

Digital Marketing Strategy For Wearable Device Industry: Conceptual Framework

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Abstract— The social media has become an essential tool to market new products in today's business scenario, especially when it's about wearable devices. Every business organization is using the social media to engage their audience in creating awareness about the wearable product and converting the desire into the lead. Over last six years, the demand for wearable products increased immensely, and the opportunity to tap the market is vast and significant. Those organizations who fail to formulate digital marketing strategy will be at disadvantage position. This paper discusses the digital marketing strategy to increase brand awareness and acquisition of new customers.

Index Terms— Business strategy, Competitive advantage, Digital Marketing Strategy, Engagement, Social Media Channel, Social media marketing and Wearable Device.

1 INTRODUCTION

Business environment and its related marketing theories have endured enormous changes because of the shifts in the digitalization around the world. The transition of traditional marketing and conventional methods to the new way of social media mediums. As Esther Dyan, president of EDventure Holdings Inc. said: "The Internet is not just another sales channel. It is not just a means of advertising. It is a tool that fundamentally changes the way a company does business, takes orders from its customers and gives them value" (Kotler et al., 2009). The Internet is revolutionizing the new method of doing business, and digital marketing strategy is essential to achieve growth and gain competitive advantage. The new age advanced informatics as the wearable device has a tremendous impact on mobile devices and its usage. Now the consumer has shifted their mindset from decorative smart wearable device to mainstream. The healthcare and entertainment segments will drive the wearable device trend forward, and consumer adoption shortly. According to International Data Corporation (IDC) the worldwide market for wearable devices, now inclusive of wireless headphones with smart assistants, is forecast to grow 15.3% over the previous year to 198.5 million units by the end of 2019, according to the International Data Corporation (IDC) Worldwide Quarterly Wearable Device Tracker. Driving that growth will be the continued proliferation of watches, ear-worn devices, and wrist bands as well as further adoption in the healthcare segment. Looking ahead, the market is expected to reach 279 million units by the end of 2023 with a compound annual growth rate (CAGR) of 8.9%.

2 DIGITAL MARKETING STRATEGY

Marketing strategy is the fundamental goal of increasing sales and achieving a sustainable competitive advantage. Digital marketing strategy is the way in which we engage customers through social media to create awareness and generate leads. The procedure consists of multiple key parameters that need to consider at the time of strategy formulation. The good building blocks will ensure an efficient chain of identifying objectives to monitoring lead conversion. They key parameters are engagement and response to the right the customer The swiftness of response will create a positive electronic word-of-

mouth which is still the most effective form of marketing strategy.

2.1 Identify Objective

Objective setting is the first and foremost point to start digital marketing strategy. These objectives define what wearable device companies want to accomplish through social media marketing activities. There are many important factors need to be considered before establishing the engagement with customers. The selection of parameters is significant to ensure that objectives are; specific, measurable, achievable, and realistic and time specific. The SMART approach can determine the satisfactory result and areas required address.

Specific – Objective must be precise and aim for better understanding of Achievement. Latest preference in wearable healthcare devices and smart watches that maximizes revenue.

Measurable – Objective can be tangible or intangible in nature. The organization must clear about qualitative and quantitative nature of goals. The level of success must be defined to measure the success of using social media.

Achievable – Objectives must be reasonable regarding achievement. The goal must be aligned with the mission and vision of the organization. The short term achievable target may help to active the long-term goal.

Realistic – Realistic target depends on the support system to create the wave in social media. The organization should have enough resource and time to achieve the objective. Sometimes conversion rate depends on the brand awareness and penetration in the market. Targets must be more realistic in existing customer engagement other than new clients.

Time specific – Objects should be time-bound, and measurable. Growth forecasts for the wearable device should have a timeline. The different period can be set for creating awareness and conversion to final lead. Regular progress update on a periodic basis can help to track the level of success.

