

14. Integrated Marketing Strategy

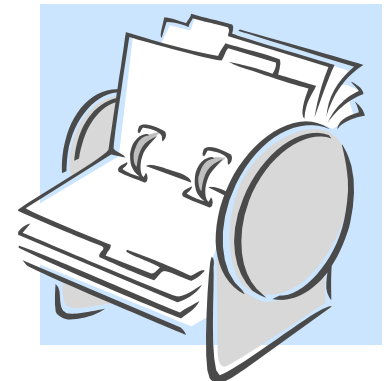
Integrated Marketing Strategy



- Code: 166145-01
- Course: Electronic Commerce Marketing
- Period: Autumn 2011
- Professor: Sangwon Lee, Ph.D.

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14. Integrated Marketing Strategy

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01. Integration of Online & Offline Business

- Why Integration of Online & Offline Marketing for Online Business?
 - Fierce competition
 - Lack of abilities on the base of offline business
 - Low loyalty of customers
 - Low trust of business

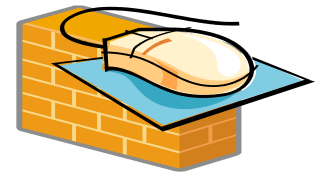
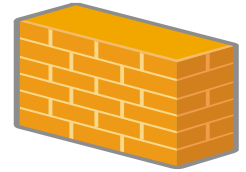
Online



Offline

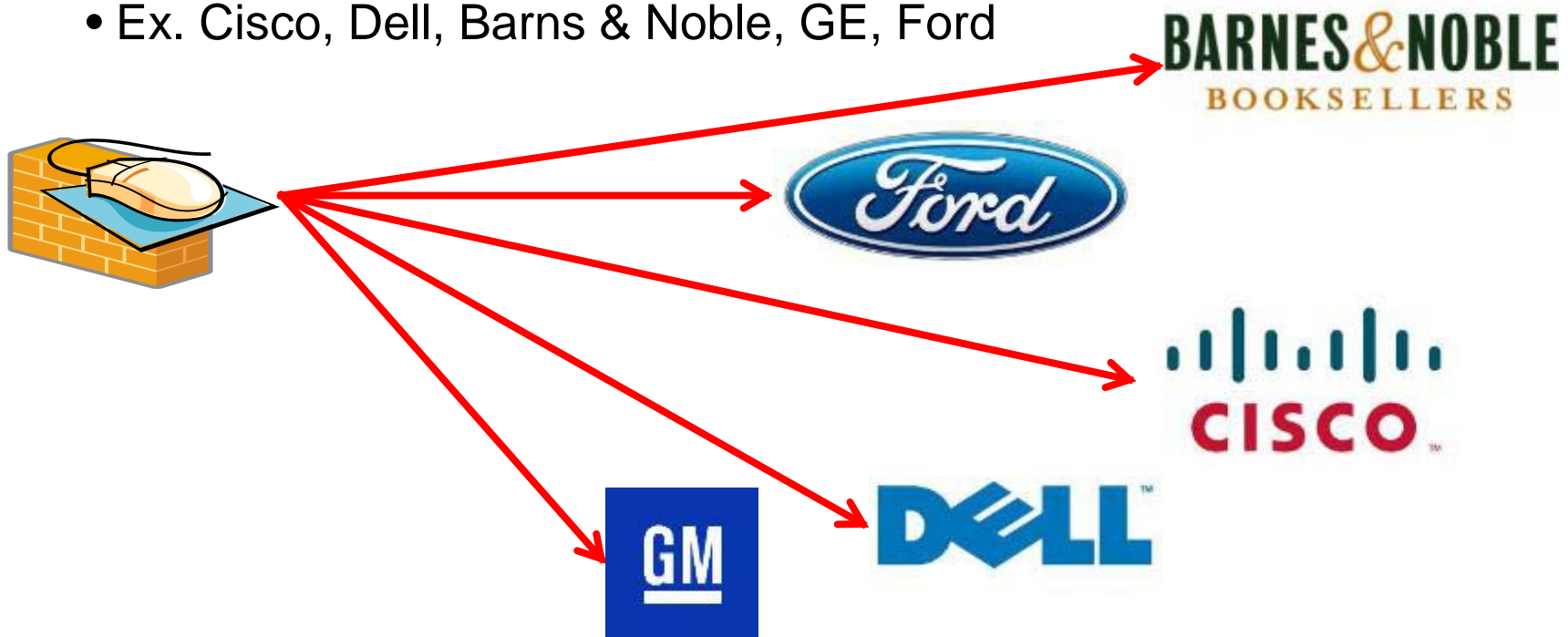
01. Integration of Online & Offline Business

