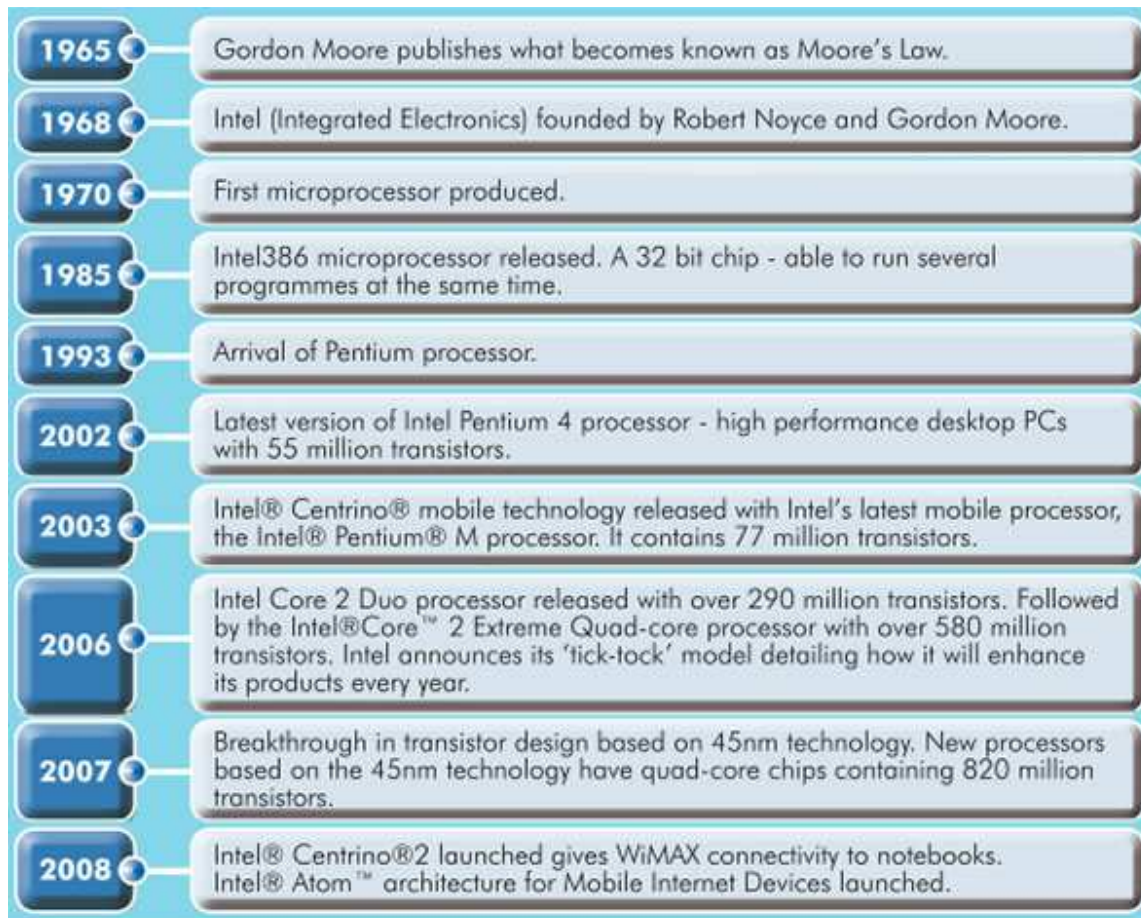


Timeline



Key Financial

A company ranked number 53 by total revenues for their respective fiscal year and information presented on Fortune 500. Over "Fortune.com" Intel able to show potential grow and positive return on investment. Revenues are 52708 million dollars. Profits are 9620 million dollars. Total assets are 92358 million dollars. All financial information based on annual official reports provided by Intel Corporation. If we look closer on expenditure in billion U.S. dollars, the American multinational semiconductor chip maker invested 313 million U.S. dollars in advertising in the United States in 2012. The timeline shows advertising spending of Intel Corporation in the United States in 2012 and 2013.

Advertising brand (how this done)

It's been established that consumers spend more time online than with other media, but most advertisers have yet to devote enough dollars to the channel to reflect that. Intel, which spent nearly \$100 million on ads last year, recently announced it will shift half its marketing budget to the interactive channel. And it's taking along big ad-spending partners like HP, Dell and Sony.

