

SBWL Digital Marketing



Marketing & Customer Analytics
Univ.Prof. Dr. Thomas Reutterer

SBWL MESSE, 22-06-2023



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The Makeup

Digital Marketing



Marketing & Customer Analytics

wu.ac.at/mca



Institute for Interactive
Marketing & Social Media

wu.ac.at/imsm

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The Team

Digital Marketing



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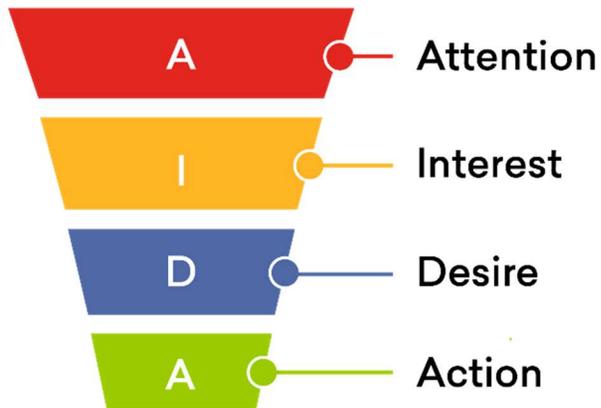
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The Content

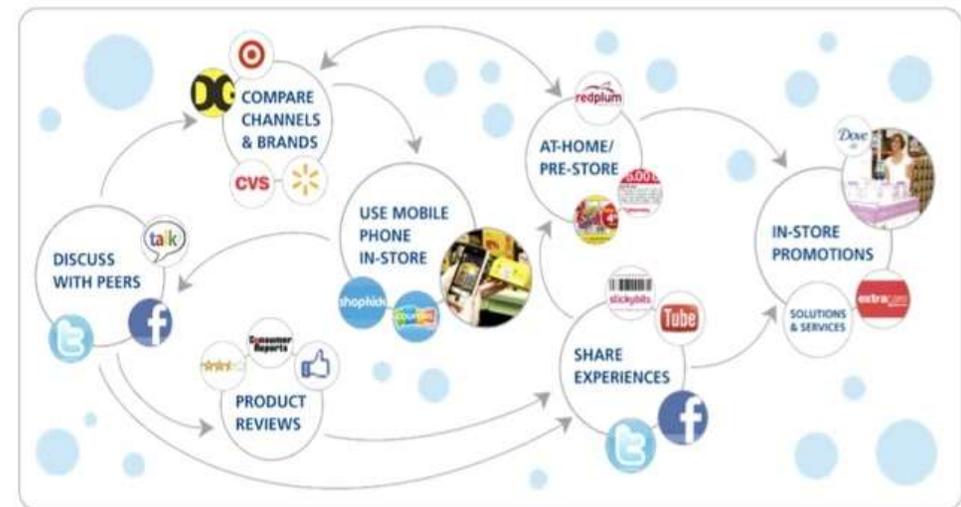
Digital transformation of the marketing landscape:

- Information technology and interactive online media change the way consumers collect information, make decisions, communicate with each other and with firms, ...

„Classical“ marketing funnel:



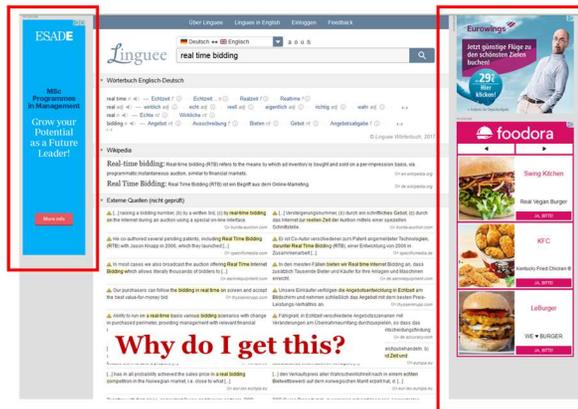
Digital customer journey:



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Let me explain: Technology changed/s the face of marketing

Online ad displays:



