

**Faculty of communication and information sciences
Department of communication**

English Courses

2nd semester

Master1

Organisational communication

First section

Presented By PR Karim Belkaci

Terminology of corporate communication In digital era

Introduction:

In 1999, **Schutz and Holbrook** referred to the tragedy of the commons to stress the low efficiency of market strategies due to overuse and reiteration of strategies and tools. In the last decade of the twentieth century, organizations were forced to use more resources to reach dwindling audiences. Consumer resistance to marketing actions highlighted a deep crisis.

This context of communicational saturation in which an increasing number of brands compete for the attention and loyalty of audiences forced traditional marketing perspectives and concepts to change. During this process, the most relevant change was the power shift from marketers to consumers.

The consumer perspective has been present in the definition of marketing since the 1960s even if it was only in recent decades that it took centre stage in any marketing strategy. This approach has led to the incorporation of aspects such as consumer satisfaction, market orientation or consumer value in marketing management.

However, many marketers still think in terms of product, place, promotion and price, McCarthy's variables or 4Ps model [6], which does not leave any role to consumers. This production-focused marketing paradigm was later challenged by Lauterborn's user-centred models [7]. The 4Ps of the marketing mix yield to the 4Cs that turn product into customer solution, price into cost to the customer, place into convenience and promotion into communication. This is a new perspective for operational marketing that will be of special relevance for the online world.

I/ Corporate Communication in cyberspace:

In recent years, further steps have been taken—corporate communication does not only focus exclusively on consumers but also tries to bring different audiences to organizations.

This new approach was defined by the American Marketing Association as an activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

The Internet boom for organizations and the daily life of different audiences brought about a deep transformation of corporate communication, its tools and strategies.

Although initially organizations understood the Internet as a new channel to increase their presence, they soon started looking for ways to maximize its different platforms and services. At present, online corporate communication is an essential part of operational communication from the point of view of becoming, in themselves, a specific corporate communication line: digital corporate communication.

In any case, to make the best of all these possibilities, organizations must ensure that their Internet presence or their presence on their different 2.0 channels follows a strategy with concrete goals, in line with their brand or organizational image. Being on the Web without proper planning can not only mean a lost opportunity in terms of resources and potential, but also it can indeed have a negative impact on the organization, as the audience, their needs and perceptions regarding the organization are unknown.

2/ e-corporate communication:

Understanding the language of e-commerce is not simple. The use of common words with a different meaning can sometimes be confusing. Some of the most usual terms are as follows:

Influencer

An individual that has earned the trust, credibility and recognition of a specific market segment through their actions on social media, a blog or other Internet platform.

Leads

An individual or company that has shown interest in a brand's offerings by requesting additional information through a contact form, email or call. Leads are also known as prospects.

Retargeting / Remarketing

A form of online advertising for online stores (see E-commerce) aimed at users that have already visited an online store, showed an interest, or interacted with a product or service, but didn't then make a purchase. They can be enticed to go back by ads that appear on the pages they visit afterwards.

Segmentation

The process of dividing the total market of a product or service into various smaller groups that are similar to each other.

This is a [strategic marketing tool](#) to focus your efforts more precisely, optimize resources and achieve better results.

User

In digital marketing, a user is defined as any individual with access to the internet who can navigate around websites, media and digital platforms.

Digital communication: means using telecommunication (internet, television, radio...) tools in order to reach the target audience.

Direct communication: is also called direct marketing and involves direct transmission of a message from a single source to a single, specific receiver. It is intended to facilitate reaching the consumer.

Integrated marketing communication (IMC) IMC is a concept of marketing communications planning that recognizes the added value of communications disciplines, such as general advertising, direct response, sales promotion and public relations, and combines these disciplines to provide clarity, consistency and maximum communication impact.

PERSONALIZATION:

Traditionally, this has been an email marketing targeting tactic in which an email message appears to have been created for a single specific recipient. Techniques include adding the recipient's name in the subject line or message body, addressing known concerns, making an offer on a product the recipient has looked at on your website, referring to transaction history, etc

personalization refers to addressing individual recipients by their first name, last name or both dynamically in an email. personalization can also include a reference to previous purchases, or other content unique to each recipient.

Retargeting : The technology, driven by web browser cookies, that enables a marketer to continually put a digital message in front of a user who has previously visited that website or source.

