

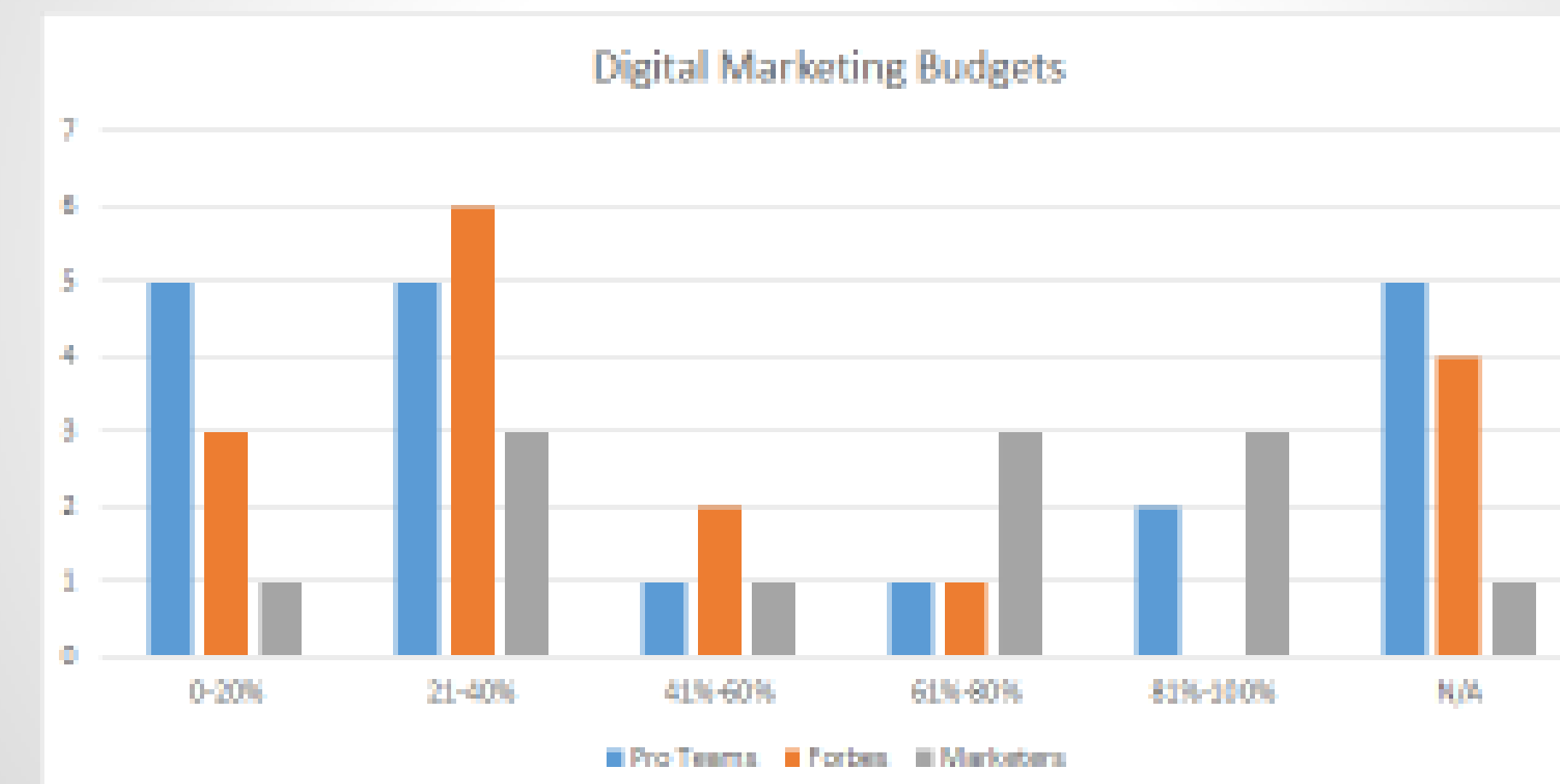
# Digital Marketing & Changing the Marketing Industry

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## Interview Questions

1. Does your company utilize digital/internet marketing as part of the marketing mix?
2. Has your company employed activation with your digital marketing presence? If yes how?
3. What % of your marketing budget is dedicated to digital marketing activities?
4. Does your company employ ROO and ROI measurement tools to evaluate your digital marketing activities? If yes, how? If no, how does your company measure success in digital marketing and what tools do you use?
5. How does CRM information impact your internet marketing? Does it benefit some business units more than others?
6. How do you see marketing via the internet changing in the next two years?

## Comparing Teams, Forbes 500 & Marketers



## Activation

**Pro Teams:** Social media: in game promotions, advertisement, interacting with fans  
**Fortune 500:** Customizing products and experience: product demonstration, placement, and consumer feedback  
**Marketing Professionals:** Interactive websites: tracking CPM's or clicks per impression

## Who was interviewed

45 total interviews:

- Professional Teams (Big 4)
  - 8 years experience average
- Brands
  - 12 years experience average
- Marketing Professionals
  - 15 years experience average



## ROI & ROO



## Future Trends In Marketing

- In 45 Interviews...
    - 9 individuals specifically mentions "Apps"
  - Increasing interactions
    - Replying to fans, Promotions, Giveaways
- "I see everything going digital. My world is going to become every marketing person's world." -GRM



## Marketing Vocabulary

**CRM:** Customer Relationship Management

**ROI:** Return on Investment

**ROO:** Return on Objective

**Activation:** Spending funds on marketing to increase one of the three mentioned above

## CRM

- 42% of professionals interviewed claimed CRM to be integral in marketing

- 3 "Helpful"
- 9 "Important"
- 7 "Very Important"

- As marketing continues to grow all are re developing customer relations systems to interact and engage customers.

