

Lecture 5: Digital Marketing Channels

Digital marketing relies on a variety of tools and media, ranging from the organization's website to social media platforms and mobile marketing. Philip Kotler categorized these channels into three main groups: online marketing (*marketing en ligne*), social media (*les médias sociaux*), and mobile marketing (*mobile marketing*).

I. Online Marketing

Online marketing encompasses the organization's website, email, advertising banners, and links, which are detailed below.

1. The Website

The organization's website should reflect its mission, history, and vision. It must be visually appealing from the first visit and engaging enough to encourage future visits.

A website consists of interconnected web pages forming a single entity, typically managed by one individual or organization, focused on one or multiple closely related topics.

2. Advertising Links and Banners

A. Advertising Links (Sponsored Links)

Paid-per-click advertisements (PPC) or search engine advertising (SEA) are the most widely used online advertising methods. These involve paying for ads that appear alongside or above search engine results to attract user attention.

For example, in a typical search engine results page, sponsored links appear at the top and right-hand side, while organic results are listed according to the search engine's ranking criteria. Thus, two positioning strategies exist: organic positioning (SEO) and paid positioning (SEA).

B. Display Banners

Online advertising formats vary from simple banners to more advanced interactive and rich media banners. The first online banner appeared in 1994, created by AT&T. Banner innovations today include animated GIFs, interactive banners, and video banners. These advancements aim to capture the user's attention, prompting publishers to develop creative and visually engaging formats.

3. Email Marketing

Email marketing is a form of direct marketing that uses email to communicate with existing and potential customers. It allows sending messages to multiple recipients at a relatively low cost. Advantages include measurable impact through open and click-through rates. Despite declining engagement in recent years, email marketing remains effective, particularly when incorporating links to the website to facilitate orders.

II. Social Media Marketing

Social media marketing (*Web 2.0 marketing*) represents marketing via the social web (*le web social*). It emphasizes interaction over mere communication, placing internet users at the center of the marketing approach. This shift moves marketing from a single website to a network of interconnected sites, highlighting that value creation extends beyond the primary website.

The rise of Web 2.0 has introduced numerous social media tools enabling people to exchange messages, images, and videos, either among themselves or with organizations. These tools are diverse, including social networking sites, virtual communities, and blogs.

III. Mobile Marketing

Mobile marketing has become a significant challenge for organizations due to the rapid growth of mobile internet usage and the proliferation of smartphones. Mobile marketing is not limited to internet access but also includes text messaging as an effective marketing tool to keep customers informed about updates and offers.

Thus, mobile marketing can be approached from two perspectives:

1. As a communication medium via SMS (short message service);
2. As a means of accessing internet-based services and websites mentioned earlier.

Today, many individuals have replaced computers with smartphones for internet access due to advances in mobile technology and the increasing capabilities of smart devices.