Truyền thông & mạng Internet

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Evolutions

• Directory Services to Search Engines
• Submission services to Search Engine Optimization services
• Double Click (Banner Ads) to Ad Sense & Ad Words
• Websites to social networks
• Online shopping to online research

In 2012, Internet advertising revenues in the US totaled $36.57 billion, a 15.2% increase over the $31.74 billion in revenues in 2011.
Moving from Web 1.0 to Web 2.0

Web 1.0
- DoubleClick
- Ofoto
- Akamai
- mp3.com
- Britannica Online
- personal websites
- evite
- domain name speculation
- page views
- screen scraping
- publishing
- content management systems
- directories (taxonomy)
- stickiness

Web 2.0
- Google AdSense
- Flickr
- BitTorrent
- Napster
- Wikipedia
- blogging
- upcoming.org and EVDB
- search engine optimization
- web services
- participation
- wikis
- tagging (“folksonomy”)
- syndication

Impacts of Your Digital Footprint to Marketing and Sales

Today nearly every purchase starts online

- Shoppers use the web as a resource before determining which items to buy and where.
- According to the survey, 92.5% of adults said they regularly or occasionally research products online before buying them in a store.

National Retail Federation, March 2007
Keywords Are Very Telling

- **click**
## Keywords Reveal Customer’s Intentions

<table>
<thead>
<tr>
<th>Purchase stage</th>
<th>Potential Search Terms Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>smart phone, best smart phone</td>
</tr>
<tr>
<td>Consideration / Evaluation</td>
<td>compare Andriod and iPhone, iPhone 4G, iPhone vs. Android features</td>
</tr>
<tr>
<td>Conversion/Purchase</td>
<td>iPhone 4 at AT&amp;T stores, Android and iPhone price plan comparison</td>
</tr>
</tbody>
</table>

- Search keywords
- Ad Words keywords
- Organic keywords
Anatomy of a Search Engine Results Page (SERP) after searching “shoes online”
Key Internet Marketing Strategies

• Search engine optimization (SEO)
  - no cost per click

• Search engine marketing (SEM)
  - cost per click

• Social Media Marketing (SMM)
  – Words of mouth marketing (free)
  – Ads on social network Web sites
Search Engine Optimization (SEO)

- Keywords
- On-site Content
  (Content is the king)
- On-site Structure
  (Meta tags, etc.)
- Inbound Links
  (Back links)
Keywords with Highest Cost Per Click (CPC)

1. mesothelioma** trial attorney ($492)
2. new mexico mesothelioma lawyer
3. mesothelioma trial lawyers
4. New Orleans mesothelioma lawyer
5. mesothelioma net

Source: http://www.spyfu.com/o/TopListAll.aspx

**Mesothelioma is most commonly caused by exposure to asbestos

• Most expensive keywords in UK at
  http://www.hallaminternet.com/2012/the-most-expensive-google-adwords-keywords-infographic/
Top 20 Most Expensive Keywords in Google AdWords Advertising

http://www.wordstream.com/articles/most-expensive-keywords
“Social media marketing refers to the process of gaining website traffic or attention through social media sites.”

-- Wikipedia entry
Ten Types of Social Media Platforms

1. Blogs and Microblogs
2. Forums
3. Social Networks
4. Multimedia Sharing
5. Social Tagging
6. Reviews and Opinions
7. Community Q&A
8. Collaborative Publishing
9. Events
10. Virtual Worlds
Line 6 Objectives

1. SHOW THE WORLD: Solicit and highlight rich media to leverage Line 6 and customer content

2. SPREAD WORD-OF-MOUTH: Create, facilitate and encourage evangelists

3. SUPPORT THE COMMUNITY: Facilitate communication among artists, customers and prospective customers

4. HUMANIZE THE BRAND: Help give the brand a voice and a personality

(And lots of domain specific musician forums)

Source: Erik Tarkiainen, Vice President, Marketing Communications at Line 6
## Top 10 Social Network Web sites

