

#21_ Managing Digital Communications: Online, social media and mobile

Michela Mingione, PhD in Management
mingione@economia.uniroma2.it

DPT. OF MANAGEMENT AND LAW
UNIVERSITY OF ROME TOR VERGATA
ITALY

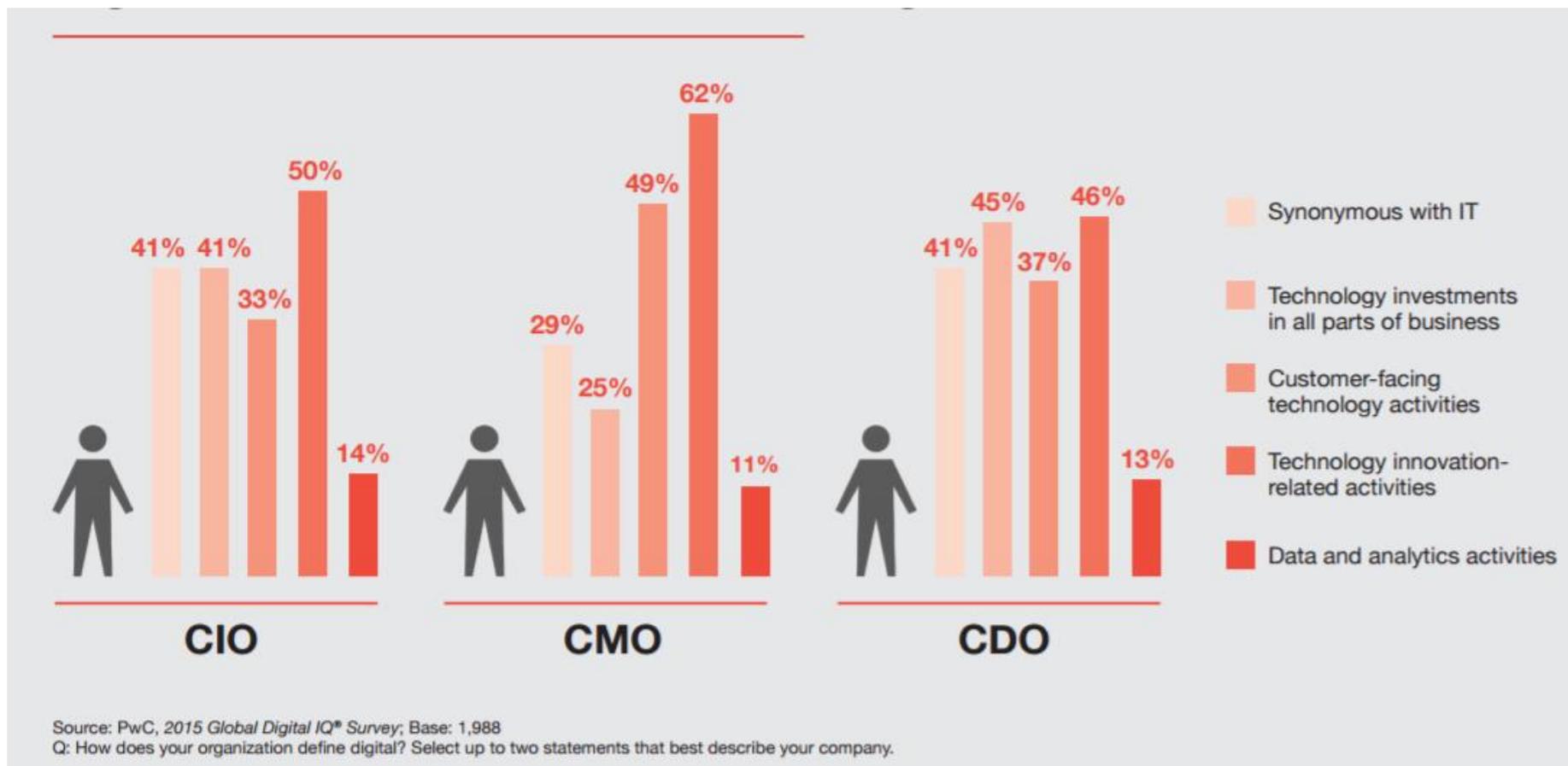


Data & Trends: an overview

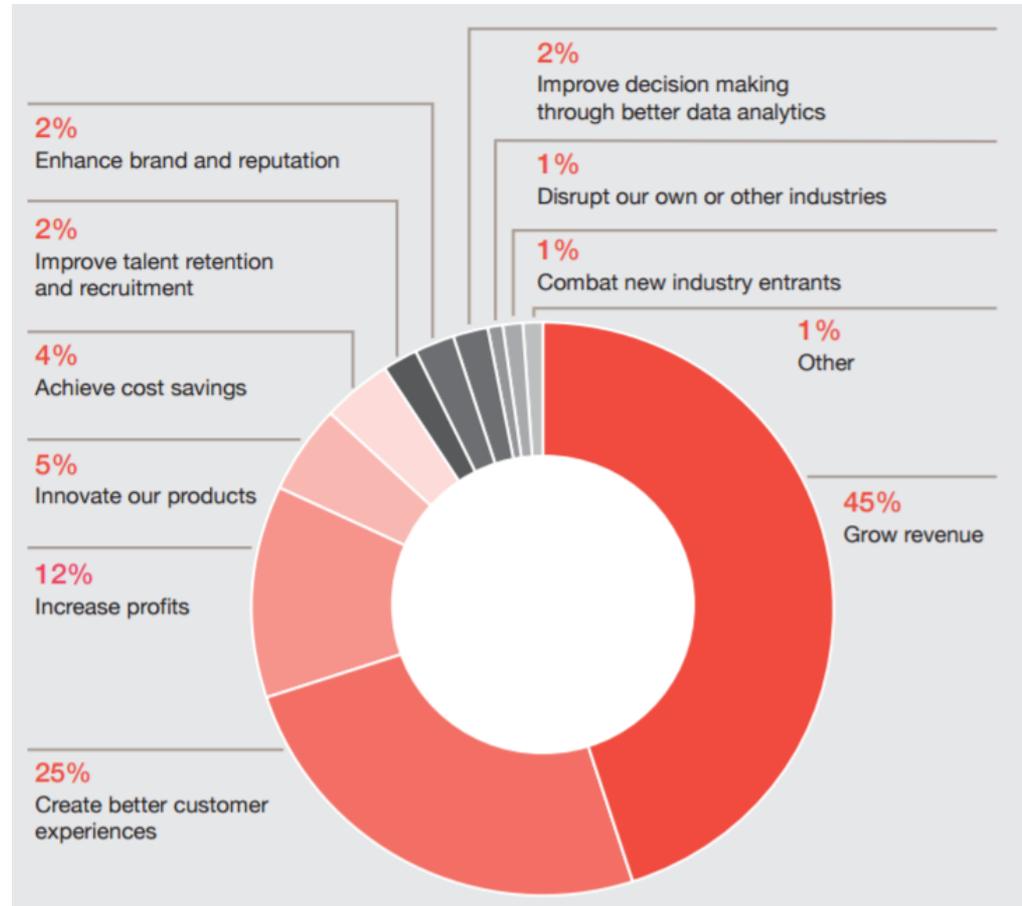


MANAGING DIGITAL COMMUNICATIONS: SOME DATA

