



Digital Marketing 4.0

Teerawut Techachaicherdchoo

Agenda

What is digital marketing?

How marketing 4.0 moving from traditional to digital?

What is digital marketing?

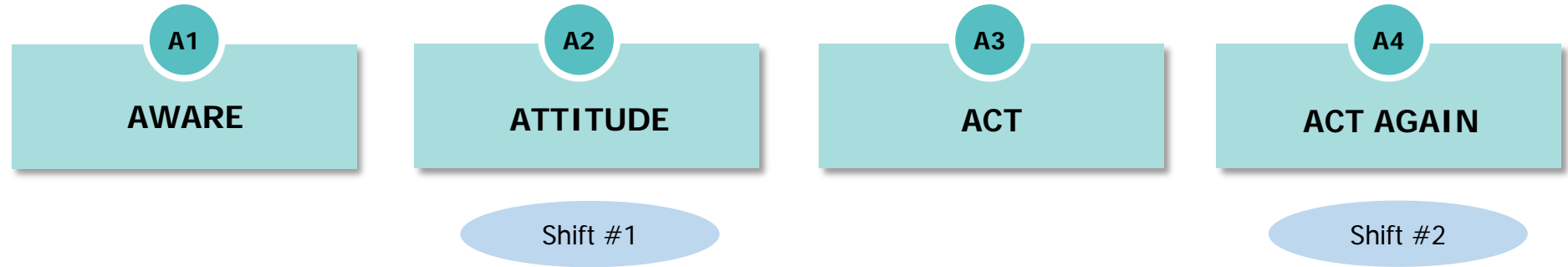
Digital marketing is the process of building and maintaining the customer relationship through internet and online based digital technologies.





How marketing 4.0 moving from traditional to digital?

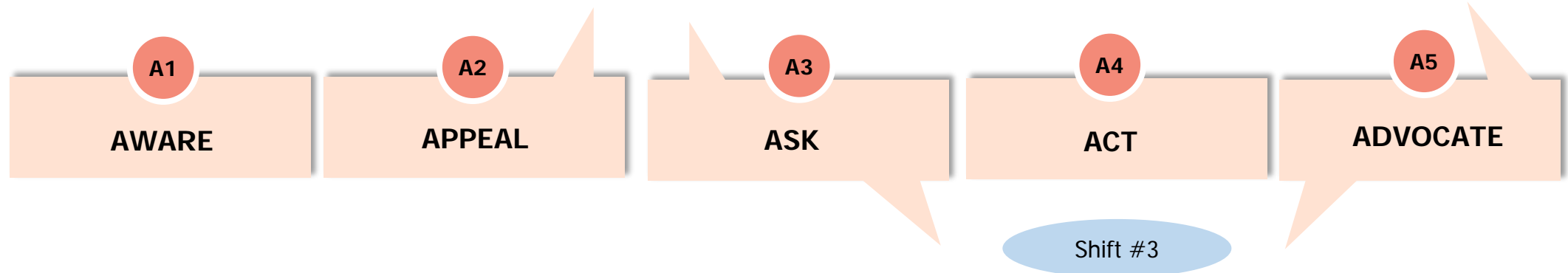
Customer Path in Pre-Connectivity Era



In pre-connectivity era, individual customer determines his/her own attitude toward a brand; In connectivity era, the initial appeal of a brand is **influenced by the 'community'** surrounding the customer to determine the final attitude

In pre-connectivity era, loyalty is often defined as retention and repurchase; In connectivity era, loyalty is ultimately defined as **willingness to advocate a brand**

Customer Path in Connectivity Era



With it comes to understanding brands, customers now **actively connect** with one another, building **ask-and-advocate** relationship; Depending on the bias during the conversation, the connection either strengthens or weakens the brand appeal

A1

AWARE

Customer are passively exposed to a lost list of brands from past experience, marketing communications and/or advocacy of others

- Learn about a brand from others
- Inadvertently exposed to brand advertising
- Recall past experience

I know

A2

APPEAL

Customer process the messages they are exposed to-creating short-term memory or amplifying long-term memory and become attracted only to a short list of brand

- Become attracted to brands
- Create a consideration set of brands

I like

A3

ASK

Prompted by their curiosity, customers actively research for more information from friends and family, from the media, and / or directly from the brands

- Call friends for advice
- Search for product review online
- Contact call center
- Compare prices
- Try out product at stores

I'm convinced

A4

ACT

Reinforced by more information, customer decide to buy a particular brand and interact deeper through purchase, usage, and / or service processes

- Buy in-store or online
- Use the product for the first time
- Complain about problem
- Get service

I'm buying

A5

ADVOCATE

Over time, customers may develop a sense of strong loyalty to the brand, which is reflected in retention, repurchase and ultimately advocacy to others

