: "I think X will do Y, and I'll know I was successful when Z."

CUSTOMER SEGMENT

Who will it be for?



- Important details about your target audience.
- Such as age, function, sector and location.
- You can use personas or user stories you've already created.

COMPETITION ANALYSIS

What is the race doing?



- Add information about your main competitors.
- Include key differentiating factors, messaging strategies, slogans, etc.

PUBLICATION

What to publish?



- Write a brief description of your product
- Write a brief positioning statement
- Write a detailed position statement



OBJECTIVE

What are the goals and metrics?



CUSTOMER SEGMENT

Who will it be for?



COMPETITION ANALYSIS

What is the race doing?



PUBLICATION

What to publish?



Make the planning of a short Digital Marketing plan and understand what your strategies and level of risk.



MISSION

What's your Why?



BUSINESS OBJECTIVES

How will you achieve the Mission?



INCOME PROJECTION

How will you make money?



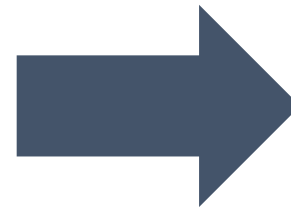
COST PROJECTION

What expenses will you incur?



PERSONAL GROWTH

How are you going to invest in yourself?



Use it to define the creation of the 4 Ps of Marketing
Keep it simple — and then fine-tune the details, projections, and changes as needed.



ACTIVITY 1

4 Strategic Marketing Ps

Estratégias de Marketing

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ACTIVITY 2

QUIZ

Click on the following LINK
<https://www.menti.com/alv9ear5j1q3>

OR

1. Go to www.menti.com
2. Enter code 2770 3362

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Business Development Training and Support for
Non - Native Small Business Owners



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