PWC: How leaders see digital



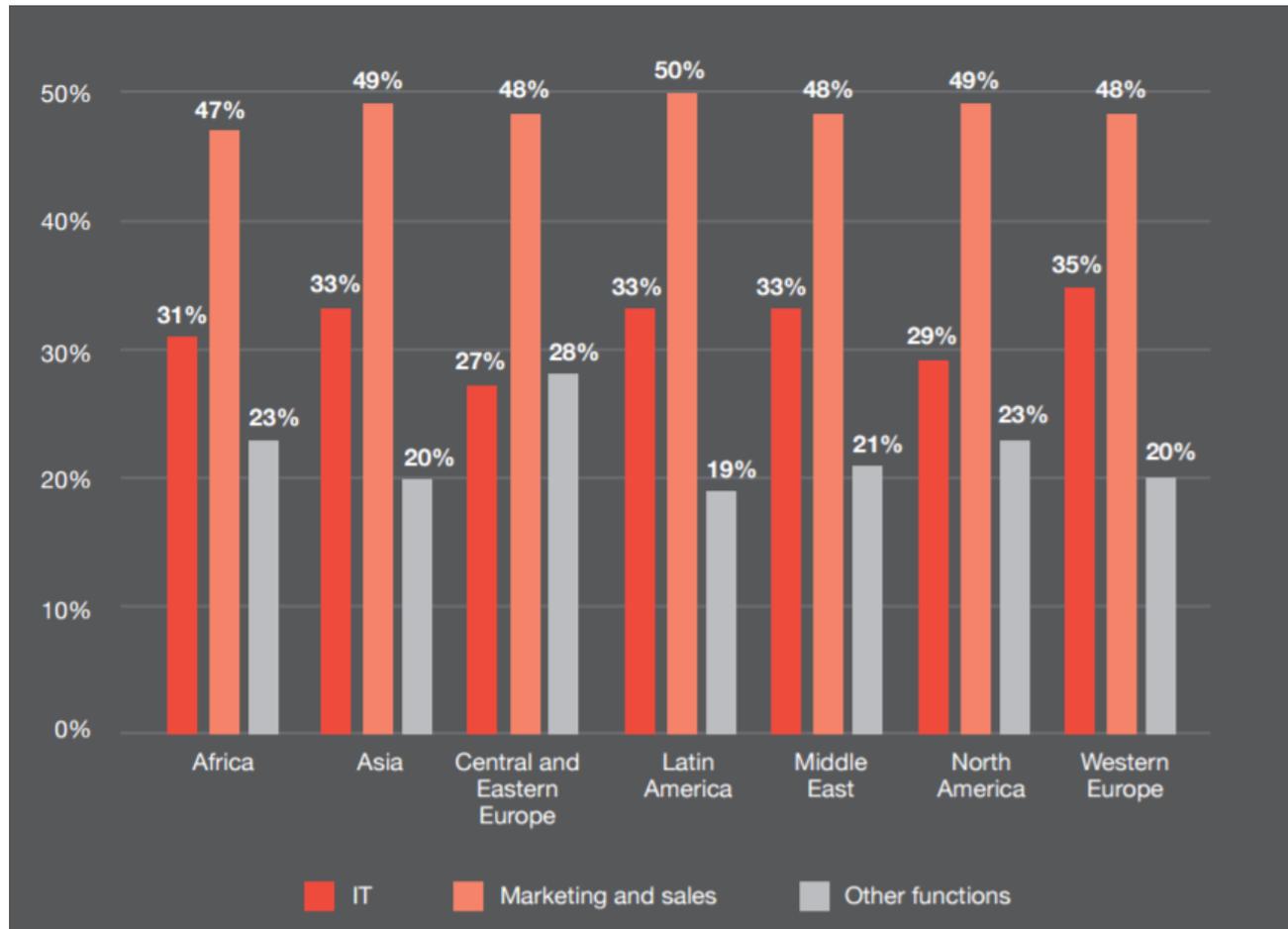
PWC: Digital value (perceived by managers)





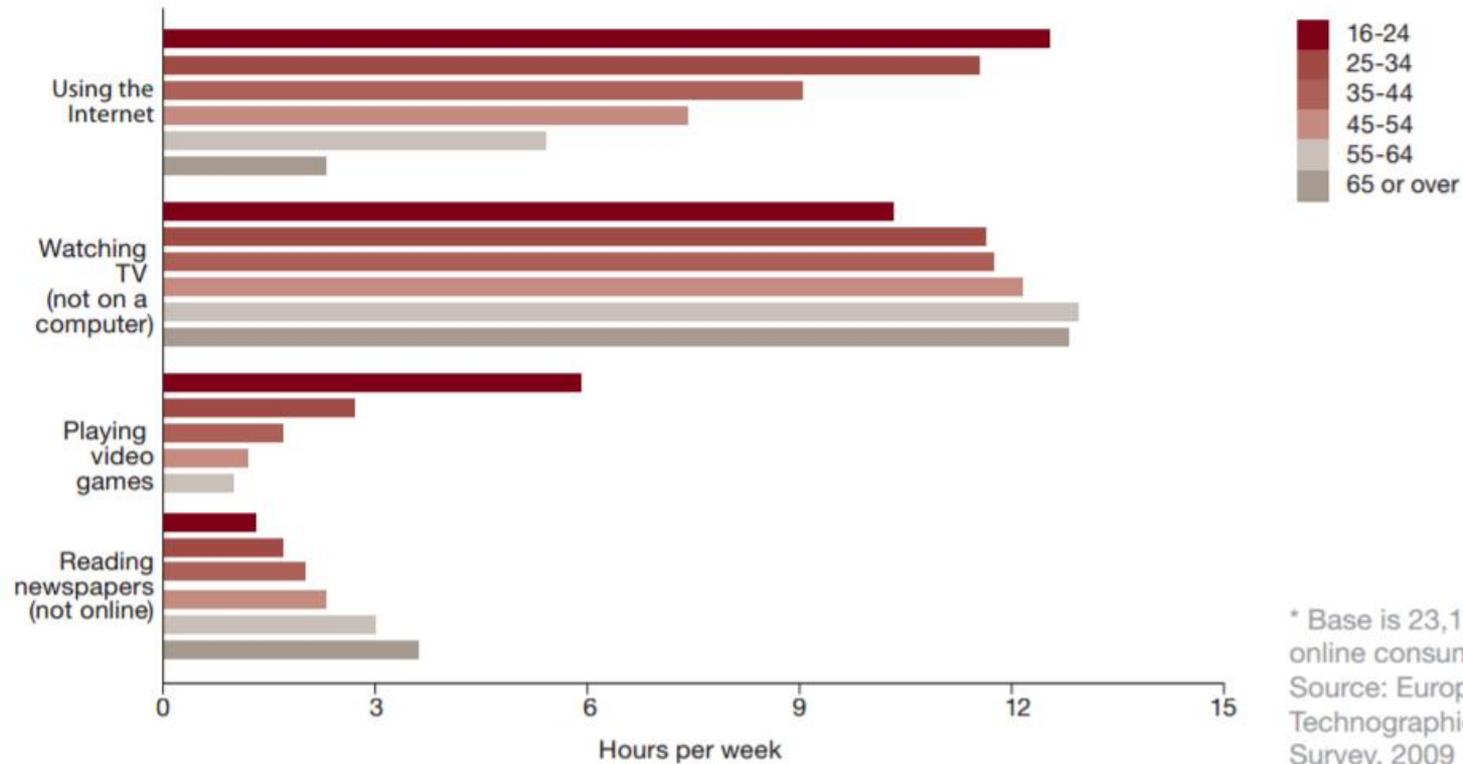
MANAGING DIGITAL COMMUNICATIONS: SOME DATA

PWC: Digital spending for customer efforts surpasses IT



European Internet usage by age

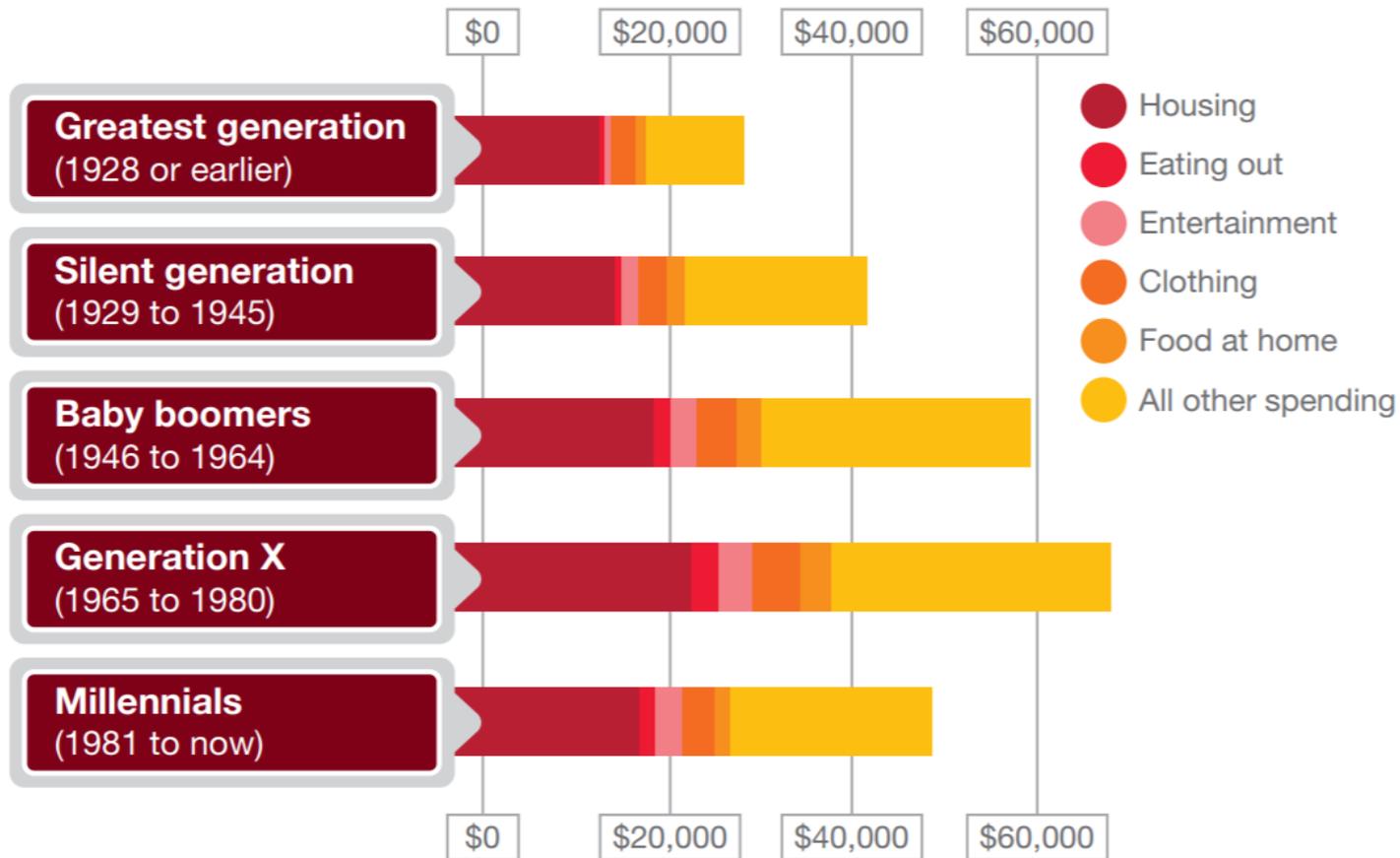
Typical weekly hours spent on each activity*



