

Digital Corporate Marketing

Lecture Title: **TUTORIAL 1**



Lecturer: **PIERRE PORTELLI**

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Case Study: Disney's Expansion Strategy

Disney's expansion into new global markets provides an excellent example of aligning communication strategy with corporate strategy.

Disney used targeted communication to build brand awareness and cultural relevance in new regions.



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Vision and Mission

Disney's mission is to entertain, inform, and inspire people around the globe through the power of unparalleled storytelling. This mission guided their expansion strategy, focusing on bringing Disney magic to new audiences worldwide.



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Communication Objectives for Expansion

Disney's communication objectives included increasing brand awareness, engaging new audiences, and promoting new offerings tailored to local markets.

These objectives supported their broader corporate goal of global expansion.



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Target Audiences in New Markets

Disney identified key target audiences in new markets, including families, children, and young adults.

They tailored their messages to resonate with the cultural values and preferences of these audiences.



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Localisation of Content

To connect with local audiences, Disney localised their content, incorporating local languages, cultural references, and partnerships with local influencers and media outlets.



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Measurement and Evaluation

Disney employed various metrics to evaluate the effectiveness of their communication strategies, such as brand awareness surveys, engagement rates on social media, and sales performance in new markets.



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Internal Communication and Employee Engagement

Internal communication was crucial in ensuring that Disney employees understood and supported the expansion strategy.

Regular updates, training sessions, and employee involvement initiatives helped align internal stakeholders with the company's goals.



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Disney's Training Programs

Disney offers extensive training programmes through the Disney Institute and other internal platforms.

These programmes help employees develop new skills, understand company values, and stay aligned with corporate objectives. The emphasis on continuous learning supports Disney's long-term growth.



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Knowledge Sharing Platforms

Disney uses platforms like Workplace by Facebook to facilitate knowledge sharing and collaboration among employees.

These platforms enable employees to share best practices, access important information, and stay connected with colleagues across the globe.



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Encouraging Innovation

Disney fosters a culture of innovation by encouraging employees to contribute ideas and participate in creative projects.

Programmes like Disney's Accelerator, which supports startups, and internal innovation labs help drive new initiatives and maintain Disney's competitive edge.



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Measuring Learning and Growth

Disney measures the effectiveness of its learning and growth initiatives through employee surveys, performance reviews, and feedback mechanisms. These metrics help identify areas for improvement and ensure that training programs are meeting employee needs and supporting corporate goals.



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Employee Town Halls

Disney regularly conducts employee town halls where leaders share updates on company strategy, upcoming projects, and performance milestones.

These events provide a platform for open dialogue, allowing employees to ask questions and provide feedback directly to senior management.



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Leadership Communication

Leadership communication at Disney is characterised by transparency, consistency, and inspiration. Leaders like Bob Iger have been instrumental in communicating the company's strategic vision and motivating employees to achieve corporate goals. Regular communication from leaders helps maintain alignment and drive engagement.



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Employee Feedback Mechanisms

Disney uses various feedback mechanisms, such as employee surveys, suggestion boxes, and focus groups, to gather input from employees. This feedback is crucial for identifying communication gaps, addressing concerns, and improving internal communication strategies.



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External Communication Strategies

Disney's external communication strategies aim to engage customers, investors, and other stakeholders.

These strategies are designed to build brand loyalty, enhance corporate reputation, and support business objectives. Disney's external communication channels include advertising, public relations, and digital media.



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Disney's Advertising Campaigns

Disney's advertising campaigns are known for their creativity and emotional appeal. Campaigns like the promotional efforts for “Frozen” and “Avengers: Endgame” effectively communicated the unique value propositions of these films, driving significant box office success and brand engagement.



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Public Relations Efforts

Disney's public relations efforts focus on maintaining a positive corporate image and managing media relations. Through press releases, media events, and strategic partnerships, Disney communicates its achievements, corporate social responsibility initiatives, and responses to crises.



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Digital Media Strategy

Disney's digital media strategy leverages social media platforms, websites, and streaming services to engage with audiences. Disney+ is a key component of this strategy, providing a direct channel to deliver content and interact with subscribers. The digital strategy enhances customer engagement and supports subscription growth.



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Measuring External Communication Effectiveness

Disney measures the effectiveness of its external communication strategies through metrics such as media coverage, social media engagement, customer feedback, and sales performance.

These metrics provide insights into the impact of communication efforts and guide strategic adjustments.



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Media Coverage Analysis

Disney conducts media coverage analysis to assess the reach and tone of its public relations efforts.

Positive media coverage of initiatives like Disney's sustainability programmes and new film releases enhances the company's reputation and supports its corporate goals.



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Social Media Metrics

Social media metrics, such as likes, shares, comments, and follower growth, help Disney evaluate the effectiveness of its digital communication strategies.

High engagement rates indicate successful campaigns, while areas with lower engagement provide opportunities for improvement.



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Customer Feedback Analysis

Disney refines its communication strategies by using customer feedback from surveys, reviews, and social media.

