

Digital marketing

Интерактивен маркетинг микс

Александър Варов

Семинар Онлайн маркетинг, 9 юни  
2009

Списание .net и ABC Design &  
Communication

# Промяна | new habits

- Penetration
- Time spent
- New habits

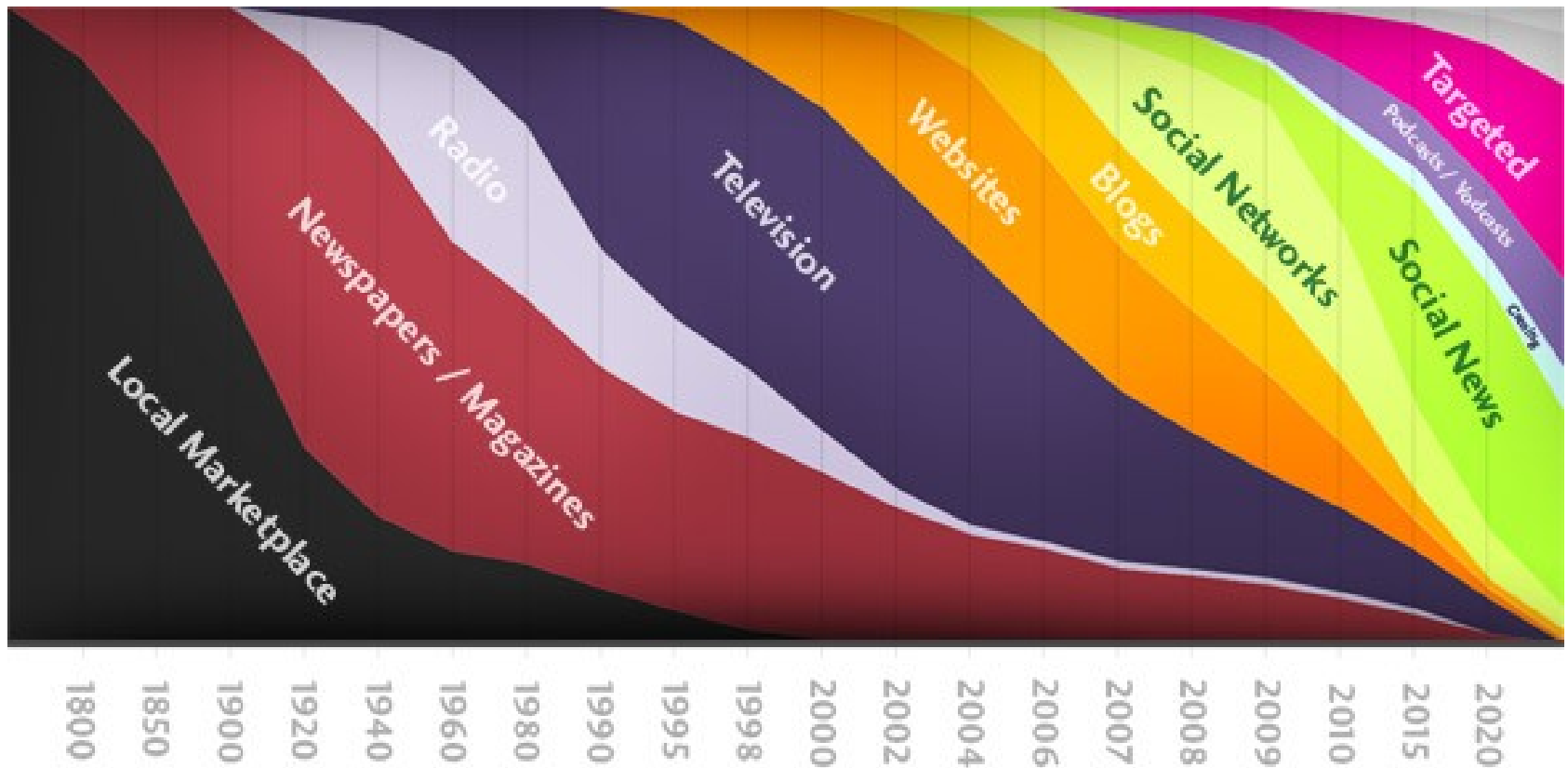
## Main Source of Information about Companies or Products Used by US Adult Internet Users, by Age, January 2007 (% of respondents in each group)

	Echo boomers (18-31)	Generation X (32-41)	Baby boomers (42-62)	Total*
Internet	60%	53%	39%	48%
Cable TV	20%	16%	17%	18%
Newspapers	4%	6%	12%	8%
Broadcast TV	4%	8%	10%	8%
Magazines	3%	4%	8%	6%
Radio (talk programs)	2%	4%	3%	3%
Other	3%	4%	8%	6%
Don't know or refused	4%	5%	3%	3%

Note: n=1,200; \*includes War and Depression (63-64)

Source: Lumin Collaborative, "National Survey of Adults 18 to 64 with Net Access" conducted by Fabrizio, MacLaughlin & Associates, provided to eMarketer, April 26, 2007