"We absolutely have been shifting our strategies more and more online," said Intel Global Media Director Kathleen Malone. "As Internet consumption grows it really is a terrific opportunity for a technology company to be in the right place at the right time."

Historically, Intel has spent roughly 15 to 20 percent of its advertising budget online, and plans to increase spending in the category to 35 to 40 percent in 2008, and 50 percent by 2009, according to Malone. While Intel wouldn't discuss numbers, TNS Media Intelligence reports the chip manufacturer

spent \$98.2 million on all its U.S. advertising in 2006. Of that, it spent about \$17 million or 17 percent on online display advertising. That doesn't even factor in search marketing, an important element of Intel's integrated strategy.

To follow Intel's interactive directive, the chip manufacturer is mandating its partners spend a minimum of 35 percent of their program budgets online.

Target audience

B2B- based on selling products or services to other companies or organizations or creating partnership, reproduction, licensing and fabrication.

B2C- This type of marketing converts shoppers into buyers as effectively and aggressively as possible with consistency of activities. Intel has setup both physical and online shops.

B2G- By signing contract with government for selling products or services which need for their organizations. Intel has very good reputation by providing electronics for NASA to develop some parts of space shuttle and government military needs.

Magazines advertising- The Association of Magazine Media (MPA) reports that magazine audience is growing faster than those for TV or newspapers. According to The Association of Magazine Media (MPA USA annual report 2014) the 91% of adults are reading magazines, which makes magazines number one in the advertising engagement to reach potential customers.

There is a reason why audience prefers a hard copy or hard print. It could be a book or magazine which contains some sort of advertising on just printed logo accomplished by slogan. The printed word offers readers an experience that no other media can deliver. Intel inserts their logo or products review almost in every technology or business magazine. For example magazines like "Time", "Business week", "PC Format", "Custom PC" and newspapers "Irish Times", "Independent".

TV- It was for a while when Intel adopted publication in some specific way for a science readers but everything changed in 1971. The first publicly available microchip which was designed and manufactured by Intel requires a massive promotion considering greatness of 4004 technology. In same year TV commercial was introduced to public and still remains on "blue screens".

Brochure- For educational reasons and brand memorizing, Intel fulfills gaps in promotional niche market. Here Intel aims a small market segments based on specific needs. More likely to reach customers demographically by including inserts in products boxes or present on local convention events.

Premiums- Premiums includes gifts, goody bags, etc. This is a type of product which has a minimum value but make the huge impact for promoting the brand, with the corporate image by printed logo or slogan on it. Gifts available from physical shops and also online web store under Intel patronizing.

Emails- Under created database of customers and businesses around the world Intel able to send newsletters and subscription forms and other content. By targeting right people with right information at the right time Intel able to create real time measurement which allows them to track performance and benchmarking over time. Email marketing provides a strong integrated communication mostly for creating strong partnership with different businesses by using business information systems.

Types of social media and digital advertising.

What is Digital Communication?

Digital communication however, as defined in thefreedictionary.com (2015), electronic transmission of information that has been encoded digitally (as for storage and processing by *computers*).

From the onset, we learned that digital communication may mean differently to others and there is nothing wrong with that. What we will discuss in this report are digital technologies involving internet, social media, mobile technology, big data, cloud, etc. It's about the what, why and where digital communication is transforming the way people, organizations and businesses live and interact with each other and what is anticipated in the near future.

Types of Digital Communication activities

Marakas and O'Brien (2013) enumerated the following:

- **Surf.** *Browse and move your mouse pointer through to a multitude of interlinked Web sites and resources for multimedia information, entertainment, or electronic commerce.*
- **e-Mail.** *Send and receive e-mail and instant messages with family, friends, colleagues, business partners and other internet users.*
- **Forum.** *Join message boards and discussion forums of special-interest newsgroups, or hold real-time text conversations in Web site chat rooms.*
- **Publish.** *Publish your opinion, subject matter, or creative work to a Web site or Weblog for others to read.*
- **Buy and Sell.** *Buy and sell almost anything via e-commerce retailers, wholesalers, service providers, and online auctions.*
- **Download.** *Download data files, software, reports, articles, pictures, videos, and other types of files to your computer system.*
- **Compute.** *Create an account and log onto and use thousands of computer systems around the world.*
- **Connect.** *Socialise with friends, acquaintances, and business associates through social media.*
- **Other types.** *Make long distance phone calls, hold desktop video conferences, listen to radio programs or podcasts, watch television, play video games, explore virtual worlds, post advertisement, and so forth.*

Why is Digital Communication important for business?

