DigiMarketing
The Essential Guide to New Media & Digital Marketing
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and
Ian Fenwick
Dedication

To Toby, Sasha, and Nok with my love and appreciation. You are everything to me.

Kent

For Somjit, Virginia, Vitoon, and Phanita and countless students, colleagues and helpful friends too numerous to name. You know who you are!

Ian
# Contents

Acknowledgments ix  
Preface xi  
Introduction xiii

**SECTION 1: NEW MEDIA AND MARKETING IN THE 21ST CENTURY**

Chapter 1: The Media Game-Changers 3  
Chapter 2: DigiMarketing: The New Imperative 29

**SECTION 2: DIGITAL CHANNELS** 55

Chapter 3: The Web 57  
Chapter 4: Internet Media: Display, Search, Affiliates and Sponsorships 89  
Chapter 5: Email and Viral Marketing 127  
Chapter 6: Mobile Platforms 149  
Chapter 7: Games: The New Hollywood 193  
Chapter 8: Consumer-Created Content 221  
Chapter 9: Digital Signage 251  
Chapter 10: Television Reinvented – IPTV 271

**SECTION 3: A DIGIMARKETING PLANNING FRAMEWORK** 289

Chapter 11: Phase 1 – Defining a Participant Print and Goals 291  
Chapter 12: Phase 2 – Creating Your Digital Platform 305  
Chapter 13: Phase 3 – Generating Awareness and Influence 331  
Chapter 14: Phase 4 – Harnessing Data, Analytics, and Optimization 361

**Conclusion: Stay Connected** 391

**Index** 393
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A NEW ERA

Wei Wei and Huang Yixin are two consumers every marketer needs to know. That may seem odd, since neither of these two university students from Guangzhou possesses talents that would normally make them worthy of note. However, as the Back Dorm Boyz (http://twochineseboyz.blogspot.com), Wei Wei and Huang Yixin have become internet stars in China and emblems of a new era in media and marketing.

Their rise to fame began with a simple web posting of their lip sync rendition of the Back Street Boys' As Long As You Love Me. Interest in their videos quickly grew, given the instant distribution power of the internet, boosted by viral pass-on from web surfing fans. This was followed by more home-made videos, and then appearances to endorse the likes of Motorola, Pepsi-Cola, and Cisco. Today, their lip sync videos have been seen by an estimated 60 million people across China and Asia.

New media has rapidly brought the power for anyone to create and share content with everyone. But this is only part of a much bigger sea change brought about by digital technology. Massive social networks are becoming digital watering holes that connect people globally. Virtual worlds such as Second Life are attracting millions of users to parallel, digital metaverses. New types of digital signage are popping up on roadsides, in malls, and at the end of grocery store aisles, making digital media a street-level reality.

These and other developments in the media landscape are having a big impact on marketers. The multi-channel world of new media presents companies with enormous opportunities and challenges. Marketers have an unprecedented array of channel options through which to reach and interact with consumers. Yet many feel overwhelmed by the speed of change and don’t know how to take full advantage of the new options.
As a result, some marketers continue to sit on the sidelines or under-invest in their digital plans. However, in the future, digital channels will play the primary role in marketers’ media options. All marketers must build a deep proficiency in new media channels and digital marketing. In fact, our contention throughout this book is that digital marketing – DigiMarketing – is the long-term future of marketing, not a niche part of a marketing plan. It will become part of the mainstream of what marketers will do to sell their products and build their brands.

Therefore, we’ve written this book as a comprehensive guide on the topic of new media and digital marketing. Our aim is to help you better understand the new media and the digital marketing options available, so you can harness the power of DigiMarketing to grow your business.
As we start out, it is useful to address some of the key features of this book. First, this book is divided into three, primary sections:

Section 1: New Media and Marketing in the 21st Century addresses the big picture changes in media and in marketing that are driving companies to transform their marketing. We also outline the 12 Tenets of DigiMarketing.

Section 2: Digital Channels provides an explanation of channel options and examples of how marketers are using those channels. We outline key trends and share best practice learning from digital marketers. Plus, we provide brief analyses of how these trends are likely to evolve in the future.

Section 3: A DigiMarketing Planning Framework covers the key issues a DigiMarketer should address in putting together a digital media and marketing plan. This is to ensure that you have a clear roadmap for success.

Since digital developments are truly global, this book incorporates examples from around the world. While it’s true that countries are at different points in the technology development curve (Japan, for example, has mobile technologies that you don’t readily find yet in many other countries), our focus is on the universal aspects of digital rather than on specific technologies by geography. We want to help you understand the long-term trends and their underlying implications, not simply highlight the latest technology.

This leads to the next point. It’s also worth addressing briefly at the start what this book is not about. This book is not a how-to guide to website design or a deep-dive on infrastructure or technology issues. We will cover the basics of various digital