* Base is 23,119 European online consumers.
Source: European Technographics Benchmark Survey, 2009



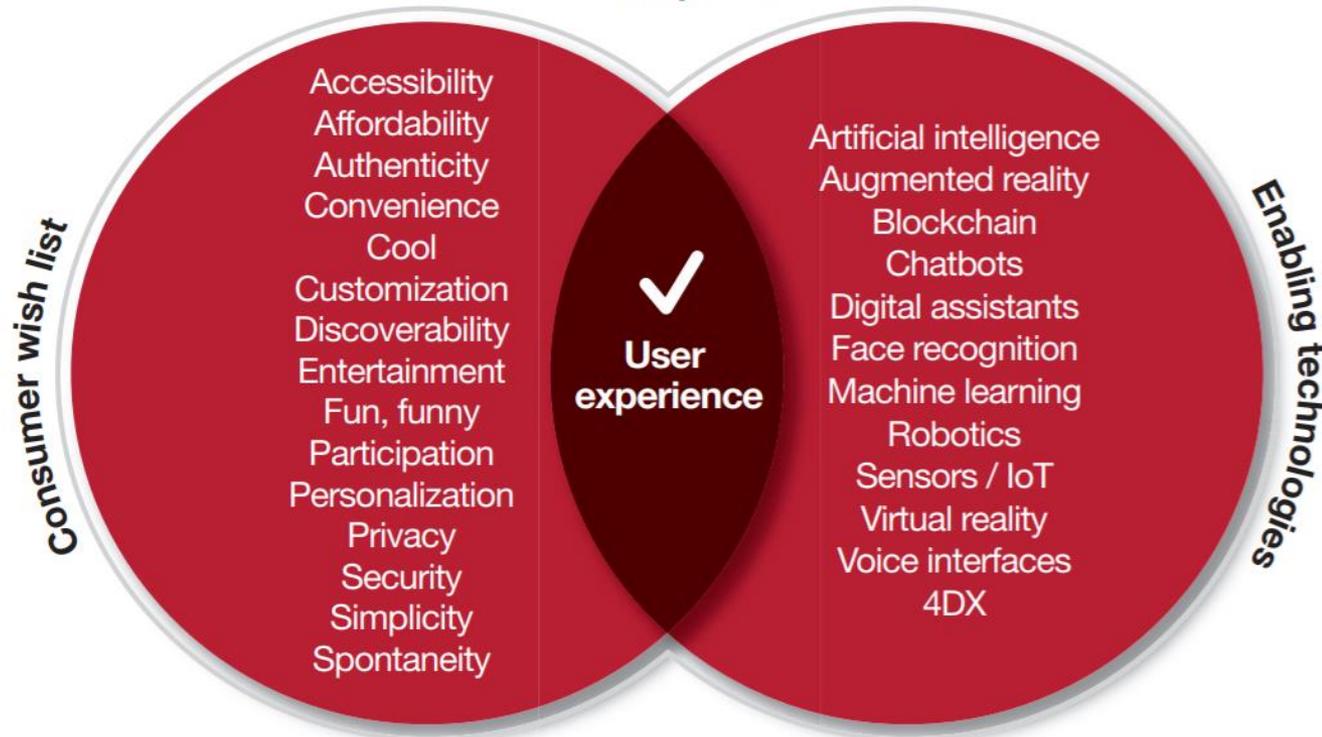
PWC: Going beyond advertising. Household spending on generation



Source: U.S. Department of Labor, Nov. 2016 (based on analysis of generational data from the Bureau of Labor Statistics)

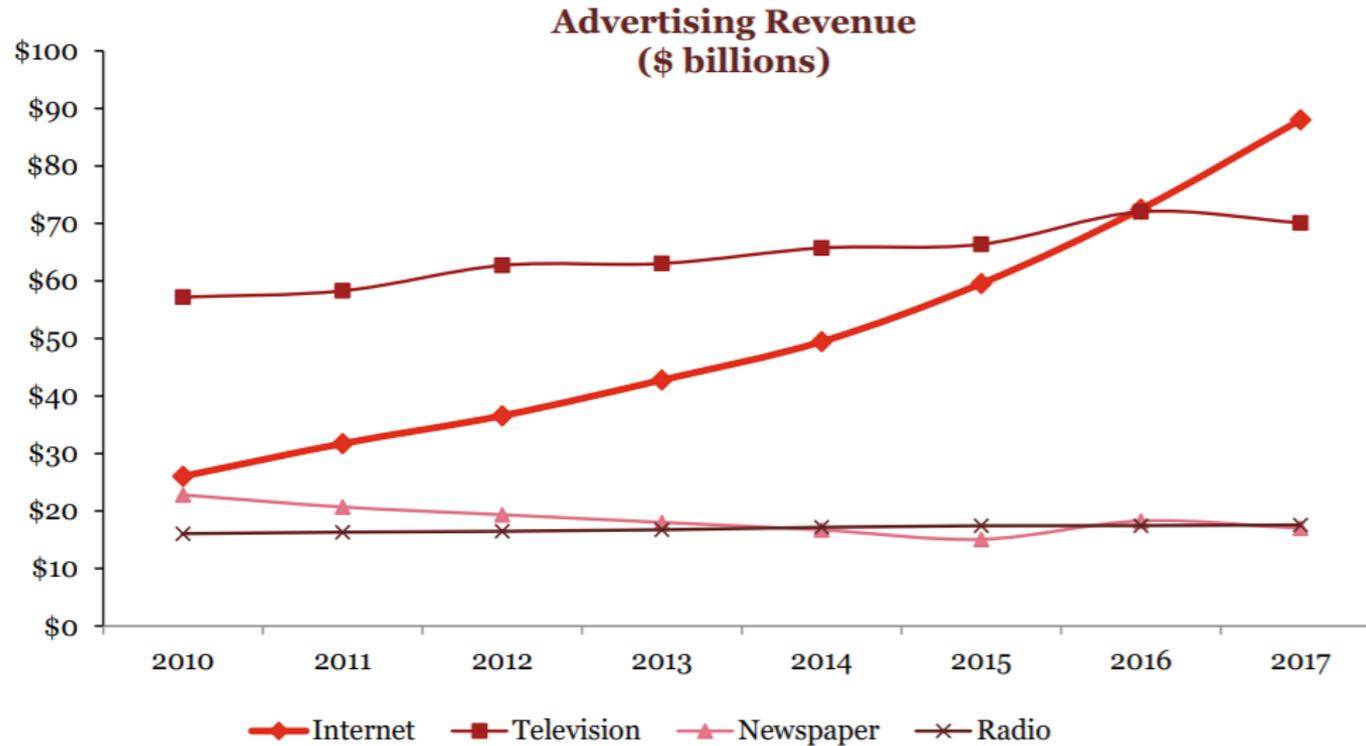
PWC: User experience is the king

Examples:



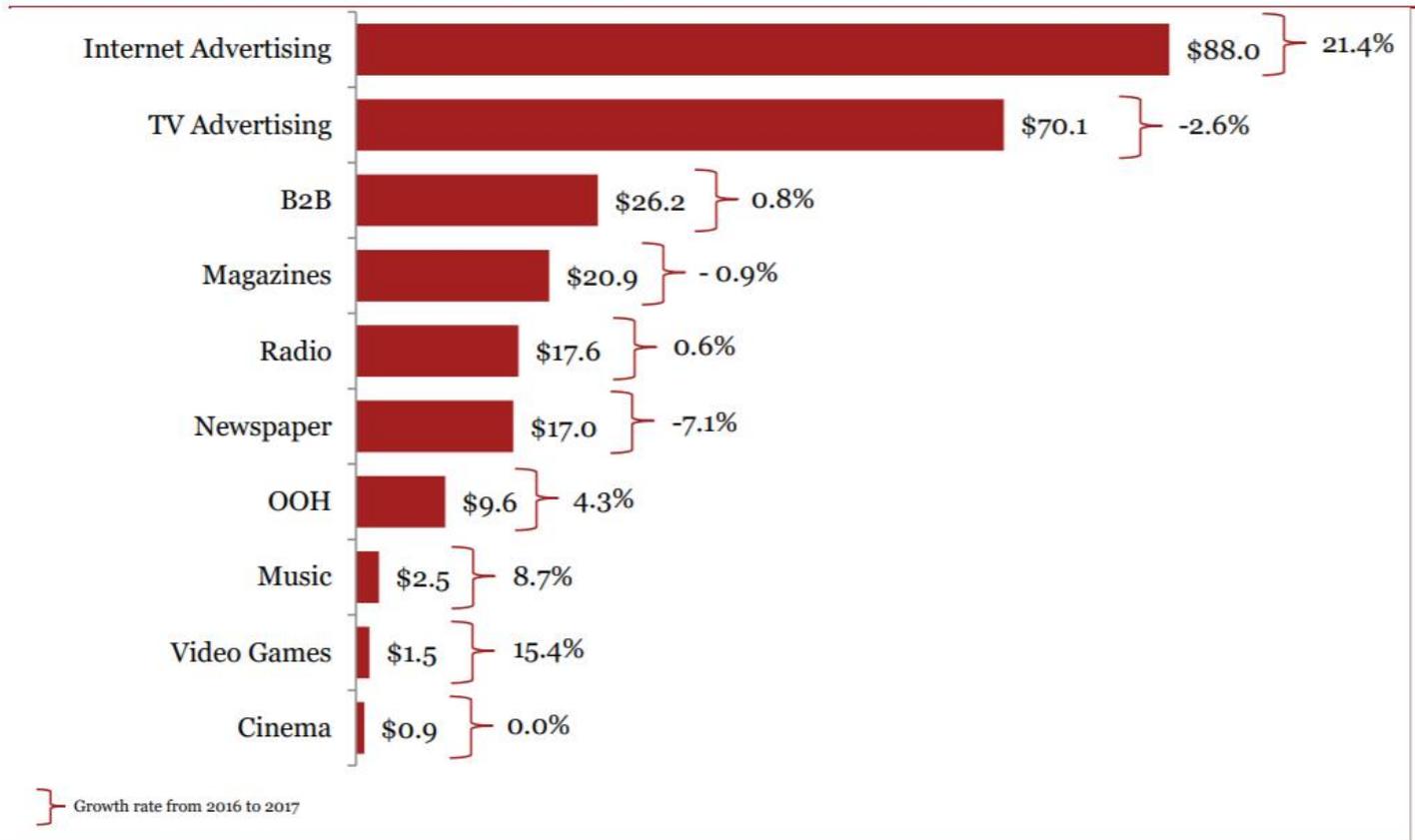
What about advertising and the difference between old and new media?

Historical advertising market share



MANAGING DIGITAL COMMUNICATIONS: SOME DATA

Advertising revenue market share by media – 2017 (\$ billions)



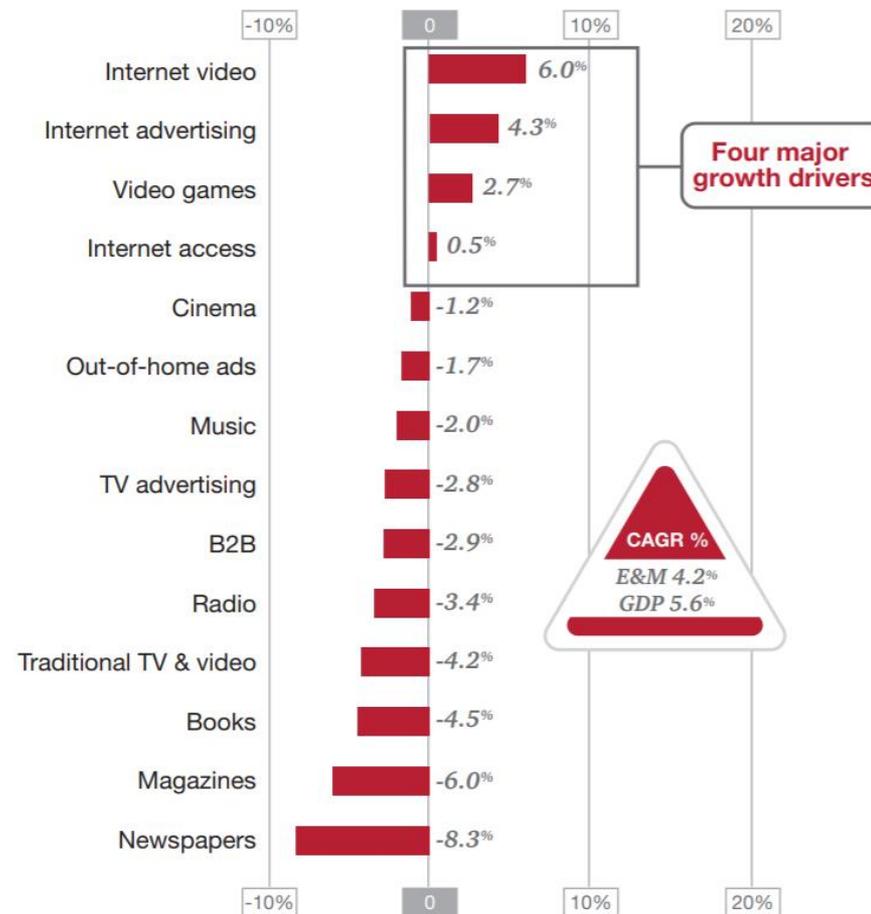
IAB internet advertising revenue report

2017 full year results

An industry survey conducted by PuC and sponsored by the Interactive Advertising Bureau (IAB)

What happens if we focus on the E&M industry?

CAGR minus GDP growth by segment, 2016–21



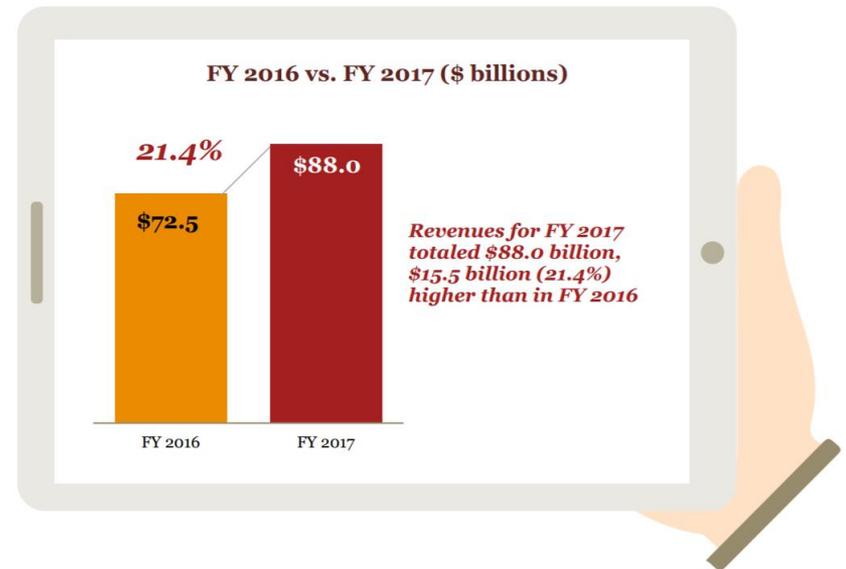
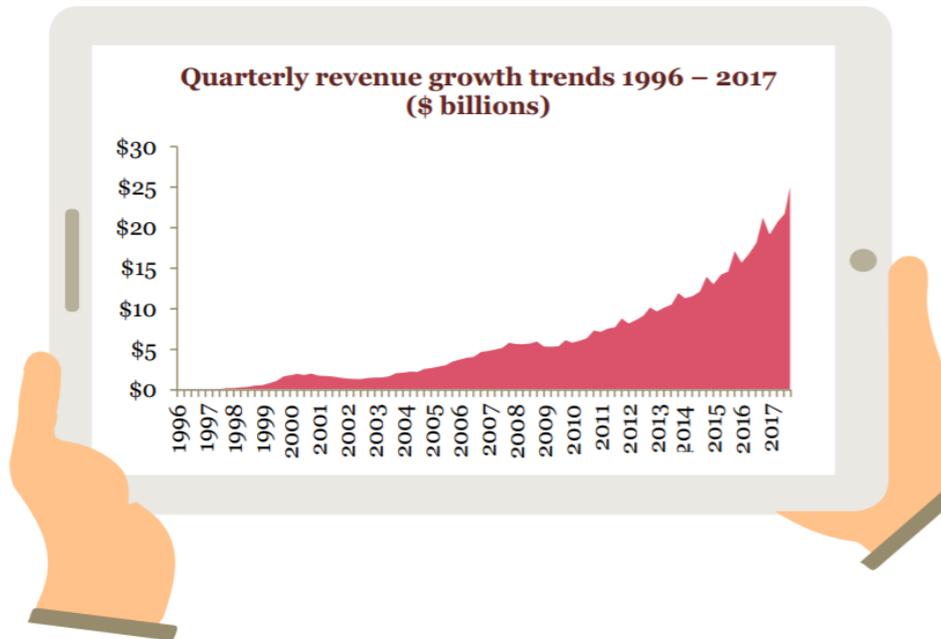
● GDP CAGR %

