

Digital Techniques and Technologies in Fashion Advertising

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Degree in Psychology

Founder: Volumio.org

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Lesson Schedules

- 10 feb 14:00 – 17:00– *classroom 1*
- 17 feb 14:00 – 17:00 - *classroom 1*
- !24 feb 14:00 – 17:00 - *classroom 1*
- 10 mar 14:00 – 17:00 - *classroom 16 lab mac*
- !17 mar 14:00 – 17:00 - *classroom 16 lab mac*
- !24 mar 14:00 – 17:00 - *classroom 16 lab mac*
- 31 mar 14:00 – 17:00 - *classroom 16 lab mac*
- 14 apr 14:00 – 17:00- *classroom 16 lab mac*
- 21 apr 14:00 – 17:00 - *classroom 16 lab mac*
- 5 may 14:00 – 17:00 - *classroom 16 lab mac*

Content & Goals

- **Theoretical Lessons:**

Acquire concepts about perception and psychological aspects of Marketing

Basic marketing overview

Planning, Deployment and Measurement of Campaign\Strategies

SEO , Copy, Social Media message tailoring

Review Success Case Histories

- **Practical sessions:**

Open a Blog

Learn copy's basics and start publishing

Learn how to maximize the content outreach

Create Social Media's pages, profiles and coordinate them accordingly

Exam and evaluation

- Continuative evaluation
- Projects Technical Accuracy
- Projects Performances in the real world
- Theoretical evaluation

Marketing

- **Marketing:**

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

(Approved July 2013)

- **Marketing Research:**

Marketing research is the function that links the consumer, customer, and public to the marketer through information--information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications. (Approved October 2004)

AMA (American Marketing Association)

Goals

- Brand Awareness
- Brand Loyalty
- Customer Engagement

Digital Marketing

- Digital marketing is marketing that makes use of electronic devices such as personal computers, smartphones, mobile devices and game consoles to engage with stakeholders.
- Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks.

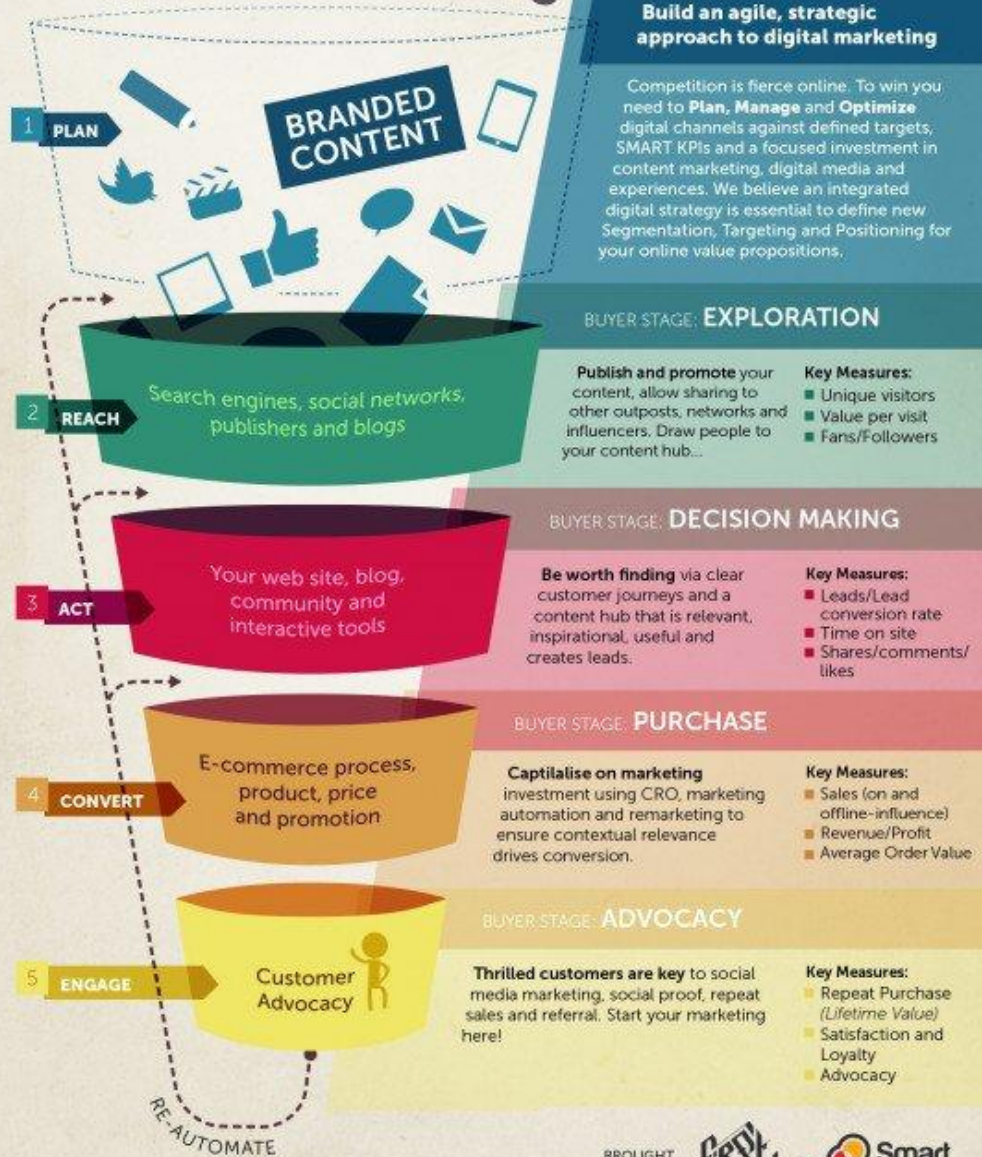
Digital vs Traditional

- Digital marketing allows to Track ROI more accurately than Traditional techniques
- Digital Marketing allows better stakeholder segmentation
- Digital Marketing allows multi-channel communications
- Digital Marketing allows accurate target analytics

Drawbacks

- Digital Marketing is not universal : not everyone can be reached
- Digital Marketing is way more complex than traditional marketing
- “Dark side”
- “User awareness” is limited

The Smart Insights RACE Planning System for Digital Marketing



Build an agile, strategic approach to digital marketing

Competition is fierce online. To win you need to **Plan, Manage and Optimize** digital channels against defined targets, SMART KPIs and a focused investment in content marketing, digital media and experiences. We believe an integrated digital strategy is essential to define new Segmentation, Targeting and Positioning for your online value propositions.

BUYER STAGE: EXPLORATION

Publish and promote your content, allow sharing to other outposts, networks and influencers. Draw people to your content hub...

Key Measures:

- Unique visitors
- Value per visit
- Fans/Followers

BUYER STAGE: DECISION MAKING

Be worth finding via clear customer journeys and a content hub that is relevant, inspirational, useful and creates leads.

Key Measures:

- Leads/Lead conversion rate
- Time on site
- Shares/comments/likes

BUYER STAGE: PURCHASE

Capitalise on marketing investment using CRO, marketing automation and remarketing to ensure contextual relevance drives conversion.

Key Measures:

- Sales (on and offline-influence)
- Revenue/Profit
- Average Order Value

BUYER STAGE: ADVOCACY

Thrilled customers are key to social media marketing, social proof, repeat sales and referral. Start your marketing here!

Key Measures:

- Repeat Purchase (Lifetime Value)
- Satisfaction and Loyalty
- Advocacy

BROUGHT TO YOU BY



&



Digital Marketing Tools

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

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) summary

Above the fold