Certified Digital Marketing Associate

Foundations of Digital

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Foundations of Digital

Customer Behavior ➞ Customer Journey ➞ Digital Opportunity
Foundations of Digital

- Customer Behavior
- Customer Journey
- Digital Opportunity
[LECTURER NOTES]
First, we’re going to look at how consumer behavior and expectations have changed with the advance of digital technology.

We’ll discuss the effect the growth of the Internet has had on the way people communicate and do business - how mobile technology has increased reach, and how social media has increased communications online. We’ll explore why online interaction has overtaken traditional ways of interacting and see that customers are more informed and have more choice as a result.

With the advance of digital technology, customers’ expectations have also changed in that they expect services to be accessible online. Furthermore, because technology provides instantaneous results, customers now expect more and they expect it faster. They also expect the overall user experience to be intuitive – if not, they can easily and quickly find alternatives. Indeed, that right there is at the heart of what digital brings: a shift in power to the consumer.
Consumer Behavior and Digital
Online Growth

Two developments have changed the way consumers interact online over the past number of years:

- Social media
- Mobile technology

[REFERENCES]
https://www.internetworldstats.com/emarketing.htm

[LECTOR NOTES]
Mobile technology has increased the reach of the internet, and social media has increased the amount of communication. In early 2018, the total number of Internet users was 4.0 billion, while the number of social media users worldwide was 3.2 billion.
For consumers, there are many advantages of online interaction – which explain why it’s overtaken traditional forms of interaction.
Customers are now more informed and have more choice because they can search for and evaluate products and services online before buying.
Over a lifetime, this works out at around 5 years and 4 months, which is more time than an average person spends eating over their lives!

[REFERENCES]
Key Terms
The concepts of digital

App
An application, downloaded by a user to a mobile device.

Ranking
The position which a particular site appears in the results of a web search.

Digital
The term “digital” describes the convergence of social media, mobile, and the web, which has resulted in new ways to do business.

Search Engine
A system that searches for and returns content in response to a web search query.

Digital Transformation
The change in products, services, processes, and strategies within an organization through leveraging digital technologies.

User Experience
The overall experience of a person using a website, rather than just the look of the site.

[REF.] 1.1.1.6
Consumer Expectations and Digital
Customer Expectations

It’s not just customers’ behavior that has changed with the advance of digital technology – their expectations have also changed. Customers now expect the services and products they use to be available online.

[REF.] 1.1.2.1

[REFERENCES]
As technology promotes instantaneous results, customers don’t just expect more – they expect it faster.
User Experience (UX)

Customers expect the user experience to be **intuitive** and **personalized**; if it isn’t, they will likely look elsewhere where the interface is easier to use.

[REF.] 1.1.2.3

[LECTURER NOTES]
Given the breadth of choice that consumers now have, when they come across an online interface that isn’t intuitive and requires effort to understand, it’s easier to abandon it and go elsewhere rather than spend time trying to figure it out.
Smartphone Shoppers

Shoppers on smartphones expect that services offered are mobile friendly. In addition, smartphone shoppers expect an app to be available. Of shoppers who make purchases via smartphones:

- 64% used a retailer’s application.
- 60% researched products while in store.
- 53% checked in via social media.

[REF.] 1.1.2.4

[REFERENCE]
Businesses that do not have a social media presence miss out on a significant opportunity to interact with and influence customers. According to studies, consumers are likely to spend 31% more on products or services from businesses that have excellent reviews. In fact, 85% of customers trust online reviews as much as a personal recommendation.

Conversely, negative reviews drive away customers. Research has also shown that 86% of potential customers will not purchase products or services from a business that has negative reviews. When negative reviews pop up on Google searches, businesses can lose up to 70% of future customers.

[REFERENCES]
https://www.brightlocal.com/2017/03/15/the-impact-of-online-reviews/
Digital Technologies Are Disruptive and a Shift in Power to the Consumer

Travis Kalanick, founder of Uber, looked at his own needs as a consumer and decided that the world was screaming out for a slick, convenient, and cost-effective taxi solution that would allow people to ride in style for less.

There are now more than 47 million monthly riders worldwide.

[REF.] 1.1.2.6 & 1.1.2.7

[LECTURER NOTES]
Customers increasingly expect to be able to do things themselves when it comes to online service - for example, Uber taxis and self-service check-outs.

[REFERENCES]
To summarize, the growth of the Internet has changed the way people communicate and do business. Two developments in particular have changed the way consumers interact online: the growth of mobile and social media. Online interaction brings many advantages for consumers: it’s accessible anytime, anywhere, faster and cheaper. Customers are also more informed and have more choice because they can search for and evaluate online before buying.