- E-Transformation
 - Brick-and-mortar (old economy) organizations
 - Old-economy organizations (corporations) that perform their primary business off-line, selling physical products by means of physical agents.
 - Pure-clicks (or virtual or pure-play) organizations
 - Organizations that conduct their business activities solely online.
 - Clicks-and-mortar (or clicks-and-brick) organizations
 - Organizations that conduct some e-commerce activities, usually as an additional marketing channel.



01. Integration of Online & Offline Business

- E-Transformation
 - Clicks-and-mortar (or clicks-and-brick) organizations
 - → Integration of online & offline business
 - → Transforming traditional business to internet one
 - → Increasing market share
 - → Increasing service quality
 - → Decreasing process cost
 - Ex. Cisco, Dell, Barnes & Noble, GE, Ford



02. Online & Offline Integration Marketing

- Online & Offline Integration Marketing
 - Integration marketing for online & offline business
 - Organic harmony of online & offline business
 - Principal process: offline marketing
 - Supplementary process: online marketing



02. Online & Offline Integration Marketing

- Example of Online & Offline Integration Marketing
 - Nike Corp.

온라인+오프라인 연계	온라인 → 오프라인 지원	오프라인 → 온라인 지원
나이키 광고 (TV+인터넷)	소매점에 *Kiosk 설치	지하철 Cross marketing
TV 광고 : 문제 해결의 종결 없이 continued at nike.com으로 유도	오프라인 방문고객들에게 제품에 대한 온라인상의 구체적인 정보를 제공하여 오프라인 구매를 지원	지하철 광고에 해당기업의 사이트 주소를 첨가하여 오프라인 고객의 온라인 유도
Nike.com : 문제 종결지으면서 구체적인 상품정보 및 온라인 구입 유도	* Kiosk : 무인안내시스템	

02. Online & Offline Integration Marketing

- Connections between Online and Offline Businesses
 - Strategic alliance
 - Advance into a new business
 - M&A(merger and acquisition)



02. Online & Offline Integration Marketing

- Connections between Online and Offline Businesses
 - Strategic alliance
 - A marketing network with various enterprises
 - Ex. Toys R Us and Amazon.com
 - Integrated marketing business model
 - 1) Forming a marketing network with various enterprises
 - 2) Establishing a portal site for cooperative sales
 - 3) Supporting offline branches of participant enterprises with mileage service
 - 4) Increasing customer share



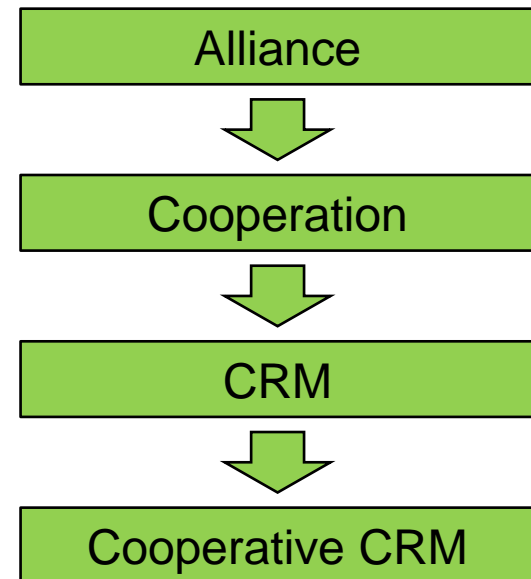
03. Integration Marketing Biz Model

- Integration Marketing Businesses Model
 - A business model for cooperative marketing online and offline by strategic alliances of various enterprises