Lead :

A person that transforms from an anonymous website visitor into a known contact part of your business sales cycle. This process occurs as the visitor provides his or her contact information in exchange for valuable content.

LEAD-TO-CUSTOMER RATE

This is a percentage calculated by dividing the total number of customers for a given marketing channel by the total number of leads generated in that same period of time.

TARGETING :

Sending emails to a select audience or group of individuals likely to be interested in the message. Targeting is very important for an email marketer because a relevant email campaign will yield a higher response rate and result in fewer unsubscribes.

CROSS-CHANNEL ANALYTICS :

cross-channel analytics track the behavior of your prospects across multiple channels, such as website, social media and blog.

CUSTOMER/BUYING LIFECYCLE :

The customer lifecycle is a process that consists of many steps, including research, inquiry, purchase and usage. Marketers need to facilitate and enrich this process in order to build healthy customer relationships

Corporate communication in digital era 2nd part

Presented By Pr Karim Belkaci

1/ the strategy of e.corporate communication:

The development digital corporate communication strategies offer much potential for brands and organizations. Some of them are as follows:

- **Branding.** Platforms and 2.0 services are a great opportunity to build a brand image on the Web due to their scope, presence and constant updates.
- **Completeness.** The possibilities to disseminate information through links offer consumers the chance to approach the organisation in a wider and customized way.
- **Usability–functionality.** Web 2.0 offers simple and user-friendly platforms for all in order to improve user experience and allow for their activities.
- **Interactivity.** In the context in which organisations try to forge long-term relationships with their audiences, Internet offers the possibility of having a conversation and therefore of generating a positive experience with the brand. Such interactivity can be basic, as product assessment, or become an all-encompassing experience.
- **Visual communication.** In line with visual thinking, digital corporate communication offers managers different image- and video-based tools. This is an attractive way of reaching audiences that can lead to greater engagement.
- **Relevant advertising.** Easy segmentation and customisation of advertising in Internet maximise the output. Besides, free from the limitations of other media, this environment has allowed for more attractive advertising.
- **Community connections.** Internet is a unique opportunity to connect organizations with their audiences and users among themselves. This connectivity can improve their experience and enhance the relationship with the product, brand or organisation.
- **Virality.** The essence of Internet as a Web of interconnected nodes makes exponential expansion of any content possible. Taking the model of WOM (word of mouth) communication, viral communication becomes more relevant due to connectivity, instantness and shareability of online platforms that enhance the dissemination of content.
- **Measuring output.** Online platforms rank first in the availability of follow-up options and the possibility to assess output.

2/ Social Media Plan:

A Social Media Plan (SMP) is the master document that guides an organisation's presence on social media, and it covers all aspects to be considered when setting up, maintaining and integrating social networks in the organisation's digital marketing strategies. Therefore, any Social Media Plan must be in line with the marketing plan.

A Social Media Plan is a living document that needs close control due to the liveliness of the virtual world in which it is implemented. This document usually follows a relatively stable structure including goal setting, types of audiences, platforms, strategies and tools, and output measurement. With output measurement, the whole process begins anew (Fig. 1).

