Digital Corporate Marketing

Lecture Title: Introduction to Digital Corporate Marketing

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Undergraduate Diploma in Digital Marketing

Introduction to Digital Corporate Marketing

Definition of Corporate:

The term "corporate" refers to anything relating to a corporation, a type of organisation recognised by law as a single entity distinct from its owners.

Corporations are usually formed to conduct business, and they can enter into contracts, sue and be sued, own assets, hire employees, and pay taxes. The term "corporate" is often used to describe attributes, practices, or cultures typical of such business entities.

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Corporate Culture:

This refers to the beliefs, values, behaviours, and norms that define the way a company's employees interact with each other and conduct business.

Corporate culture can greatly influence productivity, employee satisfaction, and overall business success.

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Corporate Governance:

This involves the systems, rules, and processes by which companies are directed and controlled. It includes the practices that balance the interests of a company's many stakeholders, such as shareholders, management, customers, suppliers, financiers, the government, and the community.

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Corporate Finance:

This field of finance deals with the financial activities related to running a corporation.

It involves managing the company's capital structure, funding operations, and planning for long-term financial strategies.

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Corporate Law:

This pertains to the body of laws, rules, regulations, and practices that govern the creation and operation of corporations.

It deals with the rights and obligations of all the stakeholders involved with a corporation.

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Communication:

Transmitting information, ideas, emotions, skills, and knowledge from one entity or group to another through mutually understood signs, symbols, and semiotic rules using digital formats.

The main goal of communication is to produce a shared understanding or to elicit a response. Digital tools have facilitated this process, albeit creating new communication barriers.

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Verbal Communication:

Involves using words and language, which can be spoken or written.

This is the most common and direct form of communication.

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Non-verbal Communication:

Includes all communication that occurs without using words, such as gestures, facial expressions, body language, tone of voice, and even the physical distance between the communicators.

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Visual Communication:

Uses visual elements, like graphics, charts, maps, logos, and other visual aids to convey information or assist in interpretation.

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Written Communication:

Involves any interaction that uses the written word, including traditional pen and paper as well as digital communications like emails and text messages.

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Digital Communication:

Encompasses all forms of communication that occur through electronic devices, including social media, mobile apps, and online platforms.

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Inform:

One of the primary functions of communication is to provide information.

This can be simple data dissemination or complex explanations of processes and concepts.

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Instruct:

Communication is used to teach or to instruct, helping the receiver to understand how to do something.

Persuade:

Often, communication aims to persuade others to change their attitudes or behaviours.

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Integrate:

It is pivotal in fostering a sense of community and belonging, helping to integrate individuals into their social groups.

Entertain:

Communication can also serve to entertain, using language, visuals, or other media to amuse and engage.

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Corporate communication is a comprehensive term that refers to a company's methods, strategies, and media for communicating within and outside the organisation.

It encompasses all the communication activities a company undertakes to promote its brand and engage with various stakeholders, including employees, media, investors, and customers.

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Internal Communications:

- Employee Newsletters: A company sends monthly newsletters to its employees to keep them updated on corporate news, upcoming events, and HR policies.

- Intranet: A private network used within a corporation, often to store important information, news updates, and personal employee information in a central, accessible location.

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External Communications:

- Press Releases: Publicly announce new products, partnerships, or corporate achievements.

- Social Media: Platforms like X, Facebook, Instagram and LinkedIn are used to engage with customers and other stakeholders, promoting brand identity and responding to customer inquiries.

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Investor Relations:

- Annual Reports: Prepared for shareholders to provide an overview of the company's financial health, market position, and strategy.

- Earnings Calls: Quarterly or annual meetings where investors and analysts are informed about the company's financial performance and outlook.

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Crisis Communications:

- Public Statements: Official responses or communications issued in response to crises affecting the company, aiming to manage public perception and maintain trust.

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"Effective corporate communication isn't just about getting the message out. It's about getting the right message to the right audience at the right time. It aligns the corporate identity with public perception."

— Angela Ahrendts, former Senior Vice President of Retail at Apple Inc.

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"A brand for a company is like a reputation for a person. You earn a reputation by trying to do hard things well."

— *Jeff Bezos, founder of Amazon*

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"You can't communicate while in the middle of the storm. Storms are not a time for conversation. When you're in a crisis, instincts and adrenaline fuse."