2.2 Segmentation

Kotler et al. (2005, p. 391) defines segmentation as "dividing a market into distinct groups of buyers with different needs, characteristics or behavior, who might require separate products or marketing mixes". The purpose of market

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segmentation is to concentrate marketing resources on one or several market segments to gain competitive advantage (Thomas, 1980). Social media is all about sharing information in the communities having a mutual interest. The larger the list of members in the community, the better way to reach the mass. However, in some cases companies choose to target the whole market but targeting to the entire market is not efficient in all cases. The taste, behavior, and psychology of consumers are different, and a company targeting all users is often not very effective in its communication because all customers are different. So, to divide a market into several segments facilitates the communication more efficient and communication reaches to the right customer. The demographic segmentation based on gender, age, geographic location is less relevant today in terms social networking. Nowadays the significant factor that creates the community is consumer's opinions and interest towards wearable devices. Psychographic segmentation is more appropriate to engage customers towards new product or services. Consumers subscribe or enroll themselves in the circles or groups where they expect to be educated about healthy life style, participated and entertained about the new benefits and features. Targeting those groups to create awareness and pull them to increase the conversion from opportunity to lead is much easier than targeting the wider audience. It's vital for the organization to maintain the list of social media influencers to create the Doppler effect in social media about the brand. Social media influencers are the brand advocates and have a significant role in influencing the community. It's necessary to select the social media influencers during social media campaign to create the vibe. It's also important to remove the list of detractors from segmentation to lessen negative word of mouth. Eventually, the critics will create negative remarks, but that also gives a new insight to understand the pitfalls of the service or product. Organization need to understand all the negative comments but need not entertain those are valid.

Points to consider for segmentation

- Demographic segmentation that focuses on the characteristics of the customer. For example, age, gender, income bracket, education, job, and cultural background.
- Purchase preference profoundly influenced by Lifestyle, such as social class, healthy lifestyle, adventurous personality, opinions towards new gadgets, and attitudes to control food diet.
- Consumer behavior plays a significant role to opt for the wearable device like fitness Behavior, online health tips subscriber and health equipment preference and also based on prior purchases.
- A geographical location such as country and continents also plays the major role. The choice of exercise also depends on country and area. According to Statista Western Europe and North America are the leading regions for selling fitness and healthcare wearable devices.

2.3 Selection of Channels

The traditional way of channel selection depends on the product and services which can be achieved by direct or indirect channels. The reach out results can be quantified but it's not possible to control the social media marketing channels as controlling is not feasible. The campaign or promotion can

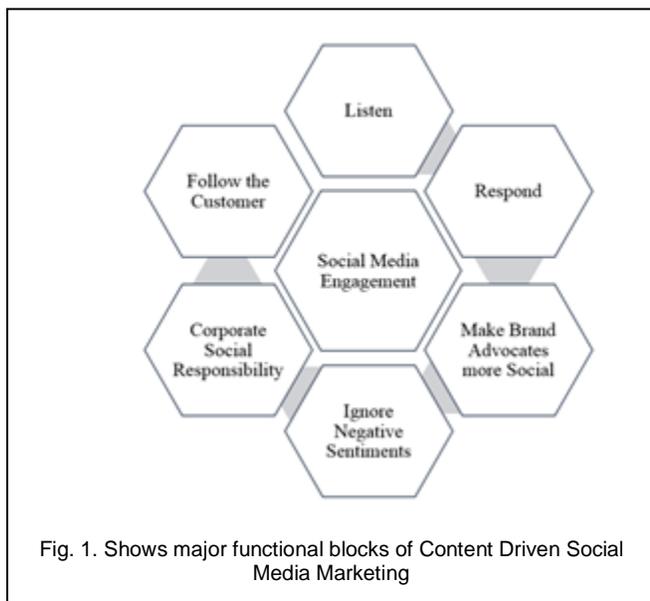
be viral and spread out to the larger audience than expected or vice versa. According to a recent market study (Stelzner 2012), 94% of the companies employ at least one social media platform for marketing purposes, while 83% consider Social Media Marketing as an important endeavor for their businesses. Still, mere presence on social media platforms was found to be insufficient for achieving Social Media Marketing success (Parent et al. 2011). A broad social media strategy is now a must for any wearable device company that wishes to enter or remain cognate in today's competitive market. Every company has made a significant move to advertise their product in social media to breed community engagement. Almost every company has broadened their market research to enhance their brand and reputation. But definitely few companies have first moving advantage in the market, and there are also new entrants who want to create the footprint in this area as well. No doubt product feature that drives conversion and incremental sales but right channel gives the fuel to educate customers about differentiation. Furthermore, a social media strategy is required to satisfy other expectation as well like message reading and attending the call from device. These benefits are additional features apart from health monitoring. Today's buyers are smart and sophisticated social media users. They listen and analyses the review before buying any product. Therefore, the organization must decide which communication platforms to adopt (Facebook, Pinterest, Twitter, Google+, YouTube, Instagram, Flickr and more) to get their best advantage. Conducting surveys and polling through social media have also become a means to directly engage customers and to collect useful data to enhance the product life cycle.