Because of the internet, a network of billions of devices, such as computer devices, mobile devices, individuals, organizations, and businesses have access to not only news but email and free audio and video calls from families and associates.

Catching up with the latest trend in entertainment, fashion, health, and what have you is easy so long as one has internet connection.

What about friends and acquaintances? *Social media*, a form of digital communication has transformed the way we socialise. Mehta (2013), wrote:

“Social media has changed the world. Dismissed as a teenage fad just a few years ago, it is now embraced by powerful brands and small retailers, politicians and celebrities, charities and causes and anyone else who has an internet connection and wishes to perform one of the most basic functions of human existence – socialise”.

While Facebook or Twitter is keeping the channels of social media abuzz with the latest happenings of the day, Amazon has transformed the way we shop. Why leave the comforts of your room when at the flick of a finger you can buy the latest gadgets or accessories to your car at a reasonable price. Not only that, Amazon gives you the benefit of reviews and recommendations of those who have bought the same products.

Because of these reviews, sellers now think twice before putting up advertisement that is far removed from what the product actually is. So much power now are in the hands of the consumer because of digital communication. As a result, businesses have gone back to the drawing board to rethink their strategies moving forward. A huge number of companies now hire consulting firms specialising in digital transformation with the end in view of engaging their digitally connected customers more positively.

Businesses get involved in social media not only to win customers or get closer to them but engage them in rehabilitating a damage reputation. For example, Kim Nash (2014) reported about Domino's Pizza campaign in 2010 through social media after a dissatisfied customer complained by posting a “messy pizza” delivered to him on the web. As result, the pizza company suffered a backlash and found its reputation in tatters. The company, through the same channel of social media has slowly rebuilt its reputation back albeit not without investing a considerable amount of resources.

A number of major retailers and businesses have gone the receivership route during this recession or have gone out of business altogether. However the business savvy retailers have flocked to where it's warm: the hot and nimble hands of smartphone and tablet-toting consumers who want to buy right now. Nash (2009) quoting Drew Martin, chief information officer of Sony Electronics, "Out of recession develops one picture-finally of what true business-IT alignment looks like. IT is becoming part of the product offerings." Whether that's hotel kiosks, mobile banking, hospital patient portals or retail, chief information officers are getting their IT groups to the front line in the competition for consumer dollars.

Marakas and O'Brien (2013) added: Social media such as Twitter, Facebook, and YouTube have taken e-mail out of the equation, putting offers in front of customers on sites they already visit. Dell, JetBlue, WholeFoods and other big brands have pounced on Twitter as a marketing and promotion tool, tweeting special deals to followers. Dell for example, attributes more than \$2 million in sales to its Twitter accounts that promote offers to 1.4 million followers. ("15% off any Dell Outlet Inspiron laptop. Enter code at checkout...").

Digital communication has indeed levelled the playing field be it social media or some other platform. It allows businesses to engage customers in a more meaningful way, one that never existed before. Consequently reaping the rewards of vast sums of money and an incredible amount of goodwill. On the other hand consumers have powers in their hands through social media or via reviews and recommendation. One hundred forty words on Twitter and off a tweet goes potentially becoming viral, a message that could make or break a company.

Current trends in digital communication

Digital communication technologies will continue to evolve so long as people, organizations, and businesses have the urge to stay connected. With an ever increasing appetite for growth and efficiency, businesses today rely heavily on

technology. Some are constantly on the watch for the next big thing and others are collaborating with other businesses to build on technology they already have.

A report, Accenture Technology Vision 2015 (2015), published by the consulting firm, Accenture, highlights five key areas that would have great impact in the next three to five years on digital technology.

1. The Internet of Me

As objects are connected online everyday, so too are experiences, allowing avenues opened up for innovative businesses to adapt and develop applications, products and services that would appeal to the consumer. The report expressed, about an infinitely greater number of touch points being created day by day — new ways to give more personalized and better experiences. These intensively personalized experiences, will be the way business competitors identify themselves with marked distinction.

