

DIGITAL MARKETING AND SOCIAL MEDIA

IE University

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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

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	40.0 %	60 hours
Discussions	10.0 %	15 hours
Exercises	20.0 %	30 hours
Group work	30.0 %	45 hours
Other individual studying	0.0 %	0 hours

TOTAL	100.0 %	150 hours
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PROGRAM

SESSION 1 (LIVE IN-PERSON)

WHAT'S MARKETING: INTRODUCTION TO "DIGITAL MARKETING AND SOCIAL MEDIA" F2F

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, 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 in class. Also, we will practice Agile techniques.

SESSION 2 (LIVE IN-PERSON)

Marketing introductory concepts. The basics of marketing

Technical note: Marketing Intelligence (HBS 8191-PDF-ENG)

We will check the basic concepts of marketing, like the omnichannel marketing, or diversification.

SESSION 3 (LIVE IN-PERSON)

SEO 101

Working Paper: Search Engine Optimization (SEO) Starter Guide

The SEO strategy should be present from the beginning of the web design. We will have a basic session where will talk about what search engines expect to find in the design of our websites.

SESSION 4 (ASYNCHRONOUS)

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

Video: 3 steps to keyword success

Video: Organize your account for better results

Video: Better ad text, better performance

Video: Measure your success

Video: Control your costs

Video: Evolution of Online Display Advertising

Technical note: BBVA Compass: Marketing Resource Allocation (HBS 511096-PDF-ENG)

SESSION 5 (LIVE IN-PERSON)

Google SEM guest speaker

At this online synchronous class, we will listen about the last trends in SEM explained by a Google Employee.

SESSION 6 (ASYNCHRONOUS)

Choosing a product to sell

What product to sell is really challenging. You have to know the possible profit, competitors and alternate products, and hundreds of variables more.

SESSION 7 (LIVE IN-PERSON)

The buyer Persona and the market size

It's key for the marketing strategy to know the consumer perfectly and the market size. Knowing which is the target and choosing the appropriate market segment might be the difference between success and failure. We will learn how to create a buyer persona profile and calculate the market size with TAM SAM and SOM.

SESSION 8 (ASYNCHRONOUS)

Product and market presentations

Each student will present the chosen product and the market size, then we will discuss it in the forum.

SESSION 9 (LIVE IN-PERSON)

E-commerce 101

Practical Case: Airbnb, Etsy Uber: Acquiring first 1.000 customers (HBS 516094-PDF-ENG)

Multimedia Documentation: Why The Craigslist Hack is Only AirBnb's Second Best Growth Hack

We will learn here the basics of e-commerce. How it works and how to create a profitable business out of it, with some practical examples.

SESSION 10 (ASYNCHRONOUS)

The different e-commerce platforms

Article: How to Get Your First Sale in 30 Days: A Marketing Checklist for New Entrepreneurs

Nowadays there is no need of developing a whole e-commerce website from scratch, usually, it's build using one of the most popular platforms in the market, Wordpress or Shopify.

SESSION 11 (LIVE IN-PERSON)

Installing Wordpress and Woocommerce to create an e-commerce

Introduction to Wordpress, Woocommerce, and Drop Shipping. We will use this session to create each e-commerce shop and connect to the chosen platform.

SESSION 12 (LIVE IN-PERSON)

Web design using templates

We will use dynamic templates to design an e-commerce site. Both Divi and Elementor are the most used ones, they have a drag and drop system really easy to use, allowing to create good looking websites without coding.

SESSION 13 (LIVE IN-PERSON)

Measuring online success

Practical Case: Thunderbird - Improving online experience (HBS TB0371-PDF-ENG)

Article: MEASURE WHAT MATTERS MOST

One of the most amazing things about online marketing is that most of the activity of 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 and other performance tools.

SESSION 14 (LIVE IN-PERSON)

Technical SEO

We will go through things like meta tags, H1, H2,...., Rich Snippets, or URLs.

SESSION 15 (LIVE IN-PERSON)

SEO CASE with guest speaker

At this synchronous online class, we will discuss a SEO case with an expert, we will listen to their strategy and discuss about it in groups.

SESSION 16 (ASYNCHRONOUS)

Applying SEO to e-commerce

Google also needs some web optimization following the its rules, for example, articles published at our website have to be AMP compliant in order to appear in Google results.

SESSION 17 (LIVE IN-PERSON)

PR for SEO, with a guest speaker of a PR agency

PR is key to create a good link building strategy, a well-positioned newspaper in Google can help the website to rank in the search results. We will talk to a PR agency to know what they work with their clients.

SESSION 18 (LIVE IN-PERSON)

Principles of Inbound Marketing

Inbound marketing is about offering brand information to the client when he requires it. The key here is to know 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.

SESSION 19 (LIVE IN-PERSON)

Inbound marketing channels and the Customer Journey

We will learn which marketing channels make a good inbound strategy, like email and content creation combined with SEO. Also, we will talk about the customer journey any client goes through when buying a new product.