<table>
<thead>
<tr>
<th>Rank</th>
<th>Web Site</th>
<th>Category</th>
<th>Primary value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Facebook</td>
<td>Social Networking</td>
<td>Strong Profile Rankings</td>
</tr>
<tr>
<td>2.</td>
<td>Twitter</td>
<td>Community</td>
<td>Promote Link-Worthy Content</td>
</tr>
<tr>
<td>3.</td>
<td>LinkedIn</td>
<td>Professional Networking</td>
<td>Strong Profile Rankings</td>
</tr>
<tr>
<td>4.</td>
<td>Wikipedia</td>
<td>Wikis</td>
<td>Strong Profile Rankings</td>
</tr>
<tr>
<td>6.</td>
<td>Digg</td>
<td>Social News</td>
<td>Strong Profile Rankings</td>
</tr>
<tr>
<td>7.</td>
<td>YouTube</td>
<td>Video</td>
<td>Strong Profile Rankings</td>
</tr>
<tr>
<td>8.</td>
<td>StumbleUpon</td>
<td>Social Tagging</td>
<td>Strong Profile Rankings</td>
</tr>
<tr>
<td>9.</td>
<td>Reddit</td>
<td>Social News</td>
<td>Direct Link Sources</td>
</tr>
<tr>
<td>10.</td>
<td>Yelp</td>
<td>Reviews</td>
<td>Strong Profile Rankings</td>
</tr>
</tbody>
</table>

For the first 9 months of 2013, Twitter's revenue came in at $422 M. But losses also increased, to $134 M. IPO $26 per share and went up to 74.7% higher at $44.90 on Nov. 7, 2013. (source: Link, 9/12/2013)
How can Social Media be used by companies?

- Sales/Lead Acquisition
- Product Development
- Customer Support
- Employee/Human Resources
- Executive Leadership & Visibility
About to livestrean Zappos Q4 all hands employee meeting! It all starts at noon Pacific: http://ustream.tv/zapposinsights


Study shows happy employees are good for business. Inc Magazine article: http://bit.ly/9GYQxb

The @dndbus team made a really cool rap video for the first 6 cities of our Delivering Happiness tour: http://bit.ly/aKxcuM

Studies find top 3 most stressful moments in people’s lives: death, divorce, and properly pronouncing “Worcestershire sauce”. 2:56 PM Sep 19th via mobile web
Kogi Korean BBQ Taco Truck in Los Angeles

@KOGIBBBQ ON TWITTER, http://kogibbbq.com/, http://twitter.com/kogibbbq/
Active Social Media Users are Influential Offline Consumers

**Offline Activities**
- 45% more likely to go on a date
- 18% more likely to work out at a gym or health club

**Online Spending Power**
- 75% more likely to be heavy spenders on music
- 47% more likely to be heavy spenders on clothing, shoes and accessories

**Influence**
- 26% more likely to give their opinion on politics and current events
- 33% more likely to give their opinion on TV programs

**Social Networking Activities**
- 53% of active social networkers follow a brand
- 32% of active social networkers follow a celebrity

*Source: [Link]*
Word-of-mouth recommendations (earned advertising) from friends and family are the most influential and the most trustworthy.

<table>
<thead>
<tr>
<th>FORM OF ADVERTISING</th>
<th>2013</th>
<th>2007</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommendations from people I know</td>
<td>84%</td>
<td>78%</td>
<td>6%</td>
</tr>
<tr>
<td>Branded websites</td>
<td>69%</td>
<td>60%</td>
<td>9%</td>
</tr>
<tr>
<td>Consumer opinions posted online</td>
<td>68%</td>
<td>61%</td>
<td>7%</td>
</tr>
<tr>
<td>Editorial content ie. newspaper articles</td>
<td>67%</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Ads on TV</td>
<td>62%</td>
<td>56%</td>
<td>6%</td>
</tr>
<tr>
<td>Brand sponsorships</td>
<td>61%</td>
<td>49%</td>
<td>12%</td>
</tr>
<tr>
<td>Ads in newspapers</td>
<td>61%</td>
<td>63%</td>
<td>-2%</td>
</tr>
<tr>
<td>Ads in magazines</td>
<td>60%</td>
<td>56%</td>
<td>4%</td>
</tr>
<tr>
<td>Billboards and outdoor advertising</td>
<td>57%</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Ads on radio</td>
<td>57%</td>
<td>54%</td>
<td>3%</td>
</tr>
<tr>
<td>Emails I signed up for</td>
<td>56%</td>
<td>49%</td>
<td>7%</td>
</tr>
<tr>
<td>Ads before movies</td>
<td>56%</td>
<td>38%</td>
<td>18%</td>
</tr>
<tr>
<td>TV program product placements</td>
<td>55%</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Ads served in search engine results</td>
<td>48%</td>
<td>34%</td>
<td>14%</td>
</tr>
<tr>
<td>Online video ads</td>
<td>48%</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Ads on social networks</td>
<td>48%</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Display ads on mobile</td>
<td>45%</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Online banner ads</td>
<td>42%</td>
<td>26%</td>
<td>16%</td>
</tr>
<tr>
<td>Text ads on mobile phones</td>
<td>37%</td>
<td>18%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: Nielson Global Survey of Trust in Advertising, Q3 2007 and Q1 2013 (link)
Social Network Marketing

