New Media Management

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Degree in Psychology

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Content & Goals

- **Theorical Lessons:**
- Understand the psychological principles of Marketing in Online Advertisement
- Ability to estimate costs\benefit and compare several kinds of Online Communication Strategies
- Ability to lead a Publishing team and get insights of key technical skills required
- Ability to assess, plan, deploy and evaluate a tailored Online Presence strategy

- **Practical Works:**
  Every student will choose a brand (new, emerging or non existing) and create a new media communication strategy finalized to grow a fan base and visbility on line and in stores and branding recognizability. (in conjunction with Prof Gelosa, NEW MEDIA PR Course). The work will be performed in a simulated team environment, focusing on deliverability and data-driven execution

Exam and evaluation

- Continuative evaluation
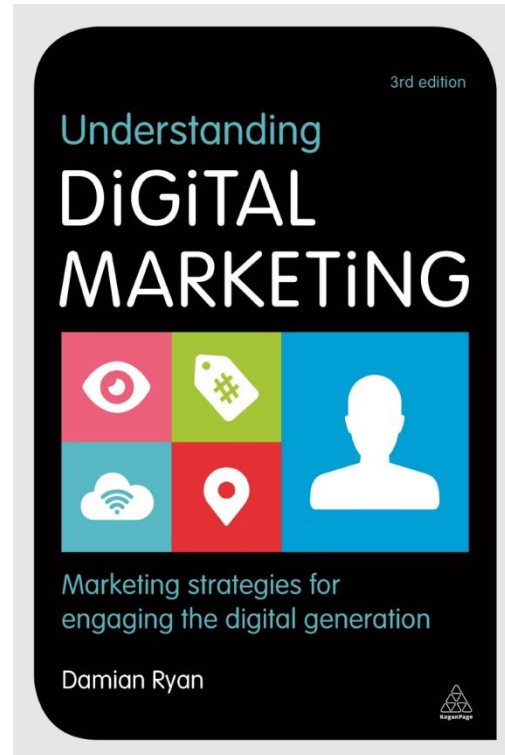- Context Analysis and Deployment
- Theoretical evaluation

Suggested text
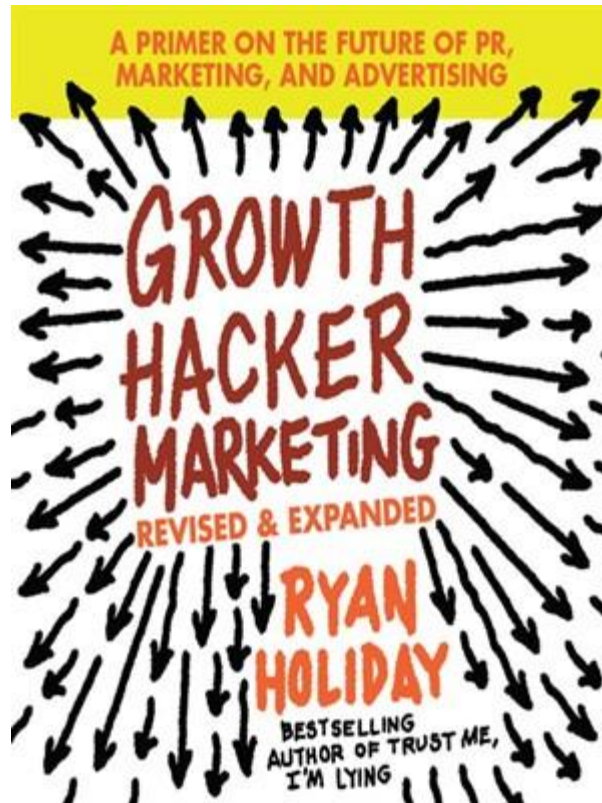
Ryan Holiday – Growth Hacker Marketing

Suggested text

Damian Ryan – Understanding digital Marketing

ISBN 978-0-7494-7102-6

A short recap

- Brand Awareness
- Brand Reputation
- What is segmentation
- ROI in traditional vs digital marketing
- What is the verbatim effect
- What is the social proof effect
- Brand name and domain name
- What are keywords
- What is a call to action

A short recap

- Personal blog vs Professional Blog vs Corporate blog
- What is a conversion
- What is cross-marketing
- What is an influencer
- What is the reciprocity rule?
- What is affiliate marketing
- What is engagement in social media
- How do you measure engagement in social media
- How do you increase engagement
- What are contests

A short recap

- What is the 80\20 rule
- What is a shortlink
- What is a referrer
- What is User Gererated Content
- What is a Press Release
- What is a publisher
- What is a PR distribution service
- What is a landing Page
- What is SEO

Goals - Marketing

- Brand Awareness

- Brand Loyalty

- Customer Engagement

Goals – Marketing - Advancing

- Create a self propagating communication
- It is not one to one, one to many
- It is many to many

Digital Marketing Tools

- Blog
- Websites
- Social Medias
- Mobile Apps
- Video Games
- Videos
- Forum
- Mailing Lists
- PPC Advertisements
- Impression based Advertisement

ROI – Return of Investment

$$\frac{(Return - Investment)}{Investment}$$

ROMI – Return of Marketing Investment

$$\frac{(\text{Incremental revenue attributable to marketing} * \text{Contribution Margin (\%)} - \text{Marketing Spending})}{\text{Marketing Spending}}$$

ROMI – Return of Marketing Investment

Analytics software to understand :

- Current Traffic

- Conversion Rate

- Average Sale.

