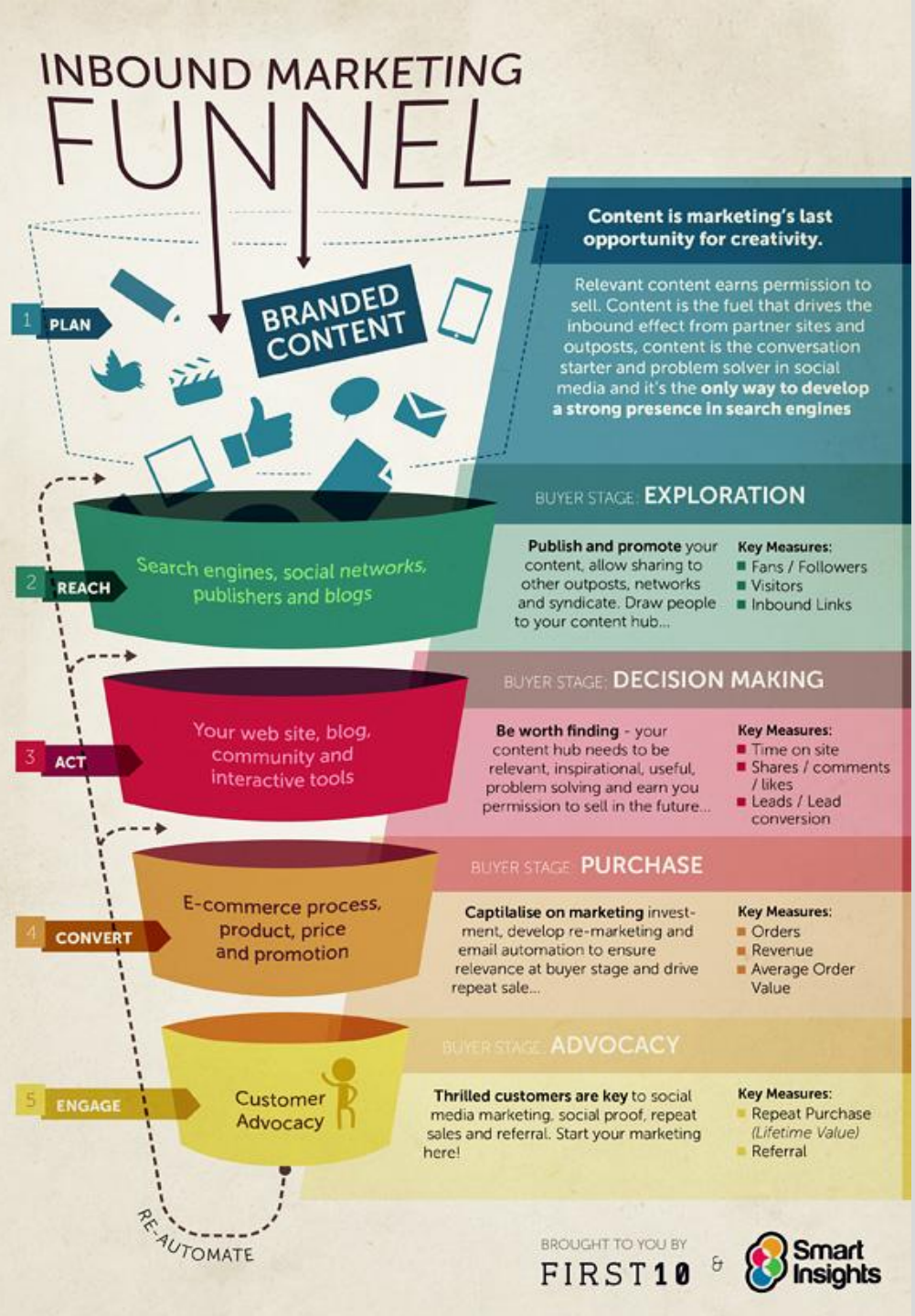


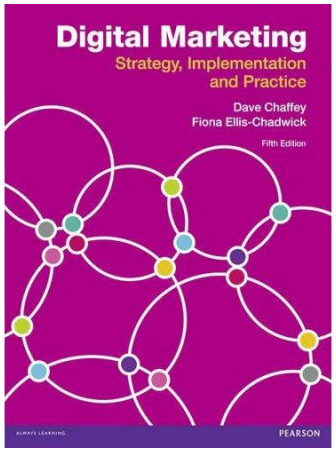
Digital Marketing in Higher Education

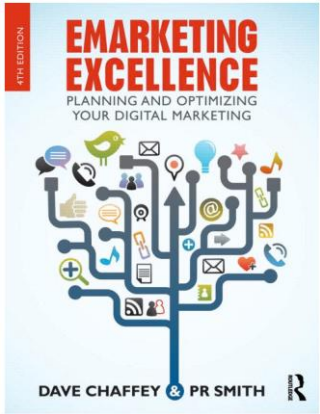
5 success factors

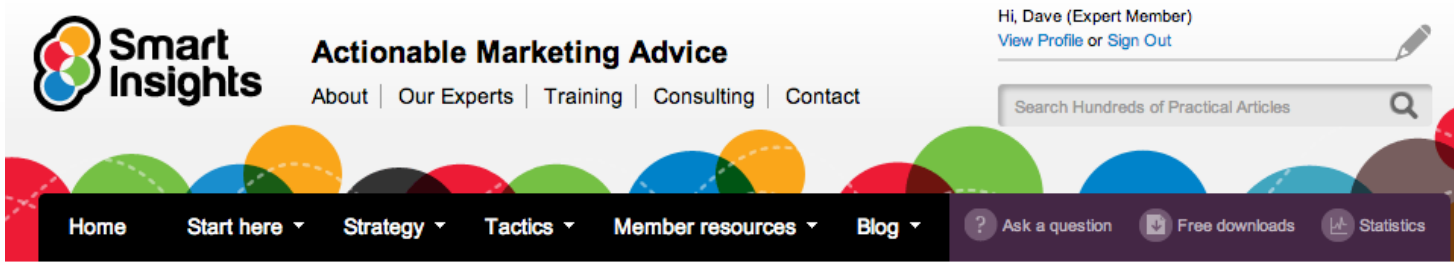
Dr Dave Chaffey

SmartInsights.com

About Dave Chaffey







Managing Digital Marketing 2014

Research report: Best practices for integrating digital technology and marketing to fuel business growth

- **Author:** Dave Chaffey
- **Last updated:** January 2014
- **Format:** 6,000 word, 35 page A4 page PDF research report with recommendations

How will this report help me and my business?

This free research report based on a survey of Smart Insights members and Technology for Marketing & Advertising 2014 attendees explores approaches businesses use to plan and manage their investments in digital marketing.

What does the Managing Digital Marketing report contain?

Findings and recommendations are grouped in 6 key strategic areas which will help managers plan for an improved contribution from marketing.

- 1. Review Digital Marketing Contribution and Capabilities
- 2. Developing Strategies And Plans For Digital Marketing

Access Now

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chiefmartec.com Marketing Technology Landscape

January 2014

MARKETING EXPERIENCES

Email Marketing
MailChimp, Constant Contact, LiveIntent, campaigner, STRONGVIEW, Bronto, dotMailer, yesmail, SMART FOCUS, Stream, Send, Return Path, toward@ta, zeta, JangoMail, sociaL, pure360, Email Acid, profusion, Campaign Monitor, acxiom, VerticalResponse, LeadSpend, epsilon, Experian, bluehornet, CamSea, rapidmail, Movable Ink, Customer.io

Mobile Marketing
airpush, mobivity, Tapjoy, Vibes, SponsorPay, Shep Pad, hipcricket, adelphic, moment feed, dotMobi, tapad, BRIGHT REVMOB, LeadBolt, mojiva, MARCHEX, FLURRY, mobileStorm, millennialmedia, Trumpia, Placed, tatango, veltri, INMOBI, OpenMarket, ePrize, Kahuna, waterfall mobile, VERVE

Search & Social Ads
AdProof, KENSHOO, ADCHEMY, Marin, acquisio, matchcraft, brandnetworks, Adaptly, kroot, TBG, TRIGGIT, ADSPERT, nanigans, InsideVault, SearchForce, ROCKFORD, FINCH, sidecar, MAGNETIC, SHIFT

