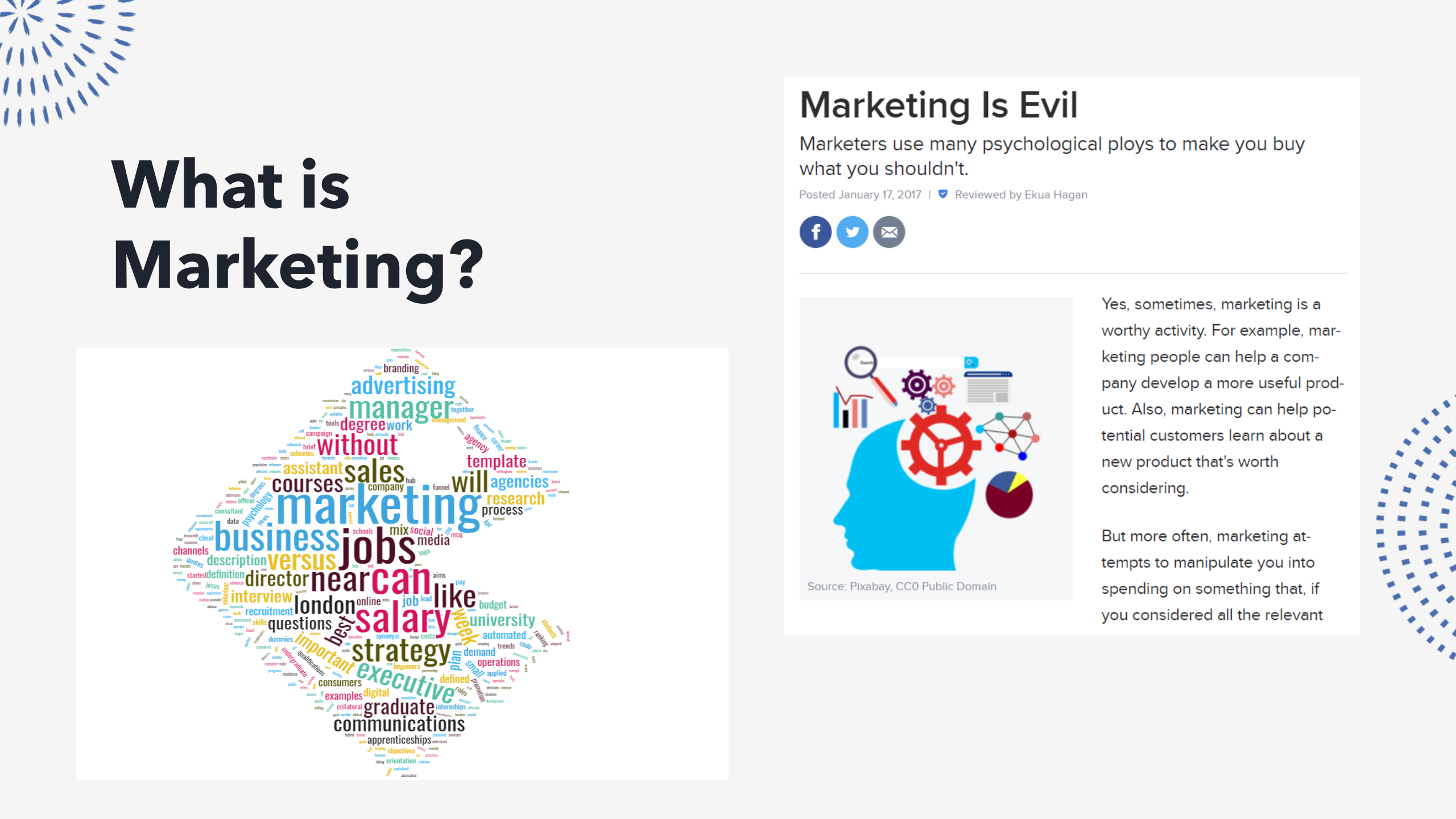# Beyond Annoying Ads: Useful Ideas from Digital Marketing

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What is Marketing?

Marketing Is Evil

Marketers use many psychological ploys to make you buy what you shouldn't.

Posted January 17, 2017 | Reviewed by Ekua Hagan

Source: Pixabay, CC0 Public Domain

Yes, sometimes, marketing is a worthy activity. For example, marketing people can help a company develop a more useful product. Also, marketing can help potential customers learn about a new product that's worth considering.

