# Coca-Cola Uses the Internet and Digital Media to Expand Its Market.

Internet appeared in front of public as new media years ago. Then Internet marketing developed in a swift way. Because the Internet offers advertisers flexible and time sensitive placement of their messages, it has become increasingly popularity marketing method. Now, Internet marketing not only delivers accurate advertisement to customers, it also provides plenty form to interact with customers.

Coca-Cola Company wants to build a solid relationship with consumers. It needs to catch the user's requirement through the search engine and offer more opportunities for advertisers and companies to achieve greater professional development. Search engines bring people not only enjoyment of the life through the network, but also offer a platform for Coca-Cola Company to run their new business. Therefore, only by continuous improvement could become a mainstream Internet market; the Internet marketing can achieve that stage of development. Feedback from customers could not satisfy Coca-Cola Company anymore. Moreover, Internet provides solutions for these needs. With the constant evolution of the media marketing and advertising today, consumers have become media producers, programmers, and distributors. The Internet plays an imperative role in people's life. According to this understanding Coca-Cola Company changes their marketing method from simple transactional marketing to relationship marketing.

Since Coca-Cola became one of the biggest drink companies in the world, Coca-Cola's products already around more than 200 countries. For example, China becomes one of the biggest export marketing of Coca-Cola. Coca-Cola not only produces the soda, it produces the tea, Energy drinks, juices and Diet Coke. Coca-Cola uses the Internet and digital media to expand its market.


Ads spending
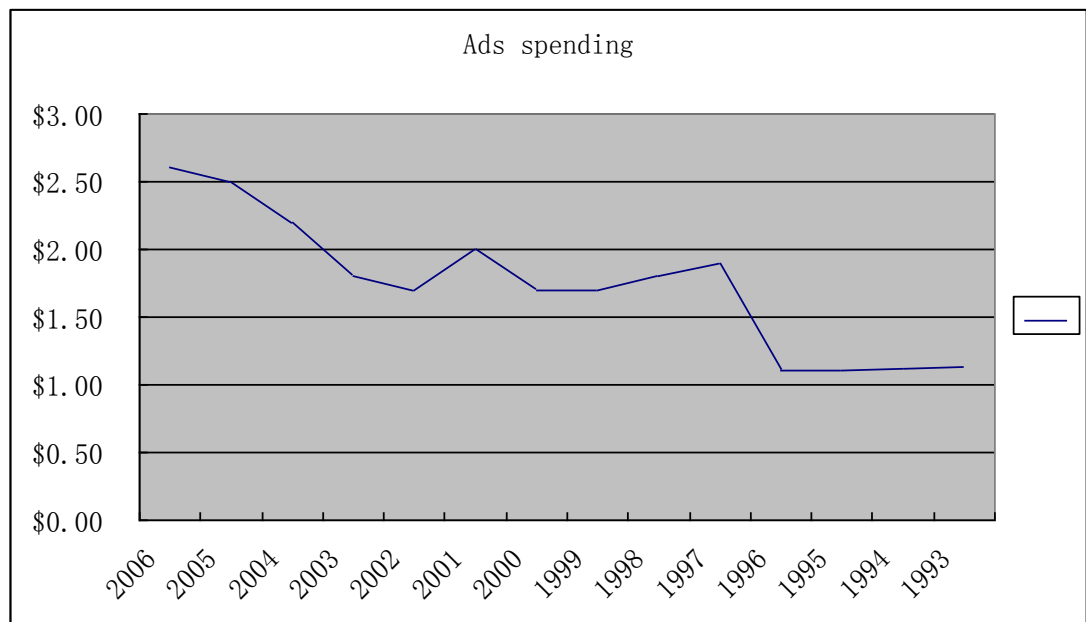
Source: Coca-Cola's Advertising Up

The following amounts reflect the total worldwide amounts spent on print, radio, Internet, and television advertising. However, the Coca-Cola's advertising cost has been consistently rising

Coca-Cola Company has a good cooperation relationship with Facebook. Consumers can create cans of Coca-Cola that feature their profile picture and then sent their

profile photo on to their family and friends. In the last "like wars" on Facebook, Coca-Cola beat all competitors. "The 'fans-first' strategy that made Coca-Cola the biggest brand on Facebook—with 36 million 'likes'—didn't begin with a huge marketing effort from the global soft drink behemoth. Coca-Cola would have preferred to cultivate the 100-plus fan-created pages across the social platform, cross-pollinate content, and encourage a thousand pages to bloom" (Working, 2011). Coca-Cola Company already becomes famous in the world. Coca-Cola worked with Facebook in order to make consumers create personalized cans through using Facebook Connects. "Once users clicked on the banner the can was instantly personalized for them and this lead to the click through rate being eight times better than normal banner ads" (Fisher, 2011). For example, on Coca-Cola Facebook webpage, Coca-Cola shares the design of Coke bottle in 2012 with its fans. Coca-Cola clearly sees the fan's club as a priority on Facebook. Coca-Cola created its own Facebook "fan" pages where customer can connect with them and become part of online community.