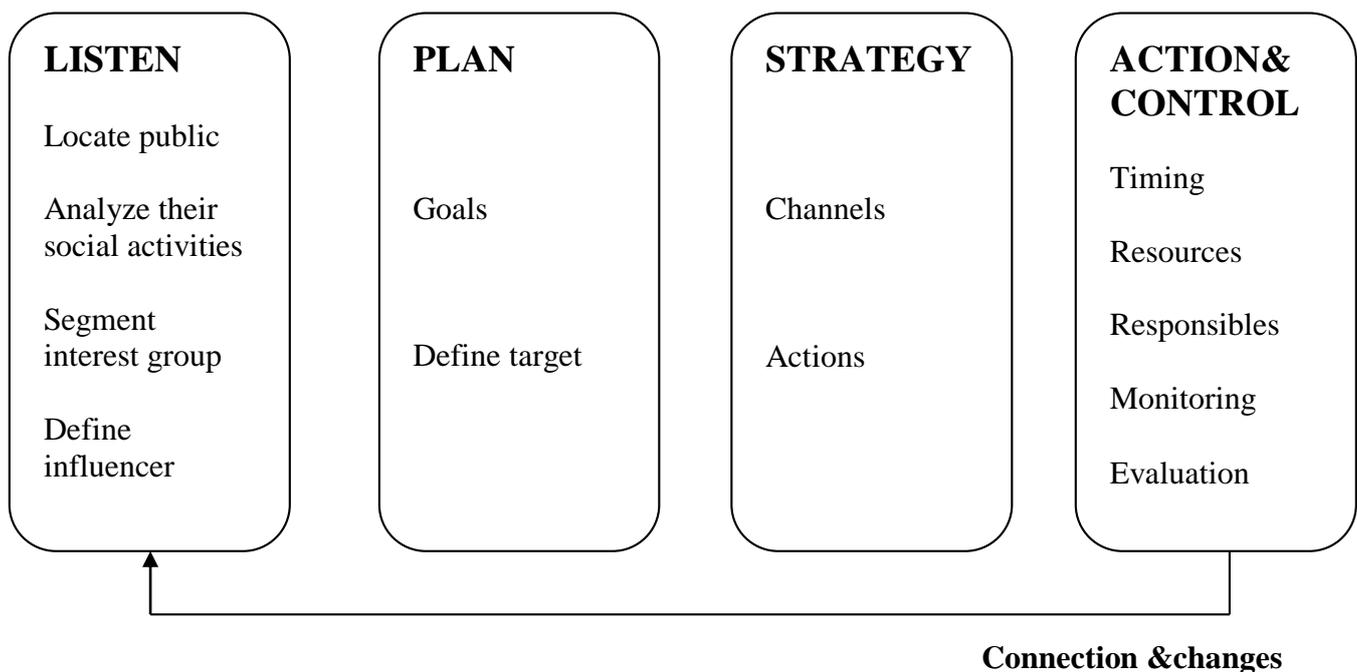


Fig.1 Social media plan

1. Goals:

Apart from following SMART criteria when they are discussed, the goals of a marketing plan must cover three different nonexclusive targets:

- Visibility: making the brand popular (e.g. more Facebook hits).
- Sales: to increase sales or leads through a specific platform (e.g. to turn visits to the site into actual sales through twitter links to products of an online shop).
- Loyalty: to preserve an audience that has already been attracted (e.g. through a media-based customer support service).

2. Audience:

The objectives must be targeted at a specific audience. The more you know the organisation knows its target audience, the more possibilities it has of fostering efficient communication and forging a significant relationship. In the case of social media, most of these data are given by the users themselves when they create their profiles. Data are further defined by actions and

interactions among users in social platforms and, generally speaking, on the Web. It is also common to use statistics portals to select more specific audiences.

3. Channels:

Goal setting and a definition of target audiences give insights into the channels to be used for our social media marketing strategy. To materialise this decision in an efficient way, each of the suggested platforms should be schematically analysed in a dedicated document. This document must include the type of user, topic of interest, type of format and languages, segmentation possibilities, and the best timings for marketing communications.

4. Defining a Strategy:

The time has come to define specific actions for the strategy. In this phase, actions to be undertaken, the type of content to be disseminated through social media and the editorial calendar of such content will be planned. Some of the rules and techniques used for content on social media during the drafting of the marketing plan are Pareto's principle, marketing content, branded content, content curation, competitions or customer support, among other. Content Marketing: these are actions to create and disseminate relevant and useful content to raise interest in the audience and attract them, instead of interrupting them so that they buy products and services.

Despite the fact that content marketing is not a new phenomenon—see the monthly magazines of airlines—it has boomed with Web 2.0. Through their own media, brands disseminate useful and quality content to attract and retain qualified traffic. Content must be of quality and useful, must have the brand personality and be multiformat and segmented.

Furthermore, content marketing tries to change users into sneezers, expanding the scope of the brand beyond its own channels. Formats to implement this strategy are varied: from more traditional formats such as white papers, e-books or specialised magazines to other types of formats specific to the digital world such as podcasts or videos, or other types of content with higher virality such as infographics or memes.

Content Curation: this is the process of collecting, selecting, organising and adapting the relevant information on certain topics or trends on the Web to be published in an attractive and significant way. Content curation allows the company to be constantly updated and know new Web features, especially in terms of its audiences, while it saves time in the process of content creation.

Having a content curator can help brands design their content action plan and indicate possible developing lines depending on the topics of their audiences in the social conversation or who they follow on the Web. Tools such as Google Alerts or Google Trends and Mention, RSS readers such as Feedly or bookmarks such as Scoop or Delicious enhance identification and selection of topics of interest.

