

Techniques used and the impacts they present.

on

Internet marketing describes the process of developing, displaying, presenting or promoting a product, service, cause or event by the intended organisation. It's the application of the internet and related digital technologies that organisations choose to achieve marketing objectives (Chaffrey et al, 2009). The promotion of these activities can be completed online and offline, and most recently the event industries have begun to realise how important the use of strategic digital marketing is (Chaston, 2000).

The interconnectivity that online marketing provides organisations is a global operation, estimating that we should expect to see six connected devices to every one person online by 2020 (UN report, 2011). This highlights the importance for organisations to understand how to successfully exploit the digital marketing tools and techniques to improve their customer value proposition and overall competitiveness (Rowe, 2014). The use of a wide range of inter-related procedures to drive online engagement and participants is key to ensure the business is successful within society and does not get left behind (R. Macdonald, 2013).

This report will discuss the benefits, weaknesses, impacts and future pathways for organisations optimising their online marketing techniques using social media platforms. In particular, one case study will focus on the successful implementation of the use of digital marketing techniques at Manchester's Literature Festival (MLF) and how they plan to develop further. 72% of all internet users are active on a social media site (J. Bullas, 2014). This statistic highlights how large the social web demographic percentage is, and how these online users are all potential target markets for organisations. Application to the event industry shows how useful social media platforms are to event organisers, especially when there is a direct correlation between the amount and average age of social media users and the age group who attend the most events. 18-29 have an 89% usage of facebook, twitter, blogs and websites. (J.Bullas, 2014)

Using MLF case study the report will describe the digital marketing campaign the festival undertook during 2012-2013. Realising that if they spent more time, money and personnel on the development of their online marketing techniques, specifically their social media uses, the festival would be able to engage more customers and grow as a festival. Kate Feld, the digital engagement co-ordinator at Manchester's Literature Festival described the underlying digital marketing techniques used throughout the two years and how successful they were.

Case study: Manchester's Literature festival

Manchester's Literature festival (MLF) is the city's largest event and the 20th since 2006. It consists of 80 events across various venues around the city from its successful predecessor, Manchester's Poetry festival. The main objectives for the festival are:

- Engage our loyal audience more meaningfully
- Expand our audience in new areas with the help of more social media
- Spread digital marketing resources across the calendar – start promoting events earlier in the year to give more time for effort to link to ticket sales
- Update our website to improve user experience and create an online community that better fits our current needs.



The amount of relevant stakeholders and sponsors meant the digital marketing campaign benefited from their strong support. This was done through funding, a larger pool of similar target markets could be reached and their promotional activity. This cross promotional activity occurring meant that not only MLF was benefiting, but also other similar events were being promoted via the MLF website, blog and social media platforms. Manchester's creative art community would benefit alongside the success of the festival.

The use of the e-newsletter proved greatly valuable as it resulted in the online presentation about the upcoming events or festival, as well as the stakeholders events would be presented online in an accessible e-newsletter.

In 2012, 3,043 people subscribed online and that number grew with a 12% increase of e-News subscriptions in 2013. 18,000 newsletters were sent out during 2013 leading up to the event in October.

The current role of e-marketing

In May 2003 the University of South Wales hosted a joint event from the Chartered Management Institute and the Chartered Institute of Marketing at its Newport City Centre, which looked at the opportunities and challenges of the changing digital landscape. Presenters at the event focused on the increasingly fractured nature of digital marketing, and how rapidly the industry will continue to change during the next decade (University of South Wales, 2003).

Every internet user is a communicator, creating and delivering information to each other, personally or not. This includes identity (name and address), information about the person, about his or her previous behaviour and interactions (actions performed) (C. Bullas, 2014).

Competitive advantage can be achieved by using digital marketing strategies to reach new developments of social statistics to make sure they are reaching their target markets in the best possible way. Necessary starting point for achieving successful marketing is to establish a clearly defined strategic purpose. For this the objectives of marketing through digital marketing communication and design should be created to achieve these objectives (Chaston, 2000).

Digital marketing within events

The most likely to succeed in the new world are those that use a mixture of traditional and digital marketing. The most successful are those that use a mixture of traditional and digital marketing. The most successful are those that use a mixture of traditional and digital marketing.

There are several requirements for success in this digital age. First, you need to have a clear understanding of your target audience. Second, you need to have a clear understanding of your own strengths and weaknesses. Third, you need to have a clear understanding of your competitors. Fourth, you need to have a clear understanding of your own resources. Fifth, you need to have a clear understanding of your own goals.

It is no longer enough to have a plan of action designed to address a particular problem. Now the plan must be designed to address a particular problem. Now the plan must be designed to address a particular problem.

This is because both marketing and digital marketing strategies need to be fully understood by the company's internal stakeholders. The marketing plan must be specific, measurable and achievable to ensure the introduction and adoption of the marketing strategies provided in the plan. (Chaffrey et al, 2009)

There are four capabilities are considered critical through Twitter, Facebook, blogs and websites through their statistics in the next slide.



The disadvantages of social media

Social media is all about online interaction with your target audience. To get the maximum benefits, the company must proactively anticipate the interaction with its audience (P. Sharma, 2013). This means sweating back, posting replies to questions and responding to queries quickly which can pose some disadvantages. The three main areas of concern are how time consuming the process can be, risk of negative comments and threat of hacking.

The direct use of interaction on sites like Twitter and Facebook requires the organisation to have personnel on board at all times in order to keep the interaction flowing. Making sure everyone who contacts the social media sites are replied to within a timely fashion is extremely expensive. The reputation of the organisation and the audience's happiness is at stake, therefore interaction is a timely but necessary process for success. (P. Macdonald, 2013).

Secondly the risk of negative comments is as great as positive ones on social media sites, as people can get direct access to anyone's posts or tweets. If these negative posts are viewed, they can have negative impacts for new or returning customers. (P. Sharma, 2013). Although you can reduce the amount of negative comments being posted by responding quickly, it cannot stop it happening altogether.

Thirdly, the threat of hacking can prove to be a huge problem for companies as its impacts have the potential to be severe.



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Figure 6: on www.bbc.uk/world/news-usa-canada-21508660



Figure 3 - Manchester's Literature Festival Twitter Homepage (2014)



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The current role of e-marketing

In May 2013 the University of South Wales hosted a joint event from the Chartered Management Institute and the Chartered Institute of Marketing at its Newport City Campus, which looked at the opportunities and challenges of the changing digital landscape. Presentations at the event focused on the increasingly interactive nature of digital marketing, and how rapidly the industry will continue to change, claiming that although people say 2013 is the year that 'digital marketing' will become simply marketing, he believes that this has already started to happen (University of South Wales, 2013)

Every internet user is a communicator, creating and delivering information to each other, purposefully or not. This includes identity (name and address), information about the person, about his or her previous online behaviour and information about recent purchases (C. Molenaar, 2012).

Companies who use the information effectively can adapt their marketing strategy around new developments or recent studies to make sure they are reaching their target markets in the best possible way. A necessary starting point for achieving successful e-marketing is a creation of a clearly defined strategic process that links the objectives of e-marketing through to the marketing communications and design tactics intended to achieve these objectives (Chaston, 2000).

