

DIGITAL TRANSFORMATION IN THE CLASSROOM

AN APPROACH TO APPLYING
MARKETING CONCEPTS
IN THE DIGITAL AGE

STRATX
SIMULATIONS™



TECHNOLOGY CHANGED THE MARKETING GAME

Since the very first Google search, the first targeted Facebook ad, or the very first Uber request through a smart phone, technology has revolutionized the way we consume. And to this day, marketers, and educators alike, must not only **keep up with the latest advancements in technology**, but they must **rethink how they construct and deliver value** both on the market and within the classroom.

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WHAT IS DIGITAL TRANSFORMATION?

“At its simplest level, digital transformation means transforming an organization’s culture and core business to better meet customer needs by leveraging technology and data.”*

In today’s digital world, everything we do leaves a digital trace. For marketers, digital technology and big data have undeniably opened up a world of possibilities and opportunities, helping us to:



Increase **brand awareness** and reach customers through new digital channels



Reach a **targeted audience** and re-target interested customers improving brand interaction



Amplify our traditional offline campaigns with an integrated **omni-channel media** strategy



Customize communications based on customer needs, motivations & experiences



Build more efficient and effective processes through **automated communications**



Improve **predictive marketing** in terms of volume, velocity and variety



Provide **real-time data** and react to opportunities



Engage with an audience, **build a community** and manage key influencers through Social Media



Utilize digital tools to **improve analysis and user experience**

* Source: <https://er.educause.edu/articles/2018/5/digital-transformation-what-is-it>



INTRODUCING A DIGITAL MARKETING APPROACH IN THE CLASSROOM

A [joint study](#) by Google and Boston Consulting Group found that marketers themselves admit to a shortcoming in digital marketing capabilities. Given the ever-evolving digital environment, it's no wonder digital marketers can feel overwhelmed. **So how can educators best prepare the next generation of digital marketers in an environment that changes every day?**

3 STEPS TO DEPLOYING DIGITAL MARKETING CONCEPTS

Here, we share our approach and best practices across the sector to applying digital marketing concepts in the classroom.

1. Start with Strategy



Strategy remains the foundation to any successful digital marketing initiative. All activities should align with a common strategy and long-term goals and SMART objectives in mind. Without an assessment of where you are that ties into achieving a strategic direction or an understanding of how customers move through the different stages of the purchase funnel, short-term decisions could be ineffective and hinder the long-term strategic direction and revenue of the brand.

Therefore, any effective digital marketing course should place greater emphasis on teaching the fundamentals of conducting a digital marketing strategy rather than the latest bells and whistles in the industry.





2. Introduce the Essential Digital Strategy Tools



Analytical tools:

Visits. Downloads. Engaged reading times. Returning visitors. Conversion rates. Bounce rates. Referrals. Sales. All these metrics help to understand your customers, their actions and whether you're achieving your long-term goals. Digital marketing students will need to have a grasp on analyzing digital trends and statistics.

Website Content Management Systems (CMS) and Search Engine Optimization (SEO) tools:

A company's website is their digital shop window and first impressions matter, so your website should have a brilliant user-friendly design and experience. Using a CMS and understanding the basics of web design and optimal user experience is a fundamental part of a digital marketer's role. Furthermore, course participants must understand the role of SEO and how it impacts the digital marketing strategy. There are many SEO tools that can be used to help improve the performance of your website and compliment your digital strategy. A good SEO strategy will combine **search engine marketing (SEM)**, the process of increasing visibility in search engine results pages and other sites through paid advertising.

Social Media Marketing tools:

Social media channels provide a great opportunity to engage with and build an online community to build awareness and drive business. But not all social media channels will have the same impact on your business. Different channels have different impacts on customers depending on their stage of the purchase funnel.

Participants should be able to decide which channels are suitable for which purposes and have a good level of understanding on how to adapt communications to that channel.

Social listening, a process of tracking conversation around specific phrases, words or brands, will help digital marketers leverage opportunities or create content for their audience.

Email Marketing:

Turning prospects into leads. Turning leads into customers. Retaining customers. Building loyalty and trust. Re-engaging previous customers. All are important reasons why email marketing is crucial for your digital marketing strategy.

Segmentation, customer personalization and automation enables marketers to deliver more powerful email campaigns than ever before. But without strategy, email marketing can be an ineffective tool that hinders value.

The complete User Experience:

Every digital touch point has an impact on the user experience, so every tool needs to be used with the big picture in mind – providing a seamless and holistic user experience that meets the needs of the customer.



