



The Digital Scoop BOOK

A **flavoursome** insight into the world of Digital Marketing

Created by
The Digital Scot - Class of 2018

What Is The Digital Scoop Book?

The Digital Scoop Book is a bite-size leaflet bursting with flavoursome content about all things digital marketing, brought to you by RGU's MSc Digital Marketing students. From the latest tips from industry experts on influencer marketing to advice on tailoring your CV to land that dream job, we've compiled a scoop of tasty treats we think you'll love!

Articles within this booklet:

- A Brief History Of Digital Marketing
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- Influencer Marketing With Julie Brander
- How To Tailor Your CV For A Job In The Digital Marketing Industry
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A Brief History Of Digital Marketing

Over the past 3 decades, marketing has come leaps and bounds into the online world. The term 'Digital Marketing' was first used in the 1990s when the world saw a surge in advertising, search, and technology.

The 90s

The early 90s saw the birth of search with the very first search engine, Archie. Search Engine Optimisation, better known as SEO, soon followed. In the early days, there were no search algorithms or criteria, so marketers used early techniques such as keyword stuffing and spammy linking in order to improve their rankings.

In 1994, the first clickable web-ad banners from HotWired were launched, along with the first landing pages, which started a revolution in web advertising. The same year also saw the first e-commerce transaction through NetMarket. The purchase was a CD - Sting's Ten Summoner's Tales - bought between friends in a transaction that, for the first time ever, was protected by encryption technology.

The Age of the Millennials

The new millennium saw the growth of a huge economic bubble, known as the Dot Com Bubble. The advancements in internet connectivity and the reduction of the digital divide where many households began owning computers, saw a huge rise in investment in companies which were based online. However, the peak and burst of the bubble between 2000 and 2002 left many business suffering, with an estimated 1 in 2 online businesses closing.

Recovery from the boom saw many new sites launch in the 2000s including the beginnings of LinkedIn in 2002, MySpace and WordPress in 2003, and Facebook in 2004. Marketing through mobile text messaging also became increasingly popular in the early 2000s. The first mobile marketing campaign was run by Txtbomb in 2001 for a Universal Music release.

SEO was revolutionised in 2005 when Google introduced personalised search which used browsing history to make search results more relevant. The same year, Google united with Yahoo and MSN to introduce the Nofollow attribute which helped combat the common SEO practice of spam linking. Google Analytics was also launched and remains today a key digital marketing tool for measuring online traffic and digital marketing campaign success.

The Age of Mobile

The latter half of the decade saw marketing and sales growth, with Amazon's e-commerce sales cross \$10 billion. New marketing techniques were also being tested with the introduction of split testing in 2006.

In 2007 Apple launched the first iPhone, a revolution in the technology space and in how we use mobile today. Over the next few years, mobile app culture grew, seeing the launch of WhatsApp, Instagram, and Snapchat join the digital world. A growing 65% of an individual's time using digital media today happens through a mobile device, and this is expected to rise, with web designers preparing for a mobile-first approach in search engines.

These days (2018), the digital marketing world is very different from the 1990s. Despite the dot-com burst in the new millennium, many businesses have bounced back. The digital advertising industry is now worth \$24 billion, with Google Ad Words contributing to 96% of Google's revenue. Social networking has forefronted the digital marketing revolution with an estimated 2.4 billion users online, which is expected to reach 3.1 billion by 2021. The rise of bloggers and Instagram has led to influencers becoming a \$1 billion industry, expected to double by next year. Digital marketing is only expected to grow, and in future years we expect to see many new developments and changes in this exciting industry.



1994s
The first clickable web ad banners launched by HotWired.

The first e-commerce transaction via NetMarket.



2000s
The Dot Com Bubble and Burst.

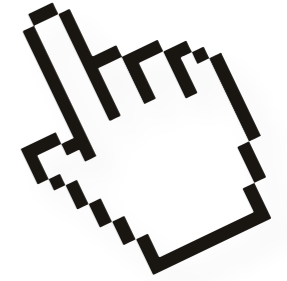
2002
LinkedIn is launched.