Note: E-sports and VR have been excluded from this chart because their very high growth rates (from very low bases) would distort the scale

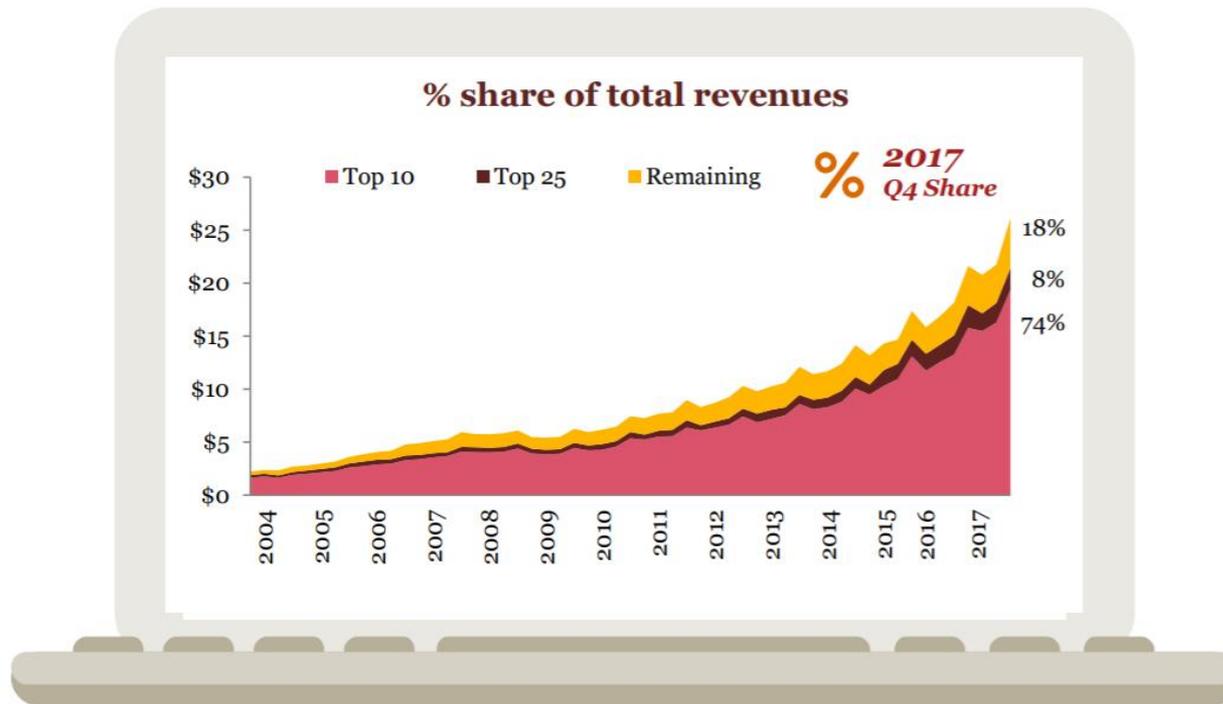


**What are the ads data trend
if we focus on digital?**

PWC: growth trends internet advertising



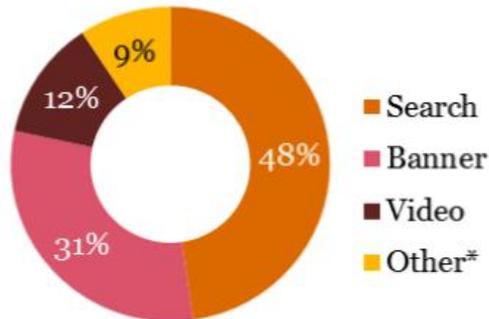
PWC: Drivers of the growth



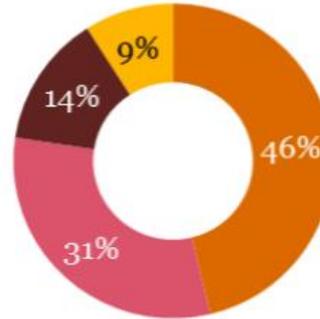
MANAGING DIGITAL COMMUNICATIONS: SOME DATA

