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 budgets 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?

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

Comparing Teams, Forbes 500 & Marketers

ROI & ROO
Teams that use ROI & ROO
- "Helpful"
- "Important"
- "Very Important"
- As marketing continues to grow and develop, integrating relational systems to interact and engage customers.

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

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