

Online Marketing Communication



**SLEZSKÁ
UNIVERZITA**

OBCHODNĚ PODNIKATELSKÁ
FAKULTA V KARVINĚ

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Marketing Communication

1. **Online Marketing Communication tools**
2. **Content Marketing – tools, advantages, disadvantages**
3. **Tools of Content Marketing**
4. **Designing a Content Marketing Campaign**

CONTENT



1 Online Marketing Communication tools



- **Website**
 - **Social media**
 - **SEO**
 - **Mobile marketing**
 - **Webinar**
 - **Content marketing**
 - **Online ads**
 - **Email Campaign**
 - **Newsletter**
-

- Main communication tool on the internet.
- Many other tools are usable thanks to website.
- Including e-shop –
 - web is main tool for e-commerce.



SEO

- SEO – search engine optimization.
- Up high in the Google ranking – set of activities on website to place higher in the Google search.
- Text, audio-video, the whole wireframe of the page.

The screenshot shows a Google search for 'jacket' in Czech. The search results are dominated by advertisements for jackets. The top section, 'Reklamy · jacket', features five product cards from Zalando.cz. Below this is an 'Obrázky pre dopyt jacket' (Image search for jacket) section with filters for 'hoodie', 'mens', 'leather', 'black', 'womens', 'winter', 'bomber', and 'suit'. The image search results show five different jacket styles. At the bottom, there are three organic search results from ASOS, Amazon.com, and Myntra.

Google

jacket

Všetko Obrázky Mapy Nákupy Správy Víac Nastavenia Nástroje

Približne 1 940 000 000 výsledkov (0,84 sekúnd)

Reklamy · jacket

Výrobky Porovnávacie Weby

Product Name	Price	Source
Urban Classics	1 200 CZK	Zalando.cz
Dope Wylie Capital W	3 699,42 CZK / 139,90 €	Ridestore CZ
Bershka Zimní bunda	1 299 CZK	Zalando.cz
Pánská bunda Marvin Black /	1 599 CZK	UrbanTrend.cz
Urban Classics	1 200 CZK	Zalando.cz

Obrázky pre dopyt jacket

hoodie mens leather black womens winter bomber suit

Nahrávanie obrázkov

Zobrazíť všetky

www.asos.com › jackets-coats › cat › Preložiť túto stránku
Men's Winter Coats | Winter Jackets & Coats For Men | ASOS
And, if you want to stay ahead of the game, turn to New Look for men's jackets that radiate effortless style. Layer up and look good; find the right jacket to upgrade ...
Bomber jacket · Denim jacket · Biker jacket · Windbreaker jacket

www.amazon.com › Mens-Jackets › Preložiť túto stránku
Mens Jackets and Coats | Amazon.com
Results 1 - 48 of 20000+ — Shop from a wide selection of mens jackets and coats on Amazon.com. Free shipping and free returns on eligible items.

www.myntra.com › men-jackets › Preložiť túto stránku
Jackets for Men - Shop for Mens Jacket Online in India | Myntra
Jackets for Men - Shop for Mens Jackets Online in India. Choose from wide range of leather Jackets for Men from Being Human, Allen Solly & more brands at ...



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- A highly effective tool for products with which some expertise is associated.
- A possible means of overcoming the inaccuracy of the service – free trial.
- Tool that explains the problem and describes the value for the customer.
- Effective on the B2B market as a tool for gaining feedback.



- Banners, pop-ups, buttons
- PPC - pay per click systems (Adwords, Etarget, Facebook)



INZERCIA

Muži vs. ženy. Kto hospodári s peniazmi lepšie?

Ak chceme byť spokojní, mali by sme sa čím skôr naučiť správne hospodáriť.