— *Warren Buffett, Chairman and CEO of Berkshire Hathaway.*

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" Corporate communications should be tightly integrated with the company's overall strategy to ensure that communications are consistent with its goals and contribute effectively to its mission and vision."

— Mark Anthony Camilleri, Author of Strategic Corporate Communication in the Digital Age.

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The process of corporate communications planning involves several strategic steps designed to ensure that an organisation communicates effectively with its various stakeholders, both internally and externally.

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This process typically includes defining objectives, identifying target audiences, determining key messages, choosing appropriate channels, implementing the plan, and evaluating the outcomes.

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Set Clear Objectives

A tech company might set an objective to improve employee engagement by 20% over the next year through regular internal updates and a new interactive intranet platform.

What channels of communication will they use?

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Set Clear Objectives

• Regular internal updates

• A new interactive intranet platform

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Identify Target Audiences

A make-up company wants to launch a new product and needs to identify its target audience. **Who should they include and exclude:**

- Current customers,

- Potential new customers,

- Investors,

- Employees

- The media

- Competitors

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Identify Target Audiences

A make-up company wants to launch a new product and needs to identify its target audience. **Who should they include and exclude:**

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- Investors

- Employees

- The media

- Competitors

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Identify Target Audiences

Investors:

Not a target for product marketing but should be informed about the launch in investor communications or reports.

Employees

Internal audience, not external consumers.

Still critical for internal communication, motivation, and potentially advocacy but not part of the marketing target audience.

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<mark>Identify Target Audiences</mark>

The Media:

They are not buyers, but vital for PR and earned media. Should be part of the communication strategy, not the product's target market.

Competitors:

Clearly not part of the target market. Should be monitored for strategic insights, not included in outreach.

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Develop Key Messages

A food and beverage company has been hit by a food intolerance crisis.

What key messages do they need to develop and emphasise?

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Develop Key Messages

- The company's commitment to safety,

- Transparency,

- High-quality standards

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Select Communication Channels

An airport wants to use different communication

channels to reach different demographics.

How should they go about it?

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Select Communication Channels

- Social media for engaging younger demographics,

- Press releases for broader public information,

- Direct emails for personal stakeholder communication

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Create a Content Calendar

A supermarket is planning out when to release specific content for new products on their shelves.

What type of events should they pre-plan?

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Create a Content Calendar

- Pre-launch teasers,

- Launch day details,

- Post-launch follow-ups

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Implement the Communication Plan

A company executive needs to execute the planned communications.

What will their job involve?

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Implement the Communication Plan

- Distributing press releases,

- Updating the company website,

- Posting on social media,

- Conducting information sessions with employees

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Monitor and Adjust

A goods delivery company has just implemented their brand new communications plan.

What's next?

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Monitor and Adjust

- Observing the responses and engagement levels across different channels

- Adjusting the campaign as needed, such as increasing the frequency of updates in response to stakeholder feedback.

- Make sure your budget is being spent well.

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Evaluate and Report

A marketing agency has just rebranded its

image.

What's next?

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Evaluate and Report

- Use tools to measure the impact of a communication campaign.

- Use tools to measure brand perception

- Gauge employee morale

- Prepare a report on the campaign's effectiveness against the initial objectives.

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Corporate communication executives utilise a range of tools and platforms to facilitate effective messaging and engagement with diverse audiences.

These tools are essential for managing internal and external communications, public relations, crisis management, and brand reputation.

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These tools and platforms collectively support a comprehensive corporate communication strategy by enabling efficient information dissemination, fostering collaboration, enhancing engagement with key audiences, and providing insights into the effectiveness of communication efforts.

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Digital Communication Platforms

Email Platforms: Services like Mailchimp, Constant Contact, and SendGrid are popular for mass emailing and targeted campaigns, enabling organisations to send newsletters, product updates, and other communications directly to stakeholders' inboxes.

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Digital Communication Platforms

Social Media Management Tools: Platforms like

Hootsuite, Buffer, and Sprout Social helps companies

schedule posts, manage multiple social media profiles,

and track engagement across sites like Facebook, Twitter,

LinkedIn, and Instagram.

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Digital Communication Platforms

Content Management Systems (CMS): Tools like WordPress, Joomla, and Drupal allow companies to maintain and update their websites with ease, ensuring that information is current and engaging.