2004
Facebook is launched.

2007
Apple releases the first iPhone.



1990s
Archie, the first search engine is launched.



1997s
The first social networking, SixDegrees is launched, lasting just 4 years.

2001
The first mobile marketing campaign is launched.

2003
WordPress and MySpace are launched.



2005
Google Analytics is launched.

2010s
The rise of mobile app culture and influencer marketing.

5 Things Not To Do If You Want A Job In Digital

Applying for a job in digital is not easy. First of all, you've got a variety of different sources just to find out if there is a job out there for you. Then begins the process of interviews. It is usually more than one. Then you get the call to say they have given it to someone else. Other times you don't even get the call. It sucks.

Now is the time you should consider what is going wrong. Maybe it had nothing to do with the outfit you wore. Maybe there is an issue you don't even know is an issue yet. Therefore, to try to eliminate potential rejections and to make the process a little easier, we thought we'd compile a list of five things not do when applying for a job in digital.

1. Activate Ghost Mode

If employers can't find you online then why should they offer you a job in a digital role? Make sure you are visible in the search engines. The better your SEO, the more visible you will be to the world and future employers. In an ideal world, your online profile should dominate the first two pages of the search. If you happen to appear on more then even better. However, employers only tend to look at the first two.



2. Reveal A Little Too Much

Keep personal social media profiles such as Facebook and Twitter private. You don't want potential employers looking at the content you posted when you were younger and didn't think about who would see it. What you think is a joke between friends may offend others. Check your privacy settings. However, if you have online sites such as LinkedIn or a blog, these are great sites to promote and will help you appear higher in the search engine results.



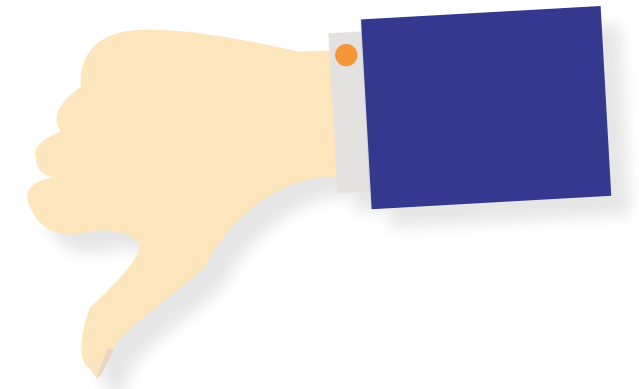
3. Forget to spellcheck

Once you post something online, it is there for everyone in the world to see. You can't take it back. Proofreading is vital, do it. Also, there are so many great plugins and extensions you can use to help avoid any embarrassing grammatical errors. Grammarly can be your best friend if you install it. Just remember, simple mistakes can look unprofessional and lazy. No one likes posts that have the wrong use of there, their and they're.



4. Refuse to Change

The worlds of online and offline are always changing. That means we have to change too. You can't expect the workplace to adapt to your needs and wants, sometimes you will need to work across different departments and positions. Maybe you'll need to learn how to use a new software or online tool. So be prepared to learn and be enthusiastic to gain some new knowledge.



5. Think You Know It All

Employers don't expect you to be an expert in all things digital, it's a big world. So don't act like you know it all. Briefly reading articles and blogs about AdWords won't make you an overnight expert. Acknowledging your weaknesses can be beneficial in the long term as it shows you are eager to learn new skills. Take some serious steps to learning more; maybe apply for a course in Digital Marketing, or get some extra online experience by doing some volunteering or an internship.



Influencer Marketing With Julie Brander

During the second semester, the Digital Marketing MSc students received a lecture on influencer marketing from Julie Brander of Weber Shandwick, one of the world's leading global public relations agencies. At RGU we are lucky to have great connections with industry and as a result, we get to hear from a range of speakers about their work in digital marketing.

Julie introduced herself as a former RGU student, having been part of the first cohort of Fashion Management BA Honours students. She has spent 6 years at Weber Shandwick and built her way up through the ranks to become a manager, specialising in influencer marketing.