19. NOVEMBER 2020 O 14:00 BEŤKA BRONKOVÁ

NAJČITANEJŠIE TLAČOVÉ SPRÁVY

4 hodiny 24 hodín 3 dni 7 dní

1. Oslávte nový rok v teple: Cestujte na Zanúbar úpne bezpečne 7 978
2. Príbehy vyhorových, tandem okolo Bôdora a nová trať v Bratislave 7 167
3. Čo ovplyvňuje chuť kačacieho mäsa? Tieto dve veci 6 047
4. Budíte sa počas spánku? Toto sú hlavné príčiny



a lokalizovaný na Slovensko. Mal by však obsahovať podobný semafor. Chce ho predstaviť v najbližších dňoch.

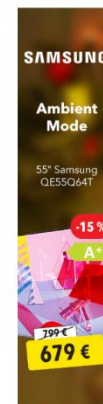
Do prípravy plánu sa zapojil aj rezort školstva. Minister Branislav Gröhling povedal, že konkrétne navrhov zaviesť jednotlivé semafory a mobilné jednotky na základe dobrovoľnosti, ktoré budú v samosprávach vytvorené. Tento návrh priniesol aj v piatok na zasadnutie pandemickej komisie.

„Po tom čo sme zažili v minulých dňoch, ešte vydržme, aby sme to vedeli odprezentovať v súlade so všetkými členmi vlády a koalíciou.“ Dodal, že sú vo vypätej situácii, ktorú nezažila ani jedna vláda.

Sulík: V politike nemôžete byť z cukru

Na pláne začal pracovať ešte pred jeho minulotýždňovou dovolenkou. Kedy plán odovzdá, presne nepovedal. Mohol by byť podľa neho hotový do nasledujúcej nedele, ale je podľa neho dôležité uprednostniť kvalitu a nie naháňať sa, aby to bolo o deň či dva skôr.

Premiér chcel plán do nedele 15. novembra. Sulík tvrdí, že nevie, ktorú nedelu mal premiér na mysli. „Pán Matovič presne vedel, že som bol na dovolenke a v nedelu som sa vracal“, hovoril Sulík v stredu doobeda. Elementárna logika ktorú Matovič má rovná Sulík hovorí že keď sa



2 Content Marketing



- Based on the creation and placement of useful and valuable content.
- The ability to communicate with company's prospects without pushing or forcing them.
- The company brings valuable and interesting information that helps and educates its buyers.
- The essence of content marketing – the fact that if the company provides valuable information to buyers, they will reward with their purchases and loyalty.

Definition of content marketing



- Creating free and regular high quality content that listeners of the company will share and will be useful or enjoyable.
- The quality of the content will attract some of them and they can then become customers.
- By publishing high-quality educational content, customers trust you, like you and want to trade with you.
- Content \neq Content strategy \neq Content Marketing.


Content marketing tools



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- **Text** – *article*, story, post, blog, e-book, etc.
- **Image (audio-video)** – *image*, *video*, audio track, podcast, vodcast, GIF, meme, flash, banner, pop-up, QR, infographics etc.

ZARAGUZA FEBRUÁR / ÚNOR Zaraguzo natočila 6 televizních spotů pro Škoda auto [Contact us](#)



ZARAGUZA NATOČILA 6 TELEVIZNÍCH SPOTŮ PRO ŠKODA AUTO

Naše dlouhodobá spolupráce se značkou ŠKODA v ČR se posunula od sociálních sítí k ATL kampaním. Jen v loňském roce jsme připravili desítky scénářů a realizovali těchto 6 skvělých televizních spotů:

[SPUSTIT SPOTY](#)

ZARAGUZA [Contact us](#)

ZARAGUZA 2019

BRAVE MARKETING IS EFFECTIVE MARKETING

[NÁS ROK 2019](#)



 Silver

 2 awards

 YouTube All inboard The Most Creative Agency

 Digital agency of the year



- The main idea – to create interesting content.
- Content marketing is also important for SEO.
- Long-term conceptual approach to content creation, everything has its own order, its idea, and it is directed to the set goal.