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Internal Communication Tools

Employee Communication Apps: Slack, Microsoft Teams, and Workvivo by Zoom provide platforms for real-time messaging, video conferencing, and collaboration among team members.

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Media and Public Relations Tools

Press Release Distribution Services: Platforms like Cision, PR Newswire, Business Wire, and GlobeNewswire help companies distribute press releases to a broad network of news outlets and journalists, increasing their reach and visibility.

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Media and Public Relations Tools

Media Monitoring Tools: Platforms like Meltwater, Cision, and Brandwatch monitor media outlets and social media for mentions of the company, providing insights into brand perception and the effectiveness of communication strategies.

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Crisis Management Tools

Crisis Communication Software: Platforms like Everbridge and AlertMedia enable companies to send emergency communications and updates to employees and stakeholders quickly during a crisis.

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Collaborative and Project Management Tools

Project Management Software: Tools like Asana, Trello, and Monday.com are used for planning, tracking, and managing communication projects to ensure timely execution of communication strategies.

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Analytics and Measurement Tools

Analytics Platforms: Google Analytics and Adobe Analytics provide detailed insights into website traffic and user engagement, helping to gauge the effectiveness of online communications.

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Analytics and Measurement Tools

Social Media Analytics: Tools integrated within social media platforms, like META Insights, TikTok Analytics and X Analytics, offer metrics on post reach, engagement, influencer insights and audience demographics.

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Design and Multimedia Tools

Graphic Design Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Canva are used to create high-quality visual content for digital and print media.

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Design and Multimedia Tools

Video Production Tools: Software like Adobe Premiere Pro Da Vinci Resolve and Final Cut Pro are essential for producing professional-grade video content, which is increasingly important in digital communication strategies.

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Professor Mark Anthony Camilleri emphasises the significance of corporate communication within strategic business contexts through several key perspectives, as explored in his works, particularly in "Strategic Corporate Communication in the Digital Age."

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Alignment with Corporate Strategy:

Corporate communications must be intricately aligned with the overall corporate strategy. This alignment ensures that all communications are coherent and support the organisation's long-term goals and objectives.

Organisations can ensure a unified message across all channels and stakeholders by aligning communication strategies with business strategies, contributing to a stronger, more consistent brand image.

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Alignment with Corporate Strategy:

Example: Apple Inc. Product Launch

Apple's corporate strategy focuses on innovation, premium branding, and technology market leadership.

The company aims to deliver cutting-edge technology with aesthetically pleasing designs and superior functionality that appeals to a high-end consumer market.

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Alignment with Corporate Strategy:

Communications Alignment:

Pre-Launch Teasers: Leading up to a new product launch, Apple's corporate communications subtly build anticipation without revealing too much detail.

This aligns with Apple's strategy of maintaining secrecy and creating hype around its products. The communication is carefully crafted to stir curiosity and excitement, which aligns with the premium brand image.

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Alignment with Corporate Strategy:

Communications Alignment:

Launch Event: Apple's product launch events are major corporate communication exercises synchronised with its strategic objectives.

These events are meticulously planned to showcase the innovation and advanced features of the new product, reinforcing Apple's brand image as a leader in technology. The presentations are sleek, with high-quality visuals and clear, concise messaging that reflects the brand's sophistication.

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Alignment with Corporate Strategy:

Communications Alignment:

Post-Launch Public Relations: Following the launch, Apple leverages a mix of advertising, press releases, and social media posts to highlight the unique selling propositions of the new product.

The messaging is consistent across all platforms and is designed to reinforce the key themes of innovation and elite performance. This communication strategy is designed to attract and retain consumers who seek the latest and most exclusive technology products.

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<mark>Alignment with Corporate Strategy:</mark>

Communications Alignment:

Stakeholder Engagement: Apple's corporate communications extend beyond customers to include investors and analysts. After a product launch, Apple often communicates the potential market impact of the new product, expected sales figures, and how it fits into the company's broader market strategy.

This helps manage investors' expectations and aligns the financial community with the company's growth prospects.

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Alignment with Corporate Strategy:

Communications Alignment:

Feedback and Crisis Management: Any feedback or issues post-launch are not just handled but swiftly addressed, emphasising transparency and maintaining consumer trust, which is crucial for Apple's brand reputation.

Suppose users report a problem with the new device. In that case, Apple quickly addresses these issues through reassuring communications and commits to resolving defects, aligning with its high customer satisfaction and service excellence strategy.

