

# Strategic Marketing

## Unit Five – Marketing Communications



# Course Layout and Overview

- ▶ Five units
  - ▶ Unit One: Marketing Planning Process
  - ▶ Unit Two: Marketing Research
  - ▶ Unit Three: Consumer Behavior
  - ▶ Unit Four: Brand Strategy
  - ▶ **Unit Five: Marketing Communications**



# Unit Five Learning Outcomes

- ▶ Describe 8 types of digital marketing strategies
- ▶ Identify 6 metrics for measuring the success of digital marketing strategies
- ▶ Relate cultural and legal factors to developing digital marketing strategies
- ▶ Justify why a company should use social media to connect with customers and potential customers
- ▶ Compare 6 major social media platforms and their attributes for marketing purposes
- ▶ Examine content marketing options through text, visuals, and consumer interactions
- ▶ Assess the use of email marketing in building relationships with customers and potential customers



# Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



# Unit Five Overview Topics

- ▶ Digital marketing strategies
- ▶ Identify metrics to measure digital marketing strategies
- ▶ Cultural and legal factors
- ▶ Social media to connect with customers
- ▶ Social media platforms in marketing
- ▶ Content marketing
- ▶ Email marketing to build customer relationships



# Marketing Communications Vocabulary

- Content marketing
- Cultural factors
- Digital marketing
- Email marketing
- Legal factors
- Social media
- Social media platforms

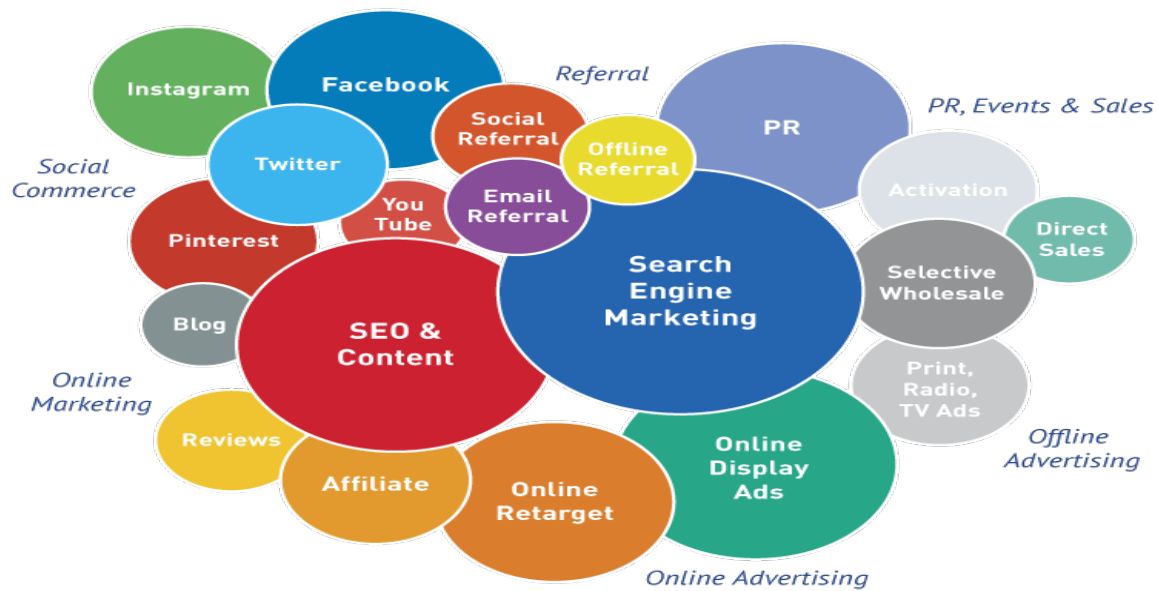


# Digital Marketing Strategies

- Digital marketing strategy may include
  - Email or text messages
  - Website marketing
  - Content marketing
  - Targeted social media ads
  - Creating demonstration videos
  - Search engine optimization (SEO)
  - Mobile device marketing



# Digital Marketing





# Identify Metrics to Measure Digital Marketing Strategies

- ▶ Measuring the digital marketing strategy:
  - ▶ Choose social media platforms carefully
  - ▶ Use analytics
  - ▶ Create a blog and link to social media sites
  - ▶ Organize content
  - ▶ Keep it current



# Analytics



# Cultural and Legal Factors

- ▶ Why should cultural factors be considered in marketing?
- ▶ Why it is important to consider legal factors?
- ▶ What legal factors should be considered?