3. Integration

The best digital marketing courses will blend strategy and execution.

Experience using digital tools will teach participants the operations of digital marketing, but combined with strategy, participants will be able to pick the right tools, execute and adapt their strategy based on key analysis and allocate their budget according to the influence of those tools on the purchase funnel. The combination is powerful.



OTHER KEY CONSIDERATIONS FOR YOUR DIGITAL MARKETING COURSE

We've put together a few tips and considerations that will help you apply effective marketing concepts in your course.



WHAT ARE GOING TO BE THE ACTION-BASED OUTCOMES OF YOUR COURSE?

Will participants be able to create a digital marketing strategy, will they be able to use digital tools to analyse trends, or will they be able to put a media plan together? Before you begin your course, understand the key actions your participants will be able to conduct in preparation for their professional careers.



WHAT INDUSTRIES WILL YOU COVER?

B2B, B2C, FMCG, durable goods. Your marketing campaign will vary massively according to the industry you are placed in. Depending on your goals, we sometimes recommend having participants work in an unfamiliar industry to help broaden their critical thinking skills.



WHAT RESOURCES WILL YOU USE?

Be sure to use resources that your participants will not only engage with, but will also apply in their careers. Case studies can add context to your course and a simulation can bring certain concepts to life. For example, an Uber case study might sound exciting, but a B2B simulation may be more relevant for your executive students.



HOW WILL YOU EMPLOY THE REAL MARKET CONDITIONS IN CLASS?

It's no secret, participants learn more effectively by being faced with a challenge and actively figuring out concepts themselves. If you give participants a way to apply under real market conditions the theory they learned during their lessons, they will not only devote more energy but will also learn from their mistakes and successes alike.



A DIGITAL TRANSFORMATION CHALLENGE FOR THE CLASSROOM

Nowadays, a multitude of tools and resources exist to help teach digital transformation, however, in today's digital world, instructors must find a more interactive way to keep their participants' attention. There's no better way to do this than with an impactful simulation, which engages participants in a way that no other method can.

DIGITAL MediaPRO: The perfect complement to your digital marketing syllabus.

In just a few hours, DIGITAL MediaPRO exposes course participants to the use of digital media, communicating with 'digital natives', and transforming media planning and execution. Key learning areas include:

- Consumer targeting
- Consumer understanding
- Media spend and selection
- The purchase funnel
- Budget allocation across regions and seasonality
- Return on media investment

Participants will be required to analyse and debate with their teammates concerning various issues. Together, teams must make decisions to stay ahead of the game.

Coming in 2019! An engaging, all-encompassing simulation focusing on fundamental strategic digital marketing.



Build savvy digital marketers



For marketing & media courses, Academic & Executive levels



Runs in 3 hours



Create a competitive & fun learning experience



Easy-to-implement

[Request a demo](#)

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KEY DIGITAL VOCABULARY YOU NEED TO KNOW

Analytics: The analysis of qualitative and quantitative data from online assets to drive a continual improvement of the online experience for customers and potential customers.

Automation: A process where technology is used to automate several repetitive tasks that are undertaken on a regular basis in a marketing campaign.

Big Data: Collected information from a website user or customer from their interactions with a company which can be used to develop customized campaigns or offers.

Bottom of the Funnel: Also known as the “purchase” stage of the online buying process, as a result of responses to web marketing. The bottom of the funnel occurs after the visitor is done researching and is ready to make a decision.

Buyer Persona: A semi-fictional representation of an ideal customer based on market research and real data about existing customers.

Content: Any piece of information produced by a company (blog article, infographic, video, etc.) to attract and retain a clearly defined audience.

Contextual Marketing: Delivering the right content at the right time based on customers’ preferences using behavioural targeting.

Cost Per Acquisition (CPA): The measurement of the cost of acquiring a customer who clicks on a website link or completes any action.

Earned Media: Any online asset not directly generated by the company that mentions or refers to a company’s product or service, such as online reviews, or forum mentions.

Growth Hacking: The process of rapid experimentation across the marketing funnel to identify the most efficient ways to grow a business.

Impressions: A term for when an ad is viewed once by a visitor or displayed once on a web page.

Inbound Marketing: is the process of attracting the attention of prospects by creating content specifically designed to appeal to them at each level of the purchase funnel.

Keywords Stuffing: The frowned-upon process of randomly adding high volume keywords to online content in order to increase site ranking in Google.

Owned Media: Any online asset owned by a company such as a website, blog, logo and social media pages.

Paid Media: Any form of online paid advertising that drives visitors to a company’s website.

