



Home Learning
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CAM Diploma in Digital Marketing

Digital Marketing Essentials

Lesson 3—Hardware e-tools

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Learning Outcomes

- **By the end of this lesson, you should be able to:**
 - *Describe hardware e-tools available:*
 - ✓ Mobile or handheld devices: mobile phones, laptops, two-way radios, PDAs, pagers
 - ✓ Fixed appliances: phones; desktop computers, TV, radio, kiosks
- **During this session, you will be expected to identify where hardware tools are used during the customer's journey. There is also an optional activity, to evaluate the advantages/disadvantages of hardware e-tools of your choice.**
 - *For both activities, do remember to think carefully how they are used by your customers / target audience during the buying or search process.*

Hardware e-tools defined

Mobile or handheld:

- ❑ Mobile phone
- ❑ Laptops
- ❑ Two-way radios
- ❑ PDAs – personal digital assistants
- ❑ Pagers
- ❑ Tablets

Fixed appliances:

- ❑ Telephones
- ❑ Desktop computers
- ❑ TV
- ❑ Radio
- ❑ Kiosks

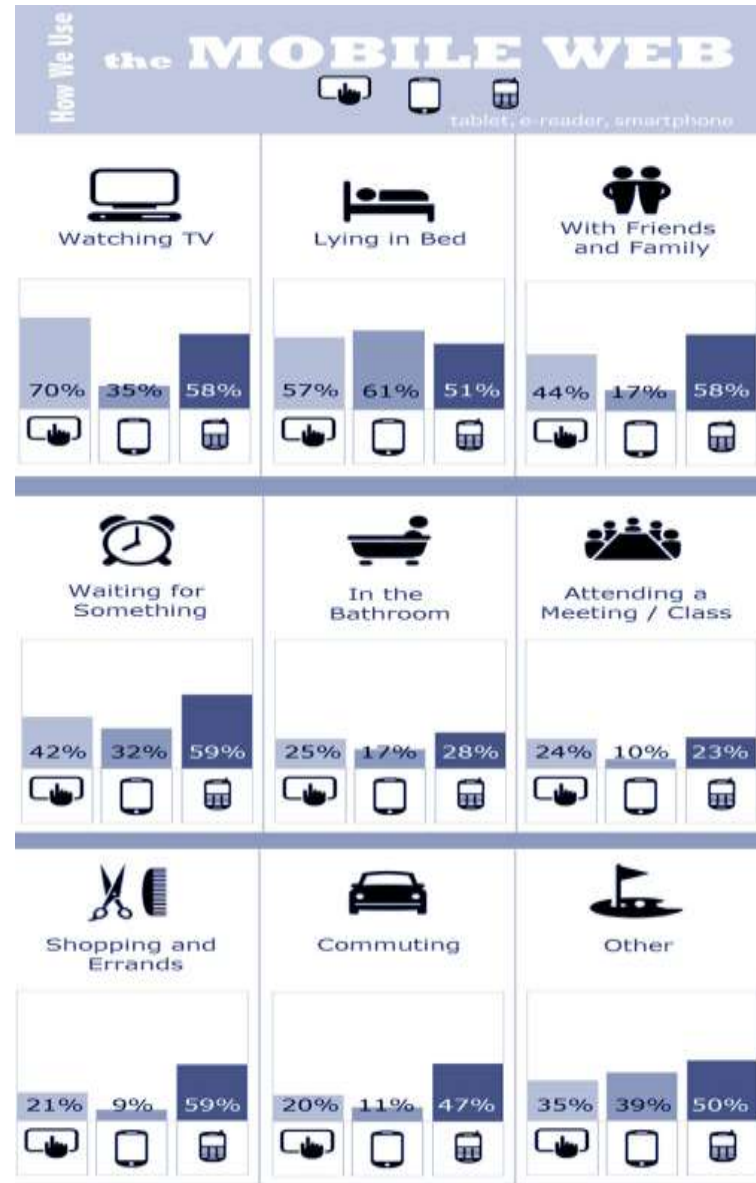
What role do hardware e-tools play?

Why does it matter if it is mobile or hand held (1)?

- ❑ **Customers are changing their behaviour and habits. You have to know their preference and gain their permission to use this device with them.**
- ❑ **Mobile, or on the move, enables consumers and business people to access the web via a mobile phone. This allows so many more possibilities for business, shopping, social, accessing news or seeking information.**
- ❑ **If it is a fixed device, typically the screen size is larger, memory capacity too and functionality enhanced. Of course radio is an exception here, unless accessed via computer**

How they use time and mobile devices

Source: Nielsen Q1 2011



Source: Nielsen Q1 2011 Mobile Connected Device Report

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Why does it matter if it is mobile or hand held (2)?

- ❑ **Mobile devices, by their very nature are smaller, portable, lightweight and aiming to be quick and easy to use. Functionality and battery power are enhancing rapidly.**
- ❑ **The relationship with the device is evolving too, hardware tools can automate or free up time through being more organised. Radio is still an intimate relationship that someone listens to, whilst doing something else. However this multi-tasking habit has broadened. Now many watch TV and text at the same time.**

Think about: customer behaviour

- ❑ **How do they spend their day?**
- ❑ **What devices do they use, where?**
- ❑ **How, when, where and why do they consume particular media?**
- ❑ **Who do they spend time with?**
- ❑ **Who are they connected to and how?**
- ❑ **What do they want to communicate about?**

Hardware tool: Mobile phone

It's a style statement and a communication tool

Advantages

- ❑ Can make person to person calls; can set ringtones to differentiate between caller types
- ❑ Can send texts
- ❑ Can send multimedia
- ❑ An address book and diary
- ❑ Can take photographs
- ❑ Can post comments to social networks
- ❑ Can access the internet (many do for maps)
- ❑ Can set up alerts
- ❑ One of the easiest ways to reach 21st Century consumers; it goes everywhere with them
- ❑ Spontaneous, fun, great for social and keeping in touch

Disadvantages

- ❑ Lose your phone and lose your life....
- ❑ Vulnerable to theft / breakage / possible security risks
- ❑ Attention spans are becoming ever shorter with digital tools
- ❑ Digitally addicted – never out of touch or reach = never able to stop
- ❑ People can know where you are
- ❑ Transient tool, not depth relationships but transactional messages
- ❑ Can be intrusive if used for sales
- ❑ It's a style statement and a communication tool
- ❑ Very short SMS
- ❑ Can be expensive to use
- ❑ Many providers offer free phone upgrades and texts