TABLE 1
SOCIAL MEDIA CHANNELS AND ITS ADVANTAGE

Channel	Advantage
Facebook	It is a versatile tool to campaign and amplifying information. It helps to build collaborative audiences and encourage them to participate in product campaign. It is easy to segregate customer based on demographic information and to engage them in the product review.
Twitter	Twitter is always helpful for a new business to generate fast brand awareness. It is an entirely one-sided relationship, and user shares information on a global scale in real time. This is the quickest way to encourage discussion on real-time platform faster and more efficiently than the traditional advertisement.
LinkedIn	Linked in has the significant impact to reach out to professionals and generation of Business-to-Business (B2B) leads and targeted customers.
Google+	This social network medium is a good platform for reaching out to early adopters of new user as well as general social media user. The presence of business and engagement on this platform is a major factor for SEO management. Engaging customers also tends to draw more involvement of reader who reads it. This can be anything from criticism of product to sharing of ideas. An interesting aspect of this platform is that its Hangouts feature enables companies to engage with brand advocates, prospect customers, and existing customer as well.
Pinterest	Pinterest is the best way to promote brand or product if the focus is on the visual advertisement. The user can create visually appealing boards by sticking and gathering the content they find. Pinterest users are predominantly female and have a significant impact on the branding of product for the woman.

2.4 Content Fill

Content plays a vital role in social media marketing and it's necessary to have a well-defined strategy to support the product vision. Customer segmentation and qualification is not everything to market the product or to increase the brand visibility. The appealing story is must to attract the potential buyer and create a position in customer's mind. The better content creates a positive influence in reader's mind. Relevant content creates an advertisement and promotional activities more prominent in the noise of irrelevant advertisement.



Content is the art of communication with the audience without directly selling products or solutions. The idea of content fill is to provide valuable health related information to the public and inspire to keeping watch on provided health tips by the company. The selfless information creates more brand loyalty and attracts the user to engage more. The content should match the DNA of organizations' core competency. The fundamental pillars of effective content marketing are to provide relevant, selfless, consistent and honest information to users.

2.5 Engagement



Social media emerged as a business phenomenon from personal engagement. There are millions of interactions from new prospect and existing customers about the product and services. It has become the client contact center for all types queries and services. Solved health related queries create enormous opportunity to drive greater business value for an enterprise. It also helps to understand the position of product and their services in the market. Hanna et al. (2011) indicated that social media could be seen as experience and supposed that experience would arise when marketers were able to incorporate reach, intimacy, and engagement into the firm's overall integrated marketing strategy, which she suggested would lead to a positive outcome (Hanna et al., 2011). Benefits of engagement with customers through social media.