But more often, marketing attempts to manipulate you into spending on something that, if you considered all the relevant

Business perspective

*Marketing refers to activities a company undertakes to promote the **buying** or **selling** of a **product or service**. Marketing includes **advertising, selling,** and **delivering products** to consumers or other businesses"*

Source: Everything Marketing Entails [WWW Document], n.d. .
Investopedia. URL
https://www.investopedia.com/terms/m/marketing.asp (accessed 9.21.21).

Evolution of marketing

Product
- Quality
- Optimisation
- Reputation

Sales
- Promotion
- Pricing
- Service

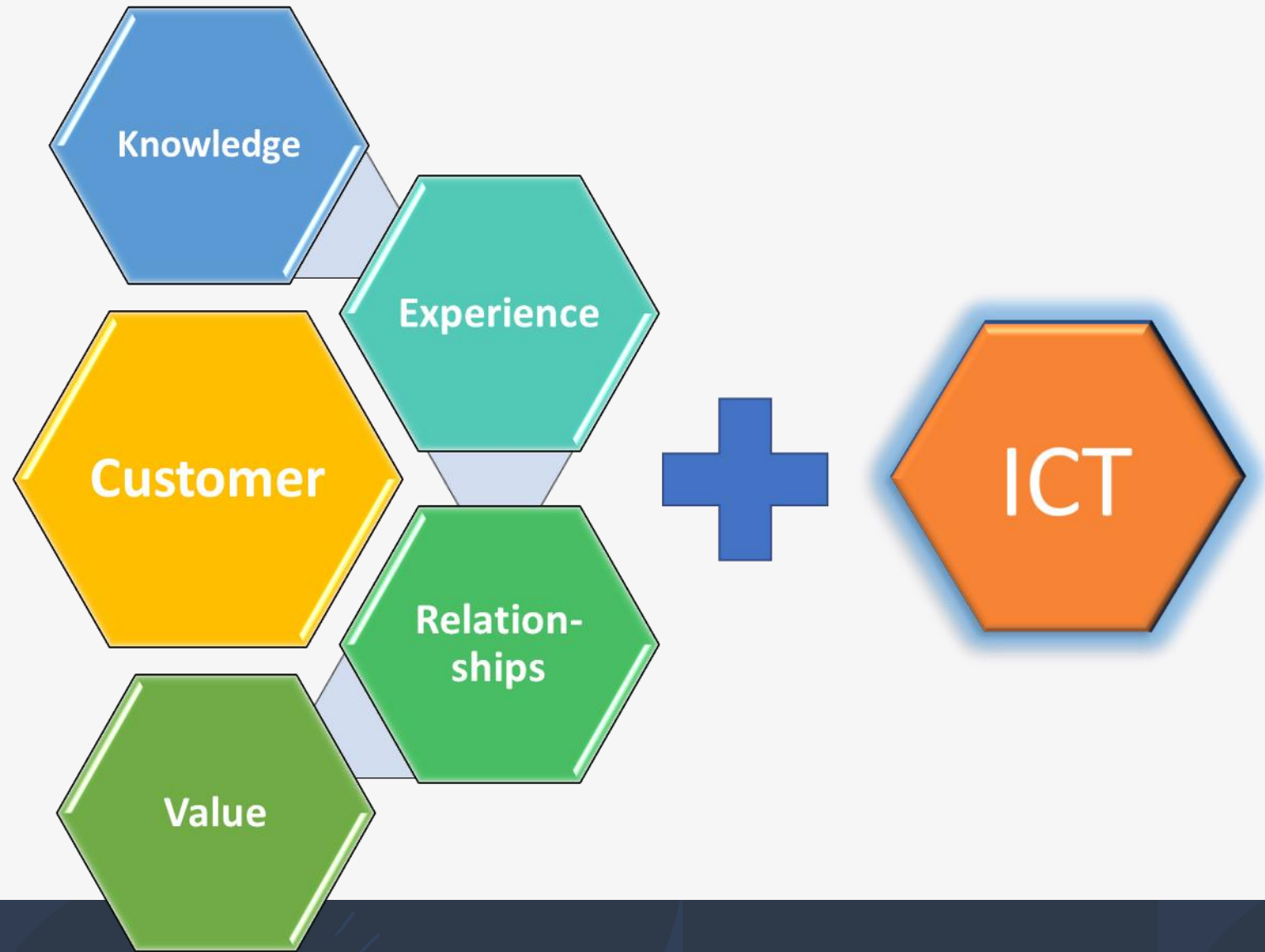**Marketing**
- Customer
- Value
- Relationships