Display Advertising
doubleclick, DataXu, bizo, sitescout, BRANDSCREEN, neustar, DATAPOP, netmining, AdRoll, criteo, adz, TruSignal, OpenX, FLITE, Admantx, rocketfuel, kwanzoo, bluecava, OPTIMINE, Simplifi, Chango, Taykey, Adobe

Video Ads & Marketing
OOYALA, vimeo, brightcove, eyeview, Jivox, BrightRoll, VEEWEE, Adap.tv, WISTIA, onescreen, ramp, SpotMixer, pixability, vidyard, poptent, TubeMogul, vidcaster, spotchange, optimatic, piksel, ustudio, SundaySky, YuMe, Kaltura, videology, mixpo, Viddler

Creative & Design
SPONGECELL, fluid, persado, adacado, AdExtent, Adobe, balsamiq, affinova, AdReady, STEELHOUSE, axure, MockFlow, MATCH

Communities & Reviews
jive, gigya, IGLOO, Hoop.la, NING, pageloper, telligent, reevoo, livefyre, bazaarvoice, forumbee, DISQUS, Engage, socious, chute, satisfaction, communispace

Social Media Marketing
TOPSY, SOCIALFLOW, sprinklr, bottlenose, ATTENSITY, Socialware, Brandwatch, engagor, Visible, WILDFIRE, hootsuite, viralheat, shoutlet, awareness, trackur, newsle, sproutsocial, NETBASE, yayin, TrackMaven, Argyle Social, awe.sm, EXPION, SYNCAPSE, tapinfluence, moxie, colligent, Addvocate, socialvoit, LISTEN Logic, LITTLE BIRD, Buzzient, SCOREBOARD SOCIAL, extole, Lithium, UNIFIED, synthesio, infegy, influitive, mzinga, mention, CAMPALYST, hearsay, trackx, MARKET WIRED, metavana, NETWORKED INSIGHTS, Spredfast, UBERVU, CURALATE, KLOUT, Simply Measured, conversocial, thisMoment, EngageSciences, SocMetrics, Zuberance, MUTUALMIND, BuzzBundle, meltwater, Onalytica

Events & Webinars
Eventbrite, CITRIX, cisco, Brandscopic, Actéva, ON24, INXPO, xert, cvent, Adobe, FUZEBOX, InfoNeedle, ACTIVE, InterCall, tmi, implix, etouches, MeetingBurner, anymeeting, TalkPoint, connex, LENOS, saba, Webinars On Air, EventCloud, ReadyTalk

Calls & Call Centers
key metric, >ifbyphone, liveops, twilio, Five9, INVOCA, CallRail, callmodo, CallFire, response tap, eGain, mongoosemetrics, CALLSOURCE, calltracking

Customer Experience/VoC
KANA, MEDALLIA, customerville, VERINT, perceptions, FORE, Confirmit, mindshare, CLARABRIDGE, Genesys, enkata, gainsight, [+] opinionlab, RESPONSETEK, Kampyle, SATMETRIX, Qualaroo, ALLEGIANCE, uservoice

Loyalty & Gamification
Badgeville, CROWDTWIST, TIBCO, BIGDOOR, SOCIALTWIST, loyaltygator, vemt, PunchTab, NextGee, 500friends, AIMIA, REWARDSTREAM, Actionable, BUNCHBALL

Personalization
insightera, evergage, Baynote, RapLeaf, DEMANDBASE, LIVEPERSON, monetate, MONOLOOP, PREDICTA, richrelevance, enecto, MYBUYS, SAILTHRU, choicestream, APPTUS, PERSONYZE, CERTONA, PREDICTIVE EDGE, Nuggets, MAGIO

Testing & Optimization
webtrends, maxymiser, Google Wingify, SITESPECT, Optimizely, APT, accenture, Adobe, unbounce, atmio, User Testing, Lander, PageMutant, Experiment.ly, GROWTHGIANT, pluralis, userlytics, INSTA PAGE, SYNFERENCE, CONVERSION, Vertster, AVENSED, AB Tasty, zen, convert, KANEKOGAN, SparkPage, Marketizator, VIBETRACE, PAGEWIZ, GlobalMaxer, IMPREGO, LeadPages

Marketing Apps
wishpond, ion, wizehive, SnapApp, offerpop, kontest, WOOBOX, Gleam, CONTEST FACTORY, VIRALSWEEP, votigo, WuFoo, SocialAppsHQ, Rafflecopter, SurveyMonkey, Polldaddy, SHORT STACK, survs, Strutta, conduit, NORTH SOCIAL, tagga, Formstack, FluidSurveys, snap, surveygizmo

SEO
BRIGHT EDGE, altruik, SYCARA, lotusjump, RANKABOVE, conductor, Wordtracker, authorityLabs, gShift, rio seo, RAVEN, SEOClarity, colibri, UpCity, bloomreach, web ceo, insite, invio, CAPTAIN, yoast, ANALYTICS, SEO, SERPICO, Linkdex, MOZ, SEOlytics, searchmetrics, GinzaMetrics

Content Marketing
visual.ly, kapost, curata, cadence, Zerys, springcm, DIVVY, Percolate, Skyword, COMPENDIUM, Contently, squeezCMM, GatherContent, Zemanta, MARKETING.AI, collective bias, PAPERSHARE, Kontera, easelly, Outbrain, NewsCred, atomic reach, RebelMouse, ceros, Scoop.it, CrowdSource, Intweetive, publishthis, cloudwords, Cooperatize, LOOKBOOK.HQ, trapit, Oberflip, voraka, copyblogger, magnify, Storify, Scripted, triberr

Sales Enablement
postwire, cloze, elastic, Stride, Bloomfire, innovation, Salespod, Qvidian, Yesware, scepos, SKURA, MindMatrix, clearslide, KnowledgeTree, showpad, WittyParrot, touts, Alinean, FIGURE, pipedrive, SAVO, Primary Intelligence, Velocify, UpSync, Contactually, pipeliner, TappCtrl

MARKETING OPERATIONS

Marketing Data
Experian, epsilon, acxiom, NETPROSPEX, zoominfo, ALANT, InsideView, D&B, SalesLeft, leadspace, EQUIFAX, salesgenie, infogroup, informatica, OneSource, factual, LiveRamp, AccuData, GNIP, VisualDNA, Freebase, IRI Lead, spoke, DATASIFT, STRATIGIRON

Channel/Local Mktg
PTCA9, netsertive, Ziftsolutions, Gorilla Tools, distribion, Channeltivity, brandmuscle, EggZack, Marketingadvocate, nitromojo, Baliihoo

Marketing Resource Mgmt
infor, MarcomCentral, soep, mtivity, northplains, BrandMaker, Allocadia, DIREXIS, ConceptShare, marketingbuddy, Elateral, Tagcmd, Meta, PAPIRFLY, dnovate, Cordeo, SyncForce, MarketingPilot, Black Ink

Digital Asset Mgmt
EMC², WIDEN, Bynder, Adgistics, CELUM, MOSAIC, adam, Cognizant, mediavalet, WebDAM, DigiEyeZ, AssetBank, Canto, fotoware, MEDIA BEACON, brandworkz, Dadmatics, ThirdLight

Agile & Project Mgmt
liquid, PivotalTracker, 37signals, clarizen, ATLASSIAN, RALLY, task, Wrike, sprintly, Trello, asana, LeanKit, VERSIONONE, KanbanFlow, HOMEBASE, Flow, kanbanery, telerik, smartsheet, gantter, mindjet, Scrumwise

Marketing Analytics
[BECKON] collective[i], LIQ, adometry, visualiQ, nielsen, PivotLink, Think Vine, convertro, MARKETING EVOLUTION, ijento, SHOP2MARKET, quantcast, dstillery, comScore, MarketShare, Angoss, Anametrix, marketing QED, iSpot.tv, ACE, biscience, MOAT, measureful

Dashboards
Dundas, chartio, DOMO, Logi, RJMETRICS, Dashboards, sweetspot, GECKOBOARD, LEFTRONIC