Online Advertising

The screenshot shows a search engine interface with the search term "real time bidding". On the left, a blue advertisement for ESAD EBSA is highlighted with a red box. It features the text "MSc Programmes in Management" and "Grow your Potential as a Future Leader!". On the right, a Eurowings advertisement is highlighted with a red box, showing a man and the text "Jetzt günstige Flüge zu den schönsten Zielen buchen!" with a price tag of 29€. Below these, a foodora advertisement is also highlighted with a red box, displaying various burger options like "Swing Kitchen Real Vegan Burger", "KFC Kentucky Fried Chicken", and "LeBurger WE BURGER". The main search results include a Wikipedia entry for "Real-time bidding" and several external sources. A large red text overlay at the bottom of the search results reads "Why do I get this?".

Online Advertising

The screenshot shows a web browser window with the URL <https://dict.leo.org/english-deutsch/why-do-i-still-get-this%3F>. The page features the LEO logo and navigation tabs for Home, Wörterbuch, Forum, Trainer, and Kurse. A red box highlights an Amazon.de advertisement banner for products like Vitamix and Bose. Below the ad is the dictionary search interface with the query "why do I still get this?". The search results show a list of examples in German and English, such as "I can't possibly do this." and "I still have a bit of housework to do.".

Beispiele

☞ I can't possibly do this.	☞ Das kann ich unmöglich tun.
☞ I still have a bit of housework to do.	☞ Ich muss noch ein bisschen was im Haushalt machen.
☞ I still have a lot to do.	☞ Ich habe noch viel zu tun.
☞ How do I get there?	☞ Wie komme ich dahin?
☞ I'll do it this minute.	☞ Ich tue es auf der Stelle.
☞ I don't like the sound of this.	☞ Das hört sich nicht gut an.
☞ I didn't get a wink of sleep.	☞ Ich habe kein Auge zugemacht.
☞ When I asked for more I didn't expect to get that	☞ Als ich um mehr gebeten habe, habe ich nicht erwartet, kommen würde!
	☞ über mich gekommen ist.
☞ This won't do.	☞ Das genügt nicht.
	☞ Gibt es im Winter hier viel Schnee?
	☞ Haben Sie etwas dagegen, wenn ich rauche?

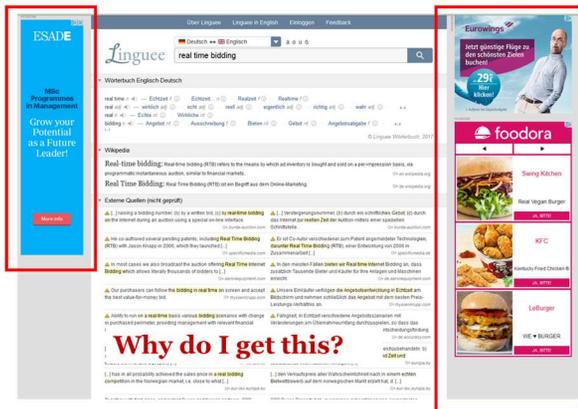


... but why do I (still) get this?

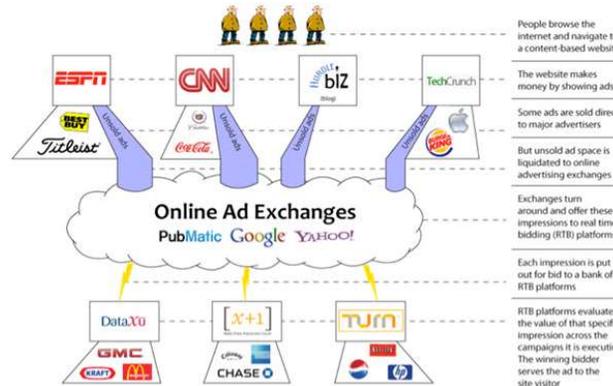
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Let me explain: Technology changed/s the face of marketing

