

# SER4301 : Event Management

By

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# Chapter 2 : Digital Marketing for Event Mgt.

## ▶ What Is Digital Marketing?

Digital marketing is a channel that allows businesses and brands to connect with potential customers through online platforms. These channels may include websites, organic social media, paid social media, search engine marketing (SEM), search engine optimization (SEO), email marketing, digital advertising, and more.

## ▶ Why Is Digital Marketing Important?

Digital marketing helps build brand awareness and drive sales among both new and existing target audiences. A key aspect of digital marketing is the ability for marketers to precisely target and focus their efforts on specific audience segments.

- ▶ Compared to traditional marketing, which typically reaches a broader audience, digital marketing enables more targeted outreach. It is also accessible to brands and businesses of various sizes, regardless of their marketing budget or team size.

Source : <https://advertising.amazon.com/th-th/library/guides/digital-marketing#2>

# Types of Digital Marketing

Digital marketing comes in many forms, including but not limited to video marketing, display advertising, email marketing, and social media. These types of digital marketing can be part of an overall digital strategy or used individually, depending on the needs of the business.

## 1. **Video Marketing**

Video marketing involves visual content that helps promote products, brands, or services. Videos may include short promotional content designed for various channels such as social media, Sponsored Brands video ads, and display video ads. They can also include longer-form content, such as webinars or educational videos hosted on websites.

## 2. **Audio Marketing**

Audio marketing includes music, podcasts, and other audio content used to promote products, brands, and more. This type of marketing can help reach customers in relevant ways by targeting them based on their interests in music, podcasts, and other audio content.

# Types of Digital Marketing

## 3. **Interactive Marketing**

Interactive marketing involves two-way communication between customers and brands. Brands can engage potential customers through interactive channels such as social media, infographics, email, and live streaming.

## 4. **Display Advertising**

Display advertising consists of ads that include copy, visual elements, and a call-to-action message linked to a landing page. Display ads are cost-effective, flexible, and can support other marketing channels. Two examples of Amazon Ads products that feature display advertising are Display Ads and Device Ads.

## 5. **Search Engine Marketing (SEM)**

Search engine marketing, also known as paid search, allows brands and content to appear in search engine results through a pay-per-click (PPC) model, which differs from search engine optimization (SEO).

# Types of Digital Marketing



## 6. **Email Marketing**

Email marketing is a direct channel for reaching target and existing customers through written content. Email is a versatile medium that can highlight brand storytelling and support sales efforts, such as product launches and seasonal holiday campaigns.

## 7. **Content Marketing**

Content marketing focuses on the art of storytelling to engage customers across various channels. It can take the form of written articles, videos, or social media posts.

## 8. **Pay-Per-Click Advertising (PPC)**

Pay-per-click (PPC) advertising involves a cost for each click. This model, which includes Sponsored Products, is commonly used across search engines.

# Types of Digital Marketing



## 9. **Programmatic Advertising**

Programmatic advertising uses advertising technology to buy and sell digital ads through automated and efficient processes. This type of advertising relies on parameters set by advertisers to purchase digital ad space across websites, mobile devices, apps, social media, and other channels.

## 10. **Brand Marketing**

Brand marketing showcases the overall brand and plays a key role in building relationships with customers, helping to increase brand value over time.

## 11. **Inbound Marketing**

Inbound marketing focuses on creating valuable content and messaging that directly addresses customers' needs. This approach can help drive new business and build long-term relationships.

# Types of Digital Marketing

## 12. Traditional Advertising

Traditional advertising features ads that align with the user experience and the design of a channel or website. These advertisements are designed to blend in with other content appearing on the page, making them look similar to the surrounding material.

Source : <https://advertising.amazon.com/th-th/library/guides/digital-marketing#41>



# Advantages and Disadvantages of Digital Marketing

## Some advantages of digital marketing include:

- ▶ The ability to reach highly specific target audiences
- ▶ Cost-effective solutions suitable for any budget
- ▶ The ability to measure results and adjust digital marketing strategies based on performance

## Some disadvantages of digital marketing include:

- ▶ Dependence on technology
- ▶ A constantly evolving industry
- ▶ A highly competitive landscape



# Build the Strategies for Digital Marketing

To create an effective digital marketing strategy, it is essential to understand customers' needs, the type of content that is valuable to them, and the channels they prefer. The following steps can help you develop customer personas, set clear goals, and identify any gaps in your digital marketing strategy.

## 1. Analyze Your Current Marketing Strategy and Conduct Industry Research

First, evaluate how your existing digital marketing strategy resonates with customers and identify any industry-specific marketing trends. This process can help uncover marketing gaps and challenges that customers may be experiencing. If your brand does not yet have a digital marketing strategy, it is never too late to start building one.



# Build the Strategies for Digital Marketing

## 2. Create Customer Personas Aligned with Your Products and Brand

Customer personas place customers at the center of your strategies, helping the brand stay focused and customer-oriented. When creating buyer personas, consider the following: Who are your customers? What are their key characteristics? Do they live in a specific region? What drives their purchasing decisions? It is important to give each persona a name and an image so that everyone in the company can clearly recognize and understand their customers.

- ▶ When developing personas, start with a primary customer persona that represents your main target audience. You may then create one or two additional personas that focus on new or secondary target segments. Larger businesses may develop even more personas to reflect their diverse customer base.



# Build the Strategies for Digital Marketing

## 3. Set Digital Marketing Goals and Objectives

Businesses should establish long-term goals and determine how digital marketing can help support those goals. In addition, they should define short-term objectives that are measurable and easy to track, while still aligning with and contributing to their long-term goals.