Web & Mobile Analytics
Google, CLICKTALE, Adobe, KISSmetrics, crazyegg, IBM, webtrends, clicky, Chartbeat, ServiceTick, compete, spring, VisiStat, EVIDON, MouseStats, MOZ, inspectlet, mouseflow, Kontagent, mixpanel, seevolution, bitly, Clickdensity, Localytics, GoSquared, celebrus

Business Intelligence
pentaho, alteryx, ORACLE, Information Builders, QlikView, Data Hero, SAP, METRIC INSIGHTS, birst, IBM, MicroStrategy, jedox, GoodData, tableau, PROGNOZ, BITAM, SAS, Predixion Software, ACTUATE, TIBCO, entrinsik, TARGIT, PANORAMA, Microsoft, REVOLUTION, THINKMAP, spogobi, JASPERSOFT, board, LAKESTORM, Entalysis, Yellowfin

MIDDLEWARE

Data Management Platforms/Customer Data Platforms
bluekai, exelate, optimove, LOTAME, PARIO, LYTICS, Adobe, TURN, Fabric, krux, akamai, RedPoint, wibidata, NICE, Futurelytics, REACHFORCE, ADNOLOGIES, infer, Lattice, MediaMath, appsen, XAXIS, AGILONE, Knorice, core audience, MINTIGO, IGNITION ONE

Tag Management
DC Storm, Google, ensighten, TEALIUM, Impact Radius, TagMan, Qubit

User Mgmt
GIGYA, janrain, LoginRadius, OpenID, oneall

Cloud Connectors
snaplogic, Jitterbit, kevy, Pipes, import io, OneSaas, elastic.io, IFTTT, zapier, ADEPTIA

APIs
LAYER 7, apigee, 3scale, MASHERY

BACKBONE PLATFORMS

CRM
Microsoft, Nutshell, insightly, ORACLE, NETSUITE, nimble, salesforce.com, Batchbook, RelateIQ, SUGARCRM, TALISMA, Pega, vtiger, Streak, CAPILLARY, fullcircle, base, Steelwedge, OnePageCRM, Salesformics, JUNCTION, saleslogix, APTEAN, sage, SAP, Highrise, capsule, LOGICBOX

Marketing Automation / Integrated Marketing
TERADATA, IBM, Vi2, RBTR, Sharpspring, Spectate, whatsnexx, vocus, pardot, salesfusion, Adobe, SILVERPOP, lyris, Leadsberry, hatchback, Jumplead, Marketo, SAS, action, GENIO, SALESENGINE, LeadLife, SIGNAL, target360, interakt, Leadsquared, HubSpot, ExactTarget, Intercom, RIGHTON, integrate, Bislr, eTrigue, loopfuse, NetResults, ONTRAPORT, GreenRope, LEADLANDER, Venntive, genius, SimplyCast, inBoundio, ORACLE, Infusionsoft, RightWave, ClickSquared, INBOX25, CallidusCloud, SIGNPOST

Web Site / WCM / WEM
ektron, SDL, ACQUIA, dynamicweb, Adobe, OPENTEXT, c-Spirit, Joomla, opencms, atex, CRAFTER, Squiz, IBM, COREMEDIA, eZ, INGENIUX, WIX, BRIDGELINE, elcom, LIFERAY, EPISERVER, CrownPeak, Paper Thin, weebly, sitecore, Kentico, GX, Limelight, ORACLE, censhare, AGILITY, dotCMS, percussion

E-commerce
INTERSHOP, ZOOMY, IBM, shopify, elasticpath, WOO, demandware, Bigcommerce, COMMERCE, goCart, avangate, hybris, node, volusion, cleverbridge, spree, mozu, ULTRACART, Magento, marketlive, monsoon commerce, ebay, Goodsie, nimblecommerce, enterprise, Digital River, ORACLE, venda

INFRASTRUCTURE

Databases
HBASE, ORACLE, PostgreSQL, IBM, MySQL, Microsoft, HYPERTABLE, amazon webservices, MarkLogic, Cassandra, mongoDB, CouchDB

Big Data
cloudera, TERADATA, hadoop, software, EMC, splunk, YarcData, talend, Zettaset, Hortonworks, 1010data, BitYota, IBM, Pivotal, DATASTAX, MAPR

Cloud
Google, SCALR, radware, rackspace, heroku, flexiscale, maxcon, Akamai, CLOUDFLARE, SiteGlobe, Servers, RIGHTSCALE, DigitalOcean, amazon webservices, Microsoft, GIGASPACES, verizon

Mobile App Dev
Google, Microsoft, appsee, TAPSTREAM, Apsalar, Countly, Parse, kinvey, PTIMIO, DISTIMO, Xamarin, Pega, appfigures, Sencha, netbiscuits, IBM, kony, swrve, VESSEL

Web Dev
git, jQuery, django, php, node, C#.net, stackoverflow, Bootstrap

INTERNET

Marketing Environment
Google, Microsoft, ebay, Vine, Quora, meetup, facebook, LinkedIn, tumblr, yelp, reddit, twitter, YAHOO!, Pinterest, YouTube, foursquare, Baidu, amazon.com, Yandex, instagram, slideshare, myspace

by Scott Brinker @chiefmartec http://chiefmartec.com

Smart Insights

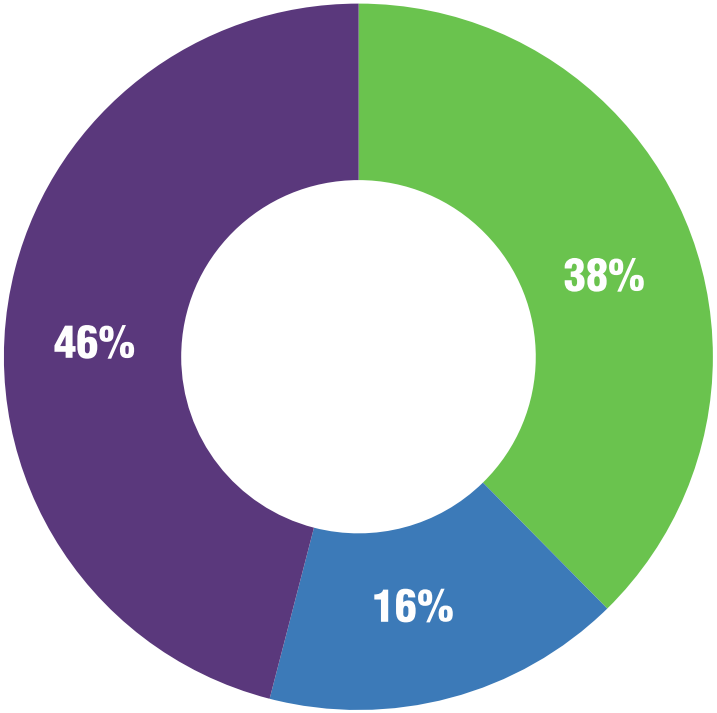
10 SIGNS

THAT YOU NEED A MARKETING PLAN

1. You're directionless without clear vision, goals and tracking
2. You don't know your customers well enough
3. Your propositions and ideas to engage aren't powerful enough
4. Your marketing campaigns are poorly integrated ["disintegrated"]
5. You're wasting money and time through duplication
6. You're not investing sufficient in the digital channels your customers use
7. You're not agile enough to catchup or stay ahead
8. You're not organised or agile enough to compete
9. You're not optimising
10. You don't have a coherent strategy and roadmap for digital transformation