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Stakeholder Engagement:

"Engaging with various stakeholders through effective communication strategies is of utmost importance." – Prof Camilleri

This engagement, which involves identifying stakeholder needs and expectations and addressing them through tailored communications, offers a myriad of benefits. It enhances transparency, builds trust and loyalty, and ultimately contributes to businesses' long-term success and sustainability.

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Stakeholder Engagement:

Example: Starbucks' Sustainability Commitments

Starbucks has long positioned itself as a socially responsible company.

Its corporate strategy strongly focuses on sustainability, ethical sourcing, and community involvement, which requires active and ongoing engagement with various stakeholders.

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Stakeholder Engagement:

Customer Engagement:

Communication Channels: Starbucks uses its stores, social media, and website to communicate its sustainability goals, such as reducing waste and promoting recycling.

Feedback Mechanisms: The company actively solicits customer feedback on its environmental initiatives through surveys and social media, which helps to gauge customer expectations and refine strategies accordingly.

Benefits: This engagement enhances transparency and builds customer trust by showing Starbucks' commitment to environmental stewardship.

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Stakeholder Engagement:

Employee Involvement:

Internal Communications: Starbucks communicates its sustainability goals and practices through internal newsletters, meetings, and training sessions.

Participation Programs: Employees are encouraged to participate in local community service events and sustainability initiatives, such as the annual Global Month of Service.

Benefits: Engaging employees fosters a sense of loyalty and pride in the company, reinforcing their commitment to its values and objectives.

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Stakeholder Engagement:

Supplier Relations:

Supplier Code of Conduct: Starbucks has established a Coffee and Farmer Equity (C.A.F.E.) Practices program, which sets guidelines for ethical sourcing.

Regular Updates and Workshops: The company holds regular meetings and workshops with suppliers to discuss and improve these practices.

Benefits: This helps to build strong, transparent relationships with suppliers, ensuring they meet Starbucks' ethical standards and sustainability goals.

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Stakeholder Engagement:

Investor Communications:

Sustainability Reports: Starbucks regularly publishes detailed sustainability reports accessible to investors and the public, providing updates on progress and future goals.

Investor Meetings and Conferences: The company discusses its sustainability strategies in investor meetings and conferences.

Benefits: Transparent reporting and open communication with investors ensure they know how sustainability contributes to Starbucks' strategic objectives and financial performance, enhancing investor trust and support.

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Stakeholder Engagement:

Community Engagement:

Local Community Programs: Starbucks supports local community programs focused on sustainability, such as tree planting and water conservation projects.

Collaboration with NGOs: Starbucks partners with environmental organisations to develop and implement sustainability initiatives.

Benefits: These efforts help build a positive brand image and strengthen community relations, contributing to the company's long-term success.

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Stakeholder Engagement:

Outcome:

Starbucks' stakeholder engagement strategy has contributed to environmental sustainability and enhanced the company's brand reputation, customer loyalty, employee satisfaction, and operational efficiencies.

This holistic approach to engaging with stakeholders has played a crucial role in the company's success and is often cited as a model for corporate social responsibility.

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Brand Reputation Management:

"Corporate communication is pivotal in shaping and maintaining the reputation of a business." - Prof Camilleri.

Strategic communication efforts can manage public perceptions and corporate reputation, particularly in times of crisis.

Effective communication can mitigate risks, manage crises, and recover trust more efficiently, demonstrating its strategic importance.

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Brand Reputation Management:

Example: Johnson & Johnson's Tylenol Crisis Management

In 1982, seven people in the Chicago area died after taking Extra-Strength Tylenol capsules that had been maliciously laced with cyanide.

As Tylenol was one of Johnson & Johnson's bestselling products, this posed a severe risk to public safety and the brand's reputation.

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Brand Reputation Management:

Example: Johnson & Johnson's Tylenol Crisis Management

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Adapting to Digital Transformations:

"The impact of digital media and technology on corporate communication is significantly important." – Prof Camilleri

The digital age has transformed organisations' communication with their stakeholders. Embracing these digital tools can enhance the reach and efficacy of communication strategies, making them more interactive and engaging and providing real-time feedback and analytics.

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Ethical and Responsible Communication:

Another critical aspect Camilleri explores is the importance of ethical considerations in corporate communications.