Top ten likes brand
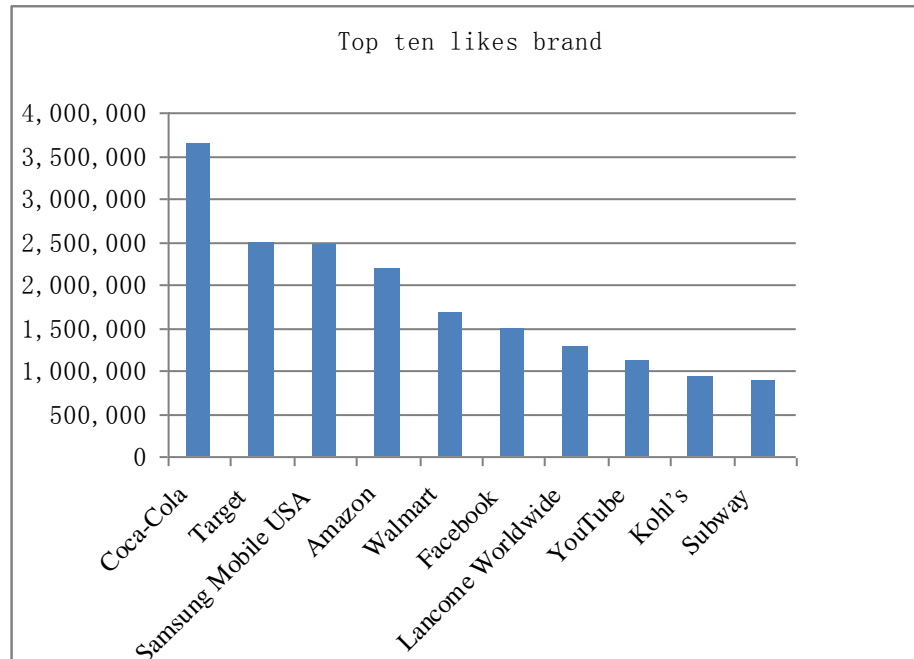
Source: Top Ten Brands in Terms of New Likes for August.

Using the digital media has helped Coca-Cola become closer with its consumers. "Companies have quickly learned that social media works: 39 percent of companies we have surveyed already use social-media services as their primary digital tool to reach customers, and that percentage is expected to rise to 47 percent within the next four years.1 Fueling this growth is a growing list of success stories from mainstream companies" (Divol, Edelman, Sarrazin, 2012). The marketing executives discovered not only a "place" where their customers went but also a place that provided a cheap platform to build interactive business and get close to customers. "Coke monitors the questions posted on Twitter and answers all of them, Clark says. 'What Twitter has done is changed our customer service,' she says. Clark has shifted staff, putting more folks on the Twitter response team and fewer on the phone" (Graham, 2011).

Coca-Cola must improve the sensitivity of the consumers. After a product or service launched, companies need to get the feedback from consumers, in order to make sure the product or service running good or bad.

Coca-Cola still uses TV ads as its marketing strategy. Coca-Cola produces many famous ads every year. "A spokeswoman at Coca-Cola said that while TV is still an important medium from promoting their brands, 'many of our recent advertising campaigns and promotions have also utilized online facilities such as Facebook and YouTube more'" (Coca-Cola Cuts Ad, 2011). Coca-Cola will depend on something special events to make an advertisement. The Super Bowl is the highest level of professional American football in the United States, culminating a season that begins in the late summer of the previous calendar year the During the America Super Bowl period, Coca-cola made a particular advertising for Super Bowl. In the advertising, bears become the players and the bottle of Coke becomes the football.   In Chinese New Year, Coca-Cola as a necessary element appears on the table of the New Year dinner. All of the Coca-Cola advertisements broadcast on the big channel's prime time. "Mass advertising will continue to have a role (albeit a decline role) in driving reach, but marketers are prioritizing channels that maintain deeper consumer relationships. Seventy-five percent of survey participants are using online advertising as part of their marketing mix" (Landry, 2007). Coca-Cola carried out its "Longest Celebration" campaign for the World Cup games in 2009. It hopes to score another marketing win in London 2012 Summer Olympics.