Q. Do you have a defined plan for digital channels?

Q17 Does your organisation have a clearly defined digital marketing strategy



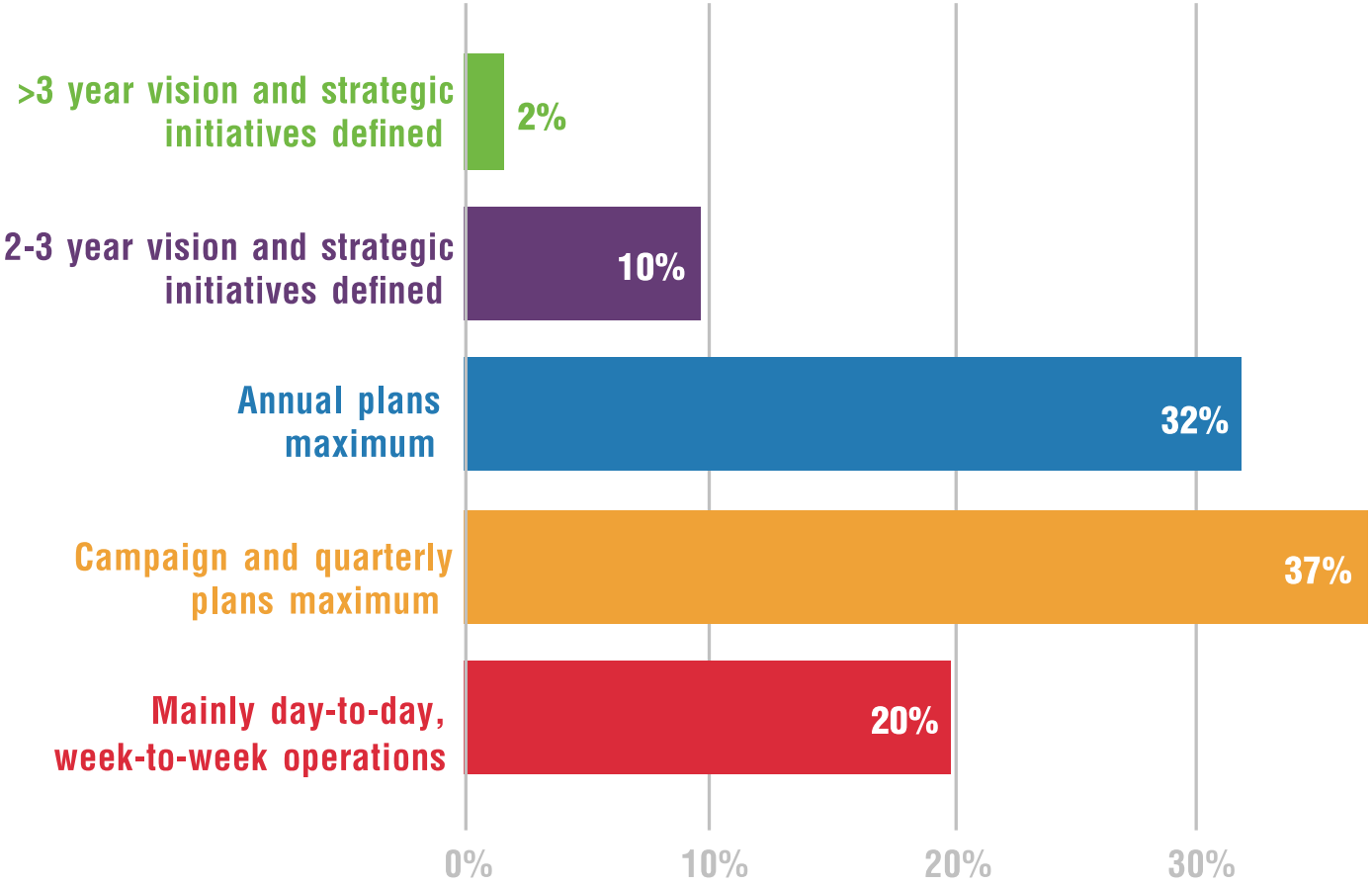
- Yes - it's integrated into our marketing strategy
- Yes - it's defined in a separate document
- No - we are doing digital marketing, but no defined strategy

Smart Insights www.smartinsights.com

TFM&A www.t-f-m.co.uk

ONE. A strategic approach

Q18 How far ahead do you plan when considering how digital technologies will contribute to your marketing?



Strategy: a tale of two airlines

RYANAIR

Customer Service

Home | Car Hire | Hotels | Credit Card | Park & Bus | Route Map | Manage Booking

MANAGE MY BOOKING

ONLINE CHECK-IN

Media Centre

Latest News
- Customer Service
- Passenger Figures
- Route News
- Special Offers

About Us
- Charities
- Facts & Figures
- History of Ryanair
- Ryanair Job Creation
- Punctuality
- New Routes
- Environment
- ELFAA
- Route Map

Media Gallery
- Video Gallery

Investor Relations News

Ryanair News

News Release

20.09.13

RYANAIR ROLLS OUT DIGITAL MARKETING STRATEGY AT AGM

CAPTCHA REMOVED FOR INDIVIDUAL BOOKINGS FROM 30 OCT, MOBILE APP (WAS €3) FREE FROM 1 OCT

Ryanair, Europe's only ultra-low cost carrier (ULCC) today (20 Sept) at its AGM in Dublin briefed shareholders on the new milestones recently achieved by the airline including:

- First EU airline to carry 9m passengers in a calendar month (August).
- First EU airline to carry 80m passengers p.a.
- Traffic set to grow from 80m to 110m p.a. by FY'19.
- 175 new B-737 aircraft ordered.
- 10 year low cost deal at Warsaw Modlin concluded.
- 10 year low cost deal at London Stansted agreed.

To celebrate these milestones, Ryanair briefed shareholders on its plans to roll out a new website and digital marketing strategy which will include:

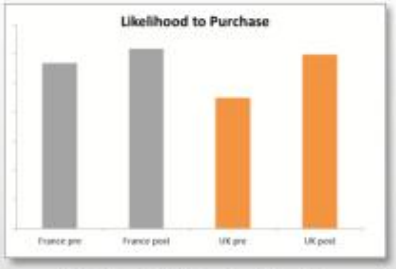
- Launching the @Ryanair Twitter page.
- Removing the Recaptcha security feature for individual passengers from 30 Oct next (Recaptcha will remain in place for high volume bookers, screenscrapers, travel agents etc.).
- Ryanair's mobile app will from Tues 1 Oct be downloadable free of charge (previously €3).
- Booking flow redesign to go live in December.
- Passenger registration/retention service live for summer 2014, substantially reducing the time it takes to complete bookings.

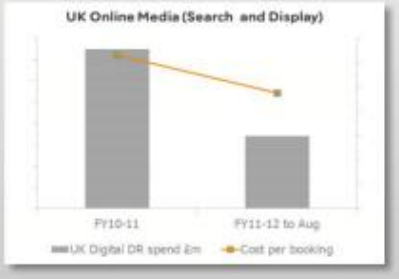
Source: Corporate site pages 2012/2013

How does digital fit within our marketing strategy?

Attract Customers

- Create a brand that people know, like & understand
- Increase likelihood to fly with us
- Deliver TV without increasing costs