He advocates for honesty, integrity, and responsibility in all corporate communications as these principles foster trust and positive relationships with stakeholders.

Ethical communication also aligns with corporate social responsibility (CSR) initiatives and helps portray the company as a socially responsible entity.

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Ethical and Responsible Communication:

Example: Patagonia's "Don't Buy This Jacket" Campaign

In 2011, Patagonia launched an ad campaign that included a full-page ad in The New York Times on Black Friday, one of the busiest shopping days of the year.

The ad featured an image of one of their best-selling jackets under the headline "Don't Buy This Jacket," accompanied by a message urging consumers to consider the environmental impact of their purchases.

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Ethical and Responsible Communication:

Example: Patagonia's "Don't Buy This Jacket" Campaign

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Measurement and Evaluation:

"It is crucial to measure and evaluate communication strategies' effectiveness." - Prof Camilleri

This systematic approach helps organisations understand their communications' impact, adjust strategies in real time, and demonstrate accountability to stakeholders.

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<mark style="background-color: red;">Measurement and Evaluation:</mark>

Example: Procter & Gamble's "Thank You, Mom" Campaign

A classic example highlighting the importance of measuring and evaluating the effectiveness of communication strategies can be seen in Procter & Gamble's (P&G) "Thank You, Mom" campaign during the Olympic Games. This campaign aimed to strengthen the emotional connection between P&G brands and consumers by focusing on mothers' supportive roles in athletes' lives.

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Measurement and Evaluation:

Example: Procter & Gamble's "Thank You, Mom" Campaign

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Measurement and Evaluation:

Goal Setting:

Primary Goals: The main objectives were to enhance brand loyalty among mothers and increase sales across P&G's portfolio of products.

Secondary Goals: Build a stronger emotional connection with a key demographic (mothers) and enhance P&G's brand image as a family-oriented company.

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Measurement and Evaluation:

Implementation of Measurement Tools:

Sales Data: Tracking changes in sales figures before, during, and after the campaign to assess the direct impact on purchasing behaviour.

Market Research: Conducting consumer surveys and focus groups to understand the campaign's impact on consumer perceptions of P&G brands.

Digital Metrics: Monitoring online engagement through social media likes, shares, comments, and views of the campaign videos. Tracking website traffic spikes correlated with campaign launches.

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Measurement and Evaluation:

Media Monitoring and Analytics:

Brand Sentiment Analysis: Using tools like Brandwatch or Mention to gauge public sentiment and emotional engagement with the campaign messages.

Media Coverage: Evaluating the extent and tone of media coverage and its influence on public perception.

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Measurement and Evaluation:

Evaluating Against Benchmarks:

Historical Comparisons: Comparing the effectiveness of this campaign against past campaigns, considering both qualitative and quantitative metrics.

Industry Benchmarks: Analysing how similar campaigns performed within the industry to assess relative success.

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Measurement and Evaluation:

Feedback Loops:

Stakeholder Feedback: Gathering insights from internal stakeholders and marketing partners regarding the campaign's execution and outcomes.

Consumer Feedback: Using direct consumer feedback to understand the campaign's resonance and areas for improvement.

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Measurement and Evaluation:

Outcome:

The "Thank You, Mom" campaign was highly successful, reportedly generating significant increases in global sales and substantially improving brand engagement and perception metrics.

The detailed measurement and evaluation allowed P&G to not only quantify the campaign's success but also gain insights into effective strategies and tactics for future campaigns.

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Measurement and Evaluation:

Procter & Gamble's "Thank You, Mom" Campaign

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CLASS ACTIVITY: 40 min

Problem Statement:

In a large digital marketing team, there is a persistent issue with miscommunication between the creative team (designers and content creators) and the client management team.

The creative team often receives unclear or incomplete briefs, leading to multiple revisions and delays in project timelines. This miscommunication is causing frustration, decreasing efficiency, and leading to dissatisfied clients.

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CLASS ACTIVITY: 40 min

Identify:

Root Causes: What might be causing the unclear or incomplete communication?

Impacts: How does this miscommunication affect the team and the overall project outcomes?

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CLASS ACTIVITY: 40 min

Suggest digital solutions:

Digital Tools: What tools or platforms could facilitate clearer communication?

Processes: What processes could be implemented to ensure better communication?