Marketing Is Everything
by Regis McKenna

From the Magazine (January–February 1991)

- Beyond a business function
- Customer-oriented philosophy
- "Way of doing business" (McKenna)
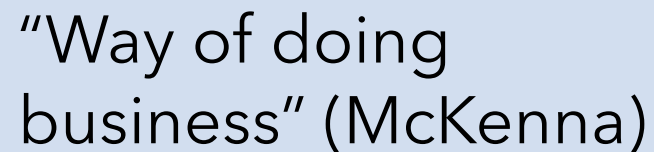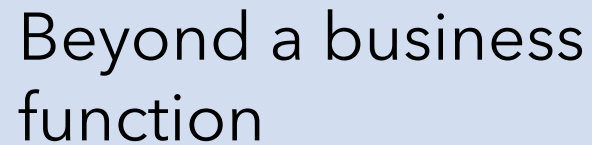
Source: McKenna, R., 1991. Marketing Is Everything. Harvard Business Review.

New marketing

Knowledge | Experience | Customer | Relationships | Value | + | ICT

~~Digital~~ Marketing

Achieving marketing objectives through applying digital technologies and media.'(Chaffey and Ellis-Chadwick 2019)

Chaffey, Dave, and Fiona Ellis-Chadwick. "Digital marketing: strategy, implementation and practice" *Harlow: Pearson* (2019).
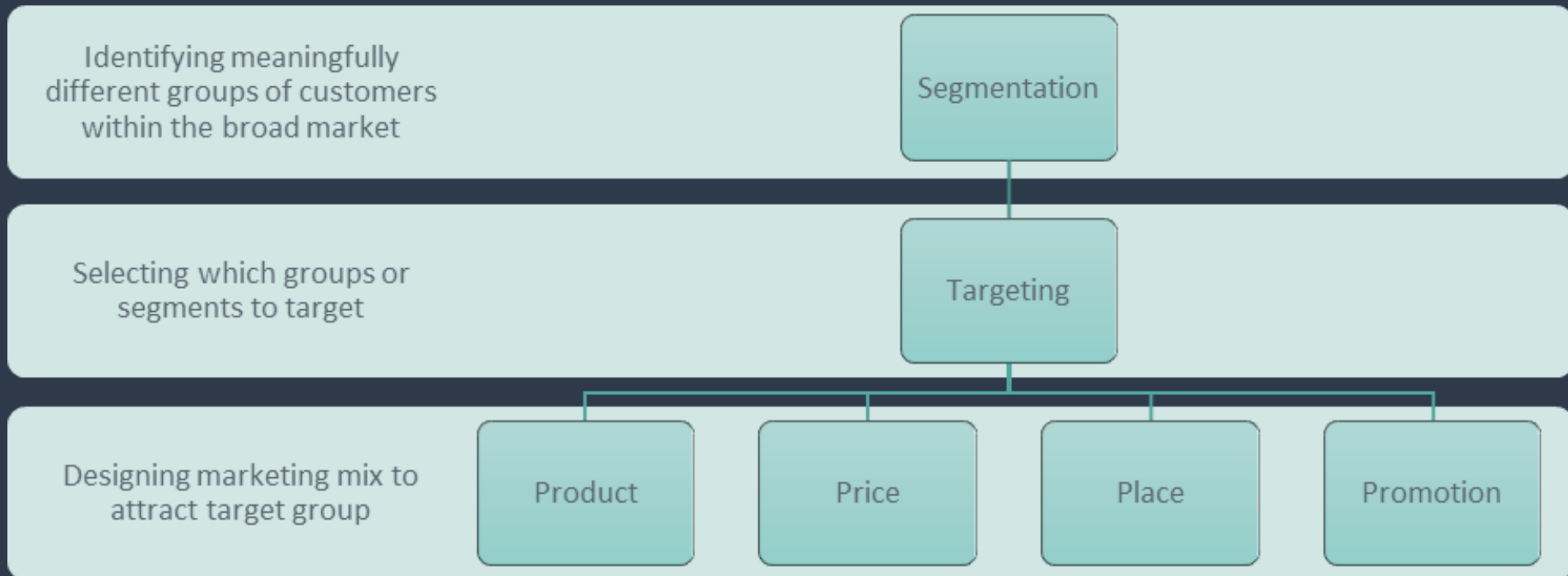
Internal and external marketing