The essence of content marketing



- Interesting content.
- It helps with communication.
- It builds the community.
- It is the only way how to do SEO, and slowly it will build conversions.
- It requires a lot of people for a decent content strategy – someone on the back end and someone on the front end.

The benefits of content marketing



- Supporting the growth of the entire business – sales.
 - Helping to create new demand.
 - Saving on advertising.
 - Making consumers interested.
 - Going to professionals in the field.
 - Getting valuable natural backlinks – sharing + SEO.
 - Growing of social networks – quality content = more faithful fans.
 - Building the confidence.
-



Disadvantages of content marketing



- It's time-consuming.
- Difficult measurability.
- Quality writers.
- Content needs to be promoted.
- It is not flexible.



Task – 1st part



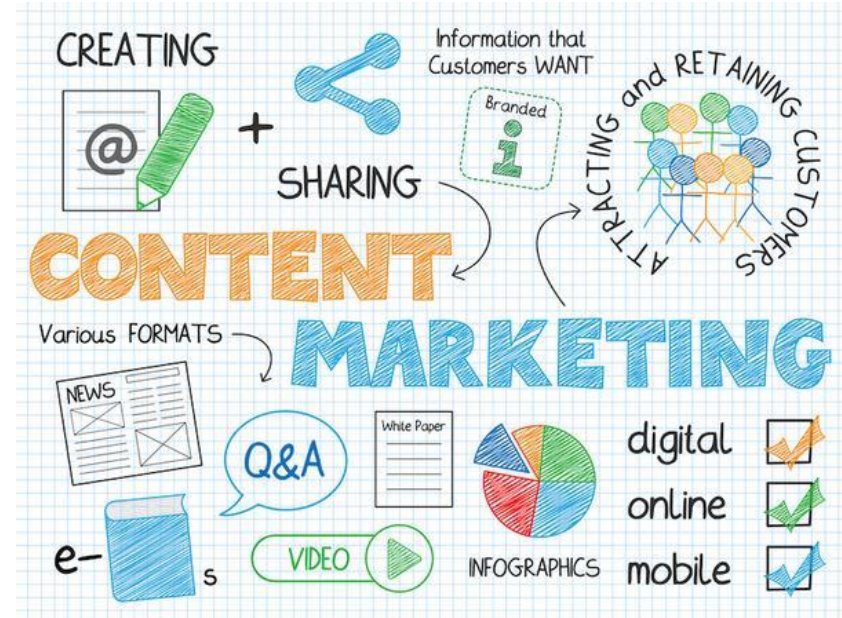
- Choose one of your favourite companies and analyze what content the chosen company is doing.
 - What kind of content your company does?
 - Does the type of the content suit to product of the company?
 - Why do you think they do this type of content?

TASK.

3 Tools of content marketing



- Content for beginners
- Content explaining basic questions
- Contest Presentations
- Interview with authority in the industry
- News in the field

