DIGITAL MARKETING AND SOCIAL MEDIA

GRADO EN COMUNICACIÓN Y MEDIOS DIGITALES

Professor: JON OLEAGA GURIDI
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Academic year: 18-19
Degree course: SECOND
Semester: 1º
Category: COMPULSORY
Number of credits: 6.0
Language: English

PREREQUISITES

SUBJECT DESCRIPTION

Digital marketing has been gaining importance over the last to decades leaving behind the more traditional media. But in turn, the multiplication of channels, and the ability to measure the efficiency of communication has made creating an effective strategy something terribly complicated. Digital marketing faces big challenges, such as Big Data, artificial intelligence or machine learning, applied to communication strategies. Technologies that will change everything, including how content is generated or campaigns managed.

OBJECTIVES AND SKILLS

Students will acquire, in addition to a basic terminology related to online marketing, the ability to create a digital marketing strategy. But we cannot just stay in the strategy; as a good digital marketing professional, you have to know how to create campaigns, write stories, edit HTML, edit video, become an influencer, and... why not? how bots work.

Planning: every necessary step to prepare a successful marketing strategy
Monitoring: listening to hundreds of sources and platforms where clients are talking about the brand.
Distributing: Assessing the most efficient channels to distribute the brand’s and/or company’s message.
KPI analysis: checking the results and the effect of the marketing strategy.

METHODOLOGY

<table>
<thead>
<tr>
<th>Teaching methodology</th>
<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for and participate in</th>
</tr>
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<tbody>
<tr>
<td>Lectures</td>
<td>40.0 %</td>
<td>60 hours</td>
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<tr>
<td>Discussions</td>
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<td>15 hours</td>
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<tr>
<td>Exercises</td>
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<tr>
<td>Group work</td>
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</tr>
<tr>
<td>TOTAL</td>
<td>100.0 %</td>
<td>150 hours</td>
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PROGRAM

SESSIONS 1 - 2

INTRODUCTION + WHAT'S MARKETING: INTRODUCTION TO "DIGITAL MARKETING AND SOCIAL MEDIA" CLASS
We will talk about the principles of marketing, like customer-centered strategies and the differences between B2C/B2B and Product/Service in the digital economy. We will review classic marketing theories like the 4Ps, the brand equity or blue ocean strategies. We will learn too, how to pick up a domain for a website. Lean Startup has changed the decision-making process to an agile one, we will talk about its principles at class. Also, we will practice Agile techniques.

R.A.: The Clue Train Manifesto

SESSIONS 3 - 4

WORDPRESS: Installing and creating an ecommerce site
The basics of the inbound marketing strategies start with a blog, and the most popular platform is Wordpress. Knowing how to install and setup a blog is an easy step to start a good content strategy. Wordpress also offers a great opportunity to start an ecommerce site.

R.A.: EasyWPGuide

SESSIONS 5 - 6

Analytics: Measuring human behavior.
One of the most amazing things about online marketing is that most of the activity of the users can be tracked. That's the reason why following the correct KPIs, it's basic for the success of the online business, and not falling into Big Data problems
Using Google Analytics
R.A.: Measure what matters most by Google

SESSIONS 7 - 8

INBOUND MARKETING
Inbound marketing is about offering brand information to the client when he requires to. The key here is to know of to create a lead nurturing workflow of the prospects, readers, and visitors. But, first, In order to create a good inbound strategy, we have to know who is our client. Something that can be done using "customer journey" and "buyer persona", two leading profile creating techniques.

R.A.: What's inbound marketing by Hubspot
T.N.: P.C.: AccorHotels and the Digital Transformation: Enriching Experiences through Content
T.N.: Strategies along the Customer Journey (IN1251-PDF-ENG)

SESSIONS 9 - 10
EMAIL MARKETING
The emails are, still, the most efficient inbound and marketing channel to communicate with clients. Whether for inbound or for business communication, it is essential to know how to create an email campaign. We will talk about email marketing guru Ryan Deiss, responsible for the inbound marketing of companies like McDonald’s, wrote the book “The Machine”, describing the flowcharts a company has to follow to reach new customers.
Mailchimp and wordpress integration.

