

7.2 TRENDS IN DIGITAL MARKETING

Customers are the lifeblood of any business and it is true to say that the customers nowadays are more informed and have access to more information. Businesses should be able to convince the customers that they have made the appropriate choice and have to keep happy. This relationship of trust has to be built. But nowadays, customers are also more demanding and would want a more integrated experience. Businesses also should be able to make themselves more visible and omnipresent. It is no longer enough to create a single marketing funnel and expect a return on your investment. Technology is evolving at a rapid pace. Technology that was trendy five years back is now obsolete. Through IT, a business can expect to create engaging content, reach a larger and better-targeted audience, acquire more leads and increase conversions. This section discusses four latest technological trends that is definitely going to have an impact on Digital Marketing in the immediate future.

7.2.1 Artificial Intelligence (Ai)

Artificial Intelligence (AI) is widely expected to be the biggest revolution in digital marketing since the Internet. AI will not take our jobs anytime soon, but it will influence what we do in our jobs. By leaving the most time-consuming and logic-based jobs to AI, marketers can free up time to think creatively and ensure that AI efforts are aligned with strategic goals. AI has enormous potential in marketing and we have only seen the beginning of this. Twitter bots, image recognition, speech recognition, product recommender systems and the analytical techniques used to create them are just some of the common examples of the application of AI in Digital Marketing.

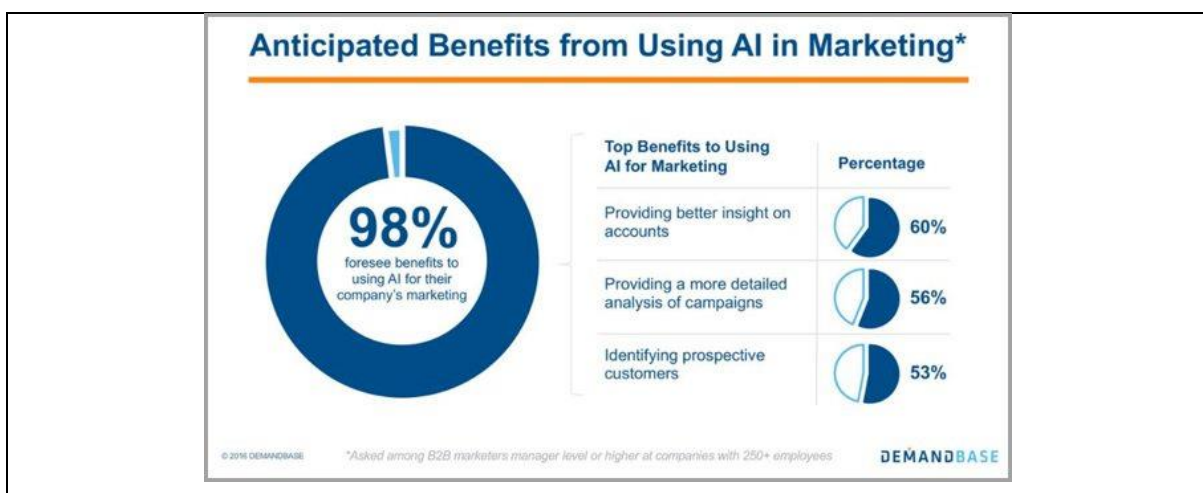


Figure 1: Anticipated Benefits from using AI in Marketing

[Source: Forbes.com (2018)].

Two things that we can expect to see more in the near future:

- Adoption of AI as a service. AI-based products are built into more and more vendor applications and there are plenty of open source libraries to use.
- Changing marketing from one-way communication to a customer dialogue as a result of AI language processing (e.g. chatbots) allowing us to do this with minimal human effort. Waiting for customer service can be a nightmare, but thanks to chatbots (AI-powered live chat tools), customers can receive immediate responses to basic, repeatable questions. This technology is still in its infancy and major companies are investing massively, especially developing chatbots with Deep Learning capabilities and it can be expected that in the near future, many more companies will embrace the use of chatbots to improve customer service.

