

Digital Corporate Marketing

Lecture Title: **TUTORIAL 2**



Lecturer: **PIERRE PORTELLI**

Date: **24.06.2025**

TUTORIAL

QUIZ:

1. Which platform is most suitable for corporate networking?

- a) Instagram
- b) Twitter
- c) LinkedIn
- d) Pinterest



TUTORIAL

QUIZ:

1. Which platform is most suitable for corporate networking?

a) Instagram

b) Twitter

c) LinkedIn

d) Pinterest



TUTORIAL

QUIZ:

2. Which CRM platform is widely used for managing customer relationships?

- a) Salesforce
- b) Microsoft Dynamics
- c) HubSpot
- d) Zoho



TUTORIAL

QUIZ:

2. Which CRM platform is widely used for managing customer relationships?

a) Salesforce

b) Microsoft Dynamics

c) HubSpot

d) Zoho



TUTORIAL

QUIZ:

3. Which tool is often used to manage email marketing campaigns?

- a) Canva
- b) Google Analytics
- c) MailChimp
- d) Slack



TUTORIAL

QUIZ:

3. Which tool is often used to manage email marketing campaigns?

a) Canva

b) Google Analytics

c) MailChimp

d) Slack



TUTORIAL

QUIZ:

4. What is a core element of corporate marketing communication?

- a) Website design
- b) Corporate digital responsibility
- c) Event management
- d) Public speaking



TUTORIAL

QUIZ:

4. What is a core element of corporate marketing communication?

a) Website design

b) Corporate digital responsibility

c) Event management

d) Public speaking



TUTORIAL

QUIZ:

5. What is the recommended platform for producing corporate content?

- a) Facebook
- b) LinkedIn
- c) Snapchat
- d) YouTube



TUTORIAL

QUIZ:

5. What is the recommended platform for producing corporate content?

a) Facebook

b) LinkedIn

c) Snapchat

d) YouTube



TUTORIAL

QUIZ:

6. Which factor is crucial for a successful email campaign?

- a) Creative images
- b) Effective subject line
- c) Length of the email
- d) Use of emojis



TUTORIAL

QUIZ:

6. Which factor is crucial for a successful email campaign?

a) Creative images

b) Effective subject line

c) Length of the email

d) Use of emojis



TUTORIAL

QUIZ:

7. Understanding the strengths and weaknesses of which system is essential in customer relations?

- a) Social media platforms
- b) CRM platforms
- c) E-commerce websites
- d) Analytics tools



TUTORIAL

QUIZ:

7. Understanding the strengths and weaknesses of which system is essential in customer relations?

a) Social media platforms

b) CRM platforms

c) E-commerce websites

d) Analytics tools



TUTORIAL

QUIZ:

8. What is important when creating a target audience for a marketing campaign?

- a) Broad age range
- b) Geographic targeting
- c) Identifying key interests
- d) Random selection



TUTORIAL

QUIZ:

8. What is important when creating a target audience for a marketing campaign?

- a) Broad age range
- b) Geographic targeting
- c) Identifying key interests
- d) Random selection



TUTORIAL

QUIZ:

9. Which type of content is most effective for engaging a professional audience on LinkedIn?

- a) Personal updates
- b) Corporate-focused posts
- c) Humorous posts
- d) Entertainment content



TUTORIAL

QUIZ:

9. Which type of content is most effective for engaging a professional audience on LinkedIn?

a) Personal updates

b) Corporate-focused posts

c) Humorous posts

d) Entertainment content



TUTORIAL

QUIZ:

10. What is a critical step in running a LinkedIn marketing campaign?

- a) Posting daily memes
- b) Creating a formal campaign plan
- c) Sharing random articles
- d) Recording videos of daily activities



TUTORIAL

QUIZ:

10. What is a critical step in running a LinkedIn marketing campaign?

- a) Posting daily memes
- b) Creating a formal campaign plan
- c) Sharing random articles
- d) Recording videos of daily activities



TUTORIAL

QUIZ:

11. Which software is commonly used to design professional email campaigns?

- a) Photoshop
- b) Canva
- c) MailChimp
- d) Hootsuite



TUTORIAL

QUIZ:

11. Which software is commonly used to design professional email campaigns?

a) Photoshop

b) Canva

c) MailChimp

d) Hootsuite



TUTORIAL

QUIZ:

12. What should be a priority when communicating corporate marketing messages?

- a) Product placement
- b) Corporate responsibility
- c) Social engagement
- d) Corporate Pricing Strategy



TUTORIAL

QUIZ:

12. What should be a priority when communicating corporate marketing messages?

- a) Product placement
- b) Corporate responsibility**
- c) Social engagement
- d) Corporate Pricing Strategy



TUTORIAL

QUIZ:

13. Which platforms should a company use for a comprehensive digital marketing campaign?

- a) Any single platform
- b) Multiple platforms
- c) Only email marketing
- d) Local newspapers



TUTORIAL

QUIZ:

13. Which platforms should a company use for a comprehensive digital marketing campaign?

- a) Any single platform
- b) Multiple platforms**
- c) Only email marketing
- d) Local newspapers



TUTORIAL

QUIZ:

14. When managing a LinkedIn profile, what type of content is most appropriate?

- a) Informal updates
- b) Industry-related content
- c) Celebrity content
- d) Personal opinions



TUTORIAL

QUIZ:

14. When managing a LinkedIn profile, what type of content is most appropriate?

a) Informal updates

b) Industry-related content

c) Celebrity content

d) Personal opinions



TUTORIAL

QUIZ:

15. Which platform can be integrated with CRM systems for customer relationship marketing?

- a) Microsoft Dynamics
- b) Microsoft Office
- c) Microsoft Teams
- d) Microsoft Sharepoint



TUTORIAL

QUIZ:

15. Which platform can be integrated with CRM systems for customer relationship marketing?

- a) Microsoft Dynamics
- b) Microsoft Office
- c) Microsoft Teams
- d) Microsoft Sharepoint



TUTORIAL

QUIZ:

16. What is a benefit of using an email marketing tool like MailChimp?

- a) Real-time customer service
- b) Automated email delivery
- c) A/B Testing
- d) None of the above



TUTORIAL

QUIZ:

16. What is a benefit of using an email marketing tool like MailChimp?

a) Real-time customer service

b) Automated email delivery

c) A/B Testing

d) None of the above



TUTORIAL

QUIZ:

17. What is a key goal when executing a LinkedIn ad campaign?

- a) Gaining more social media followers
- b) Brand awareness and generating leads
- c) Promoting blog posts to network
- d) Advertising upcoming events



TUTORIAL

QUIZ:

17. What is a key goal when executing a LinkedIn ad campaign?

- a) Gaining more social media followers
- b) Brand awareness and generating leads**
- c) Promoting blog posts to network
- d) Advertising upcoming events



TUTORIAL

QUIZ:

18. What is one key aspect of CRM?

- a) Data storage capacity
- b) System security
- c) Strengths and weaknesses
- d) Visual design capabilities



TUTORIAL

QUIZ:

18. What is one key aspect of CRM?

- a) Data storage capacity
- b) System security
- c) Strengths and weaknesses
- d) Visual design capabilities



TUTORIAL

QUIZ:

19. For effective LinkedIn marketing, companies should target which group?

- a) General public
- b) Corporate professionals
- c) Middle-Management
- d) Location Services



TUTORIAL

QUIZ:

20. What is a key business opportunity that LinkedIn provides?

- a) Posting Professional content
- b) Networking with industry leaders
- c) Advertising local businesses
- d) Sharing business events



TUTORIAL

QUIZ:

20. What is a key business opportunity that LinkedIn provides?

- a) Posting Professional content
- b) Networking with industry leaders
- c) Advertising local businesses
- d) Sharing business events



TUTORIAL

CLASS ACTIVITY: 60 MIN

Right Message, Right Channel: Strategic Channel Selection for Corporate Goals.

Each GROUP must:

- Identify the **most effective 3 digital marketing channels**
- Explain the **reasoning** behind each choice
- Suggest a **sample message or content idea** suitable for each chosen channel



TUTORIAL

CLASS ACTIVITY: 60 MIN

Scenario 1: Internal Rebranding for B2B Firm

A 30-year-old manufacturing company is undergoing a corporate identity update. They want to inform existing partners and attract new talent while repositioning as an innovation-driven firm.

Goal: Retain client trust + attract young professionals

What to consider: Tone shift, professional image, modern look & feel



TUTORIAL

CLASS ACTIVITY: 60 MIN

Scenario 2: Crisis Communication – Product Recall

A major food company is issuing a nationwide recall of one of its frozen products due to contamination concerns. They need to act fast, inform the public clearly, and protect brand reputation.