Online ad displays



Real-time ad bidding



SEO / SEA marketing

Eco-Friendly Carpet Cleaning | Safe for Home & Environment
www.ecofriendly.com/ • (760) 814-2614
 Premium eco-friendly floor cleaning company. 24/7 Emergency Service. Eco Friendly Solutions.
 155 Rosebay Dr APT 22, Encinitas, CA

Carlsbad Carpet Cleaning Co. | Owned by John Byrnes since 1985
plus.google.com/places/CarpetCleaning/ •
 We use one of the most advanced mobile truck mounted deep cleaning system [RXTD] Upholstery
 Cleaning
 Carlsbad, CA - Open today - Open 24 hours

Carpet and Upholstery Cleaning | 25\$/Per Room
www.homegoddess.com/ •
 25\$/Per Room. Professional Carpet cleaning. If the stains come back so do we!
 Contact Us - Address - Services

Carpet Cleaning Escondido | Monster Steamer | (619) 201-9480
<https://monstersteamer.net/> •
 Monster Steamer provides carpet cleaning, upholstery cleaning, airduct cleaning, pet odor, water damage
 restoration in escondido, san diego, oceanside and ...
 Packages - About Us - Services - Gallery

11 Best Carpet Cleaning Services - Oceanside CA | HomeAdvisor
<https://www.homeadvisor.com - Pro Ratings & Reviews - California - Oceanside> •
 Hire the Best Carpet Cleaning Services in Oceanside, CA on HomeAdvisor. We Have 398 Homeowner
 Reviews of Top Oceanside Carpet Cleaning Services.

Oceanside - Silver Oas Carpet Tile Flood Cleaning
<https://www.silveroas.com/oceanside.html> •
 Trying to find the best Oceanside cleaning service? Look no further than Silver Oas.

Google Ads

SEO
(Organic Results)

Influencer marketing



Subscription services

Coronavirus sparks surge in demand for meal kit deliveries

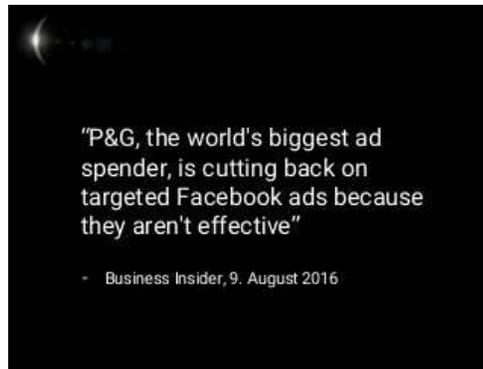


Omni-channel



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... but there are also doubts on its effectiveness



Ethics, Privacy, AI Accountability Concerns:

NetFlx Cancels Recommendation Contest After Privacy Lawsuit

WIRED



AOL: "This was a screw up"

Advertising

Harvard Business Review

Does Personalized Advertising Work as Well as Tech Companies Claim?

by Bart de Langhe and Stefano Puntoni

December 16, 2021



HBR Staff/5/15 WEST/royalty/Getty Images



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The Offer

Our specialization addresses the challenges in digital marketing and prepares students with the skills necessary to succeed in such business environments!