7.2.2 Personalisation

Personalisation or personalised content has become a major aspect of marketing and will be vital as 2018 progresses to ensure customer delight. It delivers a unique experience to customers based on their choices and preferences and is considered a better option than “one-size-fits-all” marketing. With the availability of data like purchase history, consumer behaviour and links clicked, businesses can customize their content and boost their ROI. 74% of marketers believe that targeted personalisation enhances customer engagement. Businesses these days are leveraging the power of personalisation by customizing emails based on behaviour, interests, and demographics. According to Statista, the open rate for e-mails with a personalised message was 18.8% as compared to 13.1% without any personalisation.

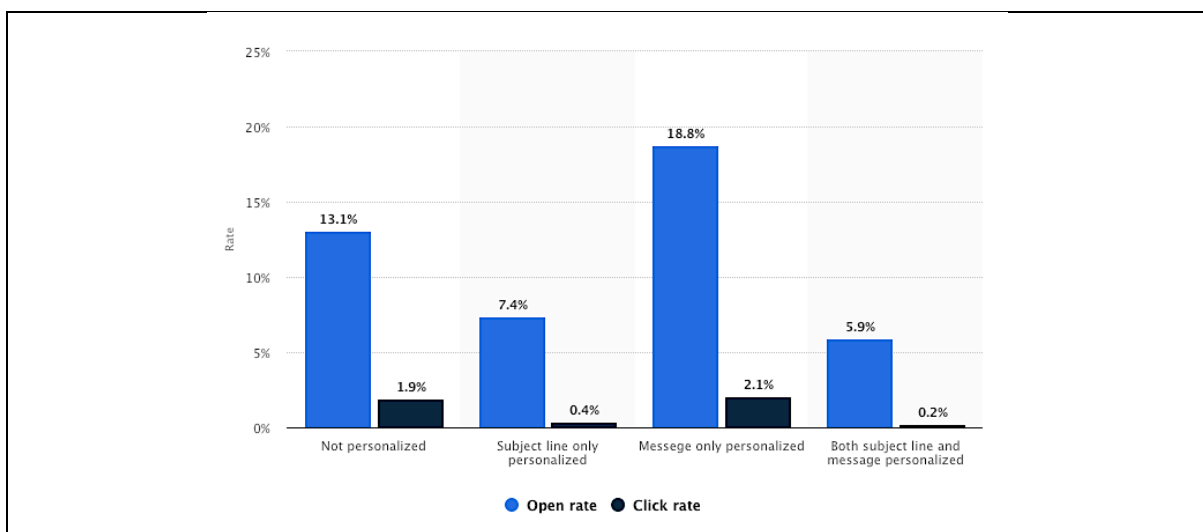


Figure 2: Anticipated Benefits from using AI in Marketing

[Source: Forbes.com (2018)]

One of the examples of personalisation is of Coca-Cola, which came out with “Share a Coke” campaign in the U.S. in 2014 with an aim to reach millennials. “Share A Coke” created a personalised brand experience for customers with individual names of the most popular first names printed on Coke bottles.

The campaign resulted in a 2% increase in soft drink sales — after a decade of steady decline — spiking Coke consumption from 1.7 to 1.9 billion servings per day.



Figure 3: Personalisation in Coca-cola

[Source: <https://www.digitalvidya.com> (2018)].

7.2.3 Augmented Reality Integrated with Social Media

As our mobile devices become more powerful and social apps better integrate with AR, brands will use AR to better engage with consumers. Augmented reality is the integration of digital information with the user’s environment in real time. The difference between augmented reality and virtual reality is that the last one creates a totally artificial environment, while augmented reality uses the existing environment and overlays new information on top of it. VR requires a greater amount of expensive hardware and more complex immersive software, this makes AR a much more feasible first step for brands and businesses looking to explore the marketing applications of these new digital realms.

For example, using your location, brands could trigger sponsored AR content, which can only be accessed at that spot, at that time. Pokémon Go was the pioneer with this idea, and Instagram and Facebook will soon be integrating this technology into its platforms. This

represents a massive marketing potential to expand storytelling and take people closer to experiences than ever before.

