

Εργαλεία ψηφιακού μάρκετινγκ και η σημασία τους

Δρ. Κατερίνα Φραιδάκη

ELTRUN: Εργαστήριο Ηλεκτρονικού Εμπορίου και Επιχειρείν
Τμήμα Διοικητικής Επιστήμης και Τεχνολογίας
Οικονομικό Πανεπιστήμιο Αθηνών

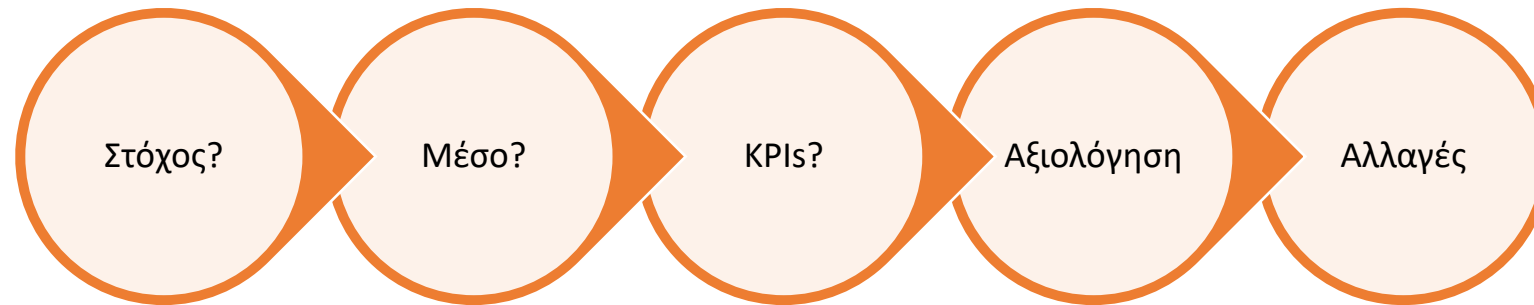