# Хората говорят | market of information



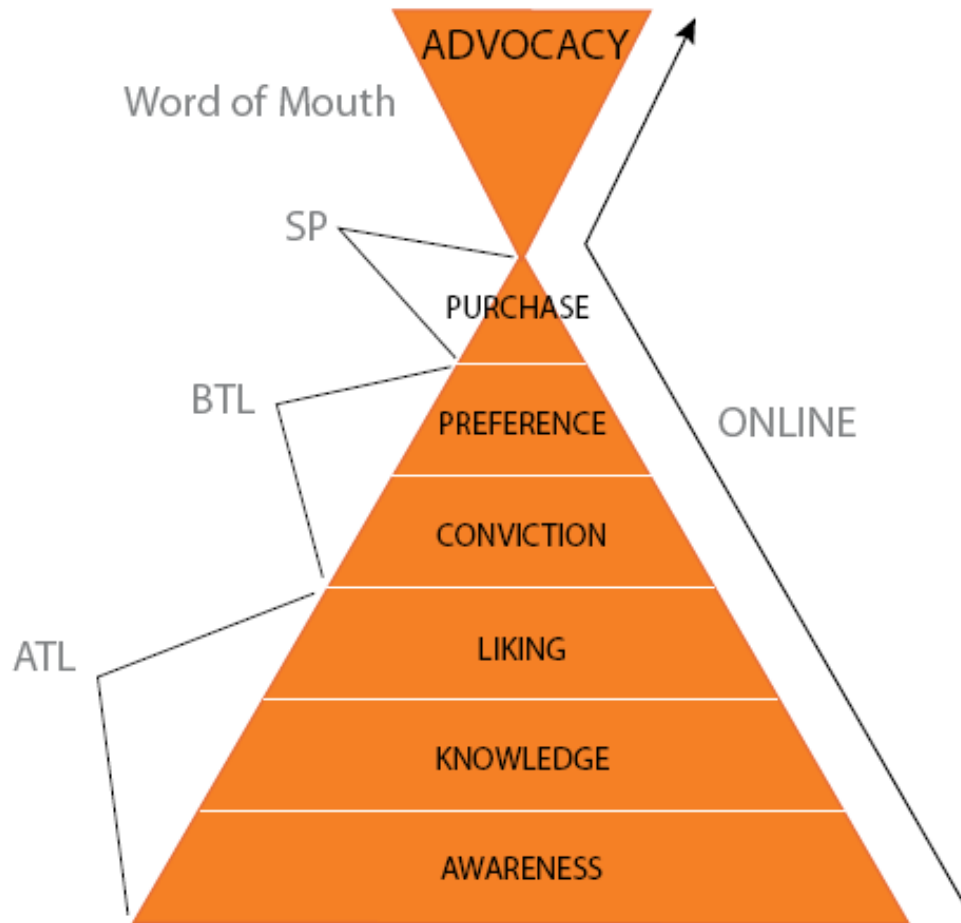
# digital marketing | дефиниция

- interactive
- digital
  
- devices
- applications
- networks
- Events
- interactions

# принципи | как мерим

- conversation goals
- interaction design
- conversion rates

# marketing | goes online



# digital marketing mix | схемичка

## net

- search marketing
- performance
- advertising
- social media
- mobile

## presence

- site
- e-commerce
- RSS, SMS, e-mail
- API

## internal

- CRM
- contact center
- collaboration
- content
- service

# ИНВЕНТАР

## **Best\* and Worst\*\* Performing Online Advertising Tactics according to US Online Marketers\*\*\*, 2005 & 2006 (% of respondents)**

	<b>2005</b>	<b>2006</b>
<b>Best performing</b>		
Paid search ads	52%	49%
E-Mail - house list	47%	47%
Search engine optimization	33%	45%
Behavioral targeting	36%	34%
Contextual targeting	31%	29%
Rich media ads	38%	28%
Affiliate marketing	29%	25%
Pop-ups and pop-unders	22%	15%
Ads in e-mail newsletters	16%	13%
Banner ads	14%	12%
E-Mail - rented lists	10%	11%

# принципи | мрежови модели

- visibility
- transparency
- reputation
- karma

# коментари |

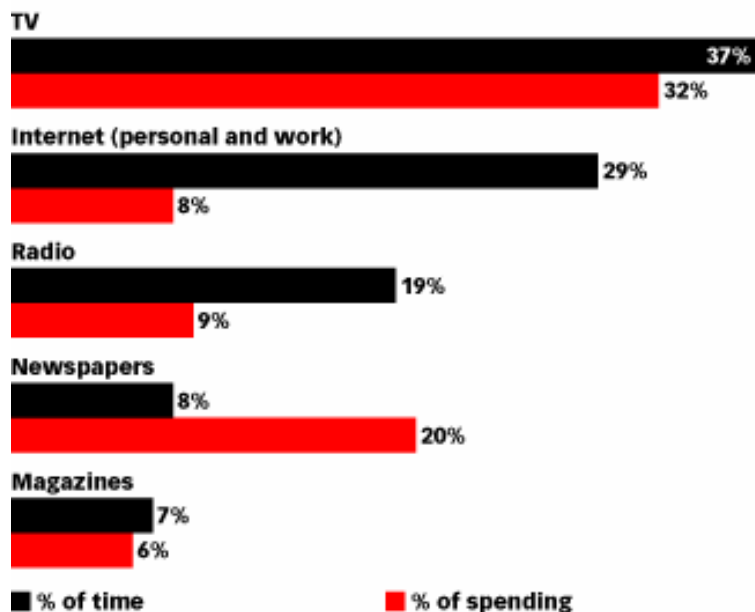
- community management
- reputation management
- viral models
- advertising networks
- СРМ и медиа
- какво е premium?

# ATL | тактики

- бързо и мощно
- бавно и напоително
- винаги ще ни намерите тук
  
- Reach
- OTS
- FRQ
- Interaction

# Пазар на реклама | mind the gap

## Share of Time in a Typical Week that US Adults Spend with Select Media\* vs. Share of US Advertising Spending by Media, 2007



Note: \*consumer media time does not include time spent using a cellphone, watching DVDs, or playing video games

Source: Forrester Research, "Teleconference: The US Interactive Marketing Forecast 2007-2012," January 4, 2008

# Благодаря :)

- [varov@mail.bg](mailto:varov@mail.bg)
- [http:// linkedin.com/in/alexandervarov](http://linkedin.com/in/alexandervarov)
- <http://panopticon.tv/play/share/>