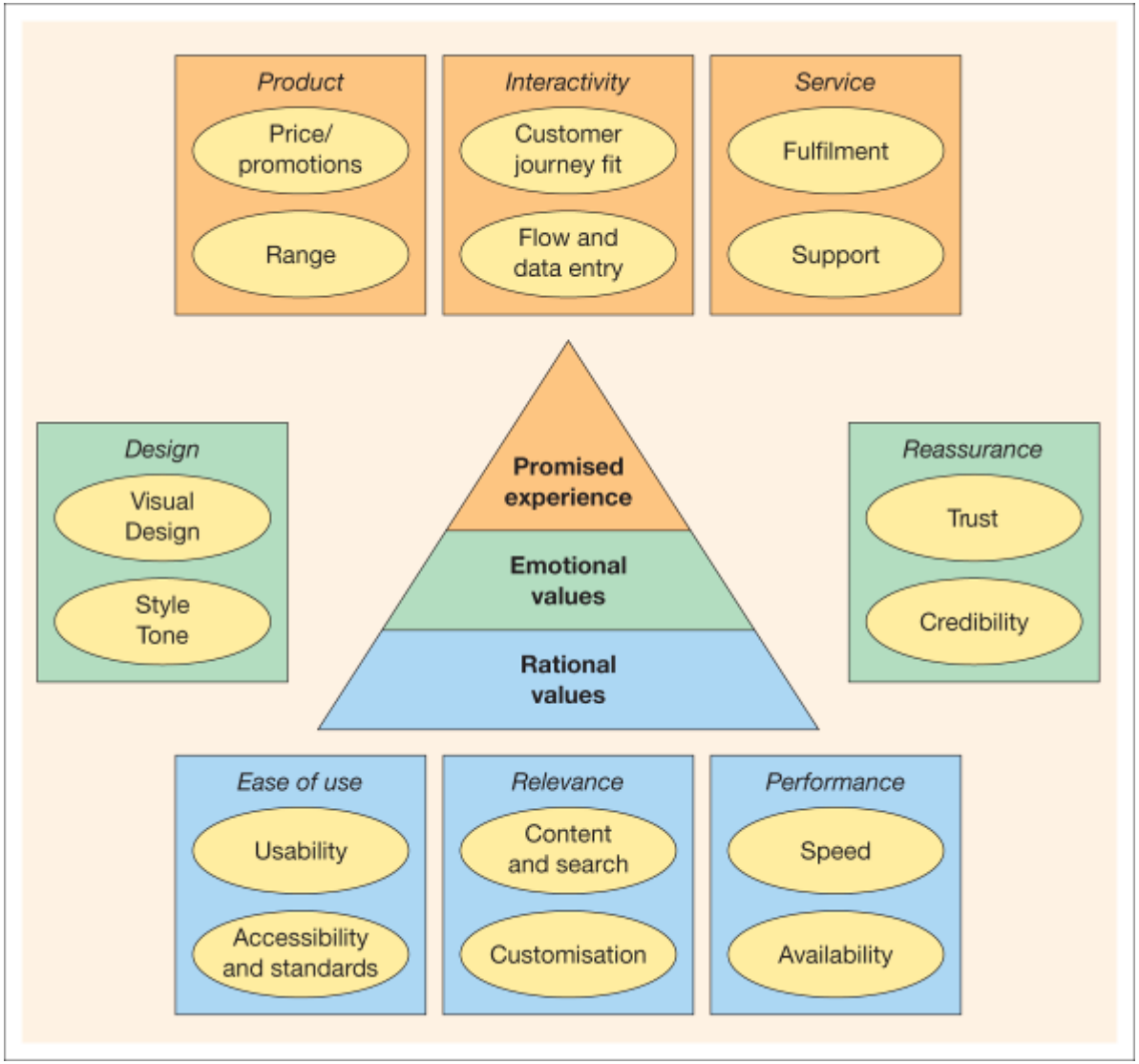


Improve Conversion & Digital Reach

- Focus on conversion
- Optimise & Personalise
- Extend reach into new channels

Make the most of existing Customers & Prospects

- Customer segmentation
- Relevant communication
- Targeted ancillary upsell



TWO. Customer-centred Digital Brand Experiences

Audience use of digital and social media > Personas

Commercial goals > Customer engagement > OVP > Marketing Mix

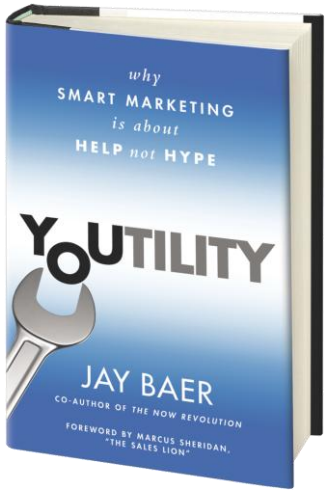
Branded Content Marketing Strategy

Integrated Marketing Communications Strategy

Integrated Digital platform tactics and tools

OVP = Online Value Proposition
= Brand Adding Value to Audience

- ✓ **Help** me do my job / live my life
- ✓ **Help** me develop / learn
- ✓ **Help** Make me look good
- ✓ **Help** Entertain Me!
- ✓ **Help** me Select and Use Products



Investment in Brand OVP /Youtility

THE CONTENT MARKETING MATRIX

PRIORITISE YOUR EPIC, NUCLEAR CONTENT TO CREATE A MORE ENGAGING BRAND THAT DRIVES LEADS AND SALES

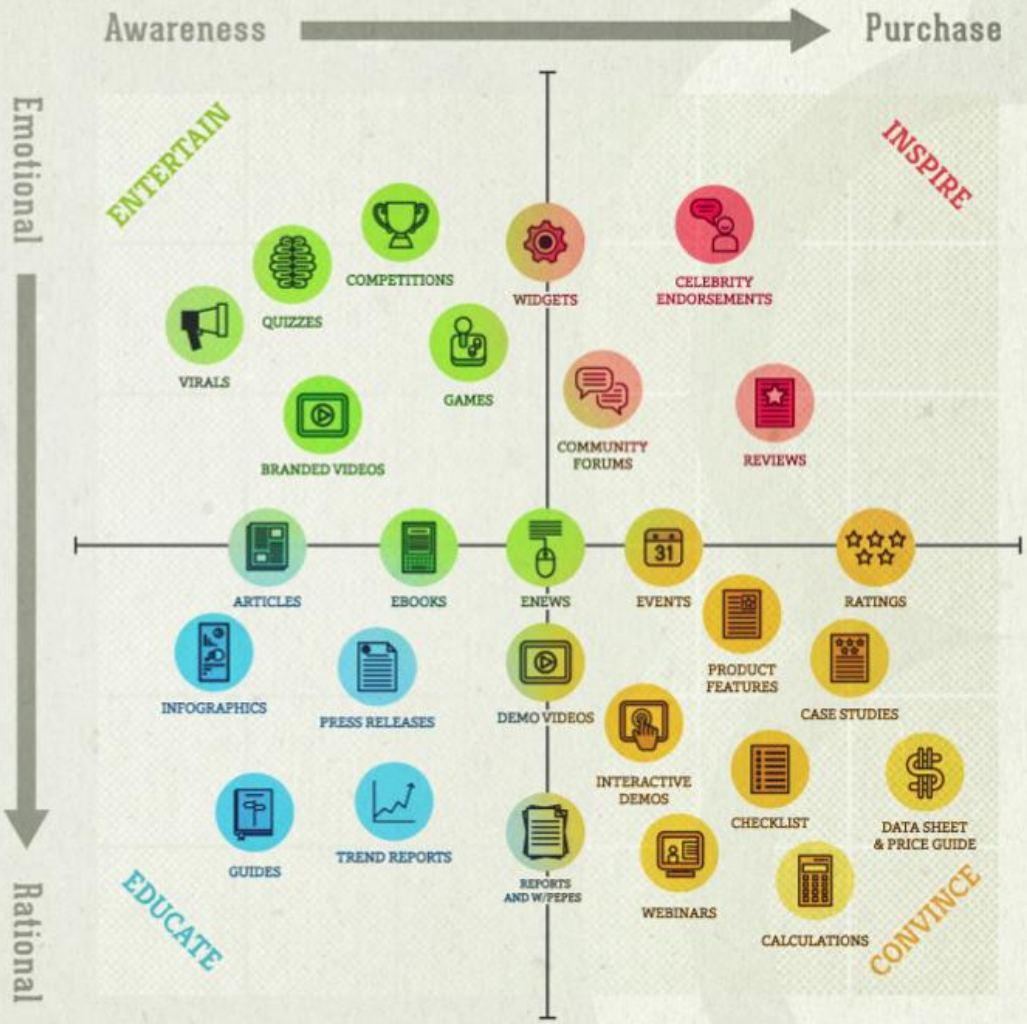
What are your marketing goals for content?

To help review your content marketing options for your B2C, B2B or not-for-profit organisation, map content formats against customer purchase intent and decision style.

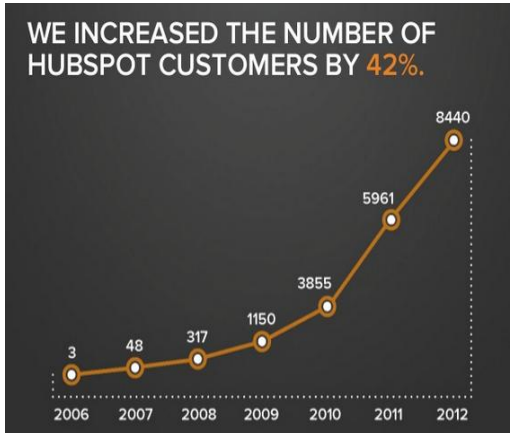
Use the four quadrants Entertain, Inspire, Educate and Convince as a starting point to spark your own ideas.

