MKTG 579: Digital Systems & Strategies

Winter 2020

OVERVIEW: BIG PICTURE

Consumer expectations regarding brand communication has evolved dramatically since the launch of the internet. Today's consumer expects a cohesive, informed communications stream from companies with whom they consider investing their time, money and trust. Digital communications, however, are built on technology that is a series of stand-alone systems that require effort and knowledge to interconnect and provide that expected unified communications stream.

This digital marketing class is designed to give you the framework for understanding how these systems work, how they connect and what questions you should be asking to build the best program for your particular business objectives. Classes are lecture driven but conversation focused. The assignments, readings and deliverables are selected to give you a mix of executive level vision as well as some nuts and bolts technical appreciation.

The course has been developed around three key pillars:

- **Digital Systems** - Google is just one of 1,000's of digital touch opportunities. We'll dive into the major categories of systems and discuss how to connect them for campaign optimization, cross-lifecycle communication, testing, optimization and attribution measurement.
- **Touch Strategies** - Business objectives drive your marketing strategy including the role of digital. We will dive into multiple touch strategies including the P.O.E.M. Model, Customer Lifecycle Journey Mapping and B2B/B2C approaches that best map back to your original business objectives.
- **What is Possible** – Virtually every business has an objective that can be supported with digital communications. Virtually every person's journey can be influenced by digital communications. I want to give you the perspective of what is possible with digital communications to impact the customer experience that moves the needle on the performance of your business.

Today's marketer MUST create strategy built on technology + data to drive their programs forward.

Week One - January 7th, 2020

- Course Introduction, Assignments and Expectations

- 7 P's of Digital Marketing
- Keys to Digital Marketing Success
- Digital Marketing Ecosystem & Connectors
- **In-Class Activity:** Sign-up for Team Topic Presentations

Week Two - January 14th, 2020

- **Guest Presentation:** Ted Sfikas - Tealium - The Privacy Paradox
- **Team Topic Presentation:** Privacy vs Personalization - Will consumers ever stop giving up their personal data or is the benefit of free too much?
- Getting Identity Right
- Online Privacy & Tradeoffs
- Your Personal vs Digital Profile
- Combining Offline with Online Data
- **Team Topic Presentations:** Is it Important to Combine Offline and Online Communications in the Customer Journey?
- Customer Journey Touch Strategy
- Customer Journey vs Customer Experience Marketing

Week Three - January 21st, 2020

- **Individual Assignment Due: Webpage Development**
- **Team Topic Presentation:** How Do You Select the Right KPI's for Your Digital Strategy
- The Role of Websites and Mobile Apps in a Unified Customer Experience
- Introduction to Web Analytics and Digital KPI's
- **Team Topic Presentation:** How Do You Prove the Value of Investing in Social Media?
- Social Media - Community and Content

Week Four - January 28th, 2020

- **Individual Assignment Due:** Website Analytics
- **Team Topic Presentation:** Is Programmatic Media Really the Future of Media?
- Inbound vs Outbound Marketing
- The P.O.E.M. Framework
- Ad Networks: Fundamentals, Systems, Data, Targeting and Strategies to Impact the Customer Journey
- Facebook vs Google vs Amazon vs Everyone Else
- Attribution Modelling - Challenges and Opportunities in Digital Marketing
- **In-Class Discussion:** Rocket Fuel: Measuring the Effectiveness of Online Advertising

Week Five - February 4th, 2020

- Guest Speaker - Peter Denton - Using Digital to Validate Product Idea - [Link in Files](#)

- Intent Based Marketing - Search Engines and Behavioral Triggers - The Power of Immediacy.
- **Team Topic Presentation:** Should You Buy Your Brand Keywords?

Week Six - February 11th, 2020

- **Team Assignment Due:** Media Strategy and Pro Forma
- **In-Class Exercise:** Using Digital Tools for Competitive Analysis
- The Power of Email - The Work Horse of Digital Marketing
- **In-Class Discussion:** Vin Connect Case Study - What *Should* They Do?
- **Team Topic Presentation:** How Do You Build an Effective Testing and Learning Organization?
- Conversion Rate Optimization - The Engine for Growth
- **In-Class Activity:** Live Evaluation of Landing and Homepages

Week Seven - February 18th, 2020 - NO IN-PERSON CLASS

- **Individual Assignment:** MobileMarketer.com Read and Post to Discussion Board
- **Team Client Assignment:** Post Your SOSTAC Client Project Outline to Discussion Board to Share
- Use this week to work on your client digital marketing strategy and plan. I want to meet with each team in the upcoming week for 1/2 hour to review your progress and help where I can.

Week Eight - February 25th, 2020

- **Team Topic Presentation:** How do you discover and build your digital marketing flywheel?
- How to Build a Digital Marketing Plan and Budget
- **In-Class Activity:** Build a Digital Marketing Budget - Four Scenarios
- **In-Class Discussion:** The Vanca Case Study
- If time > Impact of AI in the Digital Marketing function

Week Nine - March 3rd, 2020

- Guest Speaker - B2B Digital Marketing - Jonah-Kai Hancock
- B2B is Different than B2C Marketing
- **Team Topic Presentation:** How Do You Turn Your Customers Into Advocates?
- Retaining and Growing Your Customer Base using Digital Communications
- AI in Digital Marketing

Week Ten - March 10th, 2020

- Client Project Presentations

- Class Wrap Up + What's Next in Digital

EVALUATION OF STUDENT WORK

Your work will be evaluated on several dimensions. The relative weighting of each of these dimensions is given below:

<u>Individual Assignments: 30%</u>

Web Page Development	Screen Shot of Completed Web Page or GTM	10%
Website Dashboard & Insight	Spread Sheet and Presentation Deck	10%
Participation: In-Class, Online, Attendance, Discussions		10%

<u>Team Topics: 20%</u>

Team Topic Presentations	Whitepaper, Presentation Materials and Presentation	20%

<u>Project Team 4- 5 people: 50%</u>

Media Strategy & Pro Forma	Summary Insights and Spread Sheets	20%
Digital Marketing Strategy & Plan	Presentation and Presentation Materials	30%

Class Participation is important and essential to you and your colleagues learning. Missing more than one class is a lost opportunity for class participation and will have an impact on your final grade.

No phones are to be used in class. Tablets and laptops are OK and encouraged as we explore digital strategies during class time. I will cold call on people so you should be following along vs working on something not related to class.

The HONOR CODE is taken seriously for all work. No work is to be offered or shared except in teams as indicated. All work is to be original or must be clearly sited.