SESSION 20 (ASYNCHRONOUS)

AccorHotels Case

Practical Case: AccorHotels and the digital transformation (HBS IN1251-PDF-ENG)

We will discuss the well known AccorHotels case and how they created a great content strategy along the whole customer journey. Each group will have to create a 5 minutes video, answering the case questions.

SESSION 21 (ASYNCHRONOUS)

Cisco Systems Case

Practical Case: Cisco Systems: Launching the ASR1000 router using social media (HBS KEL579-PDF-ENG)

In order to get the whole scope of the inbound strategy, we will use this B2B case, where Cisco Systems used content to attract new customers. We will repeat the same process as the AccorHotels Case.

SESSION 22 (LIVE IN-PERSON)

Group presentations (only best groups present)

Best groups will present AccorHotels and Cisco Systems cases and we will discuss it in a forum format.

SESSION 23 (LIVE IN-PERSON)

Social Media 101, the Social media Ladder and roles

Customers comment on 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.

SESSION 24 (LIVE IN-PERSON)

Social Media Tools and strategy

Practical Case: Mekanism: Engineering viral marketing (HBS 512010-PDF-ENG)

Practical Case: United Breaks Guitars (HBS 510057-PDF-ENG)

There are hundreds of tools we can use to facilitate the social media strategy automation, like the digital marketing canvas, Hootsuite and Wishpond to create landing pages.

SESSION 25 (ASYNCHRONOUS)

Hawkers Case

Article: Spain's sunglasses startup Hawkerc nabs \$56M to take on the Ray-Bans of the world

Article: Proof You Can Sell Sunglasses Using Social Media

Hawkers was the first company really successful selling in Social Media. It's been a long time since then and we will discover new ways to sell products on social media.

SESSION 26 (LIVE IN-PERSON)

B2B Social Media

Companies that sell to other companies can use social media too to get new customers. We will learn how.

SESSION 27 (LIVE IN-PERSON)

B2B Social Media case with guest speaker

We will discuss a case of a successful campaign in the social media of a B2B company and we will talk with a representative of the company.

SESSION 28 (LIVE IN-PERSON)

Facebook Ads

Multimedia Documentation: Facebook Ads guide

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, 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.

SESSION 29 (ASYNCHRONOUS)

Real Madrid Case

Article: Attracting visitors and website traffic with Facebook lead ads

We will discuss the Real Madrid case about how they used of Facebook ads to grow the number of customers.

SESSION 30 (LIVE IN-PERSON)

GROUP PRESENTATIONS

EVALUATION CRITERIA

Criteria	Percentage	Comments
Class Participation	20 %	
Individual Work	40 %	
Group Presentation	40 %	
Examen Final	0 %	
Examen Final	0 %	

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.

Grading will be carried out as follows:

Individual assignment will be graded valuing the criteria below:

Execution of all the elements contemplated in the rules for the assignment (30%)

Consistency between all the elements defined in the strategy and the execution of the assignment (30%)

Width and breadth of the assignment: the assignment has multiple elements that are chosen freely by the student (content, platforms, web content, etc.). A perfect assignment not only is consistent with the strategy developed but also has enough content elements to test that strategy in the real world. (40%)

Group assignment will be valued on the basis of:

Quality of the assessment to a company (report): the level of insight offered to the “client” (50%)

Quality of the presentation (20%).

Consistency between research and analysis and the subsequent strategy proposed. (30%)

Participation is graded on a scale from 0 (lowest) through 4 (highest), using the criteria below. I expect the average level of participation to satisfy the criteria for a “3”, which would correspond to 14.0-16.

0.- Absent.

1.- Grade 12-13.9: Present, not disruptive / Tries to respond when called on but does not offer much / Demonstrates very infrequent involvement in discussion.

2.- Grade 14.0-15.9: Demonstrates adequate preparation: knows basic reading facts, but does not show evidence of trying to interpret or analyze them / Offers straightforward information (e.g., straight from the reading), without elaboration or very infrequently (perhaps once a class) / Does not offer to contribute to discussion, but contributes to a moderate degree when called on / Demonstrates sporadic involvement.

3.- Grade 16.0-17.9: Demonstrates good preparation: knows reading facts well, has thought through implications of them / Offers interpretations and analysis of reading material (more than just facts) to class / Contributes well to discussion in an ongoing way: responds to other students' points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion / Demonstrates consistent ongoing involvement.

4.- Grade 18.0-20.0: Demonstrates excellent preparation: has analyzed readings exceptionally well, relating it to other material (e.g., other readings, course material, discussions, experiences, etc.) / Offers analysis, synthesis, and evaluation of class material, e.g., puts together pieces of the discussion to develop new approaches that take the class further / Contributes in a very significant way to ongoing discussion: keeps analysis focused, responds very thoughtfully to other students' comments, contributes to cooperative argument-building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. / Demonstrates ongoing very active involvement.

We will run a test every two weeks and randomly in class. The results of them will represent the 20% of the grade.

RETAKES 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