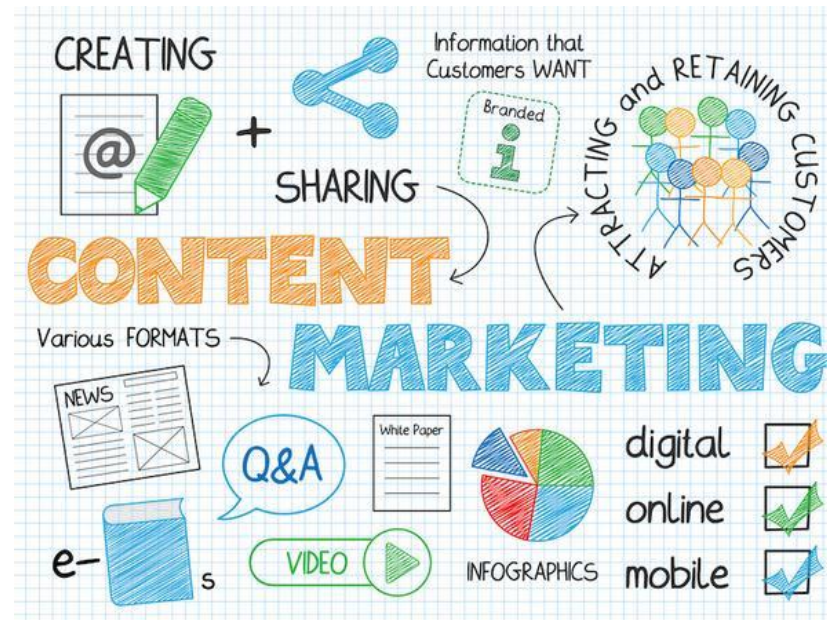


Tools of content marketing



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- Controversial views
- Infographics
- Case studies
- Guest posting
- Resource lists
- Backstage news

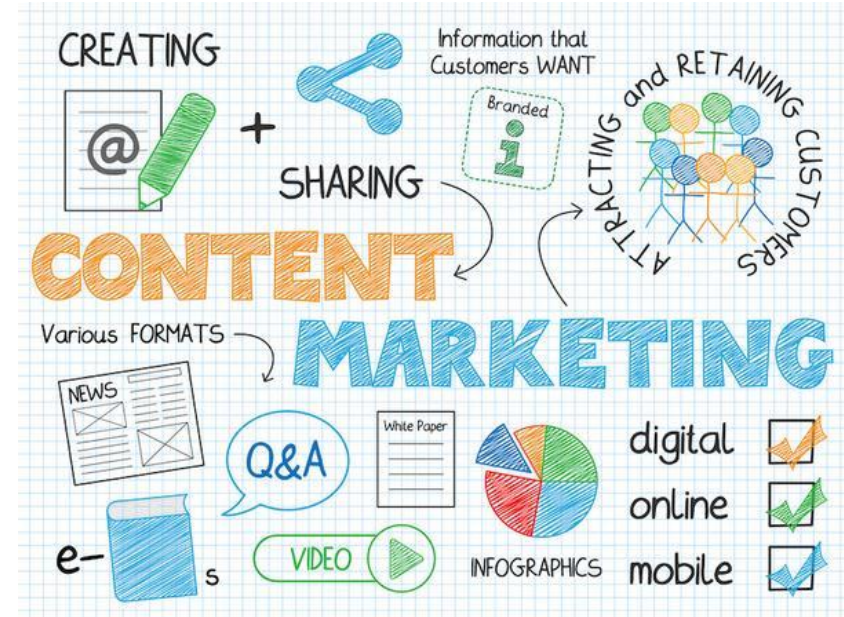


Tools of content marketing



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- Videos
- Photographs and galleries
- Electronic books
- FAQ - Frequently Asked Questions
- Templates and other free materials

