

Introduction to webmarketing

Webmarketing _ Class 1

- Definition of web-marketing
- How customers' behaviour changed in the last 50 years
- How the advertising industry followed the trend
- Food for thought (homework)

Definition

Right product/
service



Right people



Right time



Right place



People belonging to a cluster of audience that is supposed to show an interest in the product.

This is behavioural targeting (based on what we actually do), much more powerful than demographical and socio-professional targeting (based on age, gender, socio-professional Categories).

Example of best timing : right after someone typed the name of the product / service in the search bar of a search engine.

Best place = best website or app
This is called a placement.

Right price



Right location



For some businesses (typically local stores, shops and restaurants), the location from which the customer performs the navigation is of uttermost importance in the audience building.

This is called an audience

It is made possible because most of what we are doing while being connected is trackable.



Webmarketing makes it possible to target people individually at a very large scale.

See for yourselves

Traditional marketing : magazines

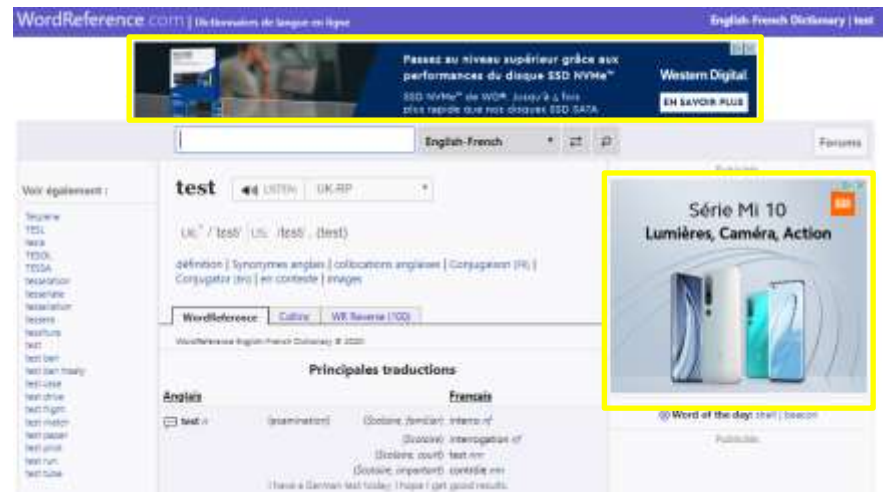


If there is an ad in page two, all readers of this magazine will be exposed to this same ad

-> mass targeting, not really efficient

We have to means to know more

Webmarketing : publisher site



This is what I get, when I browse the www.wordreference.com site. If you do the same thing, you'll be presented completely different ads.

The reason is that ads are targeted at a more accurate level, based on many things such as navigation history, location, etc...

-> very accurate targeting

What is webmarketing ?

Term referring to the management of marketing activities using online channels and supports (like websites or apps).

Traditionally, it can incorporate :

For the acquisition part : marketing channels, and most probably :

- search (organic and/or paid)
- social media (organic and/or paid)
- display (banners and videos)
- e-mail (CRM)
- programmatic
- affiliation
- partnerships
- etc...

For the conversion part :

- site optimization (UI, UX)
- e-commerce (merchandising)

How customers' behavior changed

More and more digital –oriented

Multi-device users and hyper-connected

More participative, through social medias

No mainstream media anymore

From the 50s ...