03. Integration Marketing Biz Model

- Phases of Integration Marketing Businesses Model
 - 1) Allied with various enterprises
 - 2) Establishing an independent third cooperation
 - 3) Performing CRM(customer relationship management) with customer databases
 - 4) Performing cooperative CRM activities online and offline



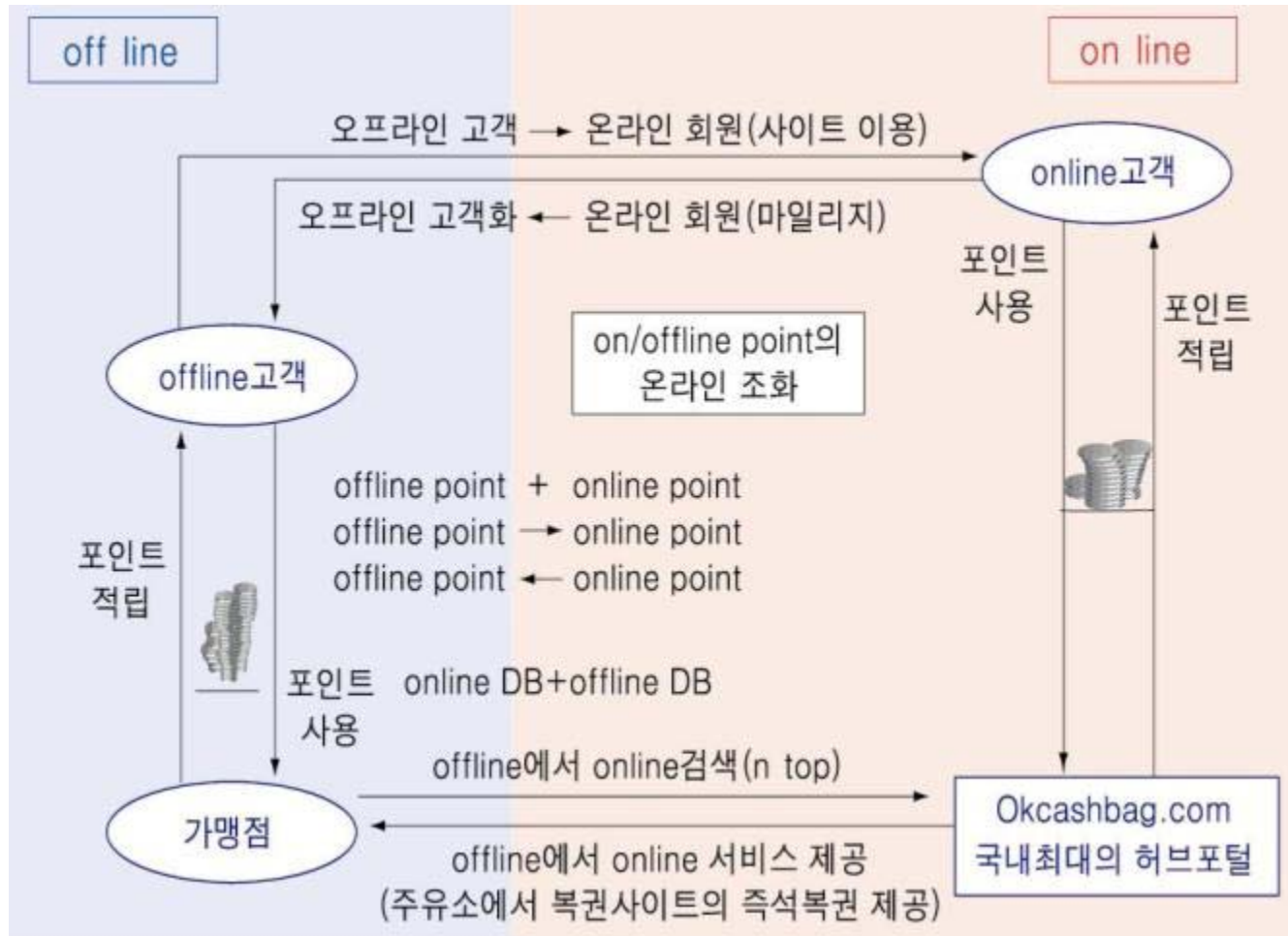
03. Integration Marketing Biz Model

• Example of Integration Marketing Businesses Model

	myLG.com	SK OK cashbag	HelloAsia	Digitalrank.com	Beenz.com
사업 목표	그룹 통합 CRM 기반 구축 그룹 대표 e-Brand 개발	고객 Loyalty 증가, DBM/CRM 역량기반 강화	아시아전역대상 DB 마케팅 Agency	공동마케팅 ROI 향상 온라인 신규사업기회 발굴	온라인 통화 (Web currency) 구축, DB 마케팅 agency
목표 고객	LG 캐피탈 카드 고객 LG 계열사 고객	엔크린, 011-017 고객 20~30대, 10대 TTL	인터넷 마케팅을 수행중인 B2C 기업, 인터넷 User	20대 네티즌	웹통화(빈즈)를 마케팅틀로 이용하는 웹사이트나 기업체, 전자상거래 업체
사업 형태	그룹 통합 DB 마케팅 사업(캐피탈 주관)	그룹 통합 DB 마케팅 사업	온라인 고객 로열티 프로그램 사업(B2B2C 마케팅 Agency)	온라인 공동 마케팅 사업	웹통화(빈즈)유통사업/마케팅 에이전시
제휴 형태	계열사 외 업체 참여/온오프라인 병행	계열사 외 업체 참여/오프라인 중심에서 온라인병행구조로 이행 중	온라인 유통채널 중심 네트워크	회원사 외 온라인 업체 중심/온오프 병행	웹통화(빈즈)기반의 온라인 업체들 중심
제공 Value	경제적 보상	경제적 보상(할인 또는 Cash back)	경제적 보상	경제적 보상 디지털지수 부여	경제적 보상