2. The Outcome Economy

Intelligent hardware is bridging the great divide of digital enterprise and the physical world. So much so that businesses are creating hardware with embedded systems with the end in view of delivering outcomes customers really want. In the report, 87 percent of respondents claimed that greater emphasis on the use of intelligent hardware, sensors and devices on the fringe of networks meant a change to selling outcomes, and similarly providing a deeper insight of how customers use their products and the outcomes they want.

3. The Platform Revolution

The report quoted, “In 2013, 14 of the top 30 global brands by market capitalization were platform-based companies”. These companies now enjoy commanding positions in business arenas where suppliers, purchasers, and a mixture of third parties are connected digitally in real time.

Platform-based ecosystems, the report says, are the “new plane of competition.” A majority of business representatives believe the next generation of platforms will be spearheaded by industry players and leaders, not the usual large tech companies. Almost the same percentage at 74, indicated they are collaborating with digital business partners to integrate data through cloud or mobility platform. Building onto this foundation onwards will consequently open up avenues for improving business processes and creating paths of additional revenue streams as well.

4. The Intelligent Enterprise

Until recently, software has been designed, for the majority of its purpose, to help human employees arrive at improved and quicker decisions. But due to rapid development in big data technologies, processing power advancing in leaps and bounds, data analytic and cognitive technologies, mean software intelligence is now also geared to helping machines themselves make more, better-informed decisions.

Business and technology leaders now have the impetus to view software intelligence not as an isolated or one-time project experimentation, but as an all-inclusive feature and functionality — “one that will drive new levels of evolution and discovery, propelling innovation through the enterprise,” the report says.

5. The Workforce Re-imagined

The report in essence suggests, that the drive to go digital is stressing the need more fully for humans and machines to work together more cohesively. The proliferation of wearable devices, smart machines, and advances in NLPs (natural language processing) provide excellent opportunities for companies to enable their people to achieve more through technology.

Although machines may have become more intelligent they will never take the place of humans. Imagination, creativity, and sensitivity are few of the human traits that machines will never replicate. However perceptive businesses will recognize the value of human ingenuity and intelligent technology operating together in collaboration, two critical elements of the “re-imagined workforce”.

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Section 2: Intel Corporation Case Study

For our case study we chose Intel because they are one of the leading technology companies in the world. As IT students we thought it was a great opportunity to interview this company as Ireland is Intel's centre of manufacturing excellence in Europe. For this interview we focused on how the company uses Social Media. Below is a report on the feedback we found most useful for this study, for full transcript of this interview please see Appendix A.

2.1.1 Company Background

Intel Corporation was founded in July 1968 by Gordon Moore, Robert Noyce and Andy Grove. They first made its name by making semiconductors. Today they are the world's leading manufacturer of microprocessors.

2.1.2 How Intel Use Social Media

Intel first started using Social Media a few years ago and currently use Twitter, Facebook and Blogs. Intel believe it is an effective way to communicate what the company does, post news releases, advertise their services and share stories online.

Facebook and Twitter would certainly be the most popular forms of social media but Intel also have their own unique social media platform here in Ireland, this is called “Intel Newsroom Ireland”. The Intel Newsroom is a very clever way of connecting with people because it is linked in with Facebook and Twitter, people can get live news feeds of what’s happening in Intel, watch videos, tweet on the website and share on Facebook.

We found this website very innovative as it is a way for Intel to have a company website but still keep in touch with social media. According to online blog “Is Facebook Killing The Company Website” it states that “*Website Traffic Is Down By More than 70%*

Some of the reductions in website traffic are significant.

Coca Cola’s website traffic is down more than 40% in just 12 months

Starbucks traffic is stable but not growing

Nabisco’s traffic on NabiscoWorld.com has decreased from 1.2 million hits per month to only 321,000 hits per month (a drop of nearly 74%) in just one year”.

Such figures are common amongst many websites. Should they keep a company website or should they hand it over to Facebook, this is a decision faced by many companies but we think Intel have got it right with the Intel Newsroom.

2.1.3 Keeping Up With Social Media

Social media is a rapidly changing industry, new forms of social media are being released constantly and what’s “trending” changes day to day. Keeping up with this requires a Social Media Strategy. Intel’s Social Media Strategy requires a hard working team to come up with new ideas, monitor trends and work closely with the different platform vendors.