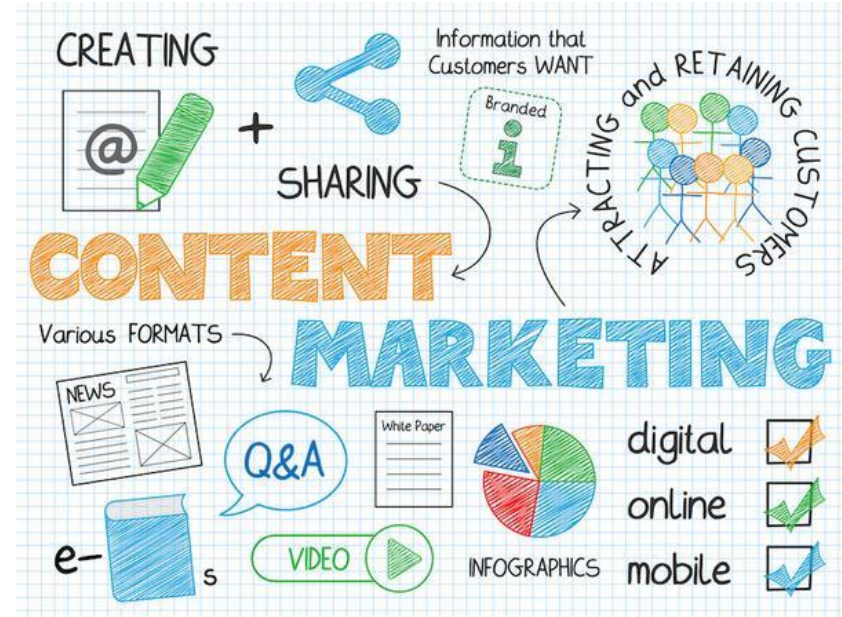


Tools of content marketing



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- Reviews
- Podcasts
- Comics
- Creating own event
- SlideShare presentation
- Memes





- The most basic tool of content marketing is text!
 - Text – product description, about us, article, story, post, blog, e-book, title, link, button, keywords, etc.
- The key question – who will write it?
 - „Copy“ will do it.
- Copywriting is used to create content within content marketing, so it becomes a part of the company's offer.
 - I don't sell simple pots, but I offer a solution to the food preparation problem when the pot is supported by an online cookbook with text and video.

- Frequently cited facts:
 - People are more likely to „scan“.
 - Scroll through long texts and search for highlighted passages.
 - People are looking for interactivity.
 - There is a banner blindness and focusing on „authentic“ text only.
 - They do not want to think, but they want immediate solutions.

#FACTS

- Incredibly successful trend – blogs.
- Blog – online diary.
- Using social media to promote the blog.
- Women dominate, the youngest age categories are only women, older men.
- Nice example is Tchibo – [web](#) vs. [blog](#).

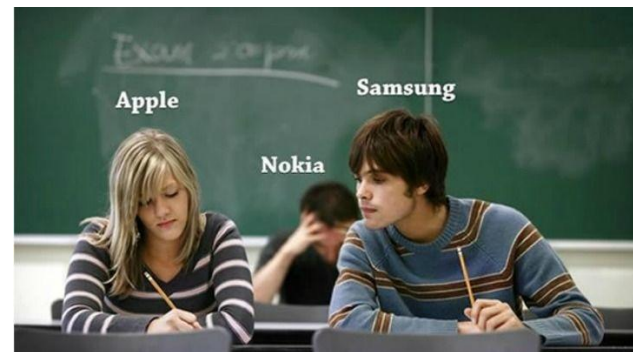
Posts on social networks – GIFs



- Premise – incredible overpressure of content on the user (1.3 million posts on FB every [minute](#)), despite the algorithms delivering us personalized content (or because of them!?) it is necessary to stand out, in other words, attract and engage. Building a long term brand vs. shocking.
- GIF (Graphics Interchange Format) – „short video“.
- Advantages?
- Disadvantages?
- Ethics! Must agree with the target!
- Download [here](#).



- A funny picture that has its meaning and is used to describe a situation and give it additional context.
- Advantages?
- Disadvantages?
- Ethics! Must agree with the target audience!





- Premise - everything is developing extremely fast, FB and social networks are generally no exception!
- Facebook Canvas and [Facebook Instant Articles](#) – both for mobile phones
- Facebook Messenger Chatbot
- Virtual Reality Video – 360 degree video

- Microsite is a simple (small) site that serves one particular presentation.
- It starts with URL, we can tailor it (studujopf.cz).
- Completely different presentation style.
- Separating part of the content from the brand.
- Purely to support one product etc.