Understanding customer preferences and concerns allows Disney to tailor its messaging and enhance the overall customer experience.



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Sales Performance Metrics

Sales performance metrics, such as box office revenue, merchandise sales, and subscription growth for Disney+, provide tangible measures of the success of communication strategies.

These metrics demonstrate the direct impact of communication efforts on Disney's financial performance.



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Integrating CSR into Communication Strategies

Corporate Social Responsibility (CSR) is an integral part of Disney's communication strategy.

By highlighting its commitment to environmental sustainability, community support, and ethical practices, Disney enhances its corporate reputation and builds stakeholder trust.



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Environmental Sustainability Initiatives

Disney's communication strategy prominently features its environmental sustainability initiatives, such as reducing carbon emissions and promoting conservation.

Campaigns like "Earth Month" showcase Disney's efforts to protect the planet, engage stakeholders, and reinforce its commitment to sustainability.



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Community Support Programs

Disney's community support programmes, including charitable donations, volunteer initiatives, and educational outreach, are key elements of its CSR communication.

By sharing stories of community impact, Disney builds goodwill and demonstrates its dedication to social responsibility.



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Ethical Practices Communication

Disney communicates its ethical business practices through transparency reports, compliance updates, and stakeholder engagement.

This communication reinforces Disney's commitment to integrity and ethical behaviour, enhancing trust among investors, partners, and customers.



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QUIZ:

Which method best supports effective audience segmentation in digital marketing?

- a) Posting content during peak hours
- b) Using customer surveys exclusively
- c) Analysing behavioural, demographic, and psychographic data
- d) Reviewing competitor engagement rates



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What is the main objective of message consistency across digital channels?

- a) Reduce the need for scheduling tools
- b) Strengthen brand identity and recognition
- c) Increase font diversity
- d) Localise content randomly



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- a) Data visualisation software
- b) SEO keyword planner
- c) Buyer personas
- d) Social media plugins



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A/B testing is used in digital campaigns to:

- a) Compare two versions of content to improve performance
- b) Compare two different platforms for ad spend
- c)) Compare two planning strategies
- d) Evaluate customer lifetime value



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A customer journey map enables marketers to:

- a) Visualise every customer interaction with the brand
- b) Calibrate newsletter frequency
- c) Increase product placements
- d) Draw a loyalty roadmap



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- c) Increase product placements according to buyer intentions
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What characterises a SMART marketing objective?

- a) It should be special, measurable, accurate, refundable, and trouble-free
- b) It should be specific, measurable, achievable, relevant, and time-bound
- c) It should be specific, measurable, achievable, researched, and time-bound
- d) It should be specific, meaning-full, achievable, relevant, and time-bound



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Porter's Five Forces framework analyses:

- a) Competitive forces in an industry affecting profitability
- b) Organisational workflow within a company
- c) Technical SEO factors in a marketing strategy
- d) Mobile-friendliness in a business website



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In the PESO model, 'Shared Media' refers to:

- a) Paid collaborations
- b) Owned websites
- c) User interactions on social platforms
- d) Broadcast television



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***PAID, EARNED, SHARED, OWNED**



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CRM systems help digital marketers to:

- a) Create content calendars and personalise outreach
- b) Manage customer interactions and personalise outreach
- c) personalise outreach by editing photos and banners
- d) Track postal shipments for personalise outreach



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- a) Video hosting
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- d) Centralising and analysing customer data



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- b) Convey consistent and strategic messages to stakeholders
- c) Automate newsletter design for stakeholders
- d) Promote non-branded content to a target audience



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Lead nurturing in CRM focuses on:

- a) Building relationships through timely, relevant content
- b) Legal contract generation for new customers
- c) Internal staff training on intranet platforms
- d) Segmenting suppliers and customers in one software



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Which feature would typically NOT be found in CRM software?

- a) Contact management tools
- b) Email design analytics
- c) Predictive lead scoring
- d) Logo personalisation



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Which metric most accurately reflects email campaign effectiveness?

- a) Bounce Rate
- b) Open and click-through rates
- c) Total campaign cost
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Professional email content should:

- a) Avoid formatting for speed
- b) Designed to attract attention
- c) Include at least three Call-To-Actions
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Under GDPR rules, what must marketers do before sending promotional emails to individuals?

- a) Adopt translation software to change the content to the recipient's native language
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Which of the following is considered a best practice in email marketing?

- a) Using all caps in subject lines
- b) Including background paragraphs for clarity
- c) Avoiding personalisation for neutrality
- d) Writing personalised greetings and subject lines



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- a) Sending fewer emails
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- a) Announcing a customer product discount
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- c) Publishing a sustainability report online
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Greenwashing refers to:

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- c) Promoting biodiversity online
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Integrated communication ensures that:

- a) Teams operate independently
- b) Messages differ by department
- c) Brand messaging is unified across digital channels
- d) Brand identity is established through debriefing sessions



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What is a key outcome of integrating corporate comms with digital marketing?

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To integrate digital and corporate messaging successfully, companies must:

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THANK YOU FOR TODAY



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