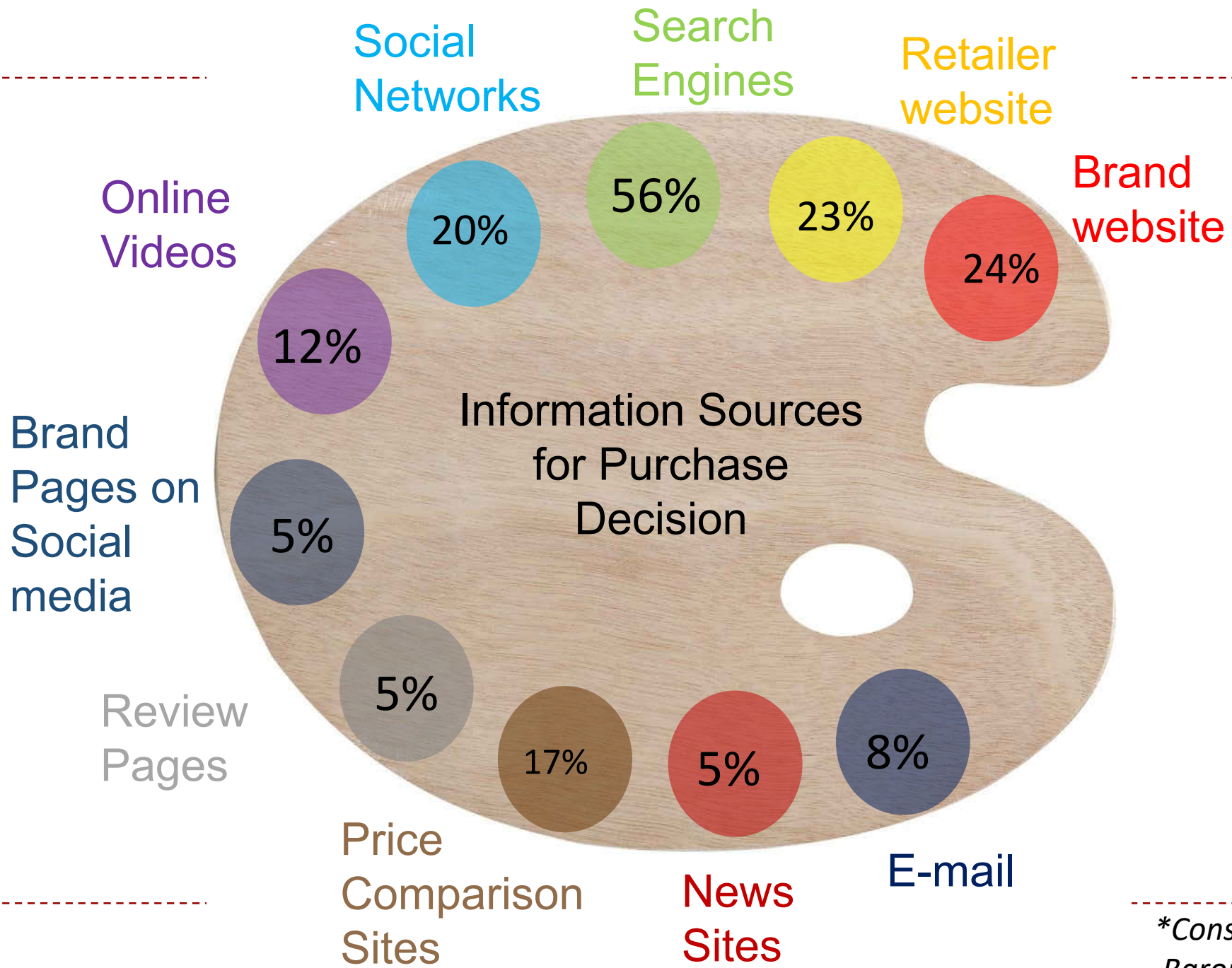
E-BUSINESS RESEARCH CENTER

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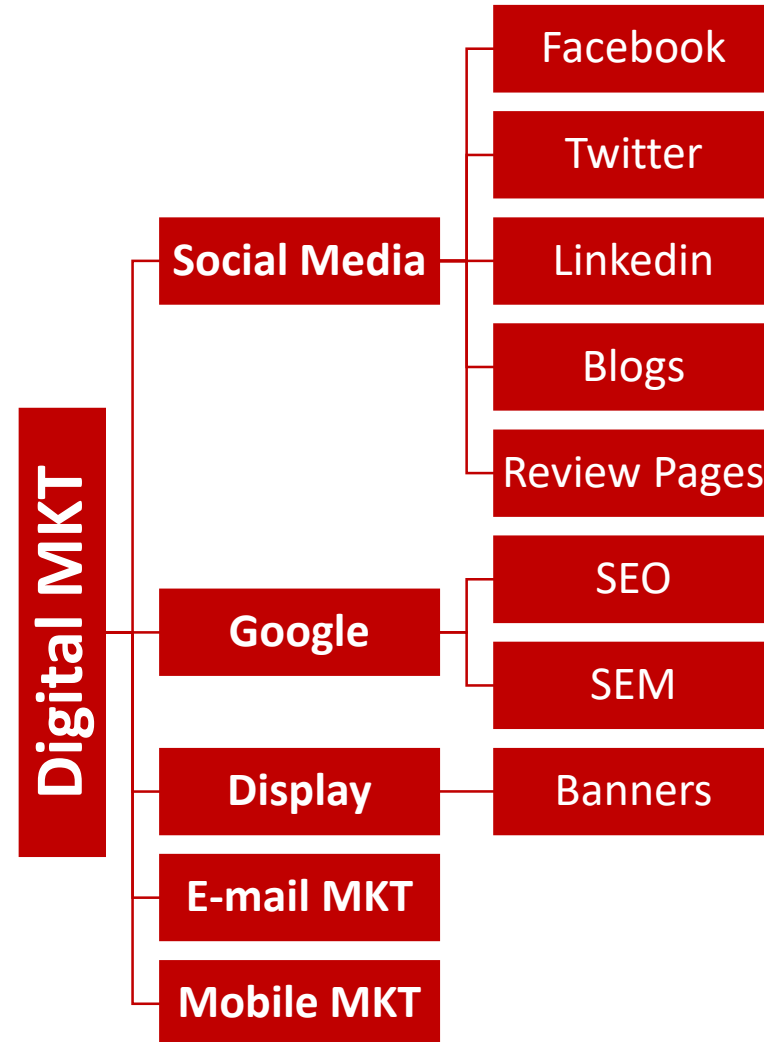
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Βήματα