Internal marketing programme

- Product
- Price
- Communications
- Distribution

Key segments in the internal market
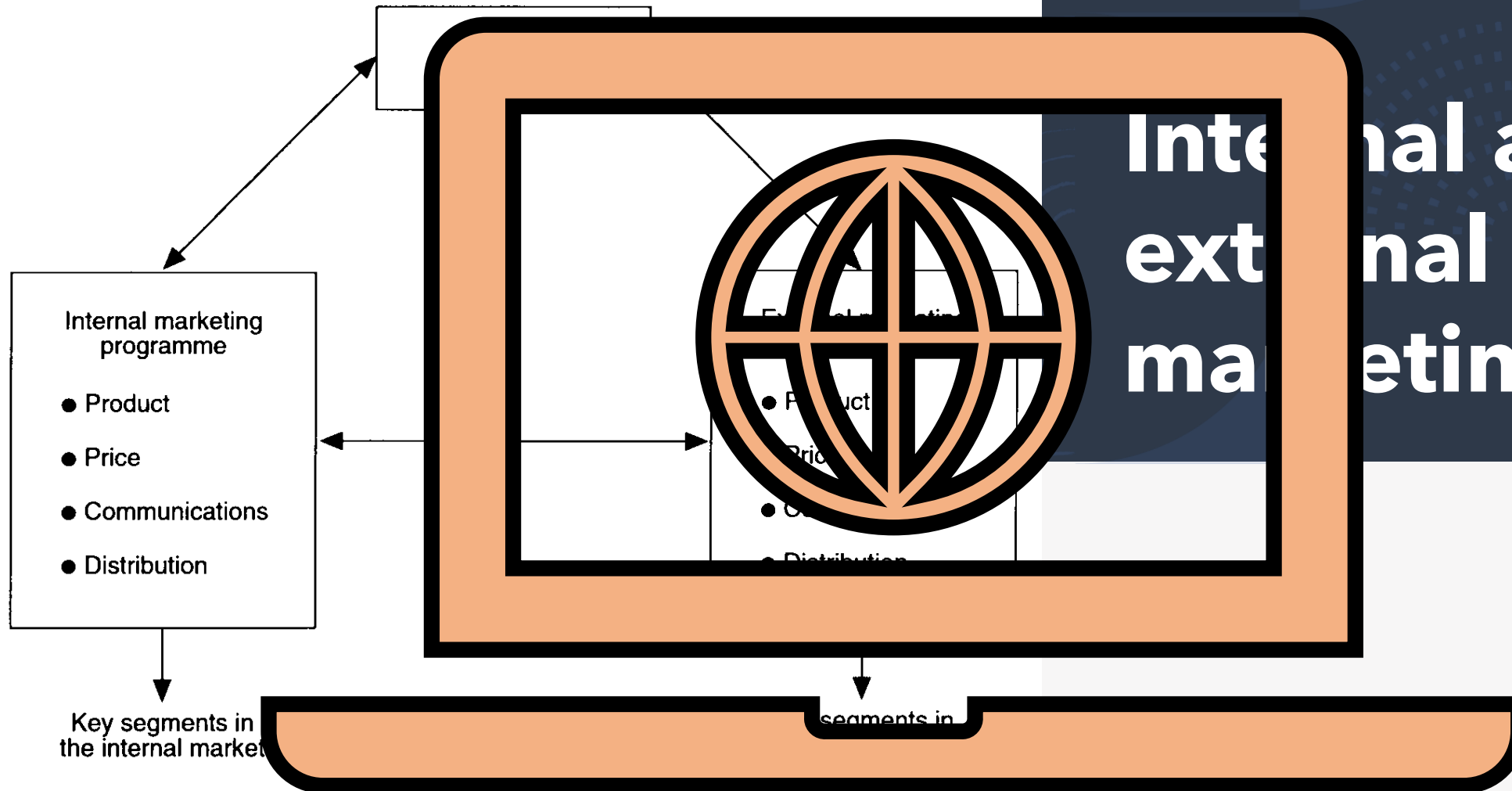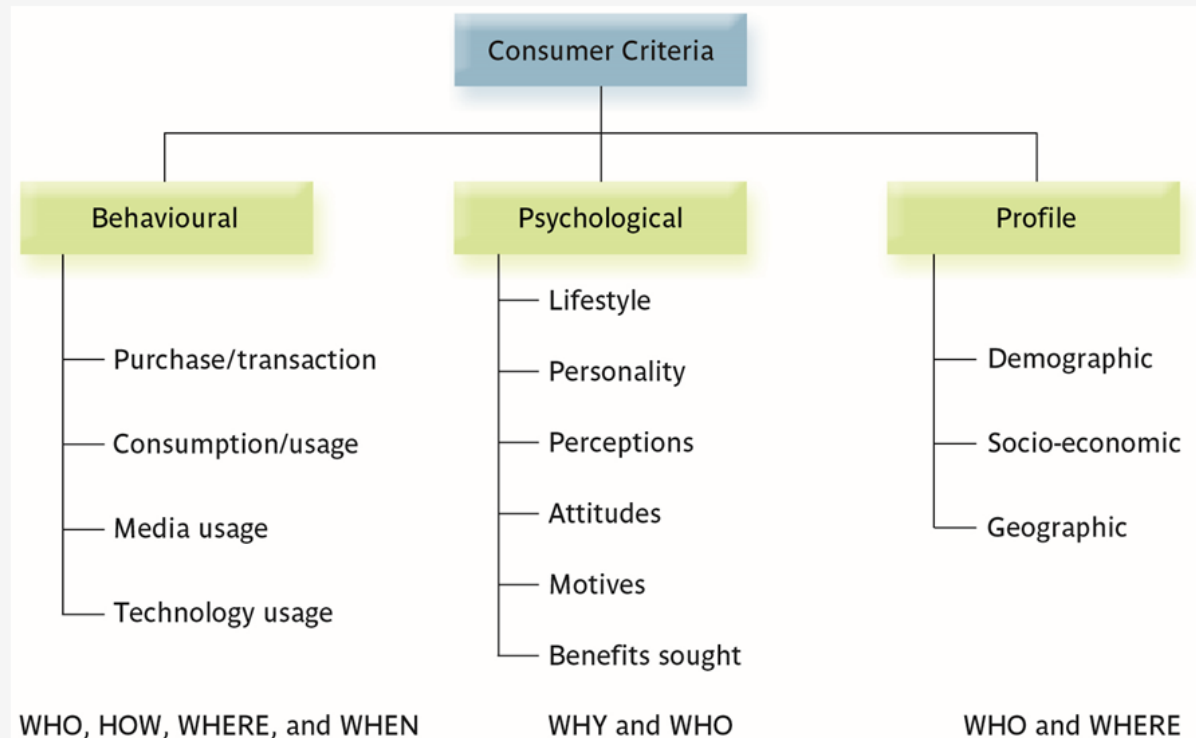
Piercy, N.F., 1995. Customer satisfaction and the internal market: Marketing our customers to our employees. Journal of Marketing Practice: Applied Marketing Science 1, 22–44. https://doi.org/10.1108/EUM0000000003878