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CLASS ACTIVITY: Answers

1. Use of Project Management Software: Implementing a tool like Asana or Trello to ensure all briefs are documented in detail, with clear timelines and responsibilities.

2. Standardized Briefing Process: Creating a template for client briefs that require detailed information, ensuring both teams understand the project scope and requirements from the outset.

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CLASS ACTIVITY: Answers

3. Regular Cross-Team Meetings: Scheduling weekly meetings between the creative and client management teams to discuss ongoing projects, address any misunderstandings, and ensure alignment.

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CLASS ACTIVITY: Answers

4. Training on Digital Communication Tools: Offering training sessions to all team members on effective use of digital communication tools (e.g., Slack, Microsoft Teams) to streamline communication.

5. Feedback Loop: Establishing a feedback loop where the creative team can request clarifications on briefs before beginning work, reducing the chances of revisions and delays.

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Corporate Digital Communication Technologies

In today's fast-paced business environment, digital tools are essential for effective corporate communications.

These tools enhance information dissemination, foster engagement, and streamline internal and external communications.

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Corporate Digital Communication Technologies

Social media platforms like LinkedIn, X and Facebook have become crucial for corporate communications.

They provide a space for companies to share updates, engage with stakeholders, and build brand awareness.

These platforms facilitate real-time communication and feedback, allowing companies to gauge public opinion and respond promptly. Effective use of social media can enhance a company's reputation and foster a sense of community among its audience.

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Introduction to LinkedIn in Corporate Communication

LinkedIn, the world's largest professional network, plays a crucial role in corporate communication.

With over 700 million users globally, it offers a platform for businesses to connect with professionals, share content, and build their brand.

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Introduction to LinkedIn in Corporate Communication

Extensive Professional Network

LinkedIn's extensive professional network is one of its greatest strengths. With millions of users from diverse industries and regions, businesses can connect with potential clients, partners, and employees.

This vast network facilitates B2B communication, expanding reach and fostering valuable connections. LinkedIn's focus on professional relationships makes it an ideal platform for corporate communication and networking.

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Introduction to LinkedIn in Corporate Communication

Brand Building

LinkedIn provides robust tools for brand building. Companies can create detailed profiles, showcase their products and services, and share industry insights. Regularly posting relevant content helps establish thought leadership and enhances brand visibility.

The platform's professional tone ensures that brands are perceived as credible and authoritative, contributing to a positive corporate image.

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Introduction to LinkedIn in Corporate Communication

Targeted Advertising

LinkedIn's advertising capabilities are highly effective for corporate communication. Its advanced targeting options allow companies to reach specific audiences based on industry, job title, location, and more.

This precision targeting ensures that marketing efforts are directed at relevant professionals, increasing the likelihood of engagement and conversion. Sponsored content, InMail, and display ads are popular formats for LinkedIn advertising.

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Introduction to LinkedIn in Corporate Communication

Content Sharing and Engagement

LinkedIn excels in content sharing and engagement. Companies can post articles, updates, videos, and other content to engage their audience. Interactive features like comments, likes, and shares foster engagement and dialogue. LinkedIn's algorithm promotes high-quality content, enhancing visibility and reach.

This makes it an excellent platform for sharing industry news, company updates, and thought leadership.

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Introduction to LinkedIn in Corporate Communication

Recruitment and Talent Acquisition

LinkedIn is a powerful tool for recruitment and talent acquisition. Companies can post job openings, search for candidates, and use advanced filters to find the best talent. LinkedIn profiles provide comprehensive information about candidates' skills, experience, and endorsements.

This makes the hiring process more efficient and helps companies attract top talent from a global pool of professionals.

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Introduction to LinkedIn in Corporate Communication

Analytics and Insights

LinkedIn offers robust analytics and insights to track the performance of posts, ads, and company pages.

These metrics provide valuable information about audience demographics, engagement rates, and content effectiveness. Companies can use these insights to refine their strategies, optimise content, and measure ROI. LinkedIn's analytics tools support data-driven decision-making and improve corporate communication efforts.

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Introduction to LinkedIn in Corporate Communication

Professional Groups and Communities

LinkedIn hosts numerous professional groups and communities, providing opportunities for networking and collaboration. Companies can join or create groups related to their industry, facilitating discussions and knowledge sharing. These groups help build relationships, establish authority, and engage with a targeted audience.

Participating in LinkedIn groups enhances corporate visibility and fosters community engagement.