Goal: Rapid awareness + restore consumer trust

What to consider: Speed, tone, visibility, regulatory language



TUTORIAL

CLASS ACTIVITY: 60 MIN

Scenario 3: Global Product Launch – Smartwatch Brand

A luxury watchmaker is launching a new smartwatch collection. They want to appeal to tech-savvy professionals aged 25–40 across Europe and North America.

Goal: High-impact reach + engagement + brand modernisation

What to consider: Targeted visuals, platform algorithms, influencers



TUTORIAL

CLASS ACTIVITY: 60 MIN

Right Message, Right Channel: Strategic Channel Selection for Corporate Goals.

1. Assess which digital channels are most appropriate for different corporate goals.
2. Justify marketing channel choices based on target audience, message, and timing
3. State how tone and content type vary across platforms (e.g., LinkedIn vs. Instagram)
4. Apply theoretical understanding to real-life style corporate cases



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

Microsoft has long embraced customer feedback in its product strategy. A prime example is how the company handled the backlash against Windows 8's lack of a Start Menu. Social media played a key role in voicing customer frustration, which led to the reintroduction of the Start Menu in Windows 10. This change highlighted Microsoft's commitment to listening to users and adapting its products based on their feedback.



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

In 2021, Microsoft's CEO Satya Nadella publicly acknowledged the importance of social media for receiving feedback. During the launch of Windows 11, feedback from Twitter and Reddit was crucial in identifying issues, such as concerns around system requirements. By engaging with customers directly on these platforms, Microsoft was able to address negative feedback and reassure users through official social media updates.



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

In 2020, Microsoft actively used Twitter to solicit feedback on new features of Microsoft Teams. Users were asked to share suggestions and vote on their favourite features through Twitter polls. Based on the overwhelming feedback, Microsoft implemented user-requested features such as virtual backgrounds and improved meeting controls, showing how social media feedback directly shaped product updates.



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

Microsoft uses Twitter for quick engagement, Facebook for broader discussions, and Reddit for deep technical feedback. For instance, Reddit's Windows and Surface subreddits offer long-form feedback and discussions. In 2019, Reddit users' complaints about the Surface Pro 6's battery life led to a software update addressing battery efficiency, demonstrating how Microsoft responds to feedback across different platforms.



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

In 2018, early users of the Surface Book 2 reported various hardware issues on social media, such as a problem where the device would unexpectedly switch from the dedicated GPU to integrated graphics. Microsoft used this feedback to quickly push out firmware updates. Additionally, user feedback on Twitter and Reddit about the Surface Pro X led to improvements in the device's performance and pen input sensitivity.



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

Microsoft Office 365's introduction of real-time collaboration features was heavily influenced by feedback from social media, particularly Twitter. Users repeatedly requested more seamless collaboration tools, prompting Microsoft to improve its cloud-based Office Suite. This was further refined after Office 365 users expressed a need for better mobile compatibility, which Microsoft addressed with new mobile-friendly updates.



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

When Windows 10 updates caused unexpected crashes and data loss in 2018, Twitter was flooded with complaints. Microsoft quickly responded via social media, acknowledging the issue and updating users on a fix. This immediate engagement through Twitter, Facebook, and their blog helped manage the crisis and maintain customer trust, demonstrating how vital social media is in addressing product issues.



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

Positive social media feedback can be equally important for Microsoft. For example, after the launch of Xbox Game Pass in 2017, users on Twitter praised its value, noting that it provided great access to popular games. This positive sentiment not only validated Microsoft's strategy but also helped the company promote the service as one of the best value-for-money gaming subscriptions on the market.



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

Negative feedback regarding Windows 11's high system requirements was widespread on social media in 2021. Users on platforms like Twitter and Reddit expressed frustration that their devices would not meet the requirements for the upgrade. Microsoft responded by adjusting some of the system requirements and providing detailed clarification to users. This open dialogue helped mitigate some of the negativity surrounding the release.



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

The Windows Insider Program, launched in 2014, exemplifies Microsoft's commitment to user feedback. Users shared extensive feedback on platforms like Twitter and Reddit regarding the user interface, performance issues, and feature requests for Windows 10. This programme helped Microsoft iron out bugs and shape the operating system based on real-world user experiences, making it one of the most successful Insider programs in tech.