When sharing her experience of working in public relations, Julie highlighted that everyone has to know a little bit about everything when it comes to marketing. Life in a PR office is fast paced and can consist of a variety of activities, from writing press releases and attending photo calls, to crisis management, or creating a digital strategy. Weber Shandwick has worked with many clients, including Cromlix hotel, owned by tennis champion Andy Murray.

A big part of Julie's work involves creating buzz through influencer marketing and she shared stories about challenges she has overcome in her career. Influencer marketing is a type of PR which focuses on influential people in a target audience. Marketers will often work with bloggers, celebrities or experts in order to promote their campaigns through platforms such as Instagram. This is a growing industry due to 92% of people trusting individual recommendations over brands. Julie shared more about the power of influencer marketing and the process of working with clients to form briefs, campaigns, and measuring success.

Julie drew the talk to a close by highlighting her main piece of advice to young professionals looking to start a career in public relations: if you are hungry enough, you will make it happen. Oh, and make sure you get lots of experience along the way.



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How To Tailor Your CV For A Job In The Digital Marketing Industry!

You scan the papers, trawl the web and your inbox pings with new mail from prospective employment companies. Finally, you see a job that catches your eye. Reading over the criteria you're a good match and you decide to send in your CV. However, what is it that makes you stand out from the tens of other applicants doing exactly the same as you?

Your CV is your first introduction to your potential new boss. This document can be the decider on whether you will be called in for an interview or whether you receive the dreaded 'unfortunately on this occasion you have not been successful' email. If you keep in mind these following 5 tips when looking over your CV, you will stand out and grab the attention of the decision makers.

1. Be creative with design layout, but simple with font

Searching the web, you will find various templates you can use to jazz up your CV. Using symbols or infographics can add an extra element that will show your creative skills and potential. Keep it simple, keep it stylish and take care not to overcomplicate it. A prospective boss may be impressed with your initiative but if they can't find or read the relative information they are looking for; it will all be worthless.

2. Keep your CV updated and connect to LinkedIn

Keeping your information up to date is important. If you have completed any new qualifications, volunteer work or job experiences then make sure your current CV reflects this. If you need to send a CV off quickly, you want to know that it holds all the information that it needs to. Make sure you put a link to your LinkedIn profile too. This will show your potential employer that you are efficient digitally as well as on paper.



3. Read the criteria and tweak accordingly

No two jobs or companies are the same. Make sure you take the time to read what exactly they are looking for out of a candidate and tweak your CV accordingly. If you are too generic, it will show that you have not really considered the post or seem disinterested. Make sure to mirror vocabulary that is used in the job description to better fit the role advertised.

4. 'I like to read and hill walk...' Add only relevant information

CV's should generally be no longer than two pages long. If it is more than this make sure that you cut it down by adding only qualifications, job histories and hobbies that are linked to the job role. Whoever is reading your CV only wants to see how your overall skills will fit with their organisations; they do not care about your after-school jobs or paper-rounds.

5. Proofread, proofread and proofread again

There is nothing more off-putting to potential employers than bad grammar and spelling mistakes. Make sure you read and re-read your CV before you send it to anyone. Use spell checks and apps like grammarly.com to make sure that everything reads correctly and is spelt right to give the best impression possible.

Whilst following these steps will not automatically secure you an interview, it will put you in good stead as you continue to grow your knowledge and work experience and hopefully, one day lead you to your dream career.

Why Do A Digital Marketing Masters? Emily's Story



Background

I originally did not plan to embark upon a Digital Marketing Masters. If I had told myself last year that I would be doing a postgraduate course at all, I would have laughed.

I knew I wanted a career in digital marketing but I did not know if I would have the right skills for a job in digital. I thought that a postgraduate course was out of my reach financially and honestly, I was not sure if I could do another year at university. So what changed my mind?

How much harder is a postgraduate course?

My first point of contact was one of my lecturers. He assured me that whilst the postgraduate course was a step up, it would be manageable. A particular concern I had was that I would not keep up with a postgraduate course and manage my part-time job at the same time. After a couple of months of doing both, I have found that with a lot of planning (a diary is a must!), it is do-able. It is very important to manage your time and try to stick to the schedule even when you are not feeling motivated.