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Introduction to LinkedIn in Corporate Communication

Employee Advocacy

LinkedIn supports employee advocacy, allowing employees to share company content and insights with their networks. This amplifies the company's message and extends its reach.

Employee advocacy enhances credibility, as messages shared by employees are often perceived as more authentic and trustworthy. Encouraging employees to be active on LinkedIn can significantly boost corporate communication efforts.

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Introduction to LinkedIn in Corporate Communication

Algorithm Changes

One of the main weaknesses of LinkedIn is the frequent changes to its algorithm. These changes can affect content visibility and engagement, making it challenging for companies to maintain a consistent presence.

Sudden algorithm updates may require adjustments in content strategy and additional resources to keep up with the platform's evolving rules.

Staying updated with these changes is essential but can be resource-intensive.

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Introduction to LinkedIn in Corporate Communication

Content Saturation

LinkedIn faces content saturation, with numerous companies and professionals sharing content daily.

This can make it difficult for individual posts to stand out and reach the intended audience.

The high volume of content means that messages can get lost in the feed, reducing their impact. Companies need to invest in high-quality, engaging content and strategic posting schedules to overcome this challenge.

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Introduction to LinkedIn in Corporate Communication

Cost of Advertising

While LinkedIn's targeted advertising is effective, it can be costly, especially for small and medium-sized enterprises (SMEs).

The platform's premium ad options and competitive bidding can drive up costs, making it less accessible for businesses with limited budgets.

Companies need to carefully plan and allocate their advertising spend to ensure a good return on investment without overspending.

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Introduction to LinkedIn in Corporate Communication

Limited Organic Reach

LinkedIn's organic reach has been declining, making it harder for posts to gain traction without paid promotion.

The platform's algorithm prioritises content from connections and paid ads, reducing the visibility of organic posts.

This can limit the effectiveness of organic content strategies, requiring businesses to invest more in sponsored content to maintain visibility and engagement.

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Introduction to LinkedIn in Corporate Communication

Privacy Concerns

Privacy concerns are a notable weakness of LinkedIn. The platform collects extensive data on users, which can raise privacy issues.

Companies need to be cautious about how they use and share data, ensuring compliance with privacy regulations.

Additionally, users may be hesitant to engage with corporate content if they feel their privacy is at risk, potentially reducing engagement rates.

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Introduction to LinkedIn in Corporate Communication

Platform Complexity

LinkedIn's extensive features and tools can be complex and overwhelming, particularly for new users or small businesses.

Navigating the platform, understanding its analytics, and optimising content can require significant time and expertise.

Companies may need to invest in training or hire specialists to effectively manage their LinkedIn presence, adding to operational costs.

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Engagement with Younger Audiences

LinkedIn's user base predominantly consists of professionals aged 25 and older, making it less effective for engaging younger audiences.

Companies targeting younger demographics may find it challenging to connect with this segment on LinkedIn.

Diversifying communication strategies to include platforms popular with younger users, such as Instagram or TikTok, may be necessary to reach a broader audience.

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Introduction to LinkedIn in Corporate Communication

Overemphasis on Professionalism

LinkedIn's focus on professionalism can be both a strength and a weakness. While it enhances credibility, it may also limit creative expression and informal communication.

Companies need to strike a balance between maintaining a professional tone and creating engaging, relatable content.

Overly formal communication can come across as stiff and unapproachable, reducing audience engagement.

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Introduction to LinkedIn in Corporate Communication

Limited Multimedia Capabilities

Compared to other social media platforms, LinkedIn's multimedia capabilities are relatively limited.

While it supports videos, images, and articles, it lacks some of the advanced features available on platforms like Instagram or YouTube.

This can restrict the types of content companies can share and limit creative possibilities. Investing in high-quality multimedia content is essential to maximise LinkedIn's potential.

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Introduction to LinkedIn in Corporate Communication

Time-Intensive Management

Managing a LinkedIn presence can be time-intensive, requiring regular updates, content creation, and engagement with followers.

Companies need to dedicate sufficient resources to maintain an active and effective LinkedIn strategy.

Without consistent effort, it can be challenging to build and sustain an engaged audience, diminishing the platform's effectiveness for corporate communication.

Introduction to Digital Corporate Marketing

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Digital Corporate Marketing

THANK YOU FOR TODAY

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Undergraduate Diploma in Digital Marketing