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

The transition of Microsoft Edge to a Chromium-based browser in 2019 is a direct result of customer feedback. For years, users had voiced frustrations on Twitter and Reddit about the original Edge's compatibility and performance issues. By shifting to Chromium, Microsoft not only addressed these concerns but also acknowledged the importance of customer feedback in influencing major product decisions.



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

Microsoft's decision to prioritise Teams over Skype as the company's main communication platform was heavily influenced by social media feedback. As users shifted to remote work during the COVID-19 pandemic, they flooded social media with requests for better collaboration tools. Microsoft responded by accelerating the development of Teams and introducing new features like Together Mode, which quickly gave it an edge over competitors like Zoom and Slack.



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

Microsoft uses various social listening tools, such as Brandwatch and Sprinklr, to track customer sentiment on product launches. After the release of Windows 11, sentiment analysis indicated that user feedback was mostly negative around system requirements but positive on the new design. This data allowed Microsoft to refine its communication and address concerns through official statements on social media.



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

One of the challenges Microsoft faces with social media feedback is distinguishing between the views of vocal minorities and the majority. For example, during the Windows 8 era, much of the negativity on social media came from power users unhappy with the Metro interface. Microsoft had to balance this feedback with data showing that general users appreciated the touch-friendly design. Such conflicts highlight the challenges of social media feedback analysis.



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

Microsoft's growing use of artificial intelligence to analyse social media feedback is expected to further enhance its ability to track and respond to customer concerns. In 2023, Microsoft's Copilot initiative for Office 365 was influenced by user requests for better AI-based assistance in work processes, as frequently discussed on LinkedIn and Reddit. The integration of AI tools shows how social media feedback will continue to shape the future of product development.



TUTORIAL

CaseStudy: How customer feedback on social media platforms shapes Microsoft's product announcements

Microsoft's growing use of artificial intelligence to analyse social media feedback is expected to further enhance its ability to track and respond to customer concerns. In 2023, Microsoft's Copilot initiative for Office 365 was influenced by user requests for better AI-based assistance in work processes, as frequently discussed on LinkedIn and Reddit. The integration of AI tools shows how social media feedback will continue to shape the future of product development.



TUTORIAL

CaseStudy: Microsoft's flop announcements due to lack of customer feedback

Microsoft launched Zune in 2006 to compete with Apple's iPod. Despite heavy marketing, Zune failed due to poor timing, a lack of unique features, and limited support from music labels. Additionally, Zune's integration with social media platforms was weak, limiting its appeal to a broader audience. The product was discontinued in 2011, serving as a reminder of how crucial timing and innovation are for success in competitive markets.



TUTORIAL

CaseStudy: Microsoft's flop announcements due to lack of customer feedback

Windows Vista, launched in 2007, was intended to be a groundbreaking operating system but was widely considered a flop. Users took to social media to voice their frustration over slow performance, high hardware requirements, and frequent compatibility issues. Vista's negative reception impacted Microsoft's reputation, and the company had to quickly refocus on delivering a more reliable and user-friendly successor, which came with Windows 7 in 2009.

TUTORIAL

CaseStudy: Microsoft's flop announcements due to lack of customer feedback

In 2010, Microsoft launched the Kin phones, aimed at younger users who were highly active on social media. However, the product flopped due to limited features, high prices, and a lack of app support. Despite targeting the social media-savvy demographic, Kin phones failed to connect with their intended audience and were discontinued just two months after their release. This failure underscored the need for aligning product features with user expectations.



TUTORIAL

CaseStudy: Microsoft's flop announcements due to lack of customer feedback

Microsoft's Windows Phone, introduced in 2010, aimed to challenge iOS and Android, but it struggled to gain market share. Despite a sleek design and some innovative features like Live Tiles, the lack of app developers on board severely hurt its adoption. Feedback on social media was often critical of the app ecosystem and overall user experience. Microsoft's inability to build a strong developer community contributed to the eventual discontinuation of the platform in 2017.



TUTORIAL

CaseStudy: Microsoft's flop announcements due to lack of customer feedback

When Microsoft announced the Xbox One in 2013, it faced massive backlash over its initial policies regarding digital rights management (DRM) and always-online requirements. Gamers expressed their frustration across platforms like Reddit and Twitter, forcing Microsoft to reverse its policies before launch. This case highlights how miscommunication and restrictive policies can damage product announcements. Despite the console's eventual success, the launch remains a prime example of a PR misstep.