Who will we target? Segmentation and Targeting

Identifying meaningfully different groups of customers within the broad market	Segmentation
Selecting which groups or segments to target	Targeting
Designing marketing mix to attract target group	Product Price Place Promotion

Persona

Segmentation Bases

Consumer Criteria

Behavioural	Psychological	Profile
Purchase/transaction	Lifestyle	Demographic
Consumption/usage	Personality	Socio-economic
Media usage	Perceptions	Geographic
Technology usage	Attitudes	
	Motives	
	Benefits sought	

WHO, HOW, WHERE, and WHEN   WHY and WHO   WHO and WHERE

Jackson. S. (2009) Cult of Analytics: Driving online strategies using web-analytics, Routledge

- Introduced as 'a *design technique for understanding and communicating the goals and needs of different user types*' (Cooper, 2009, cited Salminen et al 2018)

- A persona is the construction of an "ideal type" based on website visitor motivations.

- A persona template is developed that considers demographic data, psychographic data and market data

- Persona's are applied in user-centred design thinking to test and develop online content and platforms.

Persona Benefits

Salminen, J., Jansen, B.J., An, J., Kwak, H. and Jung, S.G., 2018. Are personas done? Evaluating their usefulness in the age of digital analytics. *Persona Studies*, *4*(2), pp.47-65.