Customer Support: customers come to brands through social media looking for direct, useful, fast and effective contact. Thus, managing customer support through 2.0 platforms completes the customer experience with the brand.

Social networks allow for direct and instant contact with the company, fulfilling the concrete need of the customer at a critical point that, if successfully handled, can generate loyalty from the user, or undo a conversion otherwise. In both cases, the user can comment online about their experiences with the company and enlarge the scope of their experience.

Competitions: they are one of the best tools to promote an organisation's presence on social media, especially during product launch. In order to properly manage competitions, the following needs to be considered:

- **Competition strategy:** it must be adapted to the possibilities of each social media. Using 2.0 specific services for competitions such as Cool Tabs or Offerpop for Facebook is encouraged.
- **Regulations:** they have to be clear and concise and provide a detailed explanation of the operations, dates, participation, award, etc.
- **Prize:** it must be attractive and therefore encourage participation. If a product or service by the company is given as prize, it can not only reduce the competition cost, but also help convert a user into a customer and afterwards into a fan.

Assessing the actions taken on social media is vital to measure success and check whether the goals set have been accomplished. As there is a large variety of measurable items for social media, KPIs must be concretely described and adjusted to the goals in order to develop a successful Social Media Plan; otherwise, there is a risk of going into vanity metrics that do not measure real performance [20].

A KPI can cross-check different metrics to measure an objective. For example, in order to know whether popularity on Facebook has increased, one can use the number of hits or interactions with the brand in a particular period, compared to competitors or a previous period.

Metrics usually revolve around the following factors:

- **Audience:** community volume (e.g. Facebook fans, Twitter followers). This is one of the most basic metrics. Quantitatively, they can indicate the evolution of a community, but they do not offer qualitative data about it.
- **Scope:** this is related to the size of the community, although it really measures direct amplification. It can be measured on Facebook through the number of shares, on Twitter with retweets, etc.
- **Engagement:** this is one of the most highly valued metrics; it measures the degree of engagement of the audience with the brand. It helps detect stakeholders and real fans.
- **Influence:** this measures the repercussion that is generated in the audience, so that it can be seen as part of engagement. One of the most widely used KPIs to measure influence is the Klout Index.
- **Interaction:** this is a complex metrics because it involves engagement and brand perception. On Facebook, for example, this is measured by PTAT (people talking about this), a metrics that counts the users that in some way have interacted with the brand.

6. Pivoting:

Once the actions implemented are evaluated and the accomplishment of goals has been checked, some conclusions must be drawn so that the organisation can pivot, integrating precise changes in its marketing strategy on social media.

Exercises about e. corporate communication And SMP

Exercise N01: Are the following statements true or false.

1. The goals of a digital communication plan must be SMART—specific, measurable, assignable, realistic, time-related.
2. Own Media is essentially online word of mouth: mentions, shares, reposts, reviews and recommendations.
3. A Social Media Plan has nothing to do with a communication plan; it is a different document altogether and not at all related to marketing.
4. KPIs are useful metrics for objective measurement.
5. E-mail corporate communication is a mass, cheap and highly customised tool—the keys to its efficiency.
6. Retargeting is an online commission-based business strategy.
7. CPA is cheaper than CPM as a business model to estimate ads.
8. Google Trends and Google Keyword Planner are useful apps for selecting keywords.
9. Search engine ads related to a Web search are known as SEO.
10. Nobody can escape the Internet.

Answers to the Review Questions

1. True 2. False 3. False 4. True 5. True 6. False 7. False 8. True
9. False 10. True

Exercise N02: read the following statement then answers the questions?

General Electric is used social media plan, by creating Facebook video marketing in particular. While many people are familiar with GE's home appliances, the company does much more than make microwaves and

refrigerators. They're able to use videos to showcase some of the other technological innovations they're working on as well as educate their audience. Their video marketing doesn't just stop at Facebook.

This year, GE released a series of videos on YouTube highlighting the work of their employees. The videos act as a way to further educate the public about some of the lesser-known work the company does, as well as attract high quality talent that wants to join in.

1. What is the goal of SMP used by GE?
2. Which specific lead targeted by the video?

So often, marketers look at social media as a way to sell more products or generate leads. GE proves the value of social media goes far beyond being transactional. It's ultimately about branding, building awareness and telling a compelling story about your brand.