Εργαλεία Digital Marketing



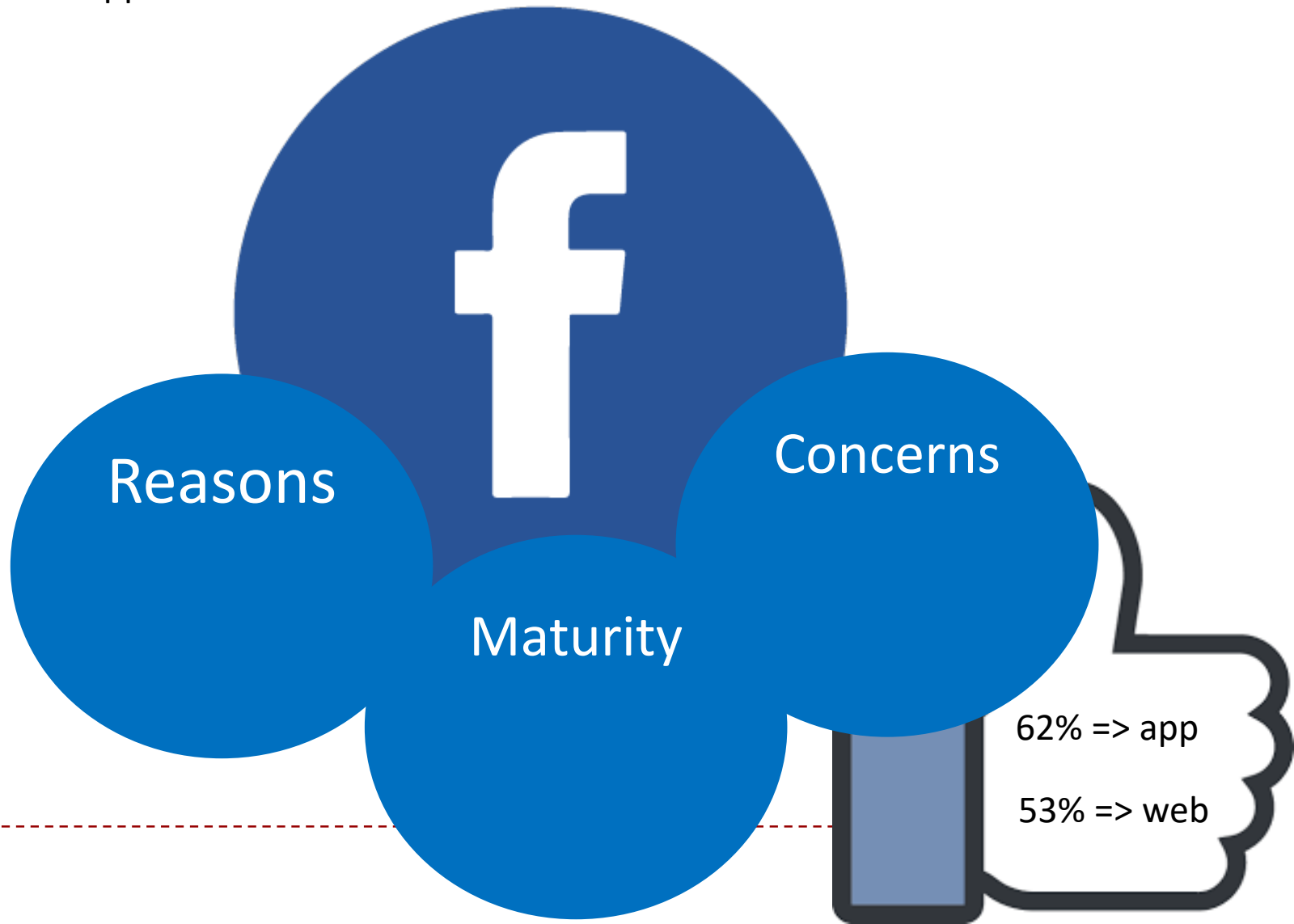
Online Marketing

SOCIAL MEDIA



85% app

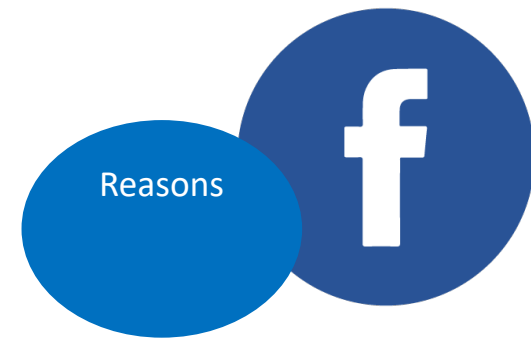
35% web