2.1.4 Social Media Guidelines

Most Intel employees use social media and when posting or commenting about the company they believe in using Social Media guidelines, they call these the “3 Rules Of Engagement”

Rule 1 - Disclose

Being transparent is important, use your real name, be yourself and keep up to date.

Your honesty or dishonesty will be quickly noticed in the social media environment.

Rule 2 - Protect

It is important to remember that when you're online everything you post is made public and searchable. Therefore it is important to be cautious, don't give away confidential information about the company and don't slam competitors.

Rule 3 - Use Common Sense

There's no need to respond to every criticism, be careful on how you chose to reply and keep your cool. If you've made a mistake, admit it and be quick and honest with your correction.

2.1.5 Types of Social Media Intel Use

Facebook- Facebook is taking the company to a new level of communication.

Users feel they can interact with Intel on a more personal level and having a fan page on Facebook is far more effective than mass media.

Twitter- This is a great way for Intel to express a brand personality while also directly engaging with their audience. People who "follow" Intel can get live "tweets" (messages) from the company and retweet if they agree or reply if they don't, it's another way of making potential consumers feel more involved.

Instagram – By using Instagram, Intel can tap into consumer creativity by sharing pictures of Intel products and services and then get ideas from consumers on design of future products .

Pictures of products at different angles can show how proud the company is of their innovations.

LinkedIn- By creating a professional profile, Intel have created a community for potential and actual employees. With daily updates Intel increases brand visibility. They create rich content with images, videos and slides that allows them to establish an ever growing network.

Pinterest- Using Pinterest is like writing a book with a lot of pictures and manuals for products. This is another way for Intel to create awareness by posting their ideas and linking them to the company website. Intel's use of Pinterest often features a remarkable story, philanthropy and really promotes Intel in the community.

YouTube- This extends brand messaging through video content and also increases Search Engine Optimization. Its a platform which enables users to engage with the Intel brand through competitions, celebrity endorsement and charity work.

Easily shareable content and a way of viewing Intel products in action.

Google+ - With 1 million created business and brand pages in first six months, "Google+" is one of the most popular social networks. With 300 million active users "Google+" allows Intel to reach audience through "Hangouts", which can be publicly broadcasted.

Tumblr- Is a microblogging platform and social networking website. This service allows Intel to post multimedia content in a short way by means of blogs. Most of the content is created by fans or employees of Intel and whilst the content may not be official it is a good way of spreading the brand.

Marketing used by Intel

Direct Marketing ones of most common strategies for advertising and promoting the Intel brand. Based on databases of customers or potential customers by email, phone, text messages

Brand recognition and **Relationship Marketing** can be created when a customer knows your brand and loves it, who will spend more money with your brand. Intel using previous experience to create a stronger ties.

Offline Marketing for potential customers who for some reasons don't have access to Internet or other services, here Intel creating marketing campaigns by using offline channels such a radio and print advertising including billboards, signs telemarketing, and television ads. Early sixties was the only way to promote microchips innovatively developed and manufactured by Intel. Also includes **Outdoor Marketing**.

Social Media Marketing engages your customers over websites like Facebook and Twitter. Indeed very popular and very fast growing with multiple investments.

Introduction

In today's world Social Media is more important than ever. It is truly a 24/7 business with a rapid growth rate. It has opened up many opportunities for small businesses, it has created a people power presence and has made many large companies rethink their advertising strategy.

Trends and campaigns have captured audiences from one continent to the next, online reviews have scrutinized products and businesses more than ever. Historically companies have invaded our social activities with their advertising, for example whether watching TV, reading a newspaper, or going to a sporting event, you are almost guaranteed to see an advertisement or a sponsor from a company. When Facebook started this was a new way for people to be social and it wasn't long until businesses tapped into this market. In the online article "Social Business: How Social Media has changed Business as we know it!" it states *"As you can see, Social Media isn't just all about sharing photos and opinions. It can actually help businesses grow in multiple ways, from educating consumers on products and services, to promoting the same products and services to consumers, to helping in the development of those products and services internally. It also can be used to organize and promote discussions internally and to help companies communicate effectively and efficiently in order to help streamline inter-department actions. Look for more and more companies in the near future take advantage of social media both internally and externally."*

In this report we will look at the different forms of digital media and how it has evolved over the years. We will also be taking an in depth look into how one of the largest technology companies in the world use Social Media.