- Create brand advocates to create ripple in community
- Create awareness of new wearable product or industry
- Manage brand reputation
- Opportunity to create more leads
- Resolve customer issues / concerns to gain brand loyalty
- Understand the threats or issues with current product/solution provided by organization
- Help customers to become more social and active in the network
- Cost Optimization

Social media emerged as a platform to communicate with customers. We see the paradigm shift in communication method from one-to-many communication to one-to-one discussion to understand the customer in a better way. One-to-one communication has more potential to transfer message in the right direction. It helps to create loyal customer when we enter into a dialogue to understand their problem or provide valuable information to understand the right product. There is no limitation of social media engagement and levels of engagement. Participation, according to Brodie et al. (2011a), is another prerequisite for customer engagement, as it determines customers' propensity to participate on online social media platforms. Ever prospect is important and potential opportunity to become a customer. It is important to listen customers carefully and respond their queries. There is a high probability that the customer might become the brand advocate for the product or company. We will always have a presence of negative sentiments along with brand advocates. The company needs to take deliberate decision to delay/ignore the response to negative discussions so that the decision will die automatically with time. This requires proper analysis to understand the difference between construction criticism and negative sentiments before responding to customer. The company must admit the fault and quick reply to stop feeding the troll. Corporate social responsibility is the smarter way to engage the customer with social responsibility direction to influence them as citizens. Companies can mitigate risk with corporate social responsibility engagement and increases reputation in the industry. This type of engagement helps to gain more reputation in the industry and it has a significant impact on brand recognition. The last but not the least follow the customer and their discussions. It gives more insight to understand their requirement and extremely helpful to evolve each product/solution as a brand in itself.

Fig. 2. Conceptual Framework: Pillars of Social Media Engagement

2.6 Monitor Results

The results can be monitored in two different ways i.e. Ongoing analytics and campaign specific measurement. Ongoing analytics is the regular measurement to understand the health status of existing strategy. There is no remarkable evidence of measurement of social media marketing campaigns through social media channels but there are different frameworks to measure the first layer of the social network. It's hard to control the spread of message and the success measurement for the next level of layers. It might get viral due to right campaign to the right customer or may disappear in the next layer of social media network. It's inevitable to create a strategy to touch all the brand advocates and right segment of consumers on the first level of the social network. This may create Doppler Effect in next level of layers to spread the campaign. We can create a successful campaign with right social media strategy but can't forecast the progress in next level of network layers.

Key factors to consider for measurement of social media exposure

First layer traffic-The strategy must focus to touch the first layer of customers with the right message. The strategy must include the number of visits, views, fans, followers and subscribers.

Goal Metrics- Every campaign must have a goal to measure and objective to give direction.

- Measuring awareness can be achieved by focusing on reach, exposure, and volume metrics. This helps to understand the spreading of message across the network layers.
- Measuring engagement can be achieved by focusing on retweets, comments, and participants in engagement.
- Measuring clicks, shares and conversions are useful metrics to understand the traffic to the website.

Campaign effectiveness measurement – The effect can be measured with customer engagement volumes, awareness, find advocates and traffic to the site. Customer engagement could be positive or negative based on the response to the campaign. The best way to measure effectiveness is to create a test group from the list of target customers before the campaign. The campaign must run on all target customers except test group to understand the post-campaign effect. The changes in engagement or lead conversion can be tracked with the engaged customers to measure the lift of influence due to the campaign. A comparison study with test group can help to understand the campaign effectiveness.

3 FEEDBACK

Feedback is inevitable to understand the response when companies rolled out a new product and added a new feature to the existing product. There is always room for improvement and understanding feedback enhances features of the product. Robust community or focused groups can help to provide the real taste of the product. The best thing to get feedback from the network is that it consists of prospects, leads, critics, other brand advocates and existing customer. Getting a broad range of feedback from network helps keep ready the next version of the product. Feedback can be received through sourcing and analysis of comments from different social media sources. Survey/poll is another way to get feedback about the product

and solution.

4 CONCLUSION

In a nutshell, the expected strategy to create successful product and brand are

- Objective should have aligned to product vision and core competency of the company.
- Identify right target audience to create a successful campaign or create awareness.
- Channel has significant role in spreading the message to influence the brand visibility.
- Successful campaign always requires the clickable story to attract and engage consumers.
- Engagement creates one to one relationship and helps to convert opportunities to leads directly or indirectly.
- Monitoring contributes to keep planning and execution of social media strategy in right way.
- Feedback is the final step to retrospective measurements of a process to enhance the feature of product or brand.

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