Is it expensive?

Another concern I had was how I could afford to do a Masters course. I thought I would need to take out a private loan and I was not keen to do that. My lecturer clarified that SAAS now offer funding for Scottish students to do postgraduate courses. I had already taken out SAAS for my undergraduate course and I preferred the idea of receiving my loan from the same organisation. On top of that, if you are RGU alumni you can get a 20% discount!

Why the Digital Marketing MSc at RGU?

I had already done my undergraduate course at RGU and I knew I would be in a familiar setting which was a plus. I looked online at the course content and a big selling point for me was the practicality of the course. In comparison to some of the other courses on offer, this seemed like the most hands-on option. However, I think the main thing that changed my mind was the course content. A lot of the things we would be learning were of interest to me. Importantly, it was aligned with the type of career I could see myself having after university.

Relationship Marketing How It Has Worked For My Business



The Power of Relationships in Marketing

My customers came to my classes and built friendships with the other families there. The children became friends and play dates were made outside of class. The families appreciated the chance of a hot cuppa and a listening ear from me. Also, the children became firm 'Gayna fans' regularly requesting for me between classes. My classes became an essential part of maternity leave and then the most wonderful thing began to happen. Repeat customers! This alongside word of mouth promotion feels like my marketing end goal.

Repeat business is more powerful than word of mouth, it's not just saying something is good – it's putting your money where your mouth is – twice! Thus the amazing relationship with my customers continued. Unbeknownst to me, I was using strategies as laid out by Ki and Hon (2009) to cultivate quality relationships and boy did it work! As a result of ensuring access, positivity, openness, sharing of tasks, networking and assurances my customers in return demonstrated trust, mutuality, commitment and satisfaction and they continue to do so today.

What's My Trick?

But there's a trick to using relationships for PR and you will ignore this at your peril. Relationships will only help you build your business if they are genuine. Anything less and your customers will see right through you. It would be disingenuous to become firm friends with all of your customers and probably not good business sense. Instead, I make time to listen to my customers (online or offline), I celebrate their successes and I offer support and facilitate friendship building with other customers.

The evidence of this relationship marketing is not just in the happy, noisy (sometimes raucous) social time of my classes or the tight squeezes from the pre-schoolers. It's also evident in the conversion statistics. In the last year, 63% of my customers have either signed up from a word of mouth recommendation or been a returning customer. Now that is something to behold.

Most people are sensible and plan their future business ideas with military precision. I am not most people. Confession time, I planned my future business in the hormonal, sleep deprived, vomit-covered early days of motherhood! I had been offered redundancy from my employer to coincide with the end of my maternity leave so what was I going to do? The few things I knew for sure: I needed an income, I wanted to work around my baby and I did not want to be an employee.

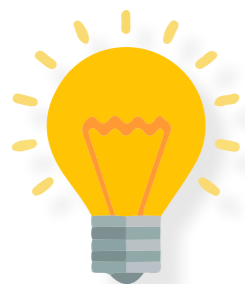
From a Whim to a Successful Business

My research began in earnest. Ummm perhaps not, I read a few books, spoke with a few friends and waited for the universe to guide me...and it did! So a few months later I bought my baby signing franchise, TinyTalk Angus & The Mearns.

Fast forward eight years and two more children and I have taught over a thousand families to sign. I extended my franchise area twice, recruited two teachers to join my team, won several awards, added three strands to my business. And above all, I have made a healthy income and worked my business around my children. I have been my own boss and run a successful business.

In the early days, I marketed my business through trial and error. In 2010 social media was not yet being fully utilised for marketing businesses (read more about Digital Marketing history here) but I saw it's potential. A baby signing business is a niche market. As the classes are only suitable from birth to preschool there is a relatively small window for acquiring customers. I set up a Facebook page and started engaging with my customers. It quickly became apparent to me that I was on to something very special - relationships.

Why Your Blog Isn't Working Out!



Think you know how to blog? Even the best writers can struggle to get their blog off the ground. Here at The Digital Scot, we've been learning how to blog better. Read on for our top 7 reasons why your blog might not be working, and what you can do to change it.