## 4. Select Channels and Strategies

When choosing channels and strategies, businesses should consider where their current customers are and where potential new customers might be. Meeting customers where they are and allocating resources to those channels is essential for achieving effective results.



# Build the Strategies for Digital Marketing

## 5. **Identify Gaps in Marketing Assets and Advertising Materials**

Digital marketing requires various types of assets, including images, written content, and videos. Businesses need to understand what marketing assets they currently have and what additional assets are required to effectively promote their products and brand.

## 6. **Create Content and Execute Across Channels**

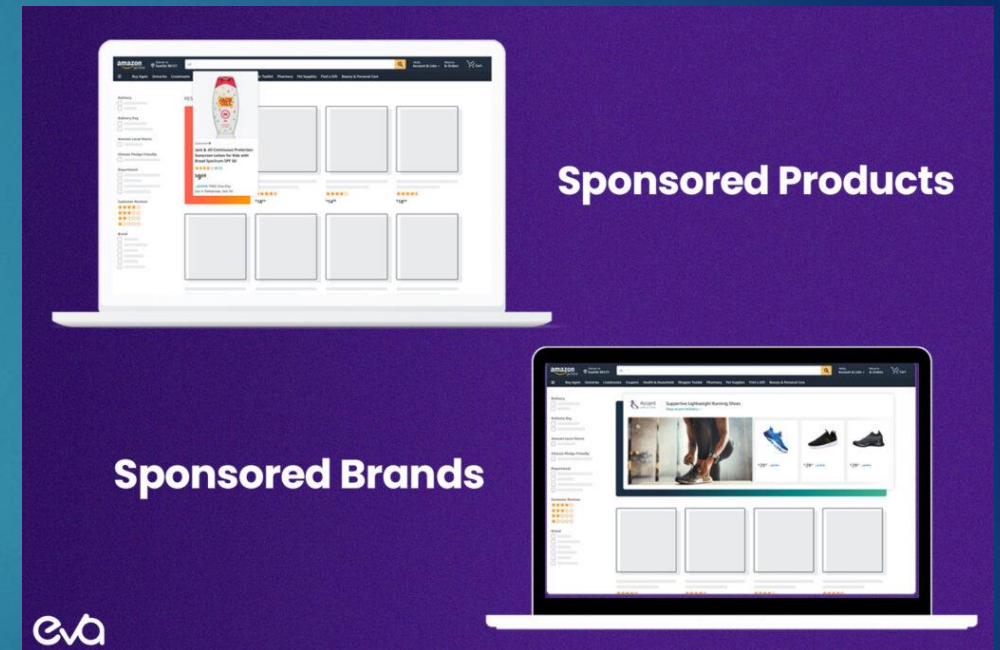
After identifying the channels and any content gaps, it is time to create content. This stage may take time, so businesses should consider how to repurpose content across multiple channels and tailor it to different target audiences and formats. Once the content is created, it is ready to be shared with customers through the relevant channels.

## 7. **Monitor Metrics and Continuously Optimize Content**

The final part of a digital marketing strategy is testing and tracking KPIs and content performance metrics, as well as evaluating channel effectiveness. This process helps brands and businesses understand the impact of their digital marketing efforts and determine what adjustments are needed for future improvement.

# Sponsored products vs Sponsored brands

- ▶ **Sponsored Products** are advertisements that display an advertiser's products in more prominent positions on search results pages or product detail pages to increase visibility and drive sales. Advertisers are typically charged on a cost-per-click (CPC) basis when a shopper clicks on the ad.
- ▶ **Sponsored Brands** are paid advertising formats designed to increase brand visibility. These ads appear in prominent placements on platforms such as Amazon and feature a brand logo, a custom headline, and multiple products that customers can click to view more details or visit the brand's store page. The purpose of these ads is to help customers discover and engage with your brand, ultimately driving sales and building long-term brand loyalty.



# Solutions for Digital Marketing

- ▶ **Sponsored Products** are cost-per-click (CPC) ads that promote individual product listings on Amazon, as well as on selected premium apps and websites. These ads help you promote products, increase sales, and improve your brand's visibility.
- ▶ **Sponsored Brands** ads help drive brand discovery and consideration by featuring branded creatives in both static and video formats throughout the shopper journey. These ads encourage and direct traffic to your Brand Store or product detail pages.
- ▶ **Display Ads** are designed for businesses of all types, whether they sell on the Amazon Store or not. Display ads enable businesses to reach customers wherever they spend their time—both within the Amazon Store and across thousands of apps and websites—using machine learning and a variety of creative formats.

# Solutions for Digital Marketing

- ▶ **Streaming TV** is a video solution that includes channels such as Prime Video and live sports, as well as online video platforms, including Amazon-owned sites like Twitch and leading third-party publishers. Streaming TV ads are non-skippable, full-screen video ads that appear before, during, or after video content such as TV shows, movies, and live entertainment on connected TVs, mobile devices, and desktops. These ads can appear on Prime Video, Twitch, live sports broadcasts, Fire TV Channels, as well as on leading third-party publishers and TV broadcasters.
- ▶ **Brand Stores** allow businesses to showcase their brand and products through an immersive, multi-page shopping experience where shoppers can explore and learn more about what the brand has to offer.

Source : <https://advertising.amazon.com/th-th/library/guides/digital-marketing#8>

THANK YOU !

