



INFLUENCE: INFLUENCING CONSUMERS WITH DIGITAL MARKETING

By Bryan Andrew Ruiz
June 9, 2011

The core idea of marketing since its inception has been to influence consumers to purchase a product, think a certain way and even just overall awareness about an issue, event or important information. The goal has always been to influence a group of people. Over time, the way marketing has evolved is through the mediums in which are used. For example, advertising in the 60's was primarily print, radio and television. Today, marketing plans are much more complex and involve digital strategies that include social media, online/mobile marketing and digital outdoor advertising.

I wanted to write this piece to give insight into those different concepts that allow for an integrated approach to marketing versus buying ad space in a newspaper and running a commercial. While informative marketing is still valuable today, interactive digital campaigns still provide information about the brand but also provide consumers with a chance to communicate back to the brand making the idea of marketing conversational. Let's dive into these different concepts. I'll give real life examples to elaborate further as well.



Online/Mobile Marketing

On May 26, 2011, [IAB](#) released an article stating that Internet Advertising Revenues Earned \$7.3 Billion in Q1 '11 according to IAB and PwC. That's a 23% increase compared to Q1 '10. This should come as no surprise that brands are dedicating a lot of money to the digital sector now. Online ad units, video pre-roll, site takeovers, rich media and digital audio are all being used by thousands of brands every day. Mobile/Tablet advertising is growing just as fast. Between online, mobile and tablet, advertising can geo-target specific people based on likes, sites visited in the past and location of their device. This increases the value of the plan because you have a lot less waste in who you reach.

As an example, Overstock.com (now O.Co) used online units in a genius way. I was shopping on O.co and browsing around for a kitchen table. I did not buy it that day because I was still in the research phase. While browsing the internet, I found that O.co banner units were showing items that I looked at on their site. The banners were tapping into my computer's cookies to see what I

searched for and presented it to me through an online banner on various sites. This is a great way to keep the brand and more specifically, the products in my mind during my shopping frame of mind.

The best thing about online/mobile/tablet campaign is that they can be integrated with each other to create a seamless campaign. Ad units on all devices can drive consumers to a Wireless Application Protocol (WAP site) and landing page that provides exclusive tips, video and article content, free downloads, etc.

Digital Outdoor Advertising



Most of us would probably agree that we don't spend enough time at home. Everyone is always out running errands, at work, going to events or just outside enjoying the weather. Outdoor advertising has provided the opportunity for brands to get in front of consumers daily. Whether they're billboards, bus shelter posters or flyers, there are so many ways to find consumers outside of the home.

While static outdoor advertising has been proven effective and not going anywhere, digital outdoor advertising is growing daily. Digital networks are being placed in many locations such as bars, gas stations, airports, malls and gyms. The pros to a digital outdoor network are simple – you can change your advertising on the fly and reach consumers when they are on the path to purchase. There are many digital companies out there including RMG Networks, Adspace Digital Mall Network and Zoom Media.

I spent almost four years in the digital out-of-home industry. I worked at Adspace Digital Mall Network, which is a digital mall company. I work on the account management and operations side of the business which gave me the opportunity to work with clients and really understand how this network could help a brand. Brands came to Adspace to promote sales within the mall, upcoming movies, telecommunication promotions or just pure branding spots. A client could change up their creative hourly, daily and monthly. Like, online and mobile, they could also geo-target based on the location of the mall.



Digital outdoor advertising companies are not going anywhere and in fact, they are gaining momentum in the planning process because you can reach consumers in a certain frame of

mind such as Kayak.com advertising on digital screens in an airport or Pepsi advertising on digital screens in a gas station.



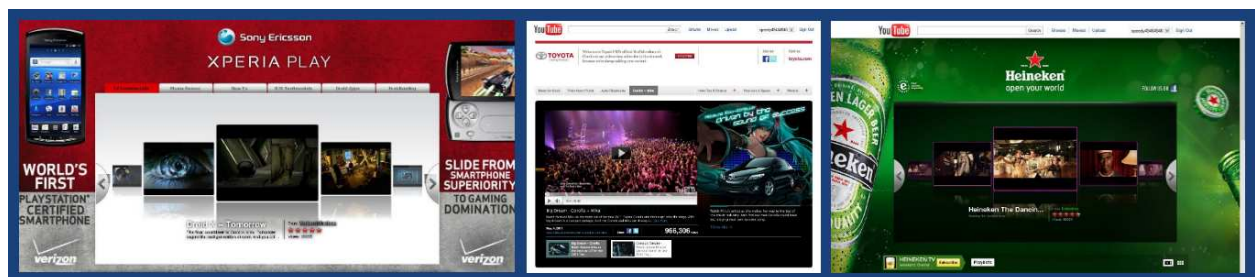
In Sweden, McDonalds plays with a new advertising method that allows people to interact with a huge outdoor digital billboard. There's no downloading necessary either. People can log into a website and start playing to win free stuff. This is a great example of captivating an audience with a huge digital screen but also with interaction and allowing the consumer to influence what happens on the screen. Watch a more detailed video [HERE](#).

Social Media

With the rise of social media (i.e. Facebook, Twitter, Four Square, LinkedIn, YouTube), most, if not all, marketing plans that I have seen recently are including this as a “must-have” to the media plan to assist in the success of a campaign. In fact, most campaigns are using print, outdoor and online/mobile marketing to drive consumers to the brand's pages on these various sites to “like” or interact with their pages to get exclusive content, enter contests, play games or receive extra information that one wouldn't be able to find anywhere else.

Facebook and Twitter have also given brands a more personal voice. Ford Motors can ask consumers their thoughts on new cars. M&M's can chat to their fans and followers about their favorite color M&M. These conversations are valuable because it helps consumers feel like they are a part of the brand, which in turn, would ideally grow sales.

Another Social phenomenon is YouTube. What started as an outlet to upload amateur videos has turned into a site where companies have their own pages and host all videos for their brand. Companies like Heineken ([CLICK HERE](#)), Toyota ([CLICK HERE](#)) and Verizon ([CLICK HERE](#)) are taking their user experiences on YouTube and making them more interactive.



YOU TUBE PAGES: From Left To Right: Verizon, Toyota and Heineken



Bryan Andrew Ruiz has had over 6 years of professional communications experience which includes marketing, production, sales and planning. He has had the opportunity to work in traditional media (TV, Radio and Print) and in the digital outdoor sector. Recently, he has shifted his focus in strategic digital marketing producing cross-platform marketing strategies that include online, mobile/tablet, social media planning.

On the design front, Bryan has experience in print and web design which has complemented his digital strategy experience. He has worked with many clients around the country to build their brands with logo/collateral design, website implementation and email & social marketing. As a NYC graphic designer, he is always willing to take on new clients and help build their brand.

For more information about Bryan Ruiz (A New York Graphic and Web Designer), check him out at BryanAndrewRuiz.com or email him at me@bryanandrewruiz.com.