*Ad formats -
FY 2016
Total-
\$72.5
billion***

FY 2016 ***

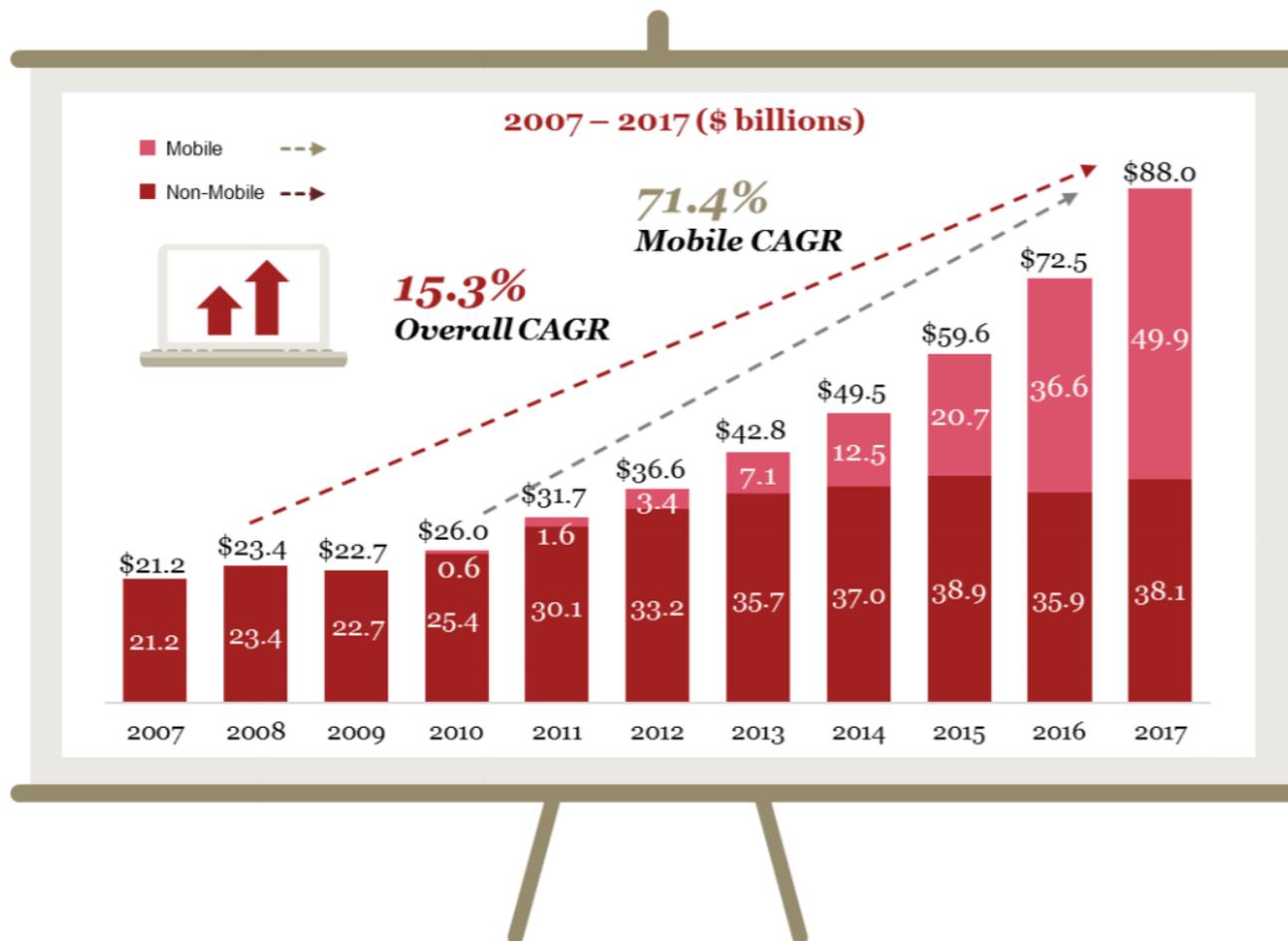


FY 2017

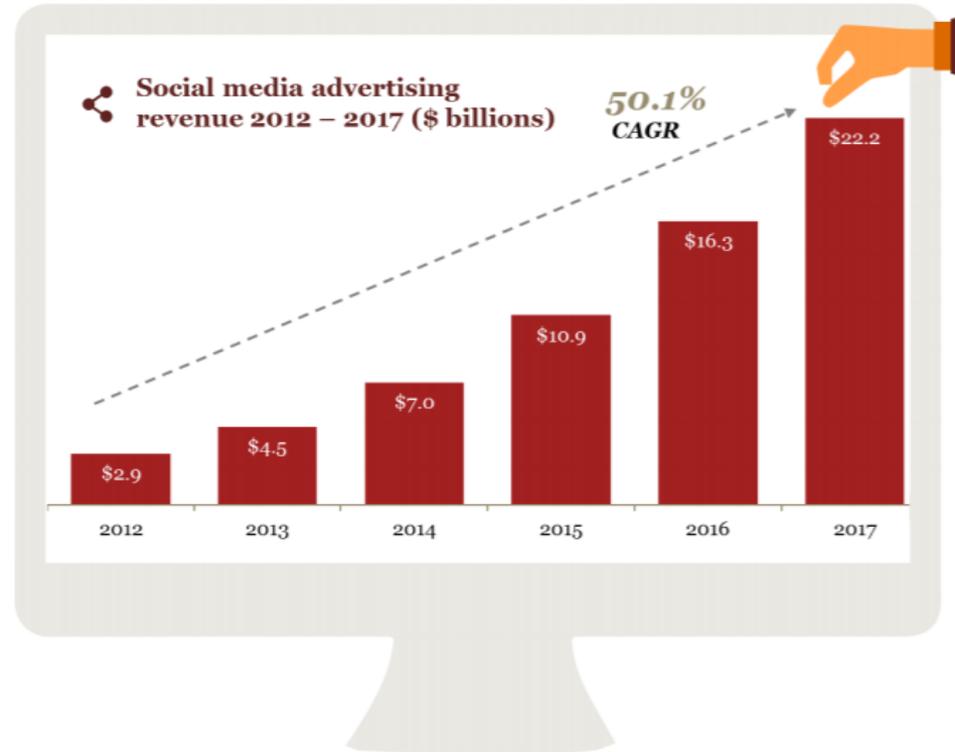


*Ad formats -
FY 2017
Total-
\$88.0
billion***

MANAGING DIGITAL COMMUNICATIONS: SOME DATA

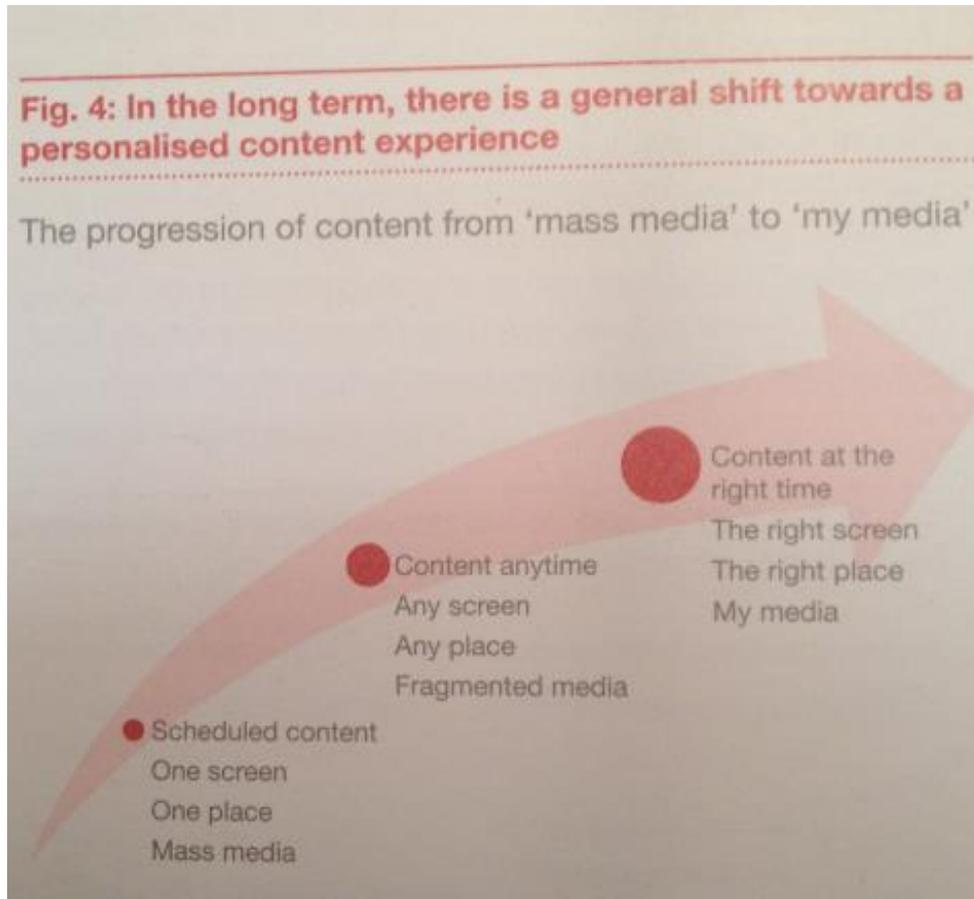


MANAGING DIGITAL COMMUNICATIONS: SOME DATA



PwC | IAB internet advertising revenue report

From mass media to my media (PWC)



Online marketing communication

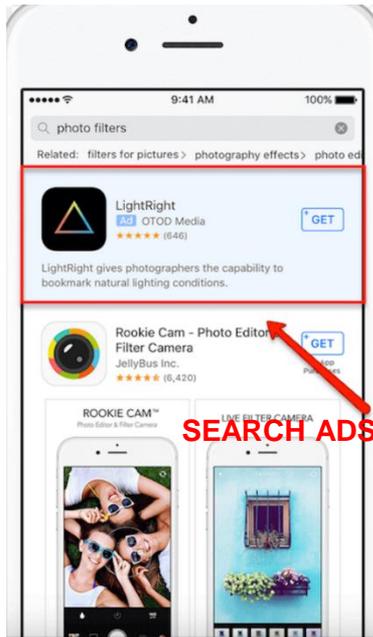
Advantages

- Can offer or send tailored messages
- Can [trace](#) effects or insights
- [Contextual](#) placement
- Can place advertising based on search engine keywords
- Allows for co-creation with consumers ([co-creation](#) of ads: [Superbowl](#))

Disadvantages

- Consumers can screen out most messages
- Ads can be less effective than they appear
- Lost control over online messages via [hacking/vandalism](#)

Communication options



Web sites

Ease of use
Physical attractiveness
Microsites

Search ads

Paid search or pay-per-click ads
Search engine optimization (SEO)