R.A.: The Machine by Ryan Deiss

SESSIONS 11 - 12
SEO: SEARCH ENGINE OPTIMIZATION STRATEGY.
Being found in the search engines like Google is a cheap source of traffic if we are correctly positioned. Choosing the correct keywords for which customers will find us, will increase the conversion rate of our visitors. But, we compete with other companies for the same keywords, and we have to know how to bend the rules in our favor.
Yoast for Wordpress

T.N.: Search Engine Optimization Starters Guide by Google

SESSIONS 13 - 14
CONTENT MARKETING: YOUTUBE, BLOGS, PR AND SATELLITES
We live in the content era. Each person can spend more than three hours per day watching Youtube or two hours checking Facebook. That means lot's of attention over online content, a great opportunity for a company to attract new customers and get eyeballs on the benefits of their products.

Owned Media and the content Mix: the Social Media Canvas

R.A.: When differentiation and Big Data go hand in hand arise campaigns like Chicfy

SESSIONS 15 - 16
SEM: SEARCH ENGINE MARKETING.
The paid search engine marketing is a complex world of keyword bidding, remarketing and countless ads, but also it's a really efficient way to get new customers. We will also use tools like SEMRush to check what our competitors are doing.

Possible Google Visit

Video: Adwords Youtube Channel

SESSIONS 17 - 18
Customers comment in their social networks, and they do it about the products and brands they love and hate. Companies need to have a presence where conversations are happening, they need to know how to manage the crisis, create opportunities and grow an engaged community.

Porsche Case.

T.N.: Hawkers

R.A.: Spain’s sunglasses startup Hawkers nabs $56M to take on the Ray-Bans of the world
T.N.: Proof You Can Sell Sunglasses Using Social Media
R.A.: The Hawkers sunglasses, story about social media marketing success

SESSIONS 19 - 20

INFLUENCER MARKETING: GETTING THE BEST STRATEGY
Influencers are the "best" next thing. We are living on a hype full of Instagramers, YouTubers, and bloggers with many eyeballs on them. An opportunity for companies to show up their products. We will talk with some YouTubers and they will tell us about their experience as celebrities.

R.A.: The Definitive Guide to Influencer Targeting

SESSIONS 21 - 22

ECOMMERCE: SETTING UP AN E-COMMERCE PLATFORM
Selling online is not just setting up an e-commerce shop, it requires of complex strategies and planning. The four P’s of marketing need to be defined, as a completely different point of sale, combined with lots of SEO and content marketing.

R.A.: 50 ways to make your first sale

SESSIONS 23 - 24

ADS: FACEBOOK ADS, SETTING UP A CPC CAMPAIGN
We talked about SEM, the Google ad machine, that works flawlessly. Facebook is the biggest social network in the world with 1,94 billion users, that combined with Instagram's, gives us the reach of 2,64 billion users, and the campaigns are cheap and effective. The counterpart, the statistics are just measured by Facebook himself, and there is a huge controversy about if they are pumping up the numbers.

R.A.: Facebook Ads Guide

SESSIONS 25 - 26

ADS: FACEBOOK ADS, SETTING UP A CPC CAMPAIGN
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SESSIONS 27 - 28

AFFILIATION MARKETING: MANAGING AN ARMY OF RESELLERS
Affiliation marketing is one of the most undervalued channels of the online marketing, but it can be really efficient if we use it wisely. Amazon, for example, has its own affiliation platform that performs great. We will learn how to create an affiliation marketing strategy, both from the company and the affiliated standing point.