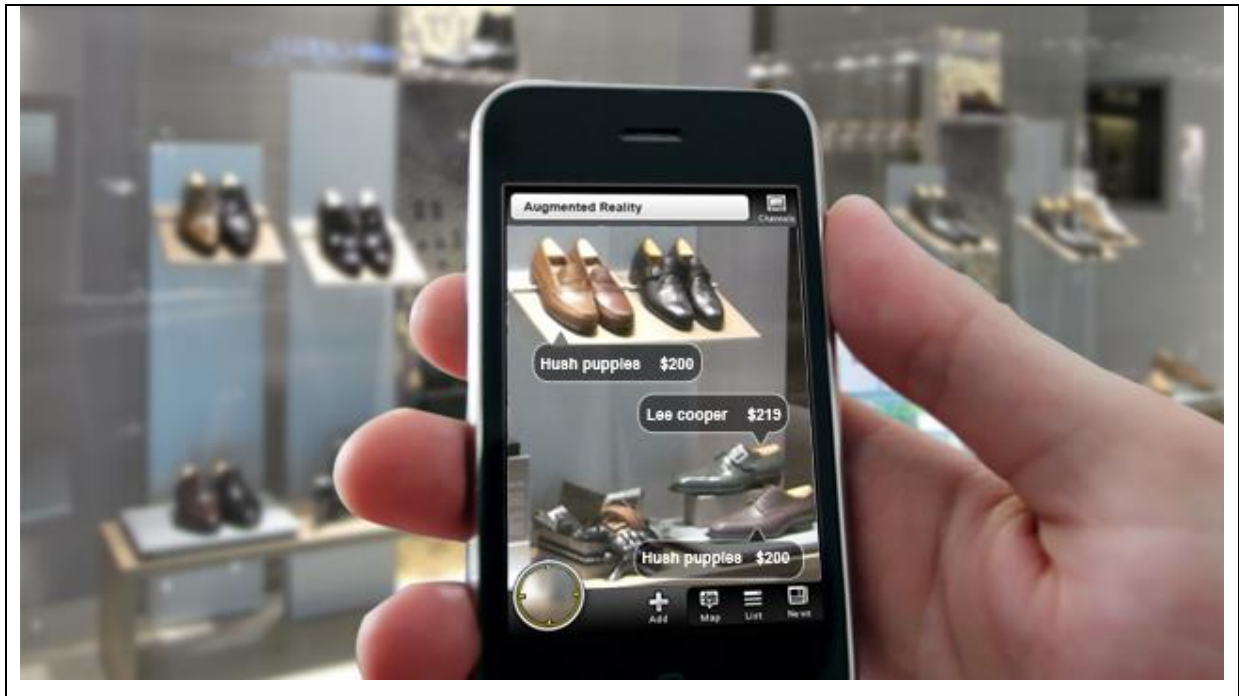


Figure 4: Augmented Reality in Digital Marketing

[Source: <http://lisapeyton.com/ar-augmented-reality-or-augmented-brands/> (2018)].

7.2.4 Social Media Analytics

“The picture is good and the text is catchy, but does it bring any value to us?”

Social media analytics are getting more powerful, precise and easier to use. Marketers are going beyond engagement rate because they are in desperate need of tools for measuring the quality of content and the most important – ROI. Instead of measuring single indicators of engagement like clicks or likes, we should go further and focus on tracking the whole customer path on its multiple touch points. Rather than staring at the number of shares we should find out how many leads or purchases the post actually generated. The numbers should always be viewed in context with one another to understand the visitor’s true motives. Proving the campaign successful is only possible when we know what happens after the click.

Analytics examines large amounts of data to uncover hidden patterns, correlations and other insights. With today’s technology, it is possible to analyse huge amount of data and get answers from it almost immediately.