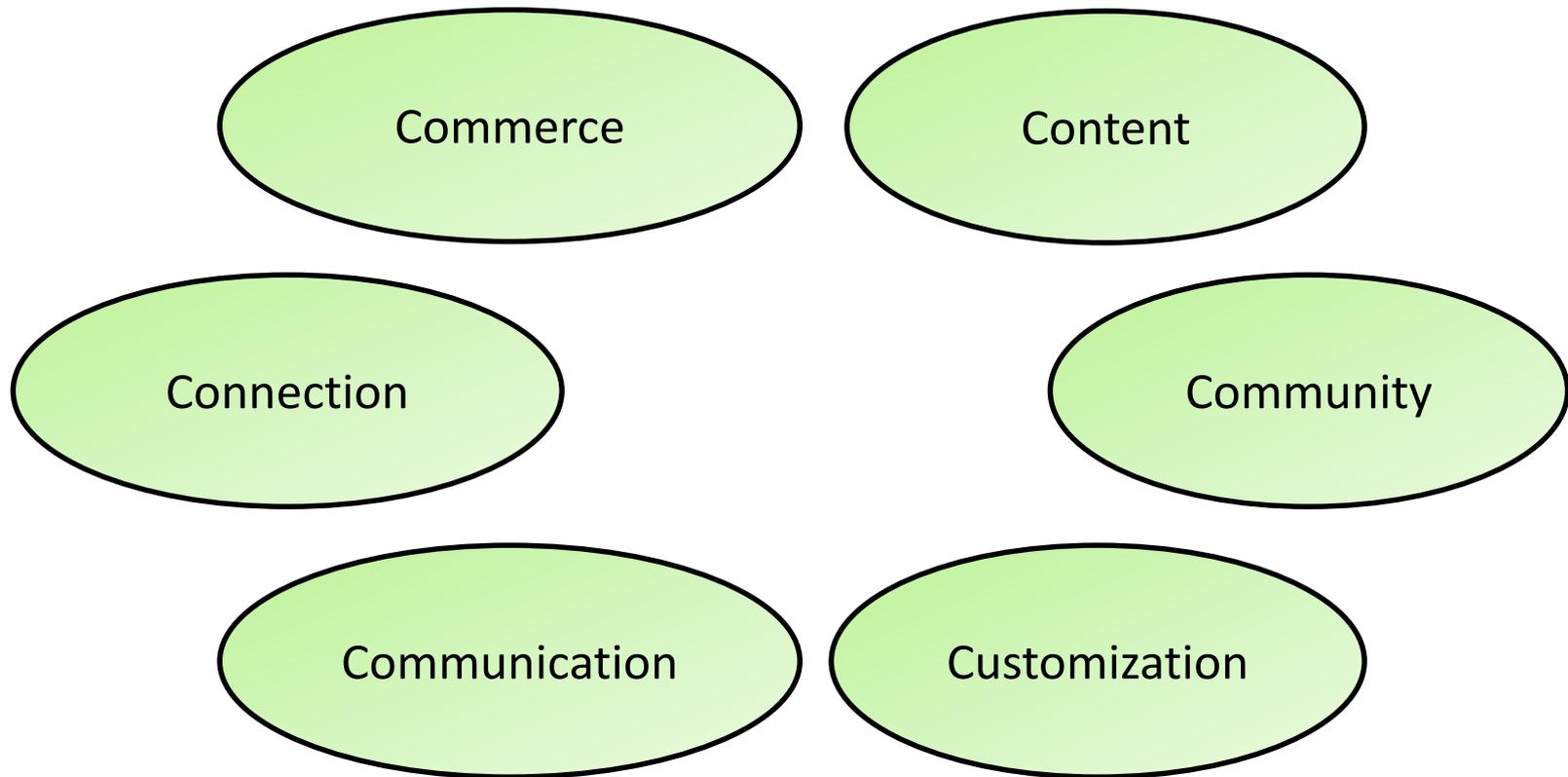
Display ads



E-Mail

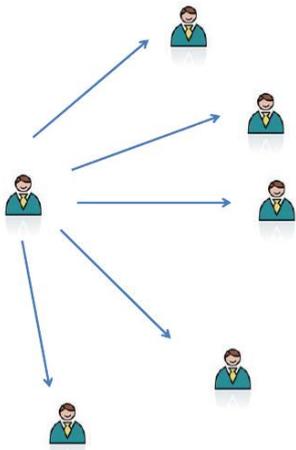
Personalize the content of your e-mails
Offer something instead of direct mail
Make it easy to opt and unsubscribe
Combine e-mail and social media

Key Elements of a Web site

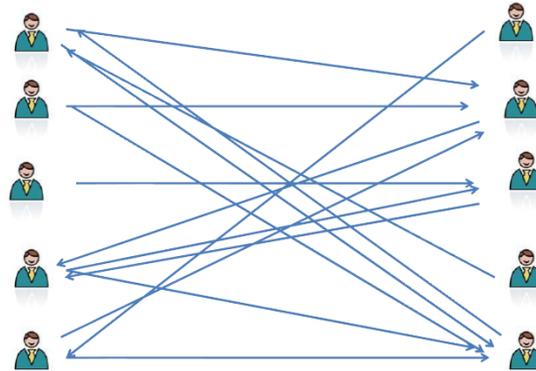


Media Laws

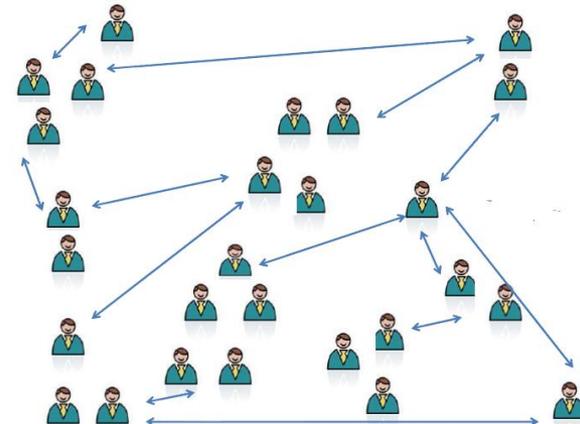
Sarnoff's Law
(Mass media)



Metcalf's Law
(Mail marketing)



Reed's Law
(Social media)



Social media

Means for consumers to **share** text, images, audio, and video **information** with **each other and with companies**, and vice versa. They are **rarely** the **sole source** of marketing communications for a brand (only **some consumers** want to engage with some brands, and, even then, only **some of the time**)

Online
communities/forums

Blogs

Social networks

Word of Mouth

- Face-to-face and phone
- Online
 - Viral marketing (“word of mouse”)

How to start a buzz fire

- ☺ Be (usefully!) original
- ☺ Be smarter, easier, faster, direct (& cheaper if possible!)
- ☺ Identify and devote effort to influential



Mobile marketing

Is uniquely tied to one user

Is virtually always “on”

Allows for immediate consumption

Is highly interactive

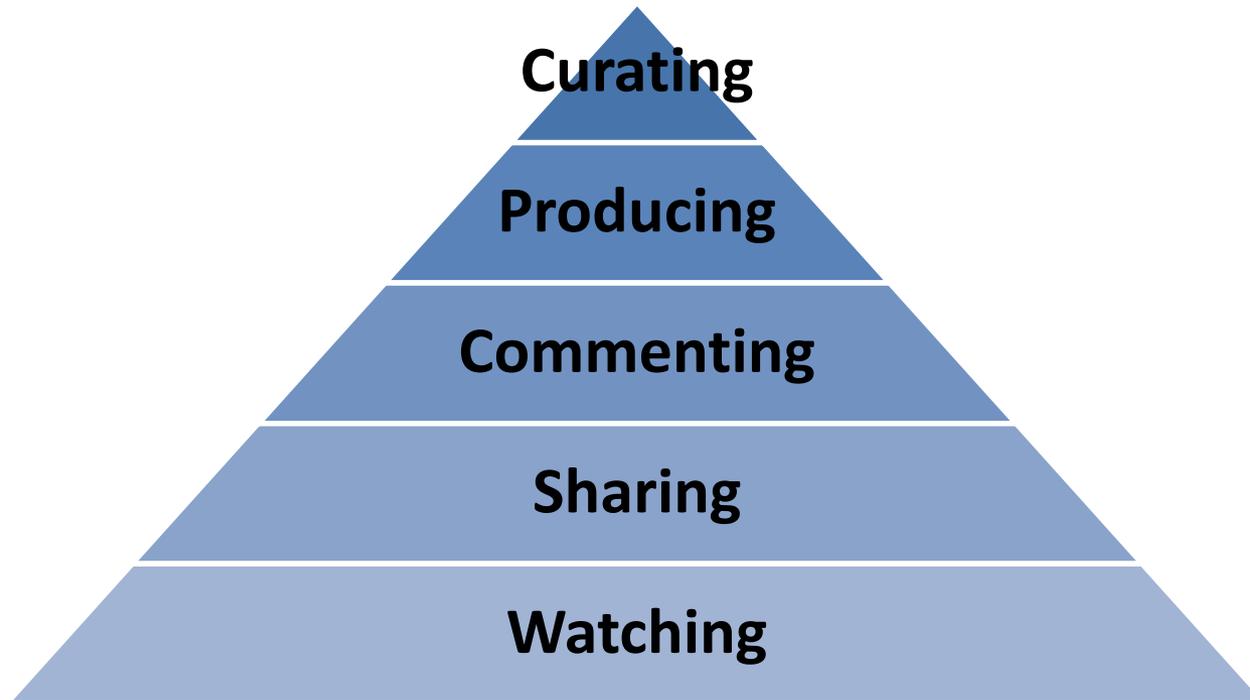
- ☺ Copy should be only 50% of the screen
- ☺ Brands should limit ads to phrase pair
- ☺ Put the logo in the corner of ad frame
- ☺ Use only 1 or 2 bright colors (call to action)

Mobile apps make the difference!