- Keep using the brand
- Repurchase the brand
- Recommend the brand to others

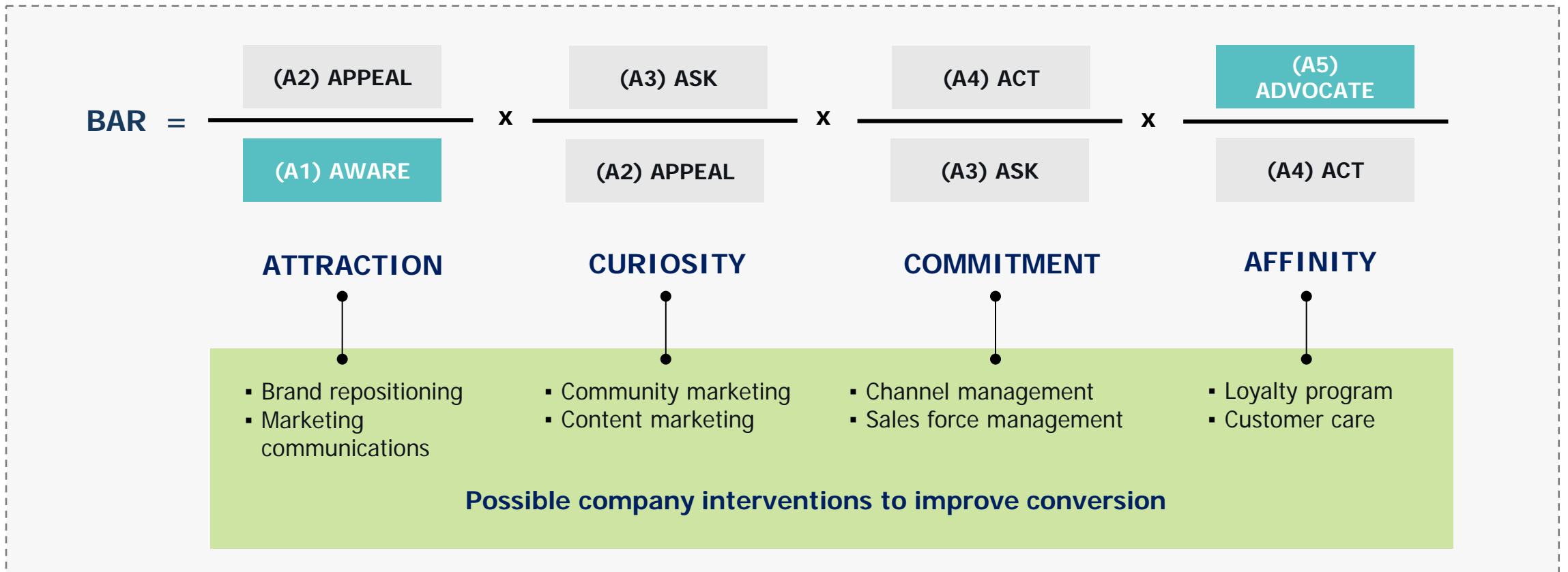
I recommend

Customer Behavior

Possible customer touch points

Key customer impression

BAR reflects the process of creating attraction, triggering curiosity, securing commitment, and building affinity across customer path



When broken down into its elements, BAR score reflects the process rather than just the outcome. Building customer loyalty is a structured process of creating **attraction**, triggering **curiosity**, securing **commitment**, and finally building **affinity**.

DOOR KNOB

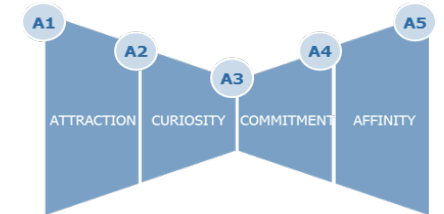
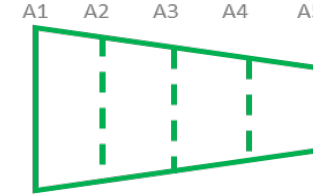
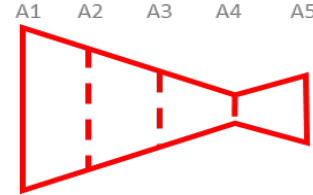
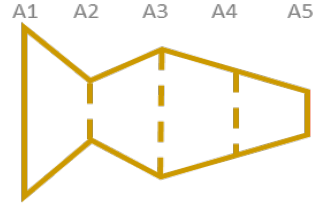
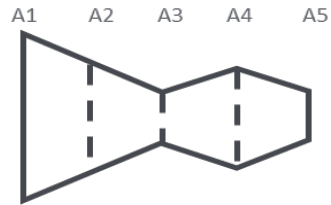
GOLDFISH

TRUMPET

FUNNEL

BOW

Brand Archetype



Consumer Behavior

- Have prior expectation & preference
- Have low attachment towards brand

- Lengthy and thorough evaluation before buying
- Involve multiple stakeholders

- Highly involved in purchase decision
- Have confidence in brand quality

- Purchase is mostly planned
- Trust real experience, not claims

Industry Characteristic

- Aggressive branding and marketing communications
- Many competing brands

- Commoditized offerings
- Similar positioning among competing brands

- Reputable image from quality association
- Strong influence from word of mouth

- Competing brands can easily be compared
- Product is paired with strong customer experience

TIE

This pattern reflects key traits of a perfect brand. Everyone who is aware of a brand is willing to recommend the brand due its reputation. Moreover, the brand appeal is so strong that everyone who is attracted to the brand ends up buying it. Not everyone who is attracted to the brand feels the need to research further, reflecting the right level of curiosity.

Consumer journey map (Example)

