

**Integrated Marketing Communication**  
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**Lecture – 51**  
**Digital Advertising**

Hello, welcome back. We have been talking about public relations; we have talked about cause-related marketing and communication. We have discussed other elements supporting integrated marketing communication, specifically database marketing communication. Now, I would be taking that thing further with an element of digital advertising that is not the same. It was related to generating a database and utilizing it for communicating with the customers directly while understanding their profiles.

But that becomes useful and important when we talk of digital advertising. The whole of the world is digital now, and I would not go into the technical definition of ‘what is digital’? for that read some basic books. Probably many of you have been doing or would have done some courses related to digital, expressing information in terms of symbols and codes, so how advertising communication is related to being digital. We will see some definitions about digital advertising.

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And digital, is defined as a participatory layer of all media that allow users to self-select their own experiences and affords marketers the ability to bridge media, gain feedback, iterate their message, and collect relationship; how do we summarize this interaction. So, digital advertising in communication is all about interaction. It is a way of exploring content.

Ideas for users and connecting with and understanding customers in terms of marketers it is all happening at the same time because even though digital communication is based on devices wherein you put up communication that reaches many, you can customize that communication to the tune of the level of the individual customer as well. You can generate a response then and there as well.

There are particular aspects of digital advertising and communication, how people work on it, and how organizations look into it. We will use some examples to elaborate upon that, let us see it sequentially, but before that, what is best about digital advertising? It is nearly precise, in locating customers and is almost measurable.

This means if you have a mechanism to generate a response then and there, it becomes measurable. You can associate the impact with the sales or advertising objective. There are elements associated with digital advertising that have been codified or expressed as web 1.0, web 2.0, web 3.0, web 4.0, and I do not know how many further would come.

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But to categorize historically, that's how it happened web 1.0 means static content provided by a site's creator. Websites were simple and designed to accomplish one specific function wherein you see you go to that side. You get that kind of detailed information 2.0 came up further with wherein content became more socially oriented and audience-oriented. Social networking platforms like Facebook and MySpace emerged.

When you had such an advantage wherein people started networking with each other, and you are using a platform, you are using an organizational platform. So, definitely advertising and communications are inevitable because you are now communicating. If you infuse organizational communication at that moment, it is a win-win situation for all.

People started writing blogs, and then you saw ecommerce expand, and consumers began purchasing products online. Sites became more appealing and customer-focused as competition drove web designers to create customer-friendly experiences. Hence, customers started coming near the information, and the customer started getting involved in the information generation process, information usage process, and everything goes the whole chain.

And you may add one more thing here basically customer started relying more on web-based information wherein he started looking forward to that he can access information and desires for through web and that is where web 2.0 became stronger in terms of as compared to web 1.0 and not to mention technology, hardware, everything was developing in due course of time.

So, web 3.0, wherein integration, online metrics, and real-time instant communications started coming up wherein you interact. That particular interaction is being supported, guided, monitored, responded to, and so on. Content on sites started becoming metric-driven, customer engagement became stronger, cloud operations came in, and web participation started coming up.

To simplify in today's parlance, almost what we are doing web today 3.0 became the enabler, or the situation recognizes that wherein we became more app to the technologies uses, the digital usage which we are going through at this particular moment. You have to tell me.

How often do you look at your mobile phones to surf for things you need in today's era?

Now you have more App, as soon as something comes to your mind, you go to Apps on your mobile phone, look for that product and look for that message there, and that is where web 4.0

came in.

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Wherein you see, this transition to web 4.0 affected the field of marketing communication at large. Today is the era that justifies the statement wherein many companies have started slashing the traditional media marketing budgets and moved funds to online communications. Here we must remember that digital marketing communication had a complementary role in integrated marketing communication alongside other options or media.

For example, digital marketing communication had a supporting role in printing media or static hoarding even basically at some point of time when people used to watch an advertisement on TV and then on print and then somewhere on hoarding and listen to some message on radio and then started looking for that thing on websites. Today, I would not say the situation has reversed.

But many organizations have started deviating energy toward the internet because internet usage has become vast. Then devices connected to the internet have also increased, which we will see in statistics in the latter part of the discussion, but that is how things have started coming up. Many marketing experts believe that online searches, email, social media, conversations, digital ads, and mobile marketing will soon constitute a significant portion of the marketing expenditure.

People would say that everything else would become obsolete. I'm afraid I have to disagree with that, but still, it holds an influential, prominent position, and I would not take you into the current statistics. You can go to the sources like Statista and other sources wherein you would find what the portion is. Last time, I showed you one of the graphs wherein television advertising is reducing but still holds a very prominent position as far as Indian marketplace goes.