Table 1: Benefits associated with the use of personas

Category	Description
Communication	Personas facilitate user-oriented communication within and between teams in the organization.
Psychology	Personas enhance the immersion required for designing 'for a person' instead of fuzzy and complex target groups.
Transformation	Personas challenge existing assumptions about customers and orientate trade-off decisions when customers have conflicting needs.
Focus	Personas help focus design decisions on user goals and needs rather than on system attributes and features.

# The Challenge of User and Customer Engagement

- Decreasing attention span (8 min*)
- Multidimensionality (thoughts, behavior and emotions)**
- Multiple stakeholders, content, systems
- Competing content and tasks, noise

Sources: *https://www.nytimes.com/2016/01/22/opinion/the-eight-second-attention-span.html
Waite, K., Perez-Vega, R., 2018. Essentials of Digital Marketing, The Global Management Series. Goodfellow Publishers.

Social impact theory

Perez-Vega, R., Waite, K. and O'Gorman, K., 2016. Social impact theory: An examination of how immediacy operates as an influence upon social media interaction in Facebook fan pages. *The Marketing Review*, *16*(3), pp.299-321.
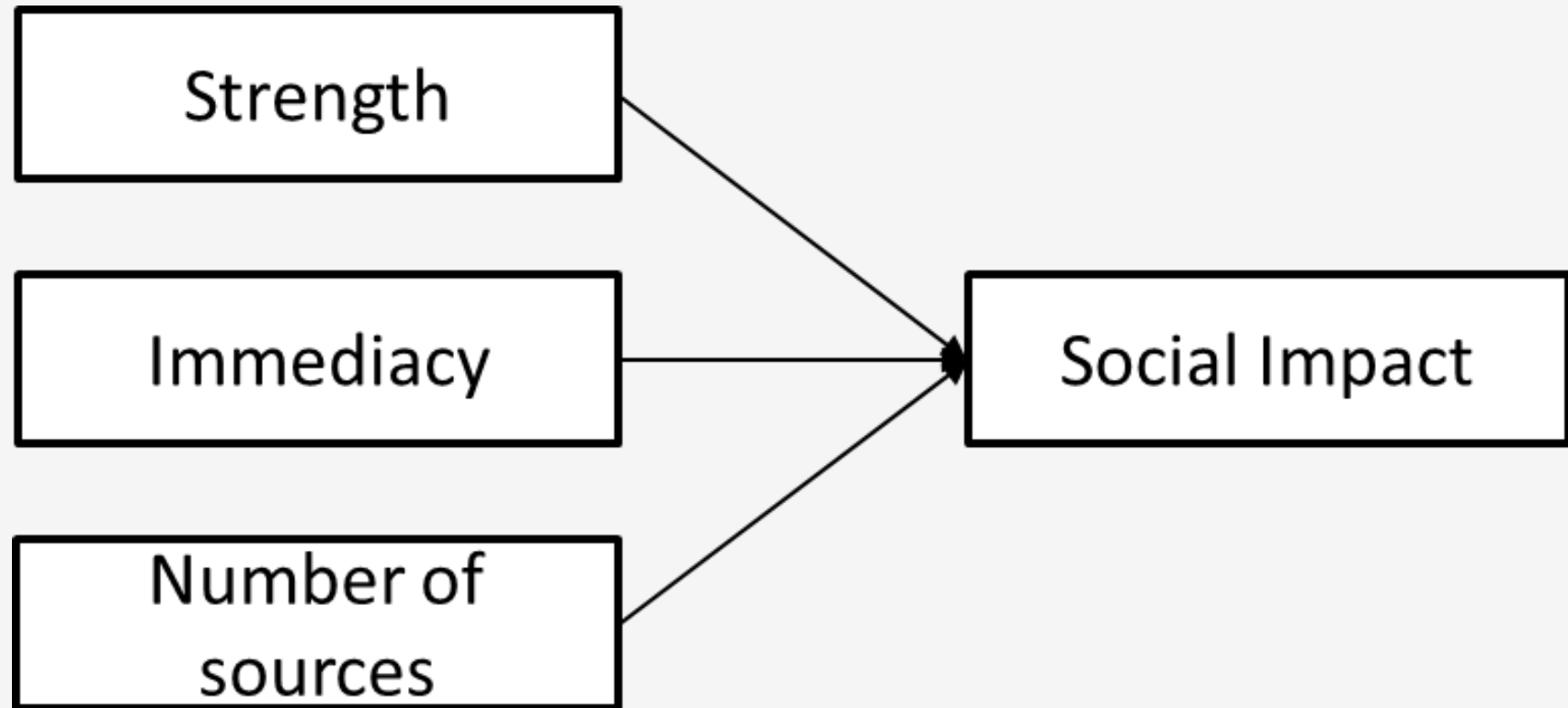
The challenge of technology adoption