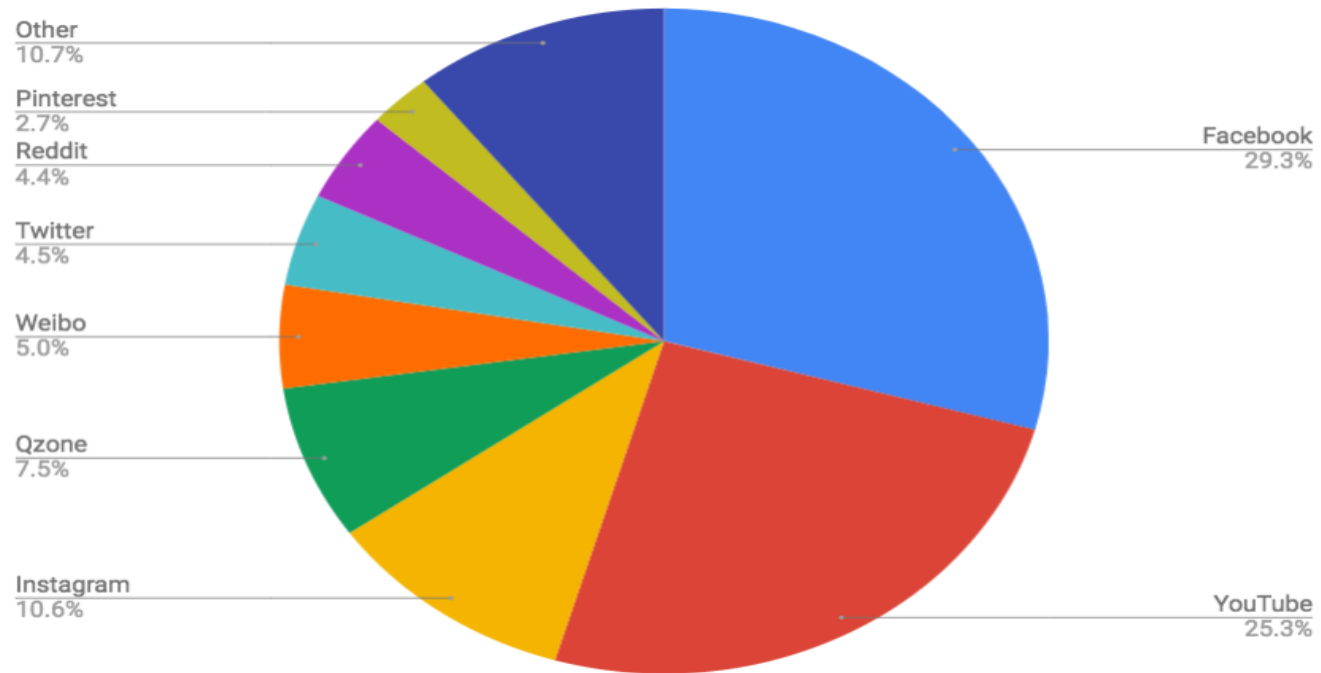
# Social Media Platforms to Connect with Customers

## ▶ Social media platforms

- ▶ Facebook
- ▶ LinkedIn
- ▶ TikTok
- ▶ Instagram
- ▶ Pinterest
- ▶ Snapchat
- ▶ Twitter (X)
- ▶ YouTube



# Social Media Platforms



# Content Marketing

- ▶ What is content marketing?
- ▶ Examples of content marketing
- ▶ How to use content marketing



# Email Marketing to Build Customer Relationships

- ▶ Why use email marketing?



# Conclusion

## ▶ Unit Five Learning Objectives

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# What's Next?

- ▶ Study Guide
- ▶ Case studies