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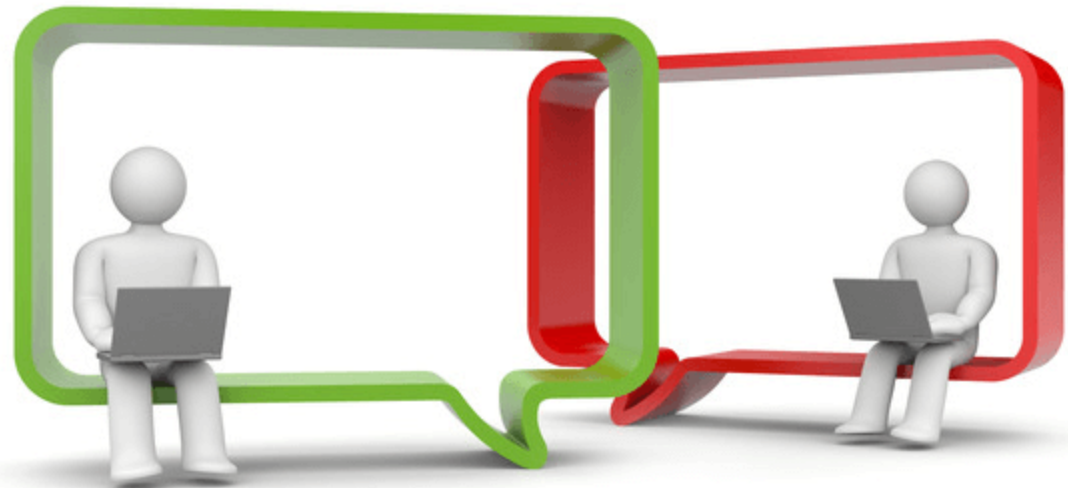
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45% passive users