Awareness
- Becoming aware of the existence and function of the technology

Rehearsal
- Forming specific individual expectations of benefits, risks and outcomes of use

Trial
- Trial or testing of the technology to see if actual use matches rehearsal

Acceptance or Rejection
- Assessment of outcomes

Continuance or Discontinuance
- Ongoing patterns of behaviour of technology use

Waite, K and Perez-Vega, R. (2018) *Essentials of Digital Marketing,* Goodfellow Publishing, Oxford.
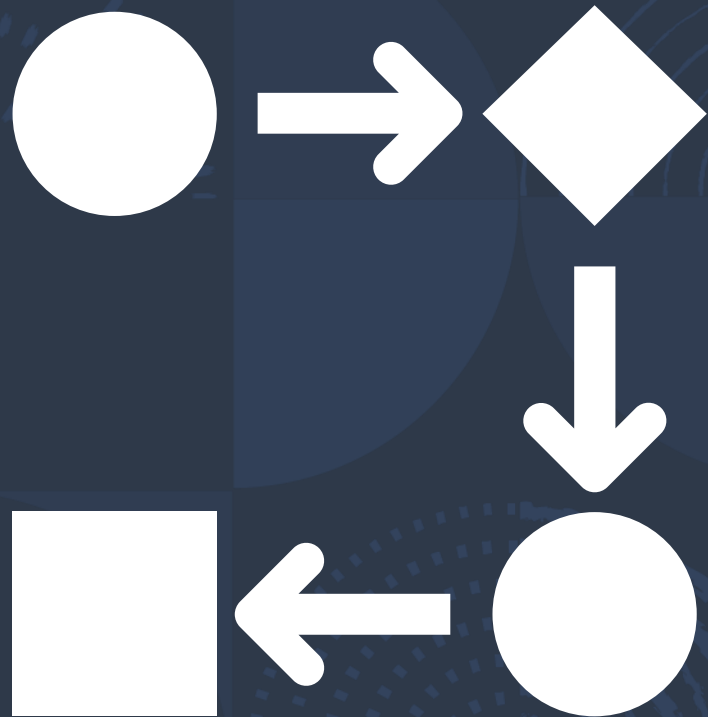
Awareness

- Knowing about the existence of the technology and gaining insight into how it works

- Awareness can **be gained actively** (solution driven) and/or **passively** (advertising driven)

- **Change agents** are used to influence adoption decisions

- Social Contagion (Le Bon, 1895) explains when **large numbers** of people use a technology it is harder to resist.

Waite, K and Perez-Vega, R. (2018) *Essentials of Digital Marketing,* Goodfellow Publishing, Oxford.
Le Bon, Gustav. (1895) *Psychology of Crowds* reprinted 2009 by Sparkling Books edition. Sparkling Books.

Rehearsal: Facilitators of Adoption

- To be adopted an innovation must have these attributes

- High - Relative Advantage compared to other options i.e. lower cost, greater convenience, more status etc.

- High - Compatibility with values, needs and experiences of adopters

- Low - Complexity

- High - Observability

- High - Trialability by being able to be experienced before full adoption

Source: Rogers, E.M., 2010. *Diffusion of innovations*. Simon and Schuster.

Rehearsal: Barriers to Adoption

- "Uncertainty" is the result of a lack of knowledge whilst "risk" is an informed evaluation of probable outcomes and their desirability.

- Risk: social, financial, performance, psychological, convenience

Waite, K and Perez-Vega, R. (2018) *Essentials of Digital Marketing,* Goodfellow Publishing, Oxford.

Trial

- "Trialability" and "Observability" reduce uncertainty and risk perceptions.

- "Innovations that can be divided for trial are generally adopted more rapidly" (Rogers 2010:171).

- The ability to observe others facilitates rapid diffusion.