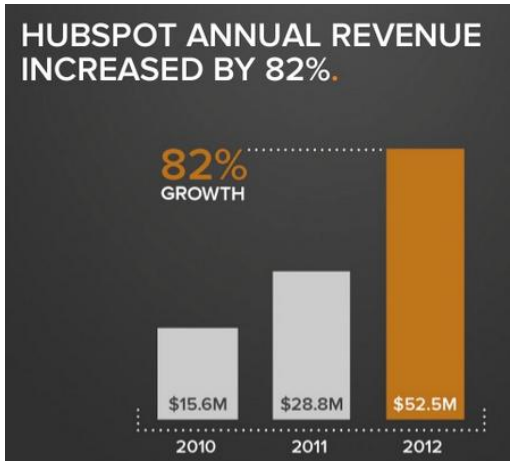
bit.ly/smartercontent

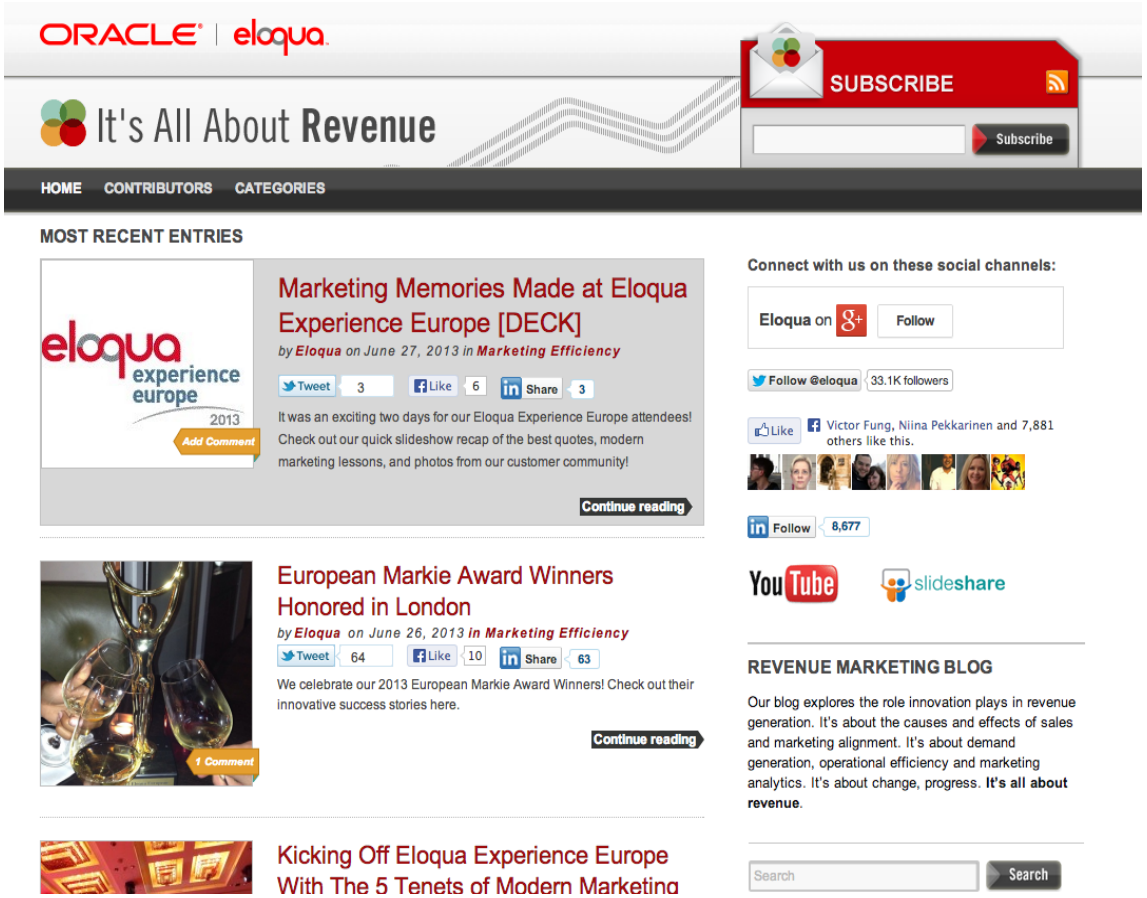
SOURCE: Danyl Bosomworth, smartinsights.com

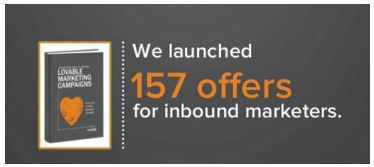


Using content to drive growth – B2B









The Content marketing / engagement challenge

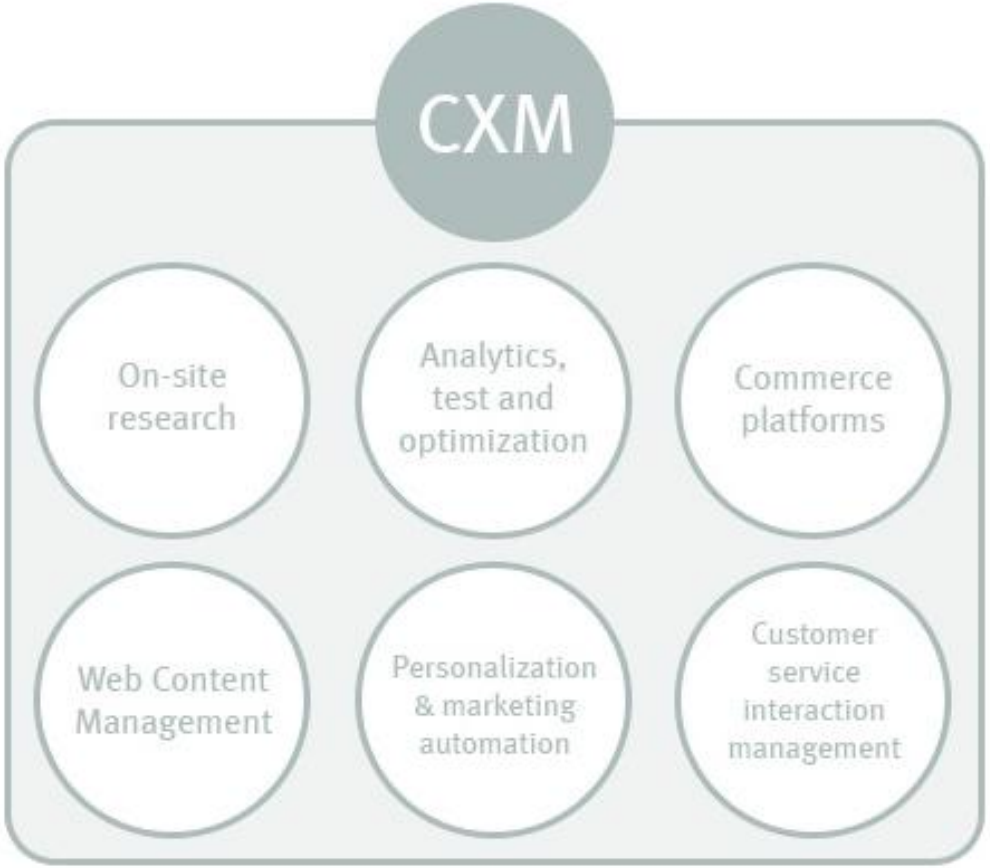
'Me-too' blog posts.

Three-sentence ideas pumped up into 36-page eBooks.

Video interviews that might as well be subtitled, 'Yadda-yadda-yadda.'

Microsites full of the obvious disguised as the profound.

Slideshare: Doug Kessler - Crap. The Content Marketing Deluge.