58% Chatting

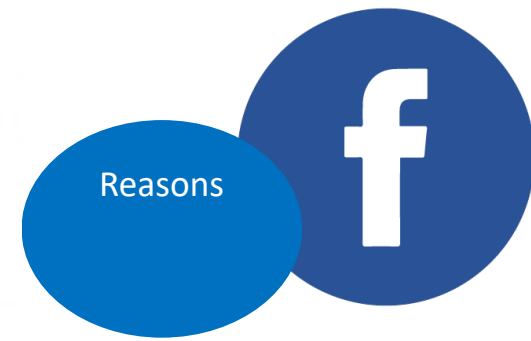




Like



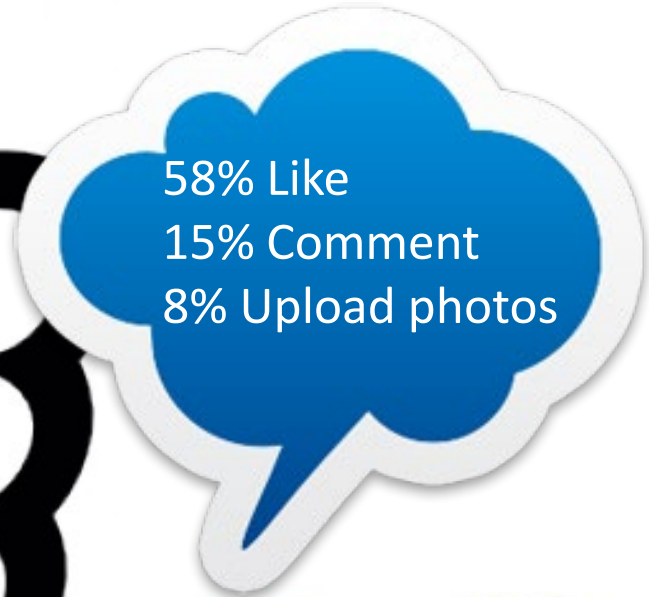
Wow



Reasons

Personal Use

- 74% Like
- 19% Share
- 18% Comment
- 12% Upload photos
- 3% hashtag
- 2% Checkin



Love

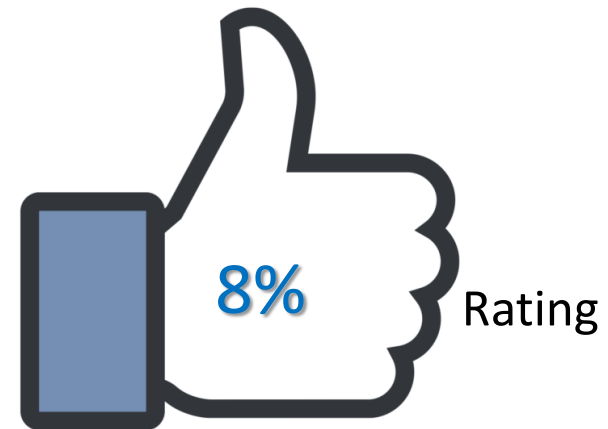
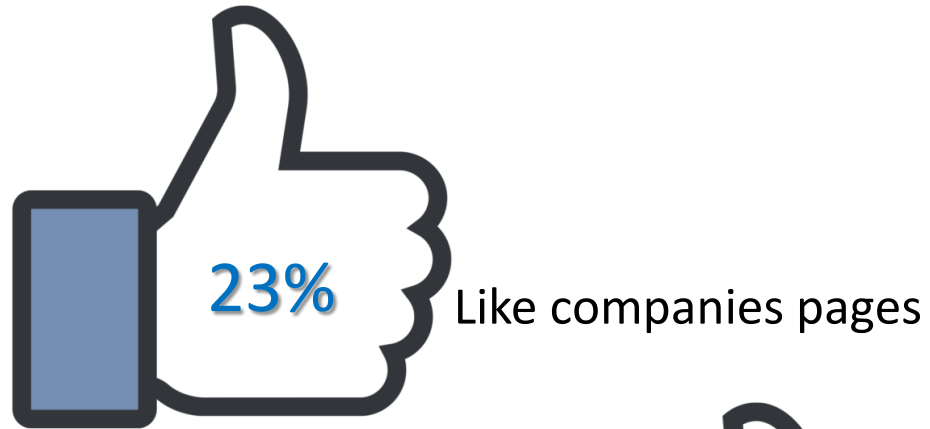


Haha

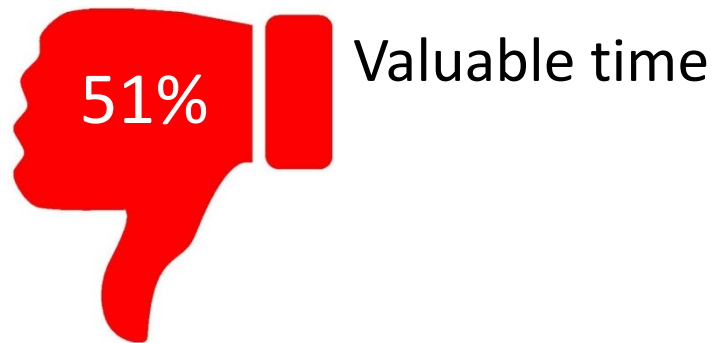


facebook[®]

for business



Concerns



You  **Tube**



94% listen to music



80% Video



14% click to ads





Organic Results

86%



Non-Organic results

31%



Banners "googleAds"