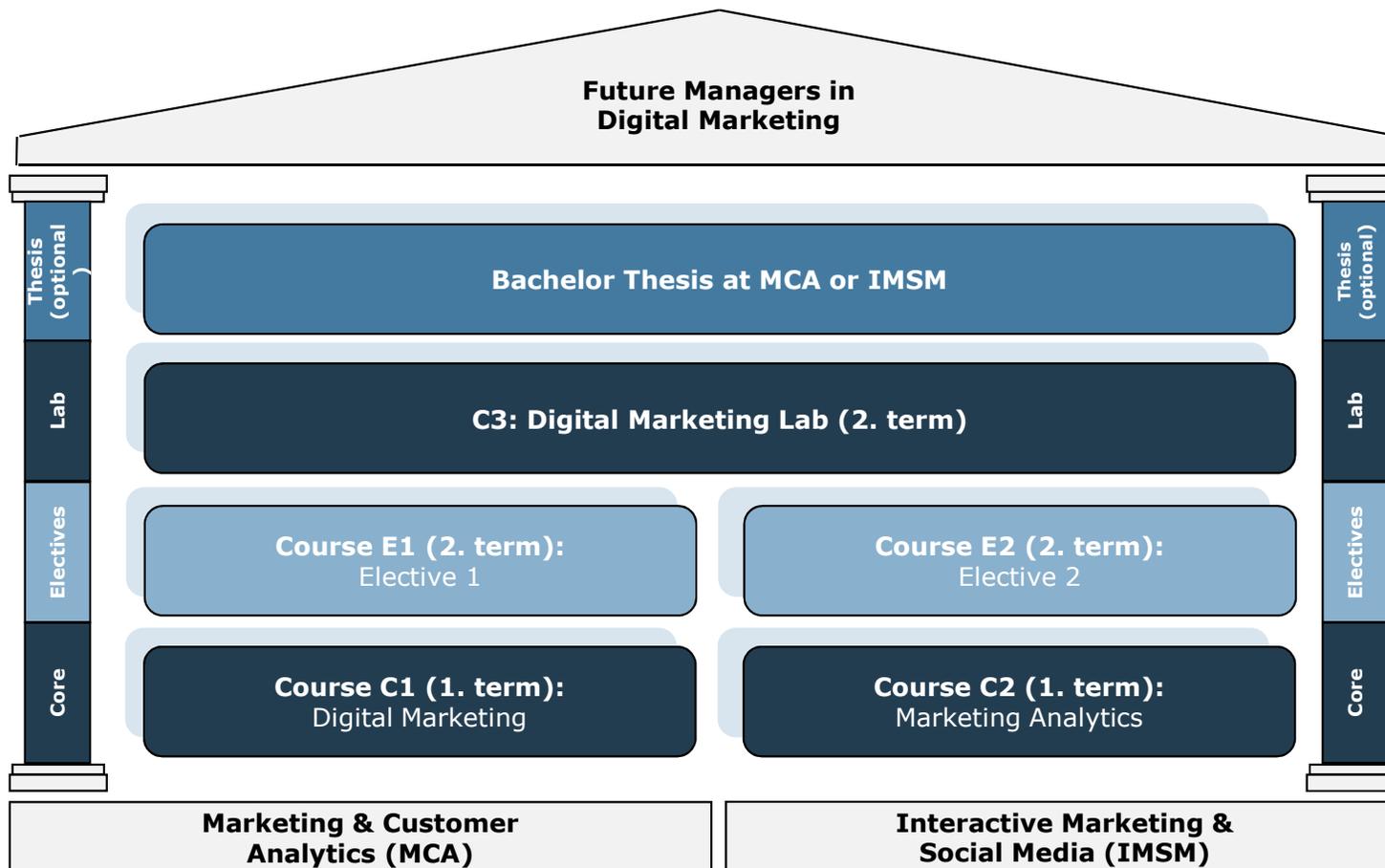
We offer research-driven course content to develop / strengthen your:

- **Management Skills:** Solving marketing related problems in a digitized economy
- **Analytical Skills:** You acquire methodological knowhow to support marketing-decision making ("quantitative intuition")
- **Transfer Skills:** Apply and implement this knowledge in real-world decision scenarios (digital marketing lab)



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The Structure



We offer ...

- Research-driven course content
- Training in first-rate tools for business analytics
- Support to translate skills into business practice
- Collaborations with commercial partners

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The Lab

- Opportunity to sharpen your transfer skills: Translate your acquired knowledge into concrete operational marketing plans!
- You will work for one semester in close cooperation with our industry partners.

➤ Current industry partner:

pwc  & clients

Next semester:



Metaverse
ThinkLab
WU meets PwC



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The Electives

**Managing Customer
Relationships**

**A Practical Guide to SEO and
SEA Marketing**

Online Content Marketing

**Growing Companies with
Google Ads and Analytics**

**Social Media Campaign
Management**

**Influencer Marketing
Campaign Management**

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The Electives: Managing Customer Relationships

Customer centricity in a digital marketing context

Build and shape the **relationships** with the **right customers**.