Although India is one of those places where internet acceptance is very high, I am not explicitly using the word penetration market because my individual belief as a marketing scholar is that people accept things rather than being penetrated with effort. So, there can be a difference of opinion, but this is just for your perspective. So, the transition from web 1.0 to web 4.0 changed the way consumers communicate and interact.

Today it is an entirely interactive kind of system. So, how many types of media are there in the digital age.

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There can be several categorizations, but the broader categorization is into three parts. One is paid media, one is owned media, and then one is earned media. Some literature might also give

different specific terminology to these three categorizations, but this is just for our understanding wherein paid media, is related to organizations paying to display their ads on the media.

It is the same as physical; here, I would say one thing before going ahead. Technically speaking, there is a vast difference between conventional marketing and digital communication, wherein everything happens through devices using different organizations' services and internet services. Still, conceptually it is almost similar to whatever we were doing through different modes, or physically now, it is done through digital modes.

The conceptual understanding has to be on similar grounds. There are measurement criteria associated with this type of communication as well. There is a modeling perspective associated with that, and there is a research perspective. This holds for almost every form of marketing communication we have been talking about up till now.

Remember, we have also discussed a similar element with database marketing. We have talked about public relations as well. Similar aspects have been associated with different modes, and then the integration between different modes is the mainstay in our discussions in this course. So, as I said, you use someone else's property or services to display your advertisement.

They manage and maintain the website, hold the hardware, software, and services, and communicate with your consumers with your advertisements. They might be contacting your target for some reason, or they might be just aggregators or the service providers as such, and then there is another element of paid media wherein you see how we look at it.

We can look at social media, websites, blogs, publications, and wherein you can pay them to display your advertisements. Remember we pay newspapers to display our advertisements. We pay television to display our advertisements or to release our advertisements, similar as far as digital media goes. And this helps to target and helps in reaching to the target more efficiently as compared to others and reach the new users as well.

Communication is more about reach at a forest and then about persuasion and then getting the results then comes in owned media. This is related to owned and operated on one's business channels. One has facilities for releasing the messages for the consumers; they have their websites, blogs, e-mailers, forums, social media, etc. Many larger organizations have blog writers and interactive websites, which is very interesting.

For example, if you go to this website of Nike, you will realize that it is a whole lot of a different kind of world. You can spend lots of time on that, looking for different models, different shapes in terms of footwear and different forms of apparel and so on, and you can keep on surfing and

traversing through one model of shoe or footwear to another and so on and at one part of the time then you have queries and your queries would be answered through the chat box or emails. You can extend that to some other form of communication as well.

And then if you leave your details, and even if you do not, they will start contacting you because by the time they would have noticed that who you are and from what kind of location or, let us say, IP address you are talking to them. So, they will start putting up their messages for you. So, it is a whole mesmerizing kind of a situation now.

Owned media is also related to complete control to modify ads, because there you have the scope for doing that. In paid media, you have given the content to someone, and that is how it is released. Then comes an earned media wherein you see organic publicity without purchasing an ad space system.

And press mentions, social media recognition, interviews, guest posts, podcasts, and several other modes are there. In this, we will know how it is done precisely, but this has a difference as far as when you spend money on owning a particular media when you pay for that media or when you put up publicity without purchasing the ad space.

And this has definitely to do with credibility and trust, and it also amplifies the reach, as I told you last time when we were talking about publicity. Specifically, when someone mentions your products, services, and organization, it has a different connotation associated with your credibility because people know that you have not paid for them. So, that earned media or this specific mode wherein organic publicity is done holds different credibility.

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There are different types of digital advertising, and again there is natural categorization around it, how it evolved as the forms they progress themselves, or they evolved in due course of time so as the categorization has come up. One is related to search, and what elements are related to search? One is search engine optimization; for example, SEO pay per click again, you have to have a measurement unit on generating revenue for the organization or asking for a price from the customers.

Pay per click kind of a thing basically, content creation is also associated with a search type of digital advertising. There are display ads wherein videos, images, and a whole lot of display content are utilized. There is lots of creativity, and those elements are associated with it. Although creativity is again one of the essential elements in digital advertising and communication, you must be creative in defining and generating the content or message.

You have to be creative in terms of reaching out to the customers, and you have to be creative in terms of how often the customer would get your message. We will talk about these keywords and those kinds of things, there is a specific strategy associated with that, and when we specifically talk about videos and images, you have to be more creative because here you have a particular constraint of the space and attention as well because remember in digital communication; the customer is looking for something else.

And you have to compliment that thing, or you have to bypass that thing, or you have to reach to the customer somehow or gain the attention of the customer, your target customer. So, that is where a lot of creativity has to come in. Then the third element of as far as there is influencer digital advertising, wherein both offline and online perspective is there.

