



ISiM – Special Lecture Series (9) 23rd September 2009

“Changing Paradigms of Digital Marketing & Multichannel Commerce”
by
Mr. Ajay Malgaonkar

A special lecture was organized at the International School of Information Management (ISiM), University of Mysore, Mysore on the Wednesday, 23rd of September 2009 at 10 AM. The special lecture was delivered by Mr. Ajay Malgaonkar, Group Project Manager, Infosys Technologies Limited on the topic of “Changing Paradigms of Digital Marketing & Multichannel Commerce”. Special lectures are organized in ISiM with an intention of providing students an insight into cutting edge trends in the field of Information Management and also an opportunity to interact with distinguished guests.

The event started with Prof. Shalini Urs, Executive Director, ISiM welcoming the speaker and the audience. She introduced the speaker to the audience and set the environment for an exciting discussion.



Mr. Ajay Malgaonkar began his lecture explaining the concept of Digital Marketing and the need for it in the contemporary world. Digital Marketing, he explained is the practice of promoting

products and services using digital distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner.



He provided with examples to show how the traditional methods of marketing and reaching out to people have become redundant. He then spent some time explaining how these tools could be leveraged to build a relationship between producers and consumers, Create Brand Awareness, build brand equity and capture the public opinion. This practice predominantly uses the new age tools like Internet, mobile and other interactive channels for reaching out to the masses. On the other hand, Multi channel commerce refers to the practice of pursuing multiple means to promote or doing business. The two techniques go hand-in hand in the modern day business scenarios. In today's business scenario, it is noteworthy that all popular brands are actively employing the techniques of Digital Marketing and Multi channel communications for a better visibility and market position.

He also explained how the videos, emails, websites, SMS'es, Podcasts, Banners and blogs can be used in tandem to create awareness and branding of any product. He emphasized on the current trends in customers' decision making being deeply influenced by the opinions of their peers. In such scenarios, it becomes important for the companies/brands to monitor the blogs and other social networking platforms over the internet to assess their market positioning and sentiments.

Ajay's point of view about marketing was that, "Instead of TELLING A STORY, Create the TOOLS that allow a story to be told". He is of the opinion that acquisition of a customer online consists of following 6 stages –

1. Discovery of the product

He opines that customer insight and discovery can be dramatically improved with the help of effective Campaign Mgt, Digital Advertisement, Search Engine Optimisation and offering most intuitive websites. He also provided the statistics that 90% of users discover new sites through search engines and high search engine placement will result in high sales.

2. Evaluation by the consumer

Customer is always looking for shortest means to get the product/service that he wants. It would mean that User experience could be enhanced by ensuring that any transaction is completed within minimum clicks and shortest navigation.

3. Engage the customer

The intention is to keep the customer interested and engaged with your product online. Analyzing customer behavior through click-stream analysis, shopping behavior, choices

and preferences etc could be one of the means to achieve it.

4. Interaction among various consumers

Customers should be provided with means to interact with one another in order to make better buying decisions. The challenge for companies is to find a natural way to start conversations about their products and services online.

5. Convert the consumers interest

After the user makes his decision to buy the product, one must provide with the means for payment.

6. Advocate the consumers

E-commerce seldom ends with selling the mainline product. An intelligent producer will also provide the most relevant secondary links for support products or accessories. One may also collect Customer Satisfaction Survey.

The speaker then took up a case study regarding the usage of digital marketing during the 2008 US presidential elections. He explained how the blogs, email campaigns were effectively employed to promote individual candidates as brands.



For more details of the event, visit the webpage - <http://isim.ac.in/html/Special%20Lecture-Ajay%20Malgoankar.htm>