

## Analyses of Digital Marketing Concepts

### Assignment One – Search Engine Optimization

This assignment required analyzing an article in order to determine the strength of its search engine optimization (SEO). The relevant section of this assignment is included below.

#### Article

<https://www.latimes.com/entertainment-arts/business/story/2021-08-30/behind-hollywood-glamour-this-instagram-account-highlights-darker-side-for-workers>

#### Analysis

One thing that the publisher could do to make the article more search friendly would be to add headers to the body content. There is a title, but after that, it is mainly a wall of text with no headers to organize the content or attract the search engine spiders. I would also focus the content more. Currently, it seems to bounce from one topic to another, and while the topics are loosely related, I think the article could fare better as two separate articles with each one dedicated to its specific story.

It did contain an image at the top to draw attention, and a caption of what the image showed was provided below. There were also a number of links interspersed throughout the news story, but most of the links jumped to another article also written by the LA Times. The publisher could possibly increase the page's credibility by linking to more pages outside its own website. They did, however, use a good number of keywords that related to the title of the article, such as "Instagram," "followers," "likes," and "crews."

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### Assignment Two – Social Media

This assignment required analyzing a brand's social media and how it impacted that brand's marketing efforts. The relevant sections of this assignment are included below.

**Chosen Brand:** FilmHub

**1. Find an example of a brand within your industry that is creatively using social media. Explain why this use of social media is unique or innovative.**

One brand in my industry that I think is using social media creatively is FilmHub, a website where filmmakers can upload their films to be discovered by streaming networks and others. I discovered FilmHub while performing research for last week's DMK Part 1 assignment, and one thing that immediately struck me was the number of social media platforms that FilmHub utilizes. Their company website hosts a blog, and they also have a Facebook page, an Instagram account, a Twitter account, LinkedIn profile, and a YouTube channel.

While the number of social media platforms was what initially caught my interest, how they were utilized was more intriguing. Though FilmHub does post similar content on their social media, each platform seems to have something unique about it. Their YouTube channel contains videos on how to use the FilmHub website. The company blog posts articles about the film industry as well as the company. While the Facebook page and Instagram and Twitter accounts have a lot of identical content, they also have some unique content interspersed with the rest so that scrolling through posts does not feel like seeing all the same thing.

As I have seen more than a few brands copy and paste their content to each social media account, I found FilmHub's more diverse content to be refreshing.

**2. What role is social media playing in their overall marketing efforts? How do you think social media is helping the brand meet their marketing objectives? Do they incorporate social media into their main website? If so, how? Do they incorporate social media into other marketing efforts (online or offline)? If so, how?**

I think social media helps FilmHub's marketing efforts by showing them to be an active and engaged brand within the industry. It is too easy to find a company's website and feel that it is out-of-date or inactive, since those websites do not often change. The fact that FilmHub has many recent posts on so many social media platforms can create the image that they are innovative and current within the industry, which can encourage customers to use their site and services.

They do seem to incorporate social media into their main website, as they host a blog on their main site. Additionally, links to all their social media accounts can be found at the bottom of the landing page. I would also say that they incorporate social media into other marketing efforts, as well. Rather than purely using their social media platforms to advertise their website, they use them to help customers better understand the function of the main site itself. They also promote the work of customers that use their platform, which can foster goodwill and repeat business.

### **3. In regard to the brand's social media strategy, what would you do differently?**

If I were to do something differently with their social media strategy, I would post even more diverse content across their social media platforms. I would also upload more videos to the YouTube channel, whether they were more How To videos or film trailers or company employees discussing the industry. There are many consumers who do not enjoy reading or browsing social media and would be more inclined to watch or listen to a video.

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### **Assignment Three – Integrated Marketing**

This assignment required analyzing a brand's integrated marketing strategy. The relevant section of this assignment is included below.

**Chosen Brand:** Disney

#### **Analysis**

Disney has a very strong integrated marketing campaign that is unique for a couple reasons. One reason is that the content is almost always cross-posted on the same schedule. When something is posted to Disney's Twitter account, it is also posted to Disney's Instagram. This is not always the case for brands with multiple marketing channels. Another reason Disney's integrated marketing campaign is unique is their use of pictures, GIFs, and videos. Every post, whether it is on Twitter or Instagram, is accompanied by some kind of visual material. This makes their posts more eye-catching and recognizable across platforms.

Disney's mission "is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling..." (The Walt Disney Company, n.d.). Disney's integrated marketing campaign shows this through their constant and consistent advertisement of the various movies and shows produced by the company. Trailers, shorts, behind-the-scenes videos, and other content is posted across Disney's marketing channels to reach the most people possible. The main channels Disney seems to use are Twitter and Instagram, and the look is consistent on both channels because the profile pictures and bio messages are the same. Also, the content is nearly identical.

Disney is mainly using digital advertising for this campaign. The advantage of digital advertising versus traditional advertising is the ability to share videos. Much of what Disney is trying to promote has to do with their movies and TV shows, which are best advertised in videos. Also, more and more people are focusing more on digital means to gain information, so posting on social media will likely reach a larger audience than a printed or newspaper ad.

If I worked for Disney, I would use Disney+ subscriptions as one of the campaign's KPIs. Disney has been publishing much of their material to Disney+, so a lot of the movies and TV shows that they are advertising on Twitter and Instagram will stream on the Disney+ service. Therefore, I would consider an increase in Disney+ subscriptions as evidence of the integrated marketing campaign's effectiveness.

## References

The Walt Disney Company. (n.d.). About. <https://thewaltdisneycompany.com/about/>