If you post to Mom’s Facebook wall, Dad’s in her Social Graph, so you’ve got double the eyeballs on your content right there. Cross-post to Twitter at peak hours to hit Grandma, aunts, uncles, the babysitter. You’ve got to listen for sentiment around your name — there’s opportunity for conversion there, but you’ve got to commit if you want to see ROI.

Hm. I usually just scream when I poop my pants.

Written by @Matt_Silverman
Illustrated by Kiersten Essenpreis
for Mashable

http://sphotos-a.xx.fbcdn.net/hphotos-snc7/483831_10151351708346234_1134374643_n.jpg
Internet Marketing Issues

• Communication
  – Link to outdated landing page

• Errors/Typos in Posts
  – Cannot recall wrong information
  – Kogi: 2 minutes instead of 20 minutes
  – Pleasant Holidays: $299 instead of $499

• Managing Expectations
  – Responding to posts
Online Marketing Objectives

A study conducted by SEMPO (Search Engine Marketing Professional Organization) in 2010 identified the following objectives for online marketing (Econsultancy, 2010):

1. Drive traffic to a Web site.
2. Generate leads.
3. Sell products, services or content directly online.
4. Increase brand awareness /enhance reputation.
5. Improve customer service/customer satisfaction.
Search engine optimization (SEO) objectives

- **Generate leads**: 34% (Most Important), 18% (Second most important)
- **Drive traffic to web site**: 32% (Most Important), 36% (Second most important)
- **Sell products, services or content directly online**: 26% (Most Important), 15% (Second most important)
- **Increase brand awareness/enhance reputation**: 6% (Most Important), 28% (Second most important)
- **Improve customer service/customer satisfaction**: 2% (Most Important), 3% (Second most important)
Search Engine Marketing Objectives

- (SEM, a special case of Online Advertising)
Social Media Marketing (SMM) Objectives

- Increase brand awareness/enhance reputation: 51%
- Drive traffic to website: 25%
- Generate leads: 29%
- Sell products, services or content directly online: 8%
- Improve customer service/customer satisfaction: 21%

Most Important: [Chart]
Second most important: [Chart]
Marketing Funnel

http://www.rosetta.com/WhoWeAre/ThoughtLeadership/SearchandMedia/Pages/SocialMediaandtheNewMarketingFunnel.aspx
Mapping of Internet Marketing Strategies to the Marketing Funnel

1. Awareness
   - Drive traffic to web site

2. Consideration/evaluation
   - Generate lead

3. Conversion/purchase
   - Sell products, services or content directly online

4. Loyalty
   - Increase brand awareness / enhance reputation

5. Advocacy
   - Improve customer service / customer satisfaction

Adapted from Forrester Research Inc. and SEMPO State of Search Engine Marketing Report 2010
An Integrated Framework for Internet Marketing

**SEO**
1. Improve organic search result
2. Site contents: Determine keywords to use, keywords density & placement
3. Site structures & meta tags
4. Inbound links

**Online Advertising**
1. Bid for sponsored links
2. Pay for contextual ads (e.g., Ad Sense)
3. Affiliate marketing (Amazon)
4. Which keywords to buy?
   - Bidding strategy

**Traffic & Keywords**
- Research keywords
- Match customer intentions in the marketing funnel

**SMM**
1. Build brands and **customer loyalty**
2. Monitor and use social networking sites
3. Use social bookmarking to increase web site page ranks
4. Build quality backlinks to improve SERP positions