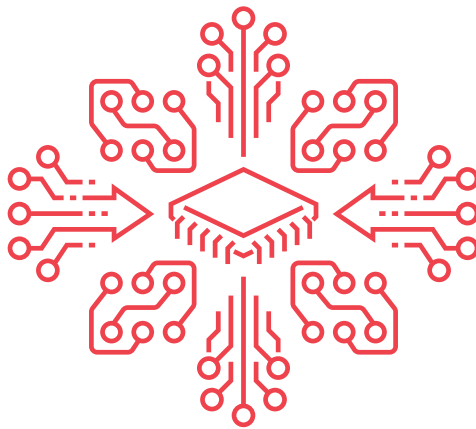


# THE MARKETING BIBLE FOR A DIGITAL WORLD



LANNOO  
CAMPUS

This book was originally published as  
*De marketingbijbel voor een digitale wereld*, LannooCampus, 2019.

D/2019/45/324 - ISBN 978 94 014 6243 3 - NUR 802

Cover and interior design: Peer De Maeyer

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LannooCampus Publishers  
Vaartkom 41 box 01.02  
3000 Leuven  
Belgium  
[www.lannoo-campus.com](http://www.lannoo-campus.com)

P.O. Box 23202  
1100 DS Amsterdam  
Netherlands

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# WHY THIS BOOK?

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**I**T HAS BEEN MORE THAN TWENTY-FIVE YEARS since I set foot in the office of my boss at my employer at that time, Samsonite. For a while, I had been exploring something new called ‘the internet’. ‘Shouldn’t our company become active on it?’, I asked. ‘And if I could look at it and make a projection.’ A year later, the first website of Samsonite went online, even before our American colleagues had discovered the phenomenon.

I was proud. It was not a course without obstacles, because you don’t build a website by yourself. The vice-president for IT and logistics wondered if it wasn’t better to invest that budget in the labelling of a few extra trucks, because nobody was on the internet. At that time, such a remark was relevant. The director of communications did see something in it, but didn’t know where to start, so she loved it that I wanted to put my time in it. Then the search began for a website builder, the content, the hosting, the legal aspects ... Back then, the registration of a web address still had to happen by writing a letter to a University professor in charge of DNS, signed by the CEO. It was all new and difficult then, but compared to the norms of today it was easy. Today the marketer faces a much bigger challenge. A number of digital channels have been added: mobile websites and apps, YouTube, search engine ads, email marketing and of course social media.

Whoever does marketing nowadays has to learn and understand all those channels and then has to choose in which one time and money will be invested. The rise of these new media has also brought about a big change in terms of content. It is no longer relevant to come up with a creative idea and translate it into an ad or TV or radio spot. On the global information highway, authentic stories are far better than a promo of 30 seconds. And in the wake of these evolutions, the full profession of marketing and communications is also undergoing a revolution. The traditional way of working in a marketing department or advertising agency is almost extinct. New methods and ways of thinking are on the rise. This book is a guide for anyone who is looking for the way in the world of marketing and communication.

What started in 1994 has never stopped for me. Discovering new digital phenomena and finding out if they may be useful for a company, is something that

constantly fascinates me. And every time the same questions arise: 'How many people will we reach with it? What are the risks? What is the output? How much work will it take within the organisation? Are we ready for it? Who is going to maintain it?' ... A fascinating world!

Sometime in 2012, after giving a presentation about social media, I was approached by a dynamic lady who asked if I wanted to share my knowledge with her husband. He runs an SME and invests a nice budget in the internet, but he is not yet active on Facebook, so the question was whether I wanted to explain to him that he was no longer up to date... After a few missed appointments I went to see the man, but not without first taking a look at the website of his business. And that turned out to be a relic from bygone times, that would not be found by any search engine. There was a second site, which was better but was managed by an external company that made all visitors pass through their website. We talked for two hours about all aspects of digital marketing and the conclusion was not to invest in Facebook, but rather in a good website.

Nowadays, digital marketing is no longer just about websites. It even seems as if everything is now happening via social media. Under influence of the media, digital gurus and not in the least sense under the influence of their children, decision-makers today ask themselves whether or not, and how much time and money, they need to invest in social media. Until a consultant comes along who talks about the power of Google and search engine optimisation. And since we all have a smartphone, what is the importance of that for our marketing plan? A digital marketing plan has become a complex mix of different channels that are constantly changing.

As a result, marketers have to evaluate their marketing plan every year. Because there are always new channels, formats and methods on the horizon. Entrepreneurs and managers have a difficult time deciding where to set the priority when it comes to taking decisions and approving budgets. I wrote this book for all those people, so that they can make fundamental decisions themselves, about the priorities in their marketing plan and their expenses, about the choices of content formats and the way they organise their marketing.