It’s not just consumers’ behavior that’s changed – they expect services to be available online, and what’s more they expect it faster. Customers also expect the user experience to be both intuitive and personalized. Digital represents a shift in power to the consumers – they expect to be able to do things themselves when it comes to online service. And finally, thanks to social media, reviews, testimonials and recommendations are a key influence on buying decisions for customers.
Foundations of Digital
[LECTURER NOTES]
In this section, we’ll explore some of the key digital concepts and what it means to be digitally aware. We’ll discuss how digital is changing conventional notions about how businesses are structured and the way they interact with customers. A major change that has already occurred is that businesses have realized that customers are online, so businesses are now therefore trying to reach customers online to influence them. And so, the traditional “broadcast” or “one-way” form of communicating has moved to a digital model, using a more open engaged approach.

An important area we’ll explore is the steps a customer goes through when becoming aware of, evaluating, and buying a product or service. This is known as the customer journey. We’ll see what the touchpoints are along the customer journey and examples of how aspects of digital – such as social media, search and email - can be used to convert prospects into paying customers.
Key Concepts of Digital
Digital Awareness

Digital: The convergence of social media, mobile, and the web, which has resulted in new ways to do business.

Being digitally aware means recognizing the opportunities for digital to improve the communications, problem-solving and marketing and selling of products or services within the business.

[REF.] 1.2.1.1

[LECTURER NOTES]
It’s not just consumers’ behavior that has changed with the advance of digital technology – their expectations have also changed. In particular, customer’s now expect the services and products they use to be available online.
Key Terms
Stages of the customer journey affected by digital

Analytics
Analytics measures online metrics like web traffic, leads, conversions, and sales.

B2B
Business-to-business describes (commercial) transactions between businesses (as opposed to business-to-consumer).

B2C
Business-to-consumer describes (commercial) transactions between a business and a consumer.

Content
Any form of media online that can be read, watched, or interacted with. Content commonly refers to written material, but can also include images and videos.

Digital Marketing
Digital marketing involves using digital channels (such as email, search, etc.) to promote or market products and services to consumers and businesses.

E-commerce Website
A website where products and services are sold.

[REF.] 1.2.1.2
Digital Influence on Businesses

<table>
<thead>
<tr>
<th>Traditional</th>
<th>Digital</th>
</tr>
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<tbody>
<tr>
<td>Billboard</td>
<td>Email</td>
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<tr>
<td>Radio/TV</td>
<td>Social Media</td>
</tr>
<tr>
<td>Print</td>
<td>Web/Search</td>
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**[REF.] 1.2.1.3**

**[LECTURER NOTES]**
Digital is often easier to change than traditional business structures. However, digital business transformation opens the door to seizing opportunities. If adopted correctly, traditional businesses can be just as innovative as start-ups.
Online Influence: Customers

Businesses realize that consumers are now online, so they are trying to reach their customers online to influence them.

Consequently, marketing (promoting products and services to customers) has moved from traditional (e.g. radio, print, TV, billboards) to digital (email, social media and web search).

[REF.] 1.2.1.4
With digital marketing, audience members also have the benefit of choosing how they wish to interact with the business.
The Customer Journey and Digital
Customer Journey

Businesses should see things from the customer’s perspective - the steps that a customer goes through when becoming aware of, evaluating, and buying a product or service.

Digital is transformative for the customer journey because now the consumer is running the model.
Digital Affects Each Stage of the Customer Journey

[LECTURER NOTES]

**Awareness:** The Awareness stage of the customer journey is when the customer discovers how your product may solve a problem they have or didn’t realize they had. At this stage, they will be searching the web about the problem or need.

**Interest:** Now the customer is interested in options that will solve their problem. They become more familiar with your product but are still just looking: they might find a web page mentioning your product as one which solves their problem or need.

**Consideration:** The customer now knows about your product or service and believes that it is a good fit. However, they have others in mind also. (Your company might be in the top 5, but they are still comparing.) Your product web page content is crucial at this stage.

**Conversion:** Finally, the customer is ready to buy! They have done their research and decided that your product is the best solution. They have not purchased yet and you are encouraging a purchase by, for example, creating a sense of urgency or through promotional offers. You might also use online demos or e-commerce.

**Retention:** A strong relationship develops between the customer and the brand. This is key for ensuring recurring revenue. You can achieve this via customer service or email newsletters.
REFERENCES
https://digitalmarketinginstitute.com/blog/13-03-2018-how-to-create-a-customer-journey-map
Customer Touchpoints and Digital

There are many touchpoints on the customer journey where a customer accesses information about your brand or engages with your website. These digital touchpoints are important for businesses to successfully convert potential customers into paying customers.

[REF.] 1.2.2.4

[REFERENCES]
https://digitalmarketinginstitute.com/blog/13-03-2018-how-to-create-a-customer-journey-map
To summarize, being digitally aware means recognizing the opportunities for digital to improve the communications, problem-solving and marketing and selling of products and services.

Digital is continually changing how businesses are structured, how they interact, and how consumers obtain services and goods. Businesses have realized that customers are online and therefore purely traditional ways of marketing are no longer sufficient in today’s world.