주요 수익원	카드 연회비 마일리지 수수료	마일리지 수수료 Cashbag 회원 연회비	마일리지 수수료 로열티 마케팅 솔루션 판매	공동마케팅 대행료 공동마케팅 솔루션 판매	웹통화 유통 수수료
전략 방향	통합 마일리지 고객 DB 구축 및 모바일 인터넷 환경 선점	제휴네트워크 확장으로 범용성 확보, DB 마케팅 전문회사로 사업중심이동	마일리지 고객 DB 구축, 범아시아 온라인 지불수단 지향	인터넷 공동마케팅 포털 및 신규 시장 창출	웹통화의 de facto standard 지향

03. Integration Marketing Biz Model

- Example of Integration Marketing Businesses Model
 - OK Cashbag Corp.



03. Integration Marketing Biz Model

- Effects of Integration Marketing Businesses Model
 - Customer perspective
 - Increasing benefits
 - Decreasing searching cost



03. Integration Marketing Biz Model

- Effects of Integration Marketing Businesses Model
 - Enterprise perspective
 - More effective collaboration
 - Increasing customer share
 - Cross sales for customers of other enterprises
 - Increasing brand image
 - Decreasing marketing cost



04. Future of Integration Marketing

- Outlooks in the Future
 - Integration marketing should be used for differentiation strategy.
 - Integration is an connection on the perspective of not on/off but marketing.
 - The short-term goal is to supplement mutual demerits of online and offline.
 - The long-term goal is to increase customer share of online and offline.