*'This book will give you control over all your communication in a digital world.'*

Marketing is an extremely fast-evolving field and the advent of digital media has added an extra dimension. With 25 years of experience in the world of digital marketing, I notice that although the media is still evolving, there are a number

of things which have taken a final twist. Media were given a layer of interactivity that forces us all to communicate in an open and honest way. At the same time, the speed of communication brings forth new challenges. To be successful in that environment, not only do we need to deal differently with the communication channels, but the form and content of the message must also meet new terms and conditions. And all of that also has an impact on the way we plan and organise our communication. In this book we will therefore look beyond the media. We explore the 4 M's of marketing:

#### Media, Message, Method and Metrics

In the first two parts, we will focus on the strategic and practical aspects of building a marketing plan in a digital world. We use a method that allows you to lay out a firm foundation for effective marketing and communication within 100 days. Part three zooms in on the message with particular attention for content marketing. In part four, we explore new and better ways to organise your marketing activities.



# HOW DO YOU DEVELOP A MARKETING PLAN IN 100 DAYS?

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**WE CONSCIOUSLY USE THE TERM** ‘develop’ here. You do not write or come up with a marketing plan, you build it over a longer period because experimentation, testing and evaluation are crucial.

*‘You do not come up with a marketing plan, you build it over a longer period.’*

Of course everyone chooses for themselves what they will take from this book, but for those wanting to end up with a better marketing approach within 100 days, it is best to follow the proposed methodology, which can be traced back to the pieces of the framework. The total process has been split into fourteen weeks, which amounts to just under 100 days, so you have two spare days left.

All the links in this book can also be found on [www.marketingbible.digital](http://www.marketingbible.digital). Keep that website at hand when reading, so you can quickly find extra information.







# **CONTEXT AND STRATEGY**



# 1

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## WEEK 1: DIGITAL MARKETING OR ONLINE COMMUNICATION

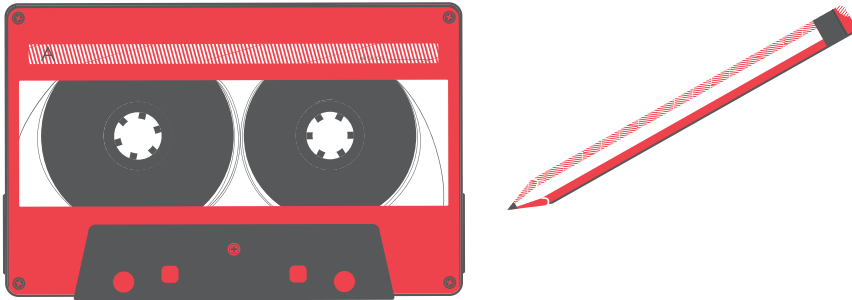
**A**LTHOUGH THE TITLE OF THIS BOOK TALKS ABOUT MARKETING, you will mainly read a lot about digital communication here. If it were actually about digital marketing, there would be chapters on, for example, digital product development or pricing in a digital world. But we will cover the field of marketing communication sufficiently broadly, so that the term marketing is not misplaced here.

The internet and digital technology have an impact on all parts of the organisation, much more than just marketing or communication. Also, in logistics, production and finance, there are more opportunities for organisations thanks to digital. Not in the least because the boundaries between departments are blurred by frictionless communication in a digital world. These opportunities are largely outside the scope of this book. Therefore we will not go into detail about digital transformation.

### THE WORLD HAS CHANGED

It will come as no surprise that the world has changed a lot in recent decades, and even more so: the world is constantly changing. And with the digital revolution, the speed at which that world is forming and distorting has increased

exponentially. It is typical, for example, that the music cassette which I and my generation grew up with has been replaced, in a few years with the emergence of the internet, by the CD, which itself was replaced about ten years later by the USB stick, which today has already been replaced by streaming via Spotify, Deezer, Apple Music, Google Play Music or other platforms.



*Anyone who understands the relationship between these two objects, did not grow up in the digital age.*

These digital (r)evolutions also change the behaviour of customers. It is in our nature to always seek the path of the least resistance in everything that we do, especially when we have to decide on a purchase. Digital media provide us with a number of new opportunities so that in the decision-making process about what we buy, we can reach a satisfactory result much faster and more efficiently.

Until the advent of the internet, these were the options, in order of ‘the least resistance’:

1. the customer buys what’s in the shop or what the salesman promotes or
2. the customer falls back on the information that the advertisement offers to compare different products or against each other
3. the customer buys the product that a friend or acquaintance once recommended, even though that may have been some time ago or
4. he asks right before a major purchase again.

As a result, marketing communication could concentrate on two parts:

1. a well thought off sales strategy, either through a professional sales team or to attract the attention at the point of sale and to convert,
2. a striking or prolonged advertising campaign which highlights the benefits of a product

There was relatively little attention for word-of-mouth advertising because it was regarded as impossible or very difficult to influence. You can not sit in each village pub to talk with all your potential customers.