B.C.: The Definite Guide to Affiliate Marketing

SESSIONS 29 - 30

GROUP PRESENTATIONS
BIBLIOGRAPHY

- Killer Marketing Guide by Sarah Goliger
- Estrategia Digital de Marketing & Ventas para Startups: Kit de Supervivencia de Lanzamiento de Producto by Veronica Meza Tamayo and Almudena Delgado Galisteo
- The Sales Acceleration Formula by Mark Roberge
- Intercom on Product Management by Des Traynor and John Collins
- The Thank you Economy by Gary Vaynerchuk
- How to get PR for your Startup Traction by Murray Newlands and Drew Hendricks
- Growth Hacker Marketing: A Primer on the Future of PR, Marketing and Advertising
- Hooked: How to Build Habit-Forming Products
- The Personal MBA: Master the Art of Business
- Zero To One. Notes On Start Ups, Or How To Build The Future
- ReWork: Change the Way You Work
- Blue Ocean Strategy by W. Chan Kim
- The Lean Startup by Eric Ries

BUY YOUR BOOKS HERE

EVALUATION CRITERIA

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Class Participation</td>
<td>20 %</td>
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</tr>
<tr>
<td>Individual Work</td>
<td>40 %</td>
<td></td>
</tr>
<tr>
<td>Group Presentation</td>
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</tbody>
</table>

- Everything is going to be measured using the Gaussian Curve.
- Class Participation grade responds to the behavior in class. Things like arriving on time, asking questions, paying attention, being polite and participating in group activities count.
- The individual Project grade is going to be the result of the application of class topics to the individual e-commerce site.
- Final Group Presentation is a case to be solved in groups and presented last day in class.

RETAKE POLICY
Each student has 4 chances to pass any given course distributed in two consecutive academic years (regular period and July period).

Students who do not comply with the 70% attendance rule will lose their 1st and 2nd chance, and go directly to the 3rd one (they will need to enrol again in this course next academic year).

Grading for retakes will be subject to the following rules:

- Students failing the course in the first regular period will have to do a retake in July (except those not complying with the attendance rules, which are banned from this possibility).
- Dates and location of the July retakes will be posted in advance and will not be changed. Please take this into consideration when planning your summer.
- The maximum grade that a student may obtain in any type of retake will be 8 out of 10.
- The retakes will consist on a comprehensive exam and redo the failed assignments. The grade will depend only on the performance in this exam; continuous evaluation over the semester will not be taken into account. This exam will be designed bearing in mind that the passing grade is 5 and the maximum grade that can be attained is 8.

PROFESSOR BIO

Professor: JON OLEAGA GURIDI
E-mail: joleaga@faculty.ie.edu

My name is Jon Oleaga, I’m going to teach you all the knowledge I’ve acquired during the years I’ve working in internet product development as well as online marketing.

I’ve always been a “multitasking person” and have gotten at least a couple of jobs at the same time. Right now my main occupation is as CEO of Visualbox.net a platform that helps companies creating visual content to share with their clients, what we are trying to avoid is the “heavy emailing” full of attachments between the company and clients that has a really low reading rate. I also work for ABC newspaper as tech journalist and advisor, as well as a professor at IE Business School and San Diego.

Education:

- Graduate in Business Administration (DEUSTO)
- Master in Marketing (DEUSTO)
- Graduate in Psychology (UNED)
- Master in Behavioral Psychology (UNED)
- Graduate in Anthropology (in progress)
- Executive MBA (IE)

Past Corporate Experience:
diariovasco.com - marketing responsible, mostly growth focus
Vocento Group - Director of SEO
Vocento Group - Director of hoyTecnologia.com
Vocento Group - Que.es product developer
Vocento Group - New Project developing manager
Bankinter - Nuez Marketing Director

Nowadays:
- CEO of Visualbox.net
- Writer and Advisor of ABC tech news
- Associate Professor of Product Innovation, IE Business School
- Associate Professor of Fundamentals of Marketing and Internship, University of San Diego
- Blogger at gustoporviajar.com

OTHER INFORMATION
Office Hours: Right after class with a previous appointment via email

CODE OF CONDUCT IN CLASS

1. **Be on time**: Students arriving more than **5 minutes** late will be marked as “Absent”.
   Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).

2. **If applicable, bring your name card and strictly follow the seating chart.** It helps faculty members and fellow students learn your names.

3. **Do not leave the room during the lecture**: Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as “Absent”.
   Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

4. **Do not engage in side conversation.** As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class.
   If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

5. **Use your laptop for course-related purposes only.** The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent”.

6. **No cellular phones**: IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.

7. **Escalation policy: 1/3/5.** Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”: The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.