- Learn what increases risk perceptions

- Important to know whether the adoption decision is voluntary or non-voluntary and whether it is a collective or individual decision

Rogers, E.M., 2010. *Diffusion of innovations*. Simon and Schuster.

Uses and Gratifications Theory

Social	Personal
Hedonic	Utilitarian

Users choose the media they use, and are goal oriented in doing so.

what does the individual do with the media? i.e. what needs is it meeting?

UGT was revived with the advent of ICT. As new technologies increased media choice, motivation and satisfaction became critical components of audience analysis.

Katz, E., Blumler, J.G. and Gurevitch, M., 1973. Uses and gratifications research. *The public opinion quarterly*, *37*(4), pp.509-523.

The Disenchanted Enchantment Model

- Paradox of the Impossible Realised

- Growing Promise of Gratification

- Ludic Satiation

- Normalisation and Rising Sense of Loss

- Different to the classic process theories that do not explain our continuous search for "new" technology
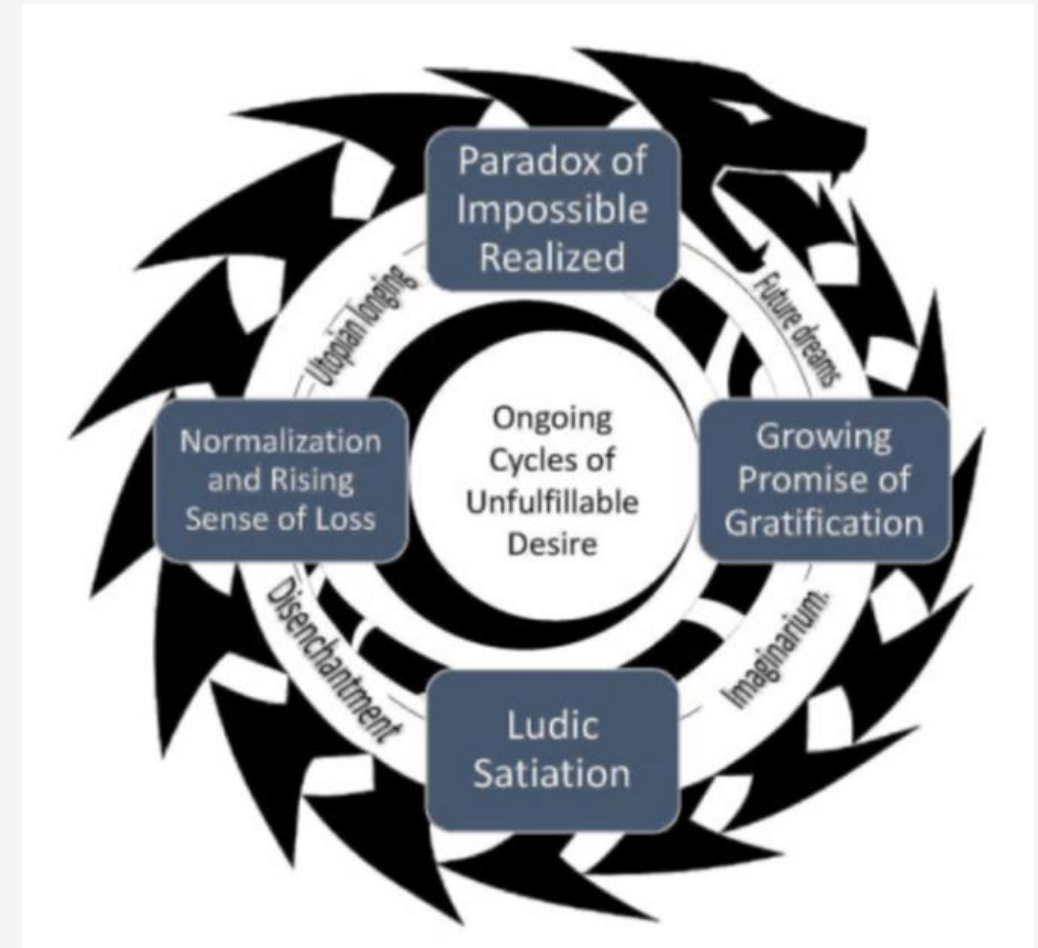
Belk, R., Weijo, H. and Kozinets, R.V. (2020), "Enchantment and perpetual desire: Theorizing disenchanted enchantment and technology adoption", Marketing Theory, p. 147059312096146.

Q&A