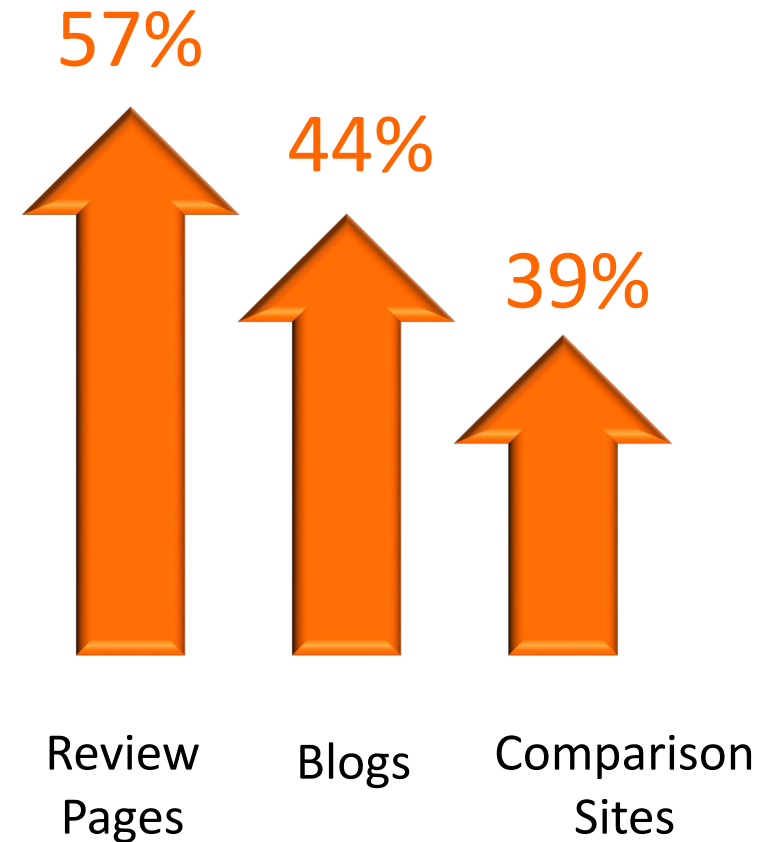
13%



65% Use
review pages



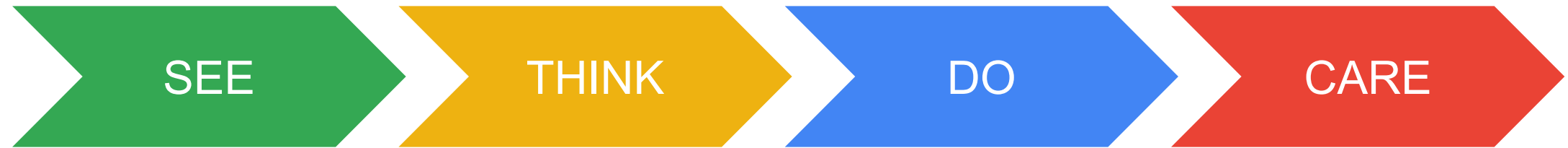
4% Make
comments



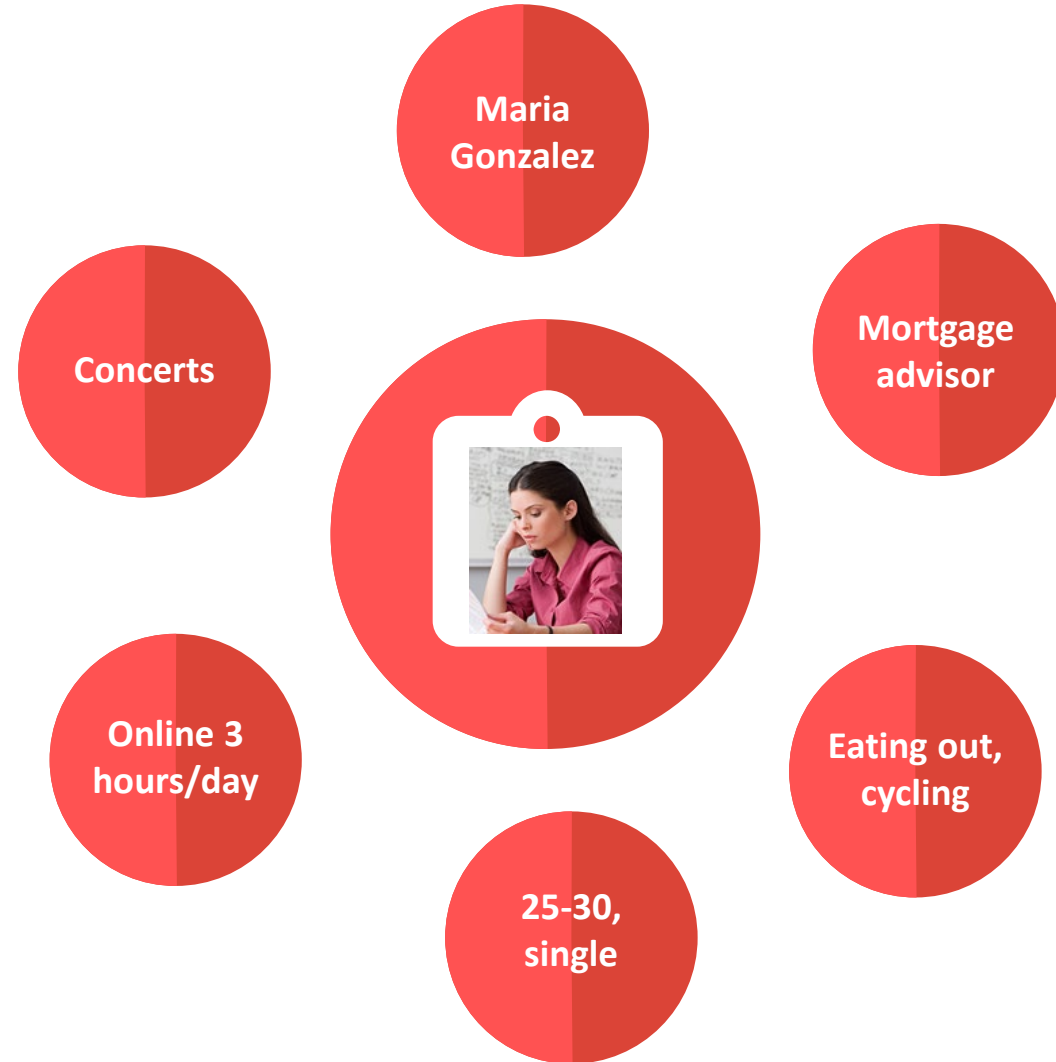
Ψηφιακή Στρατηγική



Τα στάδια του Ψηφιακού Μάρκετινγκ



Περσόνα



Διαφήμιση στο Facebook



Διαφήμιση σε μηχανές αναζήτησης



Παραδείγματα

Google search results for "cheap flights". The search bar shows "cheap flights" and the results page displays several advertisements. The first ad is for "Cheap Flights from £19 - Find Your Real Cheap Flights Now" from www.cheap-flights.edreams.co.uk. The second ad is for "Cheap Flights Upto 65% Off - Cheapoair.co.uk".

Google search results for "cheap flights".

About 79,300,000 results (0.63 seconds)

Cheap Flights from £19 - Find Your Real Cheap Flights Now
Ad www.cheap-flights.edreams.co.uk/
We Compare 500+ Airlines At Once.
Flights from £8 · Find Cheapest Flight · Free comparison · Compare +750 airlines
Types: Flights, Hotels, Flights + Hotels, Car Rental

Return Cheap Flights Hotel & Cheap Flights
One Way Cheap Flights Multi City Cheap Flights

Cheap Flights Upto 65% Off - Cheapoair.co.uk
Ad cheap-flights.cheapoair.co.uk/
Fares Just Dropped! Book Cheap Flights Now - Get £15 Off*
Styles: One Way, RoundTrip, Direct, NonStop, Multi City
Weekend Flights - Cheap Flights to Dublin - Multi City Flights - Family Flights