Social media has a synonymity with digital advertising. However, I will discuss social media separately and with a specific aspect because this has become so vast. As I said, types and categorization get prominence over time when they evolve. That is how social media has become so prominent.

Thanks to Facebook, Instagram, LinkedIn, Twitter, Pinterest, and so on, you see Facebook has been a part of several people's lives. People say that Facebook has been instrumental in changing people's lives. They go for several kinds of narratives associated with Facebook and how some people have stories related to getting associated with different kinds of friends. I should not be repeating all those things.

We all know that it is an imbibed part of our lives; Instagram, for example, so they have different orientations; hence they have different kinds of positioning. They have different kinds of usage, and once you have different kinds of positioning and usage, different kinds of perspectives can be carried forward by all these modes in due course of time, and different kinds of creativity can be involved in reaching the target customer through these kinds of modes.

We will be talking about this in the later part of the discussions, and in the meanwhile, notice how it is working around you? start noticing how it is influencing your buying decisions, and how it is comparatively working more as compared to other forms of media which are in your proximity or it is just complementing that. So, decide for yourself. There is a whole lot of statistics and data which is guiding you.

There are organized elements that we were discussing in due course of time and time. Again I am reminding you of the independent strength of all the modes we are discussing and then the integrative strength of all the modes we are discussing. Still, in the end, you have to decide how

it works for you and is it reshaping the total market.

I attended an excellent lecture by one of my friends recently, and he projected how the market is getting reshaped because of the presence of such kinds of communication modes; in due course of time, can we think of re-categorizing the types of customers because of availability of the vote of communication. It is an entry-in but worth pursuing, and I believe you should do that.

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Search advertising is related to paid search, also known as sponsored ads, search marketing, search engine marketing, and pay-per-click marketing. I mentioned earlier that cost-per-click marketing, as far as the customer and the marketer go, it is a technique that displays ads and searches engine results whenever someone searches for services or products offered by the advertising.

It emerges in front of you; there is a perspective associated with it. When should a particular ad emerge, and there is a whole lot of methodology and algorithmic thought which is associated with this, we will be talking about that, but think of bit that if someone is paying for that ad to emerge whenever a customer is looking for some associated information or a particular kind of a product to which this message is related.

Pay-per-click ads appear on publishers' or media owners' sides. The advertiser is charged only when the user clicks on it makes sense because you see, when you say that I want to generate revenue out of the ads which I would be displayed for you, the organization would say, why should I pay you because I do not know that if people would stop at all be noticing that how would I should I go every time and talk to my customers that you are purchasing this product because of my digital message or you are purchasing this product because of my TV message.

This kind of methodology probably would have come in front of us because, at that particular time, television, newspaper, and other modes would have been prominent wherein we would have developed research-based methodologies around measuring their impact. Still, here we would not have developed that till then, and somehow we required a model.

We focused upon a negotiable, mutually beneficial kind of arrangement wherein the customer would click. You have to pay to see these ads appear on search engine result pages, almost like a native ad at the top with an indication that it is an advertisement and that there is a particular message or thing written alongside. They also appear on websites and blogs on the top left or right panel or even at the integrals within the content itself.

Pay-per-impression ads are charged each time your ad is displayed on a site irrespective of

interaction being clicked upon, and they are usually charged per thousand impressions, also known as CPM; as mentioned above, you see pay-per-impression ads can be cost-effective if your ads get clicked on in addition to simply receiving an impression when compared to CPC ad prices and so on.

Pay per click to pay per impression is a progression of our methodologies in the course of time when the media is becoming prominent. Now we reach the point of discussion on search engine optimization. I will be elaborating upon this in due course of time, but to give you a more extensive view, Have you visited an old book store in your city wherein the owner of the book shop is a very learned person?

And he has almost read all the authors books he has in his shop and knows almost all the kinds of books he sells. He knows the characteristics of the authors; and I am not talking hypothetically. If you search for it, you will find such places wherein you would find a very learned bookseller and then know what kind of an orientation a book carries.

What kind of thoughts you would find in one kind of book and what you would find, and where you would find every single detail sort of that kind of information when you go with a particular kind of question to that book shop and ask the bookseller that I want this subject, this kind of content, this is precisely what I am looking for, or vaguely I am looking for, this kind of a narrative you see you have given some categorization to him.

And he says, okay, pick up that book and look into that chapter and you will find more or less what you are looking for. This is wherein the optimization perspective comes in and is what search engine optimization essentially is. In our next session, I will discuss search engine optimization methodically and precisely.