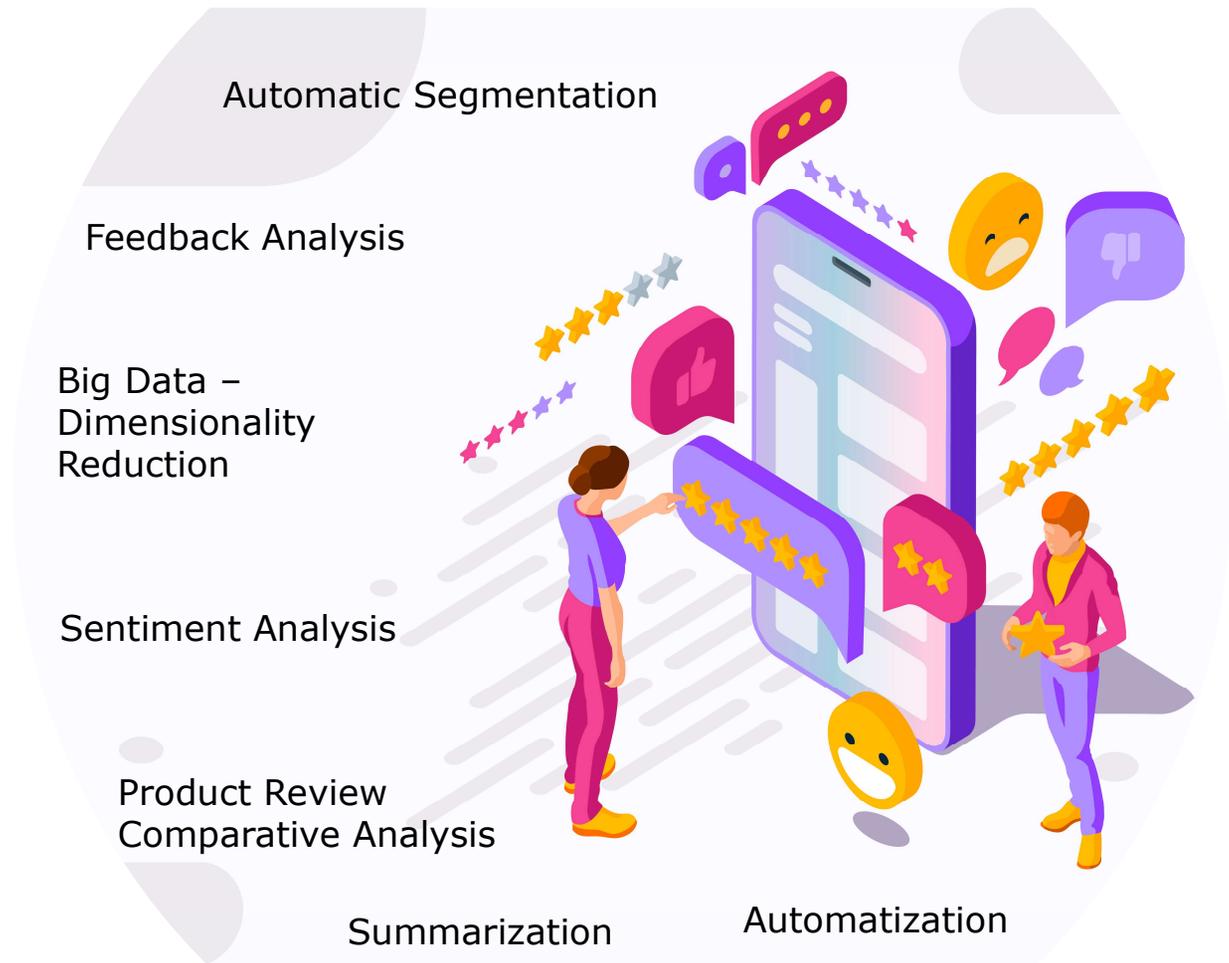
- **Who** should we serve?
- **How** long will they stay?
- **What** makes them happy?
- **Why** should we serve them?
- **When** should we target them?
- **When** should we NOT target them?



