Digital Marketing Lab: Researching and Implementing Web-Based Marketing Strategies

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Overview

The Digital Marketing Lab is an implementation of search engine optimization, keywords, targeting, and retargeting for Hudson Alpha company, Conversant Biologies, Inc. A team of inexperienced business students are taught the technical skills they need to strategize a digital marketing campaign over a 3 month period.

Key Findings

Weekly meetings and individual research are used to teach marketing skills, including:
- Keyword and search engine optimization
- Dynamic targeting and retargeting based on demographics and geography
- Design leaderboard and standard web banners for targeting and retargeting

Explanation

This research is relevant because it provides a fundamental understanding of digital marketing in practice to support local businesses. The effective use of keywords, search engine optimization, targeting, and retargeting could improve marketing effectiveness and brand awareness in areas only accessible by digital marketing.

Impact

Strategic use of digital marketing trends can allow companies to minimize the amount of money needed for marketing purposes. Many small businesses struggle to find competent digital marketing experts and by allowing students to research current digital marketing trends, they can help small businesses gain a competitive advantage against big businesses with larger budgets for marketing.

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