Bing search results for "cheap flights". The search bar shows "cheap flights" and the results page displays several advertisements. The first ad is for "Cheap Flights From £19 - Book Your Cheap Flights Now!" from www.cheap-flights.edreams.co.uk. The second ad is for "Very Cheap Flights - May 16 Sale On, Holidays Fr £89pp!" from www.onthebeach.co.uk/Cheap-Flights. The third ad is for "Cheapflights.co.uk - Cheap Flights Online" from www.cheapflights.co.uk. The fourth ad is for "Cheap flights - Compare & Pick From 400+ Airlines" from Expedia.co.uk/Cheap_Flights.

Bing search results for "cheap flights".

15,200,000 RESULTS Date Language Region

Cheap Flights From £19 - Book Your Cheap Flights Now!
Ad - www.cheap-flights.edreams.co.uk
Book Your Cheap Flights Now! Compare & Book In 3 Minutes.
Search, compare and book cheap flights and hotels. Use the eDreams ...
edreams.co.uk has been visited by 100K+ users in the past month
Cheap flights, hotel & flight and hotel packages - eDreams UK

Flight + Hotel
40 000 Destinations at eDreams.
Compare, Book & Save!

Cheap Flight
Book Your Cheap Flight at eDreams.
Compare & Save Up to 75% Off!

Very Cheap Flights - May 16 Sale On, Holidays Fr £89pp!
Ad - www.onthebeach.co.uk/Cheap-Flights
May 16 Sale On, Holidays Fr £89pp! Don't Miss Out, Book Online Today.
onthebeach.co.uk has been visited by 100K+ users in the past month
Categories: Hotels, Flights, Holidays and more
onthebeach.co.uk is rated ★★★★★ (52,371 reviews)
agentachievementawards.co.uk, Large Travel Agency Website of the Year

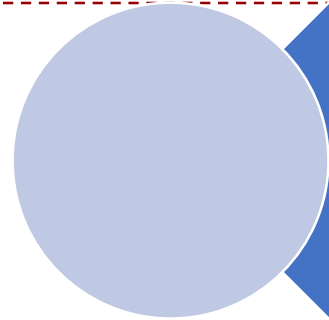
All Inclusive Holidays Last Minute Holiday Deals
2016 Holidays Now Pay with PayPal
Holiday Deal Finder

Cheapflights.co.uk - Cheap Flights Online
Ad - www.cheapflights.co.uk Email Sign up
Compare And Save On A Wide Choice Of Cheap Flights Online Today.

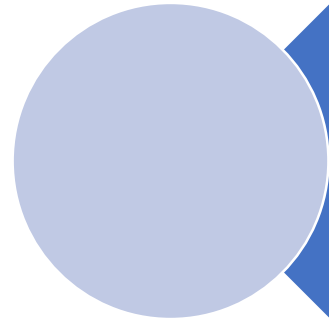
Special offers on hotels Travel Tips & News
Special Offers

Cheap flights - Compare & Pick From 400+ Airlines.
Ad - Expedia.co.uk/Cheap_Flights
Compare & Pick From 400+ Airlines. Book Flight + Hotel & Save More.
Find cheap flights from over 400 airlines. Compare and book flight ...
expedia.co.uk is rated ★★★★★ (23,506 reviews)

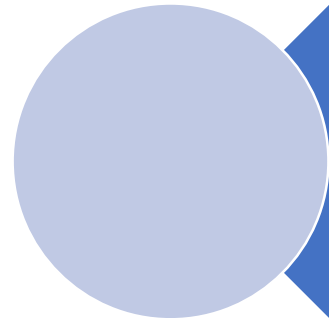
3 Βασικές αρχές



Διαδικασία
bidding



Segmentation



Επιλογή Keyword



Σημαντικοί όροι

Impressions: the number of times an ad has appeared on the search results page

Clicks: the number of times the website is accessed through the ad

CTR: ratio of clicks to impressions (Clicks/Impressions)

CPC: cost per click for your ad

Position: where ad is placed

Conversions: number of times the campaign goal is achieved

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