©marketoonist.com

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The Electives: Online Content Marketing



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The Electives: Social Media Campaign Management



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The Electives: A Practical Guide to SEO and SEA Marketing

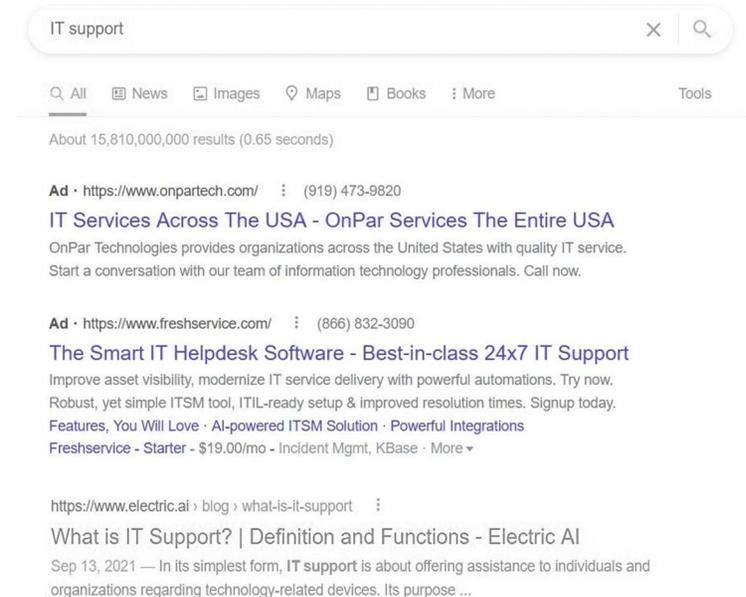
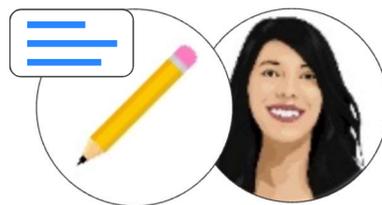
Foundations

- Technical SEO
- Content generation and optimization
- Ad optimization

Quantitative SEO & SEA Techniques

- KPIs, statistical methods, A/B testing and experimentation
- Analytical machine learning
- Generative SEO/SEA Content using LLMs

Practical applications

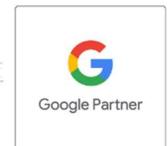


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The Electives: Growing Companies with Google Ads & Analytics

What You'll Discover:

- Up-to-date & practical knowledge about Google Ads campaigns
- How to set up your first campaigns in Google Ads
- Everything you need to know to take the Google Ads Certificate at the end of the course (bonus part of your grade)
- Important basics of Google Analytics
- Insights and tips from running a global marketing agency with 2000+ worldwide clients from many different industries



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The Electives: Influencer Marketing Campaign Management

In theory...



So...

- What makes people talk?
- How to utilize this?
- How to set up influencer campaigns?
- And integrate them to the marketing mix?

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The Impact

Corporate Partners:



Spin-Offs & Start-Ups:

Many of our graduates are founders, C-level executives in tech-startups, partners in consulting firms, ...:

- Sila Ada (Head of Data Analytics at Payla Financial Services)
- Thomas Haller (Senior Partner at Simon-Kucher & Partners)
- Nicolas March (CEO of Vathos AI Vision for Industrial Robots)
- Michael Platzer (Co-Founder & CSO @ MOSTLY AI)
- Holger Sicking (Head of Research & Data Analytics at Ö-Werbung)