PPC: Stands for pay-per-click. A model of internet marketing where advertisers pay a fee each time an ad is clicked.

Purchase Funnel: A consumer-focused marketing model which illustrates the customer journey towards the purchase of a product or service.

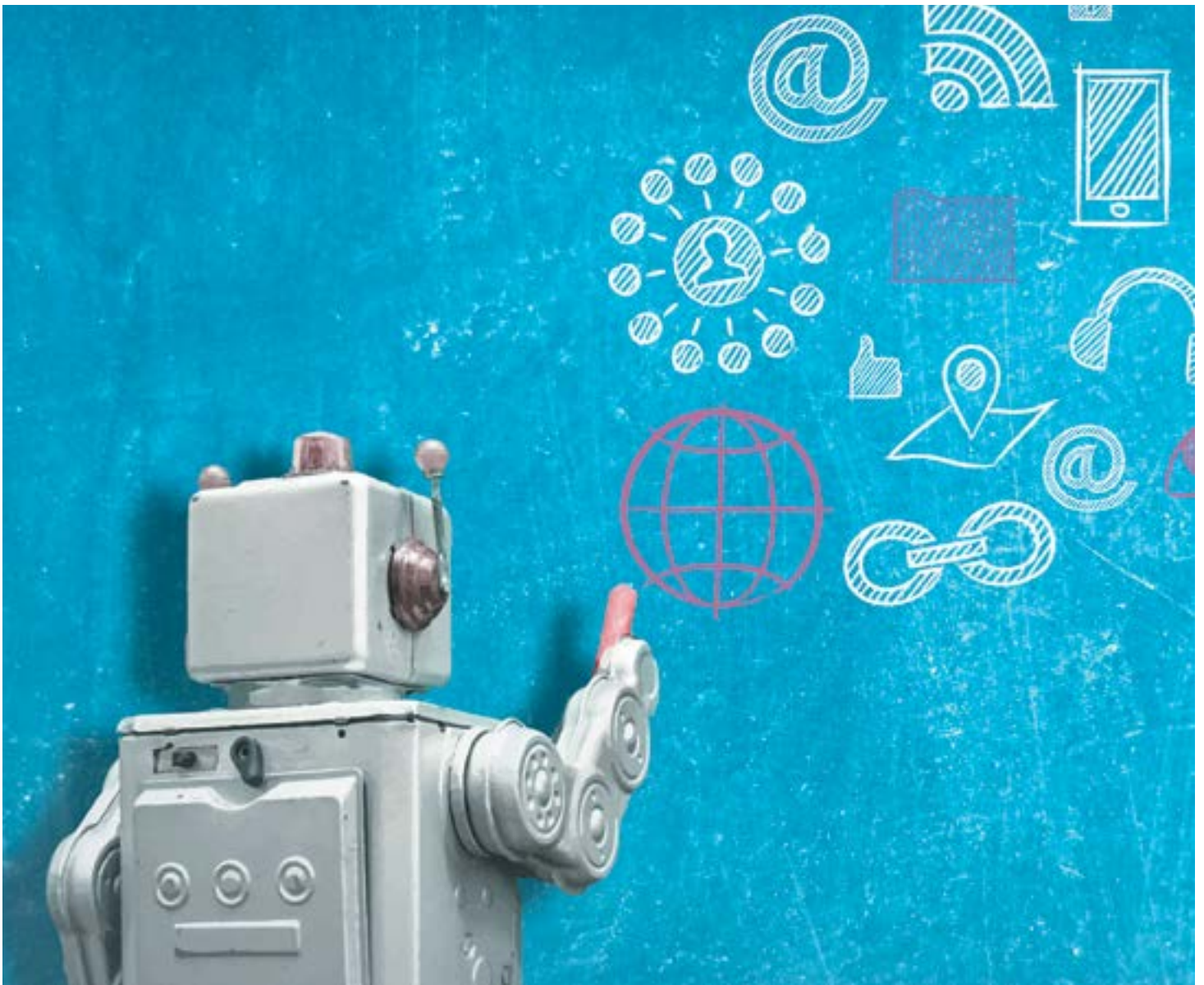
Quality Score: Google AdWords’ rating of the relevance and quality of keywords used in PPC campaigns.

SEM: An acronym for Search Engine Marketing, is the practice of promoting websites by increasing their visibility in search engine results through paid advertising.

SEO: An acronym for Search Engine Optimization, is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

Social Listening: The process of monitoring digital conversations to understand what customers are saying about a brand online.

User Experience: The experience users have when they explore your website.



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