ROMI based transition

Traditional Marketing

Digital Marketing

Growth Hacking

Growth Hacking

Growth hacking is a marketing technique developed by technology startups which uses creativity, analytical thinking, and social metrics to sell products and gain exposure.

It can be seen as part of the online marketing ecosystem, as in many cases growth hackers are using techniques such as search engine optimization, website analytics, content marketing and A/B testing.

Growth hackers focus on low-cost and innovative alternatives to traditional marketing, e.g. utilizing social media and viral marketing instead of buying advertising through more traditional media such as radio, newspaper, andtelevision.

Growth hacking is particularly important for startups, as it allows for a "lean" launch that focuses on "growth first, budgets second"

Facebook, Twitter, LinkedIn, AirBnB and Dropbox are all companies that use growth hacking techniques.

Wikipedia

Growth Hacking

- Low budget (grow first)
- Highest possible ROMI
- Analytical thinking (A\B tests)
- Data Driven
- Unconventional techniques

Andrew Chen – Term introduction

Growth Hacker is the new VP Marketing

The rise of the Growth Hacker

The new job title of "Growth Hacker" is integrating itself into Silicon Valley's culture, emphasizing that coding and technical chops are now an essential part of being a great marketer. Growth hackers are a hybrid of marketer and coder, one who looks at the traditional question of "How do I get customers for my product?" and answers with A/B tests, landing pages, viral factor, email deliverability, and Open Graph. On top of this, they layer the discipline of direct marketing, with its emphasis on quantitative measurement, scenario modeling via spreadsheets, and a lot of database queries. If a startup is pre-product/market fit, growth hackers can make sure virality is embedded at the core of a product. After product/market fit, they can help run up the score on what's already working

Growth Hacking – Case History - Hotmail

Growth Hacking – Case History - Hotmail

- Rather than blowing its marketing budget on advertising, groundbreaking browser-based email service Hotmail elected to leverage a free resource it already had— existing users.

- Hotmail already had about 20,000 users one month after launching in 1996 and it opted to market its service directly to the friends, family and colleagues of those users by employing a simple strategy: It added a tagline, "Get Your Free Email at Hotmail," at the end of each existing user's outgoing mail.

Growth Hacking – Case History - Hotmail

- When a Hotmail user sent out an email on his or her account, the recipient could click on the tagline link, which would direct them to a page where they could set up their own account. As a result, the company userbase not only skyrocketed to 1 million users within 6 month, but the email startup also executed one of of the web's earliest growth hacks.

Growth Hacking – Case History - Hotmail

Hotmail – PS: I love you

- Launch in July 1996
- Marketing = buy billboards and radio ads
- PS: I love you. Get your free e-mail at Hotmail
- 18 months later, Hotmail had 12M+ users and got acquired by M$FT
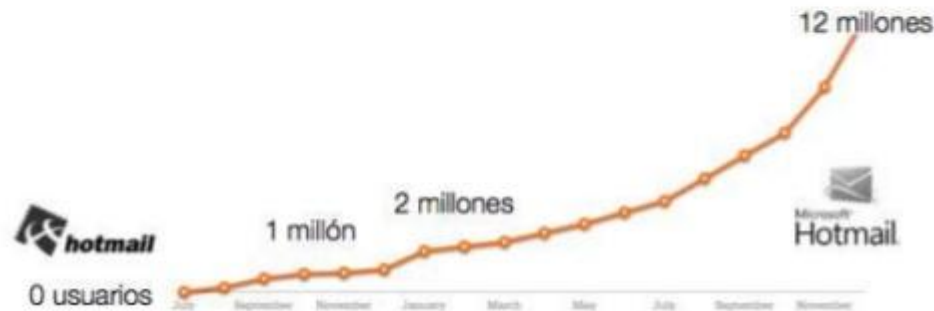
McLean's Triune Brain Theory

Triune Brain

Survival Brain
- Reptilian
Emotional Brain
- Limbic
Thinking Brain
- Neo-cortex

Facts about People

- People make decisions emotionally
- People like to think they are logical
- People are egocentric
- People instinctively evaluate the value of whatever you offer
- People don't understand your business
- People love to buy
- Most people follow the crowd

The Psychology of Persuasion

Influence: The Psychology of Persuasion, Revised Edition

Robert B. Cialdini, 2006

The Psychology of Persuasion

- Reciprocity

  People are most likely to return a positive action made to them.

  Giveaways, like to download

The Psychology of Persuasion

- Authority

  Most people naturally obey authority figures

  Promote thought leadership of the brand

The Psychology of Persuasion

- Social Proof

  People are likely to adopt belief or behaviours of groups they like, or that they perceive as similar.

  "Me too" effect

The Psychology of Persuasion

- Liking

  Positive emotions and evaluation towards a brand or company, are predictive of buying behaviours

  This doesn't mean to be nice

The Psychology of Persuasion

- Scarcity

    Supply and demand: the more rare the opportunity, content, or product is, the more valuable it is

    Exclusivity

The Psychology of Persuasion

- Verbatim Effect

  People are not likely to remember the whole information. Just a brief (and mostly emotional) summon

  Above the fold