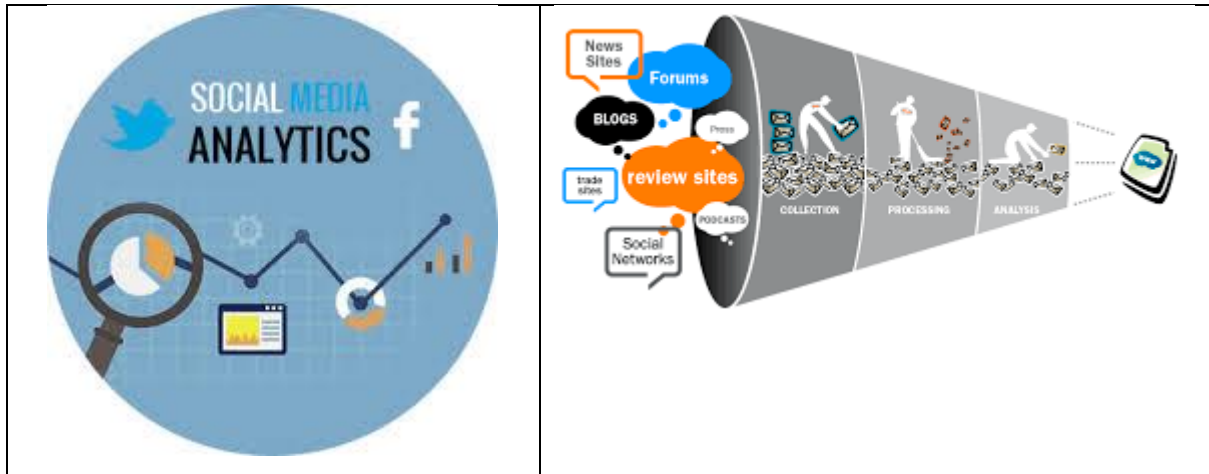


Figure 5: Social Media Analytics in Marketing

[Source: <http://smbp.uwaterloo.ca> (2018)].

7.2.5 Mobilification

We have been hearing about mobile for the last few years, but many businesses are still not taking action. People spend hours on mobile phones and devices. Mobile will continue to be a top priority for marketers for years to come. Put a mobile strategy in place to engage with your prospects and customers. This means creating a mobile website but, depending on your business, mobile elements might include the ability to send text messages to your customers. For example, the restaurant industry can get away with sending texts once a week with specials, whereas a doctor's office would be hard-pressed to send something so regularly.



Figure 6: Mobilification

[Source: <http://www.starsit.com/index.php/blog/why-mobile-marketing-is-so-popular-nowadays> (2018)].

7.3 CASE STUDY 1- KFC augmented reality trickery turns money into food

KFC launched the Wow@25 menu in India to show that great food doesn't have to come at a high price - only Rs. 25. KFC wanted to vanquish the misconception that locals had about the price and needed a 'Wow' idea to communicate the new menu. This case study looks at how the fast food brand made smart use of new technology to get the number one spot in the iTunes food and drink app category. Working with the Mumbai based digital agency Blink, KFC created the Wow @25 augmented reality app, available on a variety of digital platforms including mobile (Android and iOS) and on a microsite.

The app let users scan any Indian currency note, and all of their KFC buying options would appear on the note itself. The app was a huge success impressing both customers and critics. There were 35,000 downloads of the app and over 150,000 hits on the microsite, the app was also recommended on the iTunes app store 'What's hot list' and in India reached the number 1 spot in the food and drinks category. The digital agency Blink also won an award for the app at the Webby Awards 2014 under the Augmented Reality in the Peoples Voice section.



Figure 7: KFC uses AR for Digital Marketing

[Source: <http://www.digitaltrainingacademy.com> (2018)].

What's the viewer's experience?

The app gives a great user experience and is a very clever way of getting users to see value by using everyday objects for augmented reality instead of needing a QR code. Reaching the

number 1 spot on the app store and high download rates also show that users were happy with the app.

