

Digital marketing trend in the new digital era: Case-study of Nike in using Facebook

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Abstract

Customer is nowadays familiar with online shopping as an integrated part of digital channels like Internet, email, mobile phones and digital television which opened the new world of digital marketing for marketers. According to Chief Strategy Officer, Ascends-Sergio Balegno, lack of an effective strategy is the greatest obstacle to digital marketing success of 51% of companies. Therefore, the research tried to find out the next level of digital marketing performance by completed survey with 333 marketing, sales and business professionals. As the result, the most challenging obstacle to success is clearly the shortage of an effective digital marketing strategy in which email is the most effective type of digital marketing used; social media, content and SEO are categorized as inbound marketing tactics. Surprisingly, the survey highlighted the instrumental role of marketing software in reducing digital marketing expense, saving digital marketing time, and customer experience for 74% of the companies.

Furthermore, due to the pervasiveness of Facebook, Twitters as a channel of social media marketing, this paper also analyzed Nike's strategy in the war to compete with Adidas to remain the market share.

Keywords: *Digital Marketing; Digital Era; Online Shopping; Facebook.*

1. Introduction

Digital marketing is one of type marketing being widely used to promote products or services in which could include channels with or without the use of internet. It could be mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. However, since the middle of 1990s where technologies have played a crucial role in this decade, the development of Internet shopping in the world expected to accelerated on the ground of a lot of incentives

such as effortlessness, broader selections, competitive pricing, greater access to information, product quality comparison, and time to receive product.

Over the past few decades, it is common that people are continuously connected the internet via a variety of sophisticated electronic devices and convenient networks which forms the new digital era. Not only does this digital connectivity raise new opportunities for customer to approach a plenty of products easily, but also brings challenges for organizations in remaining and increasing

their sales through digital marketing. With popularity and wide currency of the internet, it is inevitable, unavoidable the crucial role of digital marketing to meet the high demand of the dramatically increasing internet users as prospective digital buyers resources. The following chart forecasts this trend and defines digital buyers as internet users who have made at least one purchase via digital channel within the past year, including online, mobile and tablet purchases. This timeline displays a forecast to constantly increase in the coming years, based on