

Wednesday, October 28, 2020

9 – 10 a.m.

Zoom

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| **AGENDA:**  **1. Introductions** | **Erika Johnson (Chair)**  Media Communications Specialist,  University Communications |
| **2. Digital Marketing Analytics**  **3. Marketing Council Member Updates** | **David Salcido**  Director of Digital Marketing at Viasat, Inc., UC San Diego Extension Instructor  **Led by Rachel Hommel**  Marketing Strategist, Office of Innovation and Commercialization |



**Interested in enrolling in David Salcido’s Digital Marketing Analytics course at UC San Diego Extension?**

His online course begins January 11, 2021

Learn more here: <https://extension.ucsd.edu/courses-and-programs/digital-marketing-analytics>

[*Staff receive a 10% discount*](https://extension.ucsd.edu/student-resources/financial-resources)*.*

**MEETING MINUTES**

**David Salcido**

What is the ultimate goal? To interact in a way that leaves people better than we found them.

**What are our goals in digital marketing?**

* What is the purpose of the business?
* Every business is unique and has different ways of driving success.

You have to identify your goals before establishing your KPIs. You would be surprised how many marketers start out without doing this.

**What is the value you are providing as a business?**

* Benefit (minus) cost

**What is the purpose of your website?**

* My business has a goal. If my website’s purpose does not directly align with business goals, it is not set up correctly.
* Digital marketing collects a whole lot of info. We can get lost if we don’t know what we are trying to track.

As businesses have shifted from traditional to digital marketing, it has created a wealth of information. It is easy to get bogged down.

**Types of analytics**

* **Descriptive:** What we see the most often in the past
* **Diagnostic**: Why it happened
* **Predictive:** What will likely happen, using qualitative and quantitative data
* **Prescriptive:** Not just a forecast of what will happen, but what to do with that

**Quantitative**

* Numerical data from counting or measuring

**Qualitative**

* Non numerical values. More descriptive.

**Metrics examples:**

Visits

Clicks

Pageviews

Orders

Revenue

**Dimensions**

Attributes of data, ways it is described

Time frame, places, user demographics

There’s a lot of data and reports. But not a lot of it is actually relevant because the company doesn’t know what they are looking for or how to use it.

Which metrics are relevant for which platforms? Examples include:

**Digital metrics**: Page views, unique page views, bounce rates

**Website**: Comments, shares, downloads

**Ecommerce**: Conversions, revenue, carts created

**Advertising**: Click through rate, cost per click, Impressions

You have to get customers’ attention before you get their interest. You have to have them actually want it. They have to go through this cycle before action.

**AIDA**

Attention

Interest

Desire

Action

|  |  |
| --- | --- |
| Before the internet …  If we are doing a good job as marketers:  Shelf -- see it in the store  Experience -- if they actually like it | In the Digital age ...  If you’re present when they want the product  Trying to get opinions of friends and family |

More recent model: Philip Cotler’s marketing 4.0

* More of a cycle
* Make people aware of product
* It must have appeal
* Ask about how this product works for them
* Act to purchase your product
* Advocate the product to create more interest

Our job lies in the spaces between these customer engagements:

Attraction

Curiosity

Commitment

Affinity

Loyalty

It is important to look at dimensions and metrics along customer journey. What are you tracking at each stage? It’s not enough just to get new customers. You have to see who is returning and why.

**Customer journey:**

Online reviews

Google

Brands that personalize

**Key Performance Indicators (KPI)**

Metrics that measure performance related to your business goals

**Types of media**

Owned -- you have full control and ownership over the content

Earned -- Anything that might go viral. Shared/social media or reviews. Unpaid to link to website

Paid -- Media you have some ownership and control over and pay for to gain exposure

Conversion: Whenever your customer takes the action you want them to

Conversion rate: Conversions/visitors

**Digital behavior:**

Customer journey

Actions customers take

Each step of the journey has a value

Requires that each step be tracked

John Wannamaker: Half my advertising dollars are wasted; I just don’t know which half.

**Attribution:**

How long the customer journey takes. Assigning value to each event in the journey.

**Segmentation: Slice and dice the data**

Behavior and demographics

**Dashboard purpose**

Quickly and easily check performance

**Member Highlights**

**Debi Gianni:**

International Education Week is Nov. 16-20 this year. if you have an event, webinar, etc. that would tie in, please email me at [dgianni@ucsd.edu](mailto:dgianni@ucsd.edu).

**Maria Zuniga-Bel:**

Next week is Veterans Week, we will be posting all the great events later today! <https://svrc.ucsd.edu/events/veterans-week.html>

**Jennie Van Meter:**

Upcoming event on Nov 18; partnership with Alumni and the Office for Equity, Diversity and Inclusion - Tritons Tackling Educational Inequity: Ensuring Latinx Generations Rise <https://ucsd.zoom.us/webinar/register/WN__ErIO0BrTXCi-Xeed1W2Fw>

**Diane Distefano and Jeff Grantham, Alumni Marketing:**

Thanks to our partners who helped with and/or attended Homecoming. Here are Homecoming photos: <https://www.flickr.com/photos/alumniucsd/albums/72157716629049798>