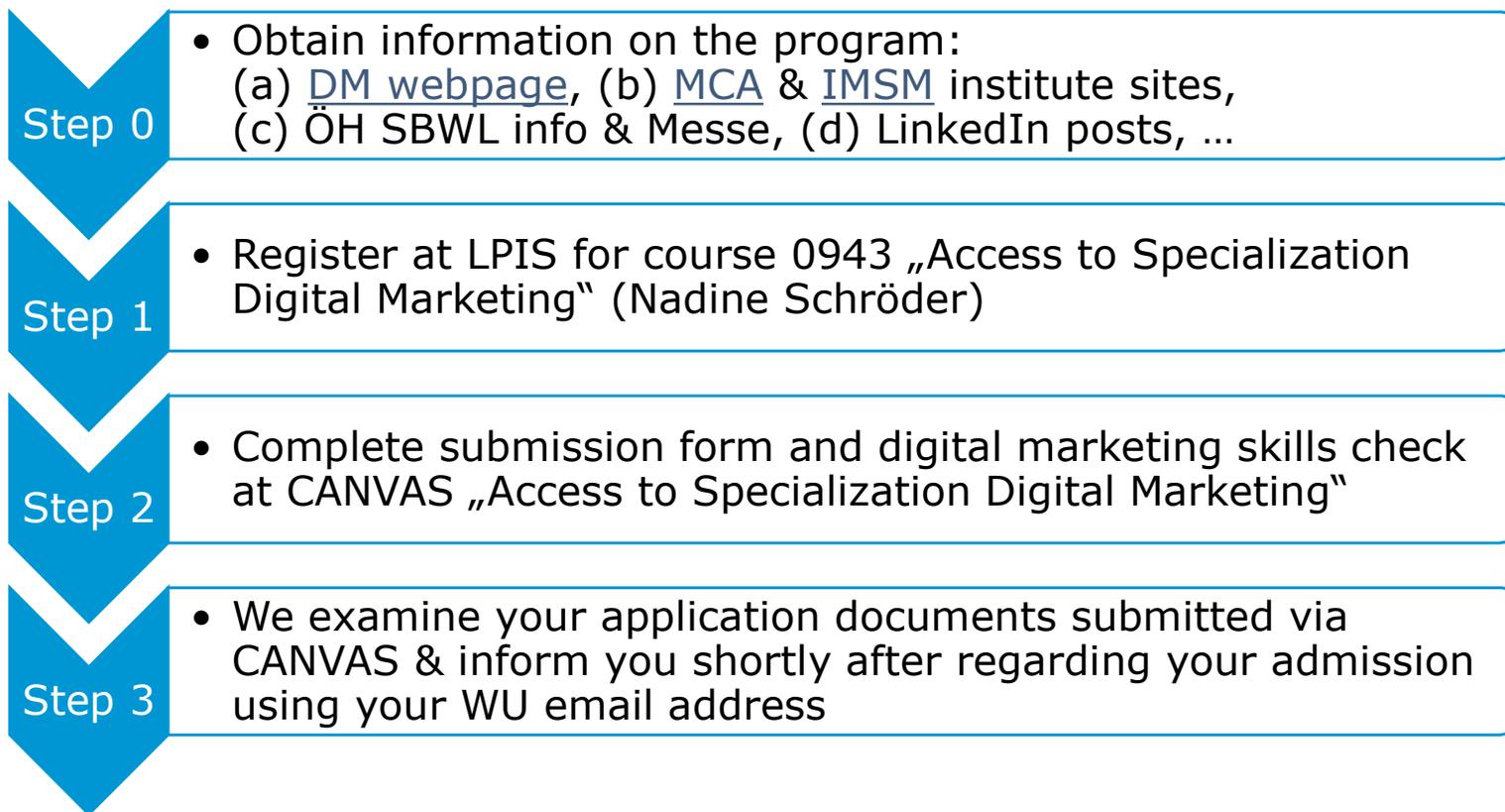


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The Action



Admission Process:



Get ready
for your
application
NOW ... 😊

**23-08-2023 –
27-08-2023**

**24-08-2023 –
28-08-2023**

**beginning
04-09-2023**

We look forward to your application and wish you good luck!



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www.wu.ac.at/ims

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