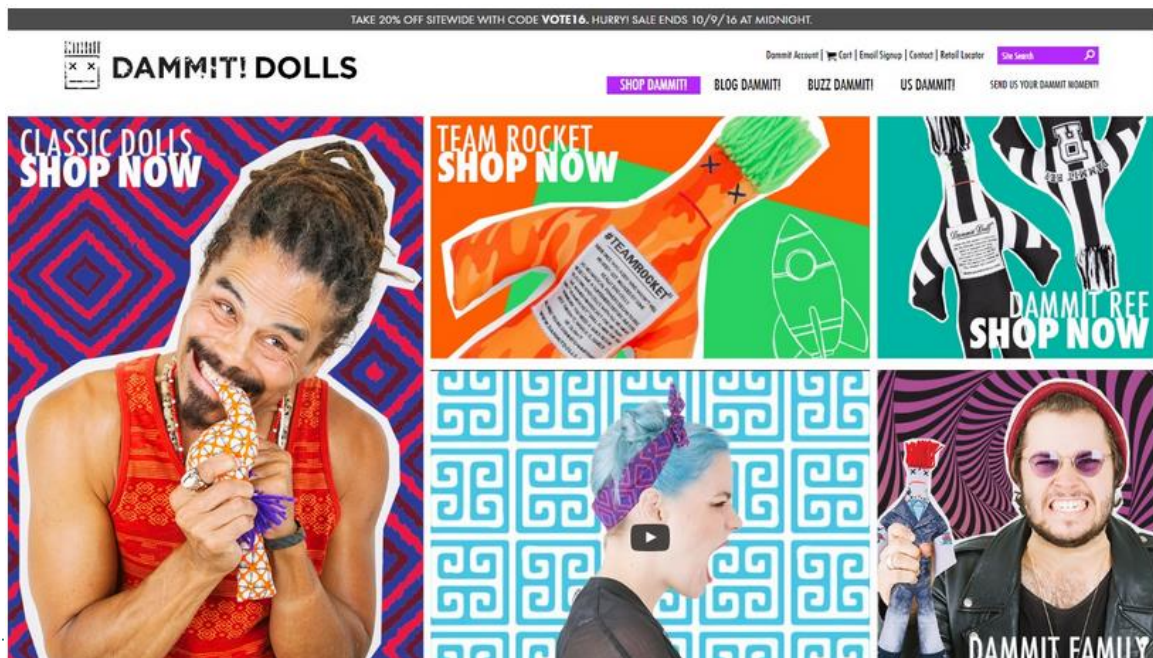
- With the newly-achieved knowledge – what content should your selected company do and why?

TASK.

4 Creating a content campaign



1. **Strategy and campaign plan** – the company needs to realize what we want to achieve and where it is heading.



2. Setting goals – should be SMART.

- Dammit! Dolls – To attract as many visitors as possible to the e-shop who need to relieve stress and make them buy.

3. Determination of the target group – ideally to create personas or narratives.

- [Dammit! Dolls](#) – Young working people who need to take a break from stress.

4. Choice of communication style – the so-called stylistic handbook, where the rules of communication are clearly described.

- Dammit! Dolls – Dammit!

5. Choosing the type of content – the thematic areas that the company will cover.

- Dammit! Dolls – Instructions on how to manage the stress of everyday life.

6. Channel selection

- Dammit! Dolls – social networks (from Facebook, via Twitter and Instagram to Google+ and Pinterest), blog, newsletter.

**GIRLFRIEND WON'T SAY
WHAT SHE ACTUALLY MEANS
AND EXPECTS YOU TO KNOW
EXACTLY WHAT SHE MEANS?!**

DAMMIT!®



dammitdolls • Sledování



dammitdolls She didn't come with an instruction manual, DAMMIT!
#DammitDoll #DammitMoment

230 týd.



uacrimsonyde Boys are supposed to be mindreaders.

223 týd. · Odpovědět



Internal processes for good content



- Scheduling
- Content creation
- Approval
- Publishing
- Measurement
- Optimization

How To Plan A Content Marketing



- **Creating topics** – based on customer data and their preferences (based on STDC we create different content in different parts).
- **Form choices** – blog, video, infographics?
- **Channel selection** – web, social networks, affiliate website?
- **Publishing calendar** – an overview of when, where, what, how, who is responsible for it.
- **Control and optimization** – the company is trying to understand what works, the company is improving upon it accordingly.



- For your selected company, design a content strategy and what specific content should be done and why.

TASK.



Thank you for your attention! 😊