1. You're Not Writing for Anyone in Particular.

How useful is your blog? Don't be afraid to start small, pick a project to focus on and try it out. Know your audience, and serve them.

2. You're Not Using Social Media.

Almost all blogs gain momentum from word of mouth, or in the digital age, through social media.

Try sharing your blogs at different times of the day to reach different audiences. It's okay to share content more than once, just be mindful of your followers and create a schedule that won't spam them (more on this later). Consider social management platforms like Hootsuite or Buffer to help organise and schedule your posts.

Always add value when sharing - ask a question, or make sure to highlight an important message.

3. You're Inconsistent.

As with all business, the time you put in can reap success. A content schedule is crucial. Decide on how often you will post (don't be too ambitious!) and stick to it. If you have content ideas already noted down, when you're unmotivated or just too busy, you'll still have an idea to work with. A schedule will help you keep organised and consistent with your blog goals.

4. You Can't Write.

Often what matters is not what you say, but how you say it. Your readers are people with worries, hopes, questions, and individual experiences, which you need to cater for.

Always add value to the topic. You could discuss your personal experience, show readers a unique approach to a problem, or even curate information that is difficult to find elsewhere. Think also about your content type, could a video or an infographic say it better?

Practise writing. Tell stories, read other blogs, get friends and family to critique your content. Proofread and use spellcheck on everything. Learn what works, and keep getting better.

5. You Have No Brand.

Branding isn't just about a fancy logo and a good blog name, but those both help. Branding forms your tone of voice and tells your audience what you're about. It's hard to create a loyal readership if they can't recognise your content.

Design is a key factor here. Your brand is also the reader's experience so make sure your blog has a good design; is it appealing to look at, and does it make someone want to read more?

6. You Have Technical Issues.

So you've written a great blog post, but it's not gaining traffic. Have you checked your analytics? They can often show you issues you might not have been aware of.

Your Search Engine Optimisation (SEO) might not be up to scratch. Have you researched keywords and included them? Have you written an engaging meta description that will show in the search engine results? Read up on SEO and best practice, and create content that search engines will love.

Perhaps your blog posts are not mobile-friendly, maybe they have images out of place or text that is difficult to read. If your audience is mostly mobile, think about how the content you produce can serve them best.

7. You.

Practise your skills. Learn to improve your SEO, create a strong brand and a content schedule, and know how to write in an engaging way. Don't be afraid to get better. Not everyone can be a good writer, photographer, coder, promoter, and have every other skill that it takes to run a blog successfully. What counts most is authenticity, and your willingness to learn.

Digital & E-Commerce With Jason Stewart

Jason Stewart the E-Commerce and Digital Manager of Aberdeen International Airport returned during semester 2 to give a lecture on GDPR and email marketing. Jason has been in partnership with the RGU Digital Marketing MSc since the course beginnings.



As a former RGU Corporate Communications student, Jason started working at Aberdeen International Airport (AIA) eight years ago. In that time, Jason has been in many commercial roles, with the last 4 years dedicated to e-commerce and digital. He has also completed a diploma in Digital Marketing.

We heard some helpful insights into one of digital marketing's current trending topics, the new General Data Protection Regulations addressing data security. The legislation comes into force this year in May 2018, with a rush from many organisations to update their data storage and make sure they're complying. This forecasts big changes for digital marketing in how online personal data can be used by organisations.

Jason then shared more about his role in eCRM, or electronic customer relationship management. This channel is key in marketing because it involves data handled directly by an organisation, rather than through a secondary platform such as Facebook or Google AdWords.

We discussed how marketing and data use must be reactionary. In an airport setting, AIA sends email offers based on customer dates of birth, or send campaigns based on which travel destinations may have previously been viewed by an individual.

Personalisation is an important factor in communications. Messages must be as closely tailored to 1:1 communication as possible, using gathered data to determine the message, and timing to the customer.

Jason drew his talk to a close by sharing some of his key tips for successful eCRM: have an insatiable appetite to learn new things, and don't be afraid to challenge the norm when it comes to justifying new digital approaches.

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