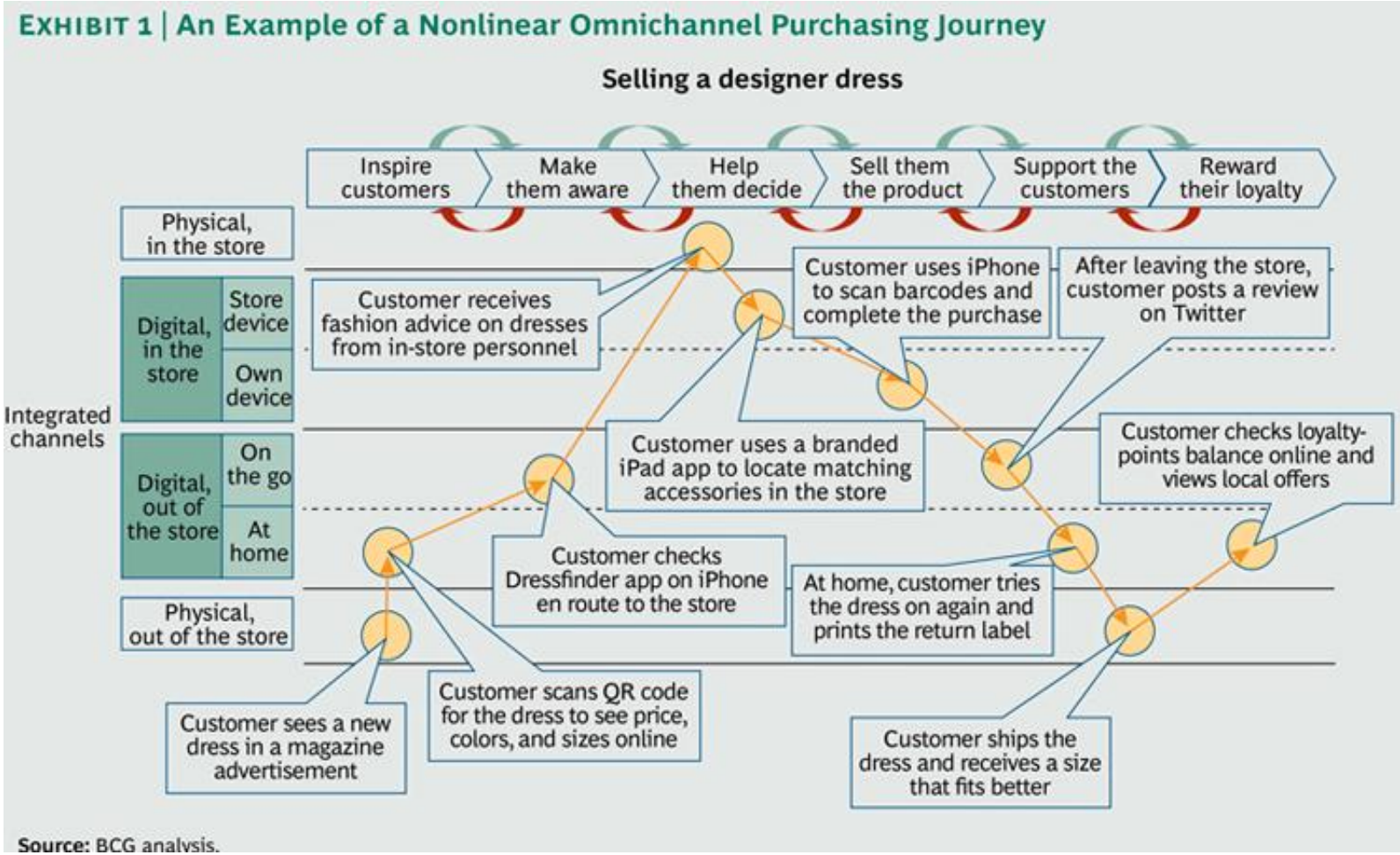
THREE. Customer Experience Management

Source: As defined by Forrester in 2011

Vote!

Do you have a person or team RESPONSIBLE FOR CXM?

Technique: Personas & Customer journey mapping

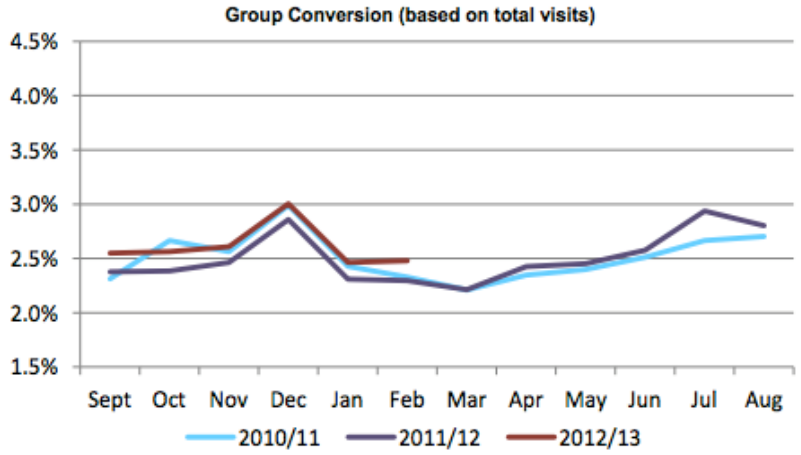


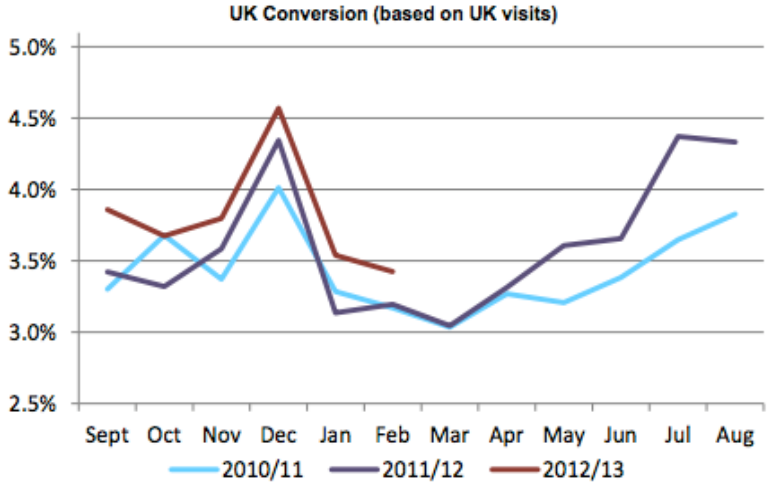
Source: Boston Consulting Group

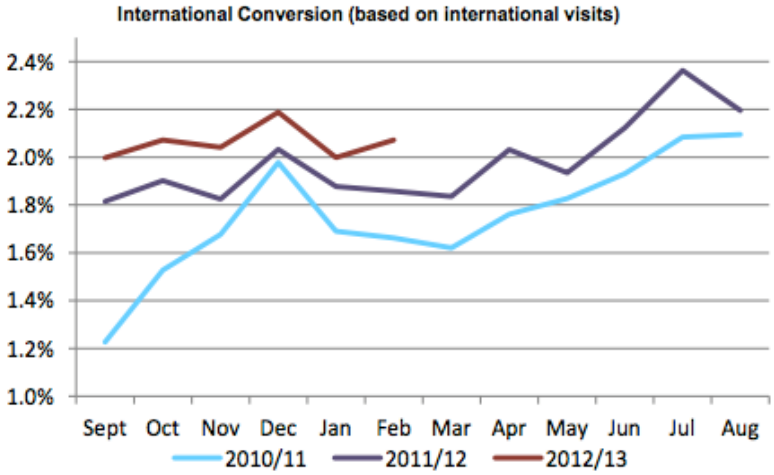
See Smart Insights Persona Toolkit: http://bit.ly/smartpersonas

International CRO at ASOS.com

Group KPIs to February 2013 (2)







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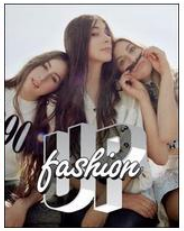
DISCOVER