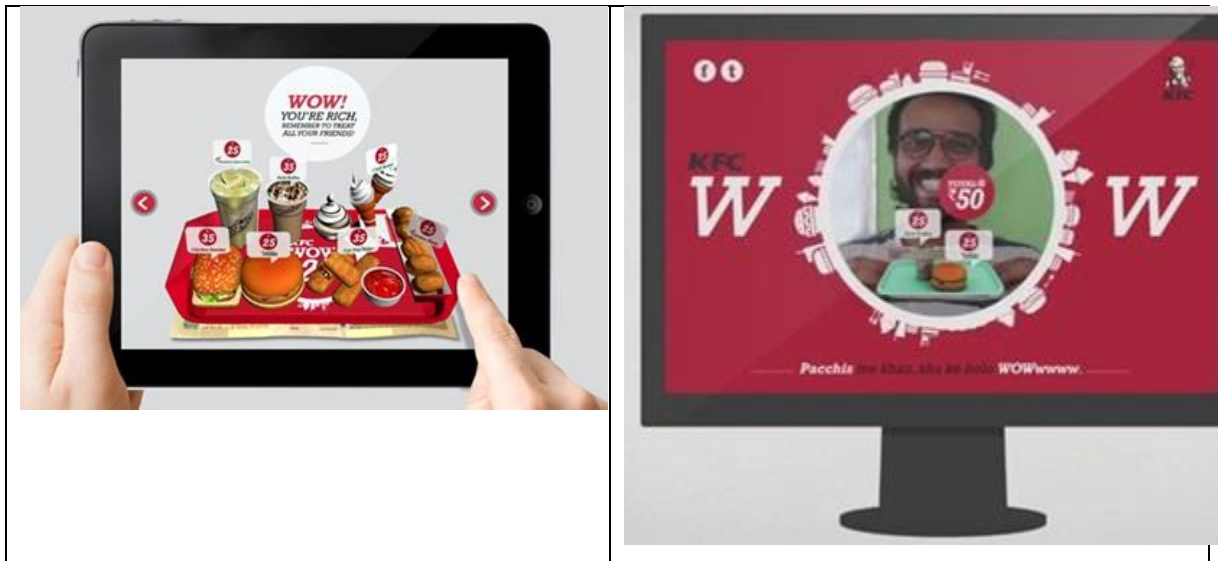


Figure 8: KFC uses AR for Digital Marketing

[Source: <http://www.digitaltrainingacademy.com> (2018)].

How does this boost KFC's digital marketing?

This digital campaign was a huge success for KFC. The innovative app fulfils KFC India's business objective and its high user engagement was critical as it was taking on McDonalds India for its 'Happy Price' menu – also offering food items at Rs. 25.

[KFC augmented reality trickery turns money into food -

http://www.digitaltrainingacademy.com/casestudies/2014/11/kfc_augmented_reality_trickery_turns_money_into_food.php]

7.4 DIGITAL MARKETING STRATEGY FAILURES AND HOW TO AVOID THEM

This section analyses some of the most prevalent digital marketing strategy failures and how to avoid them. If these common errors could be cut out, there are great chances of success.

1. Running campaigns with no measurement framework

One of the great advantages of digital marketing over traditional marketing is that there can be an accurate measure of the effects of many of the actions taken. In a (Pay-per-Click) PPC

campaign we can view conversions in real-time; in SEO, we can use tools to measure how our websites are ranking in web searches; and we can use web analytics to see which website content is drawing in the highest number of sales leads. Gaining comparable insights into a traditional poster campaign would be impossible. Digital offers incredible measurement opportunities for marketers. Your competitors will likely be taking these opportunities – and so must you.

2. Resistance to change

Digital marketing and technology are changing at an exponential rate. This means that as digital marketers, we can never afford to get too comfortable with the status quo. What works for your business today almost certainly will not in a few years' or even a few months' time. Looking ahead to the next few years, we can see video gaining in importance (accounting for 75% of mobile traffic by 2020), SEO being significantly affected by growing use of voice search, and QR codes coming back with a bang.

All these things may or may not happen. What we are trying to illustrate is that digital marketers must be ready to change with the times. What can be suggested is that an iterative digital strategy be pursued, using short-term tactics that contribute towards long-term objectives.

3. Neglecting the team's skills profile

The changeable nature of digital marketing has encouraged many in our industry to become multi-skilled, with specialisms in certain areas and competencies in others. A classic example of this would be a “T-shaped” person who has a deep knowledge of AdWords and less developed proficiencies in copywriting and web design.

Understanding the skills profile of each team member and your team as a whole will empower you to make enlightened decisions about how to use the talent at your disposal. Failure to do so could result in skills gaps that you might have been able to plug with effective on-the-job training. Target Internet offers a free tool called the Digital Marketing Skills Benchmark, which uses themed questions to create a report on an individual or team's digital marketing proficiency. The Business may use this to see how its skills profile stacks up.