**Crucial tool
to engage Millennials**

Engagement Pyramid

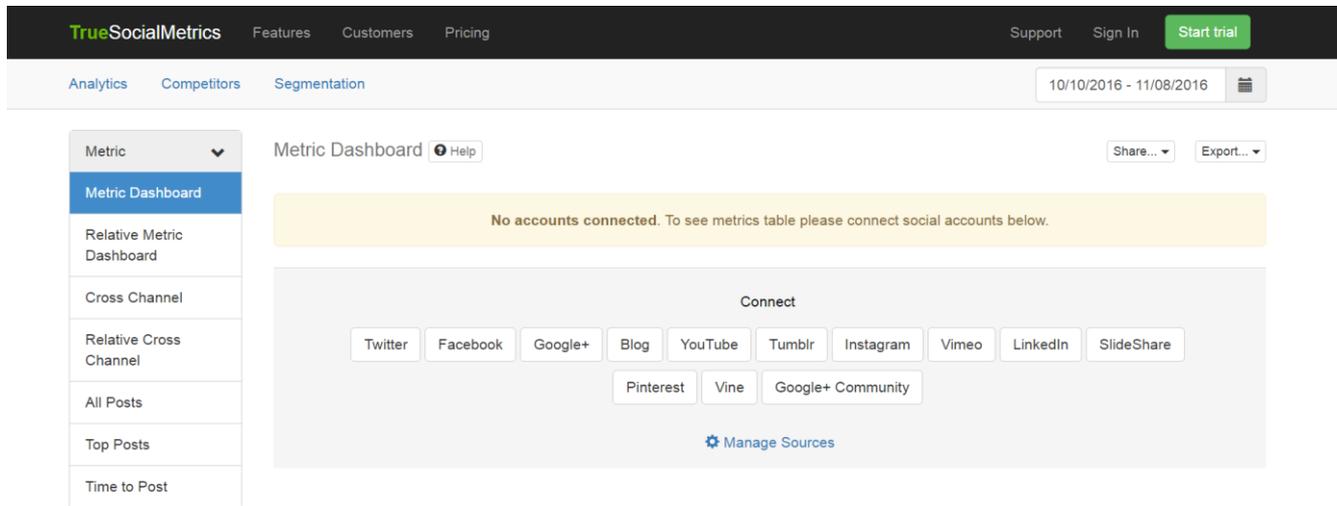


Some indexes

@ **sentiment index** (fans likes/brand posts)

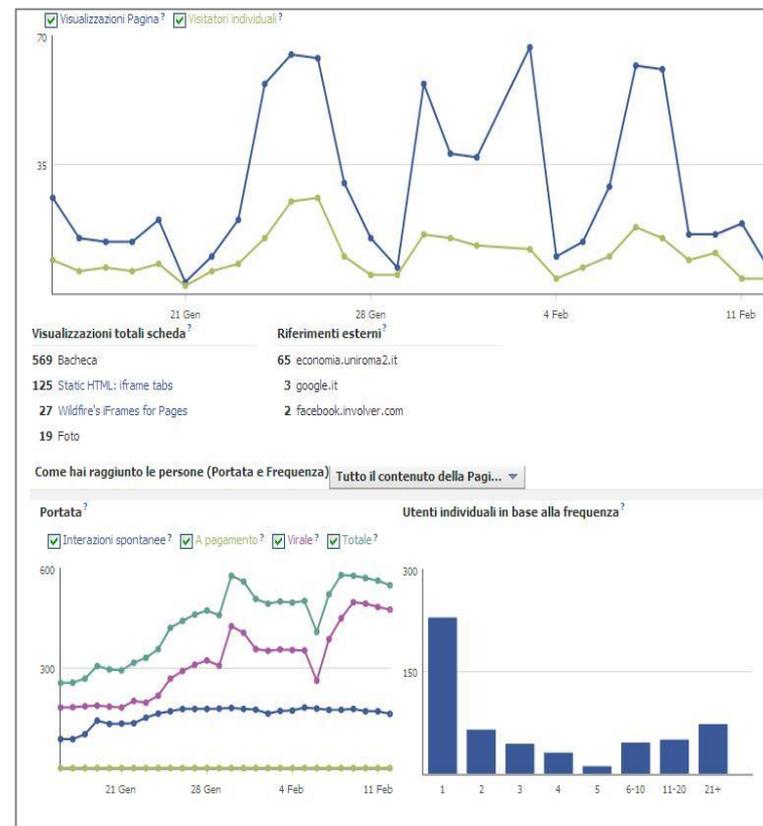
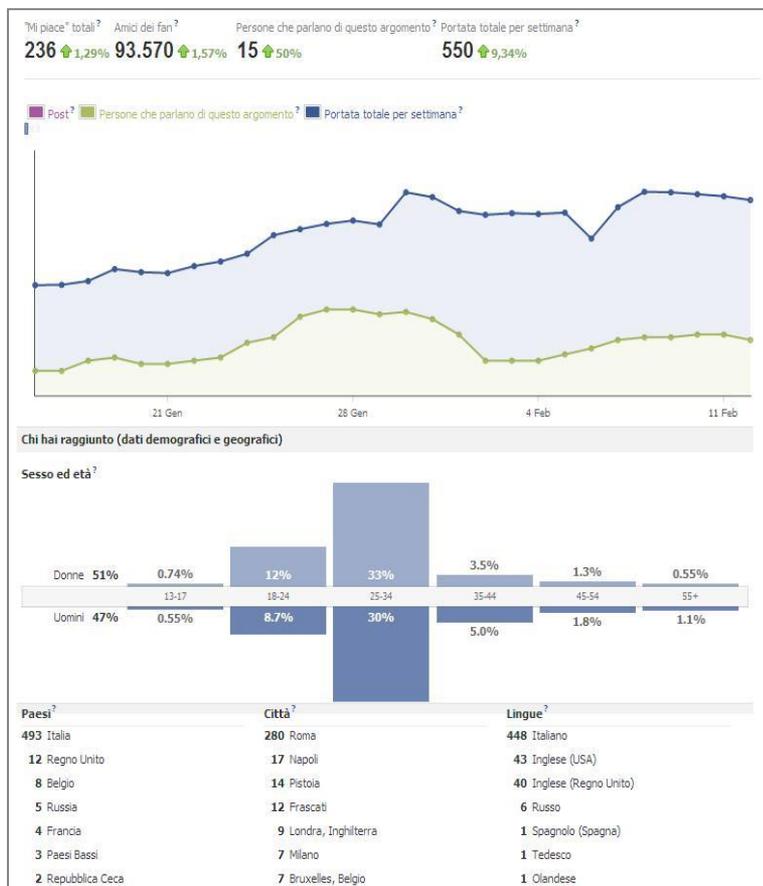
@ **engagement index** (fans comments/brand posts)

@ **action index** (fans posts/brand posts)



The screenshot shows the TrueSocialMetrics dashboard. The top navigation bar includes links for Features, Customers, Pricing, Support, Sign In, and a Start trial button. Below the navigation bar, there are tabs for Analytics, Competitors, and Segmentation, along with a date range selector set to 10/10/2016 - 11/08/2016. A left sidebar menu lists various metrics: Metric Dashboard (selected), Relative Metric Dashboard, Cross Channel, Relative Cross Channel, All Posts, Top Posts, and Time to Post. The main content area displays a 'Metric Dashboard' with a 'Help' icon and 'Share...' and 'Export...' buttons. A yellow banner indicates 'No accounts connected. To see metrics table please connect social accounts below.' Below this, a 'Connect' section lists social media platforms: Twitter, Facebook, Google+, Blog, YouTube, Tumblr, Instagram, Vimeo, LinkedIn, SlideShare, Pinterest, Vine, and Google+ Community. A 'Manage Sources' link is also present.

Example: Facebook insights



Thank you for your kind attention!



(Have A Nice Day!)

(Have A Nice Day!)