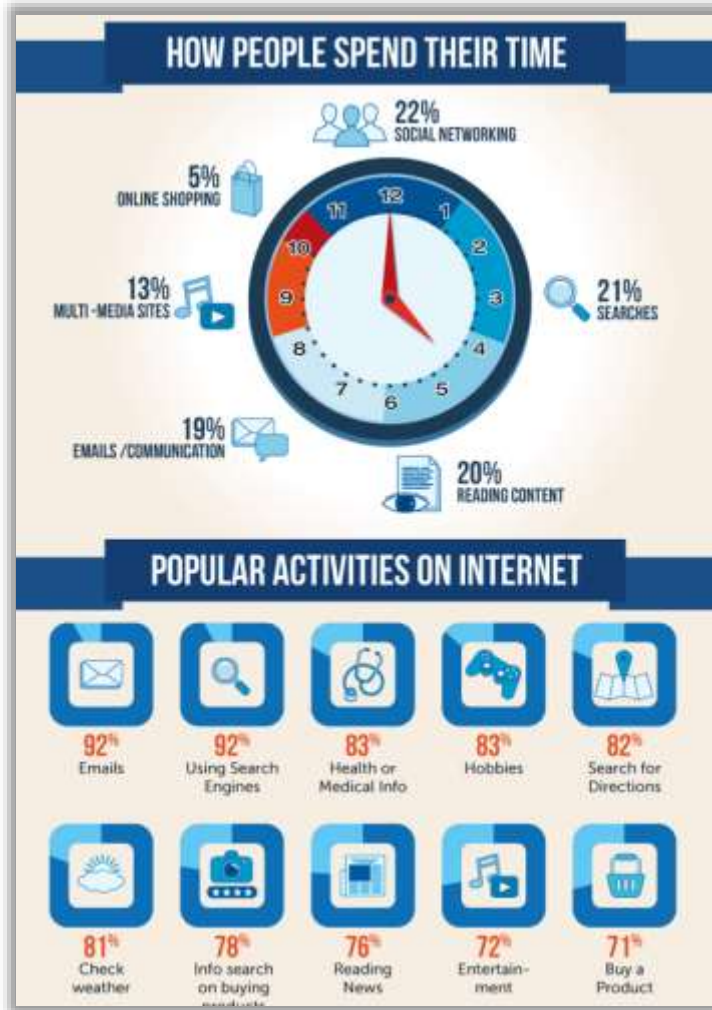
To now ...



Multitasking, multi device, multi screens

It becomes more and more difficult to grab customers' fragmented attention. Therefore targeting with accuracy is crucial

Consequently, web marketers have to be smarter if they want to be noticed and heard.



Search accounts for a really large part of online activities. Almost everything starts with a search.

Source : <http://www.go-gulf.com/blog/online-time/>

How the advertising industry followed the trend

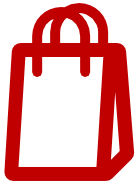
Keys players

Tracking, data collection and targeting

Advertisers

Objective :

Promote and sell their products/ services



Users

People who navigate on apps/ websites, and whose behavior is being tracked most of the time.



Advertising companies

Objective : monetize their audience.

Activity

They basically collect data regarding people's navigation, process this data, and make some audience clusters out of it.

Then, they can sell advertisers both placement (sometimes on their own site/app, sometimes not) combined with accurate audience (processed data).

What makes them powerful

- i) their number of users for those who have their own site/app
- ii) their ability to compute users' navigation data. Each player has its own system based on algorithms to process navigation data. Sometimes, they let digital media agencies use their tools (which is another source of revenue)

Who are they :

almost all search engines and social networks, but also sites with quite a large audience and who invested in a method to build their own audience building tool, or companies that have just developed a very powerful tool to build audiences.



Digital media agencies

Activity :

Handle web-marketing campaigns on behalf of advertisers, using most of the time advertising companies' tools (Google Ads, Google Campaign Manager, facebook campaign manager, ...) or third parties tools (like Marin software for SEA).

Campaigns usually mean to

- Raise advertisers' product/service awareness
- Generate sales
- leads

Digital media agencies are asked to

Who are they :

Small or big agencies. They might be specialized or operate only on a given marketing channel (eg : search, display, social, ...)



Affiliation agencies :

Objective :

Act as 'matchmakers' between publishers (called 'affiliates') and advertisers.

Activity :

They offer them a platform on which they can exchange advertising material like banners.

Affiliation agencies earn a commission based on the price of the products/ services that are being sold or the leads that are being collected.

Who are they :

Big agencies, for the technical platform requires quite a heavy budget in R&D.

See the website of one agency, to get a better idea of what their business consists in :

<https://www.awin.com/gb>

Publishers :

Objective :

Offer content to their users.

How they earn money :

Allow advertisers to promote their products and services on their site in exchange for some money.

The difference with the advertising companies is that they do not own the tools to compute data navigation and make clusters of audience. They can just offer some space on their app/website.

Who are they :

Basically almost all editorial websites/apps from the very big and popular ones, with quite a large audience, to all small websites/apps whose owners want to make a little money .

Note that publishers can become 'affiliates' of affiliation agencies.

- Customers' behaviour has changed a lot in the last 20 years
- They spend most of their time online :
 - Performing searches
 - Window-shopping on the web and buying items
 - Using social networks
 - Consuming editorial or video content
- All these activities are 'trackable'. Most of websites and apps are actually recording your navigation when you are browsing.
- Meanwhile, the audience attention is more and more fragmented, thus difficult to grab.
- Advertising industry adapted itself to these new play rules
 - Data collection and processing has become the essential raw material to run online campaigns

Thanks for your attention.