We also looked at the customer journey steps from awareness, to interest, to consideration, conversion and retention. And we’ve seen there are many opportunities to influence them at each step of the journey through digital.
We’ve seen that digital can be used by business to convert prospects into paying customers. In this section, we’ll see that there are many places within a business where digital content is used. We’ll also examine how digital encourages collaboration and communication within an organization.

From a commercial standpoint, digital allows businesses to interact with more customers, more often, and provide more value to customers and respond quicker. Furthermore, you’ll see that while digital provides a competitive differentiator, you need to be proactive and innovate continually to survive.

Finally, we’ll see that digital affects just about everyone directly and indirectly. It provides you with the opportunity to streamline or improve the processes within your own role to save time or money, or even provide you with better metrics. Right now, there is a shortage of digital talent worldwide - by keeping yourself up to date with digital, you safeguard your professional development for the future.
Digital and Your Organization
Customer Journey

The customer journey, which moves from awareness of your product or service through to becoming a loyal customer and beyond, touches just about every department within an organization.

[REF.] 1.3.1.1
Digital Content across Departments

Places within the business in which digital content is used

- **Human Resources**: Promo video or images of the work environment to aid recruitment
- **Customer Service**: Announcements about services on an organization’s Twitter account
- **Marketing**: Forthcoming product release promotion on the company website
- **Distribution**: Instructional video explaining the distribution process to customers
- **Production**: Design review of user interface of web pages with external stakeholders
- **Sales**: Ebooks or white papers on how your solution addresses customer’s problems

[REF.] 1.3.1.2
Collaboration and Communication

Digital also encourages collaboration and makes it easier to communicate among departments within an organization.

For example, you can use tools like Google Drive.

[REF.] 1.3.1.3

[REFERENCES]
Digital Strategy

Think about all of the digital touchpoints on the customer journey, all the departments involved, and the digital assets – website, social media, email...

It requires a coordinated approach to maximize the benefits of your organization's digital efforts – this is a digital strategy.
Business Growth and Digital
Digital and Business Growth

From a practical perspective, the adoption of digital has meant that businesses can interact with more customers more often. Businesses can also provide better value and respond quicker to customers.

[REF.] 1.3.2.1

[REFERENCES]
# Advantages of Online Interaction for Businesses

Specific advantages of online interaction

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>24/7 Access</td>
<td>The web is accessible 24/7 to customers - generating sales anywhere, anytime.</td>
</tr>
<tr>
<td>Faster Interaction</td>
<td>Online interaction is faster than phone or face-to-face.</td>
</tr>
<tr>
<td>Less Costly</td>
<td>It's less costly to build business operations around digital technology - the cost per transaction is lower.</td>
</tr>
<tr>
<td>Transaction Records</td>
<td>Because it's online, records of transactions are kept - and easier to access (for both customers and the business).</td>
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[REF.] 1.3.2.2
Continual Innovation

Digital provides the opportunity for business to disrupt traditional models.

However, it's important for businesses to continue to be proactive and innovate to survive.

40% of mobile-enabled customers expect online ordering to be available.

[REF.] 1.3.2.3

[REFERENCES]

Digital Analytics

Digital analytics is used to better understand the performance of your business – for example, by measuring customer behavior and other key metrics.
[REF.] 1.3.2.5

[REFERENCES]
Digital for You
Digital Affects All Employees

Digital affects all employees:
- **Directly** (e.g. those involved in digital projects, managers reviewing metrics, etc.)
- **Indirectly** for anyone using or affected by the systems

[REF.] 1.3.3.1
Worldwide Digital Skill Gap

Digital training is a requirement for employees everywhere and therefore is important for your professional development for the future.

[REFERENCES]
Streamline Opportunities Using Digital

There may be opportunities within your own role to streamline or improve processes using digital.

There are digital tools available which can:

- **Save time**
- **Lower costs**
- **Do reporting of metrics for you**

[REF.] 1.3.3.3

[LECTURER NOTES]
This can lead to improvements in your own role, as well as recognition from your manager.
To summarize, the customer journey touches all departments within a business and there are many places where digital content is used – from HR, through to customer service.

Digital also encourages collaboration and communication across departments within an organization. Because of the breadth of digital assets used, it makes sense to have a plan or strategy to maximize the use of your resources.

There are many advantages to online interaction for businesses – including speed and generating sales anytime. Also, importantly, you can use digital analytics to better understand the performance of your business – for example, customer behavior or measurement of key metrics. While digital provides a competitive differentiator, it’s also important to be proactive and continually innovate to survive.

There’s a shortage of digital talent in organizations worldwide – so keeping yourself up to date with training is important for your professional development. Because digital technology is designed with ease-of-use in mind, it’s designed to be easy to pick up and take advantage of.

Finally, don’t forget that digital provides you with the opportunity to streamline or improve the processes that you use in your own role – allowing you to maximize your time and
improve metrics.
Module complete. Well done!