TUTORIAL

CaseStudy: Microsoft's flop announcements due to lack of customer feedback

In 1995, Microsoft introduced Bob, a software package designed to simplify the Windows interface. However, users found it to be overly simplistic and gimmicky, making it unpopular among both casual and advanced users. The product was quickly discontinued due to poor sales and critical feedback, particularly on usability forums and early internet communities. This failure showed that understanding the target audience is key to product success.



TUTORIAL

CaseStudy: Microsoft's flop announcements due to lack of customer feedback

Microsoft launched Groove Music in 2015, hoping to compete with Apple Music and Spotify. Despite its integration with Windows 10 and OneDrive, Groove Music failed to attract a significant user base. Many users on social media complained about the lack of exclusive content and poor user experience compared to its competitors. Microsoft eventually discontinued Groove Music in 2017 and partnered with Spotify, acknowledging their inability to break into the streaming market.



TUTORIAL

CaseStudy: Microsoft's flop announcements due to lack of customer feedback

Microsoft's Surface RT, launched in 2012, was meant to be a competitive alternative to the iPad. However, consumers were confused about its limitations—Surface RT ran a version of Windows that couldn't support traditional desktop applications. Social media was flooded with complaints about the lack of clarity in Microsoft's messaging. Despite its innovative design, Surface RT failed to meet sales expectations and was discontinued, marking a costly misstep for Microsoft in the tablet market.



TUTORIAL

CaseStudy: Microsoft's flop announcements due to lack of customer feedback

Microsoft's Cortana, introduced in 2014, was an attempt to compete with Siri, Alexa, and Google Assistant. Despite its integration into Windows and Xbox, Cortana struggled to gain significant traction in the voice assistant market. Social media feedback often criticized its limited capabilities compared to competitors, especially in smart home integration. By 2020, Microsoft began scaling back Cortana, focusing instead on enterprise tools.



TUTORIAL

CaseStudy: Microsoft's flop announcements due to lack of customer feedback

Internet Explorer was once the dominant web browser, but by the 2010s, it had become synonymous with slow performance and security issues. Social media was full of memes mocking Internet Explorer's outdated features, further contributing to its declining market share. Microsoft eventually retired Internet Explorer and shifted focus to the Chromium-based Microsoft Edge in 2019, learning from its past mistakes and leveraging user feedback to improve.



TUTORIAL

CaseStudy: Microsoft's flop announcements due to lack of customer feedback

Microsoft's Mixer was designed to compete with Twitch in the live streaming space, especially among gamers. Despite a high-profile acquisition of streamers like Ninja, Mixer struggled to attract users and developers. Social media platforms like Twitter and Reddit were critical of the platform's clunky interface and lack of unique features. Mixer was discontinued in 2020, and Microsoft redirected users to Facebook Gaming, marking an end to its attempt to rival Twitch.



TUTORIAL

CaseStudy: Microsoft's flop announcements due to lack of customer feedback

After acquiring Nokia's phone business in 2014, Microsoft hoped to dominate the smartphone market with the Nokia Lumia line running Windows Phone. However, the devices failed to attract both consumers and developers. Social media feedback highlighted the lack of apps as a major pain point, and Microsoft's inability to attract key developers sealed the fate of the Lumia line. The business was written off in 2015, marking one of Microsoft's biggest mobile market failures.



TUTORIAL

CaseStudy: Microsoft's flop announcements due to lack of customer feedback

Microsoft Band, a fitness tracker launched in 2014, was met with lukewarm reception due to its clunky design and limited features compared to competitors like Fitbit. Social media users frequently criticized its poor battery life and lack of integration with popular apps. Despite initial interest, the Band was discontinued in 2016 after two iterations, and Microsoft ultimately exited the wearables market.



TUTORIAL

CaseStudy: Microsoft's flop announcements due to lack of customer feedback

Microsoft HoloLens, an augmented reality headset, was announced in 2015 with much fanfare. While technologically innovative, HoloLens struggled to find a mainstream audience due to its high cost and limited practical applications. Feedback from tech enthusiasts on platforms like Reddit praised the technology but criticised its lack of commercial viability. Microsoft has since shifted focus to enterprise use, with limited public adoption.

Digital Corporate Marketing

THANK YOU FOR TODAY



Lecturer: PIERRE PORTELLI

Date: 24.06.2025