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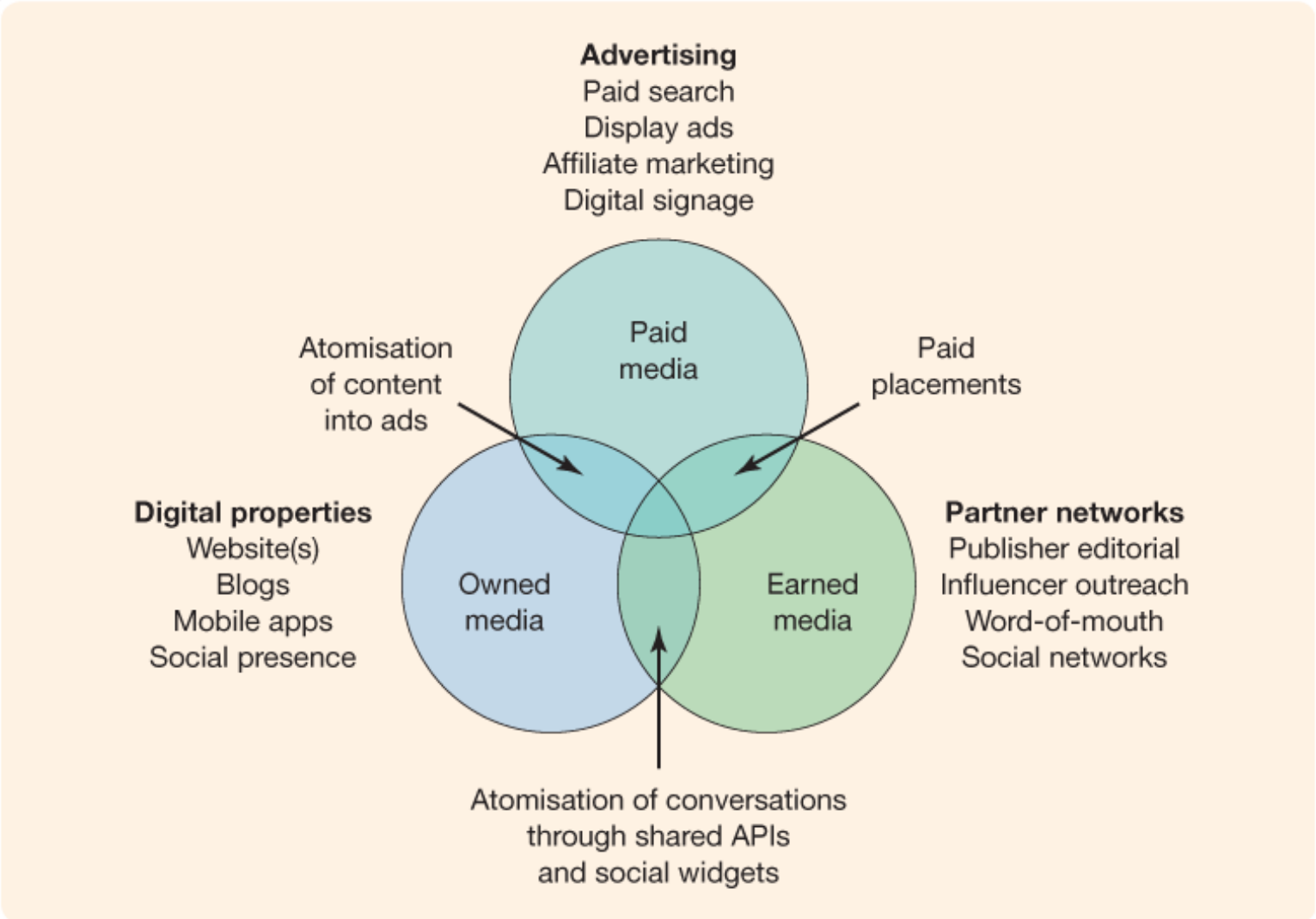
ABOUT ASOS

ASOS is the UK's largest independent online fashion and beauty retailer and offers over 60,000 branded and own label products across womenswear and menswear. Dresses, jeans, T-shirts, shirts, shoes, jewelry, lingerie and beauty – we've got the lot.



FOUR. Visibility across platforms

How do we drive 250,000 visits a month?

- 1. Search Engine Optimisation (SEO)
  - Based on Content Marketing and Partnerships
- 2. Social media marketing
- 3. Events – webinars and offline
- 3. Email marketing
- 4. Paid advertising – AdWords
- 5. Paid advertising on social networks, e.g. LinkedIn

- We use Google Analytics attribution models to determine which channels drive sales

FIVE. Marketing Automation

:Halfords case study

Opportunities for email interaction: Today

eCircle

GROWTH
RETENTION

Welcome

Engagement sequence

Browse triggers / stimulate purchase

Social alerts

Abandon cart

CONVERSION

Cross-sell

Product Review

Re-purchase trigger

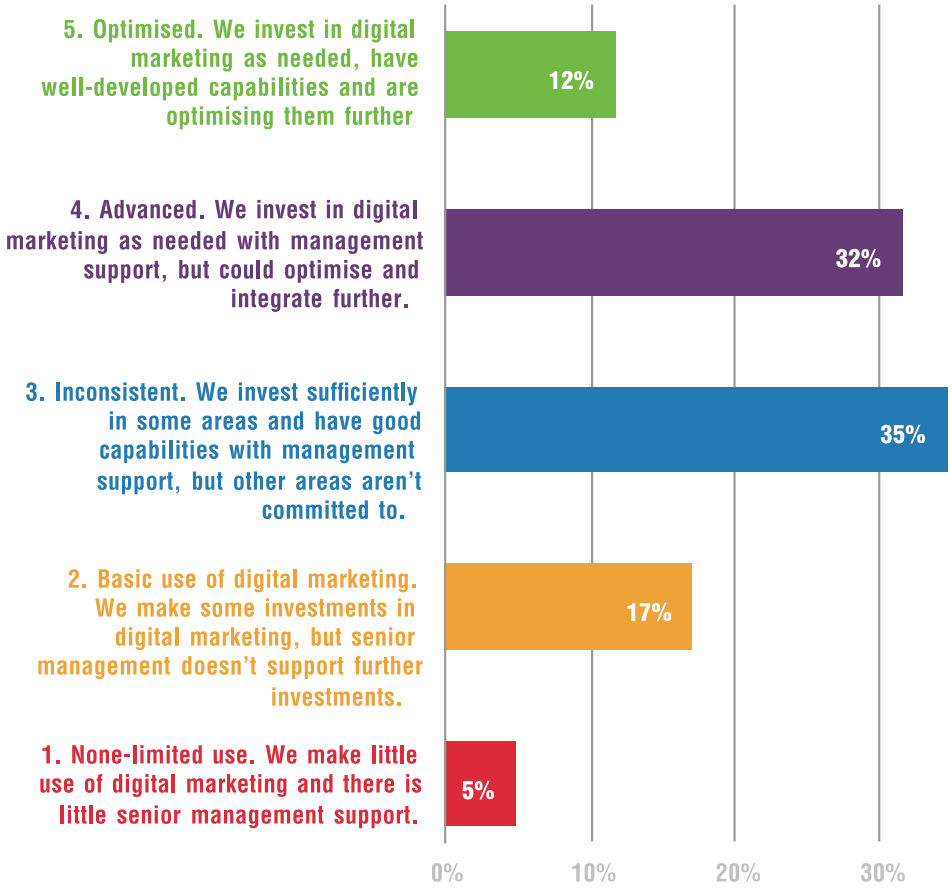
VIP programme

Flyers (birthday/sale)

Lapsed open/click/purchase

How advanced are your digital marketing capabilities?

Q15 To what extent has your organisation embraced digital marketing?



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REASON 1

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Their personal marketing skills and expertise... Our advice helps members grow their personal skills too to help them win new and better positions in marketing.

Our resources highlight **strategy recommendations, best practice tips** and **examples** all directed at improvement.

> "Dear Dave,
> As always, let me first congratulate you on Smart Insights. Your website keeps providing me with a competitive edge every single week; the expert membership has paid itself time and time again.
> *Patrick Lassauzet, Director, Factivo Digital Marketing, Mexico*

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Manage your digital marketing with Expert membership

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Get an edge - create effective plans, review and improve

Smart Insights Expert members use our resources to develop their skills and knowledge so they and their organisation, can get or stay ahead in today's highly competitive marketplace.

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Ensure quick results and build for the future

The pressure is on. Your competitors are upping their game and you need to get and stay ahead. You and your colleagues want more delivered from online marketing. You need to work out the best ways to drive more visitors to your site to generate more leads and sales.

It's about much more than a website

Your site is just one of your tools. You also need to have answers for integrating mobile, social media and content development. Where do you start? Where should you focus?

Avoid the digital marketing trap: tactics

It's likely you're on our website because you're excited by the opportunities - from new ways to reach new audiences through social media, SEO and online PR. You want to understand the best ways to use the always-evolving digital technologies to target customers more closely through web, email and social media. But make sure you avoid the tactics trap and take a step back, look at strategy and plan effectively, these skills have never been more important.

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