Coca-Cola places ads on Internet in order to make consumers understand its new products and new goals. Online ads become a powerful and low-cost form compared to traditional TV ads. "We must embrace the creativity of consumers all around the world," said Jonathan Mildenhall, VP, global advertising strategy and content excellence at Coca-Cola, in an interview with ClickZ News. The discussion took place at the Interactive Advertising Bureau's Mixx conference during Advertising Week in New York" (Virzi, 2011). Online advertising need not too much cost and time to make an advertisement. However, it brings a big benefit to Coca-Cola.

Coca-Cola makes films in order to expand its global market. In the late of 18th century British inventor Louis Le Prince made the first movie-"Roundhay Garden Scene". Movies play a role in people's daily life. "As summer movie season kicks off, you'll see product placements for Coca-Cola hidden within at least a few blockbusters" (Warren, 2012). Because the world's most recognized beverage brand has its tentacles in movies. Over the last 80 years, the Coca-Cola logo and Coca-Cola products have appeared in films. In recent years, Coca-Cola has appeared in movies such as Casino Royale (2006), Elf (2003), Drumline (2002), Little Miss Sunshine (2006), Ocean's Twelve (2004) and Talledega Nights: The Ballad of Ricky Bobby (2006). "Coca-Cola teams in more than 40 markets have produced more than 100 films and brand experiences centered on surprising moments of authentic happiness" (Passionately, 2011). In addition, product placement in TV drama or movies can play many times, even decades, it has natural

effectiveness Coca-Cola use the product placement marketing strategy spend low cost and receive a long term benefits. Similarly, product placement will not be influenced by advertising time, and Coca-Cola Company will cut the classical parts made them become advertising album launch in Youtube. Moreover, they need not to consider the advertising period. According to the Butterfly Effect, people will prefer to buy the Coca-Cola when they see the hero drink the Coke.

In-Game Advertising means companies through game as media then advertising the advertisement in the game, including static and dynamic. "The global games market has been booming in the last several years. According to industry analysts such as DFC Intelligence, between 2000 and 2001, the U.S. games industry grew from $6.6 billion to $9.4 billion. In 2007, that figure was up to a record-shattering $17.94 billion -- and that doesn't even include PC game sales or online revenue. Our most recent figures show that the global video game industry revenue was approximately $40 billion in 2007.-Colaestablished Strategic cooperative partnership with Ninth City in April 2005" (Boyd, Lalla, 2009). In-Game Advertising is a new media that base on the Internet and wireless communication technology.

Coca-Cola Company and Ninth City Company promotes an online that named "World of Warcraft." World of Warcraft uses Coca-Cola's white and red logo become the background in the virtual world. When players stop the game,

Coca-Cola's red and white logo becomes a restart button. They also produce an advertisement that they use World of Warcraft characters as the protagonist. At the same time, Coca-Cola launches seven World of Warcraft commemorative edition packages.   Every one who buys a bottle Coke will receive one minute of game time in World of Warcraft and will have the chance to get a small World of Warcraft gift. No matter in or out the game, Coca-Cola can become anything part of element in the World of Warcraft. World of Warcraft players enjoy to collect the game commemorative toys. Moreover, launch the World of Warcraft commemorative will increase the sales of Coca-Cola.

As opportunities for marketing on mobile devices and apps explode, Coca-Cola has increasingly focused on the development of mobile Web sites and applications designed to harness the versatile capabilities available on the most widely used smart phone and tablet platforms on the market. Recently Coca-Cola created its Coke Drink application for Apple's iPhone and the iPad. As the most popular mobile devices in the world, Coca-Cola could make an application for that easily and cheaply. Of course, Coke Drink application for Apple's iPhone would not claim for consumers' payment. Created to showcase mobile content that engages young consumers, Coca-Cola wanted this mobile application to serve as vital marketing, relationship-building and communication tools for its brand. By this way, developing mobile applications, Coca-Cola can engage consumers in its key messages. Coke Drink application's popularity provided relevant experiences to consumers and made

Coca-Cola can keep touch with them. And then, Coca-Cola's popularity and sales would increase. But Coca-Cola had not run any special mobile ad campaign—in fact, the brand had not really promoted application in any way. So the application had become a new advertisement, which cost less money. What's more, consumers would accept more naturally.

Coca-Cola created its Coke Drink application for Apple's iPhone. Opening the App store, download the "Coke Drink" app. This free app behaves like a real glass of Coca-Cola. A bottle of Coke will appear in iPhone's screen When consumers open this app. Consumers also make use of some ice, just touching the glass of Coke and shake the phone, the level will become low and low. "Among the findings were those two-thirds of the Internet traffic coming from mobile devices came from smart phones, while tablets were responsible for the rest. In a show of just how dominant Apple is in the tablet category, 97 percent of tablet traffic came from iPads" (Douglas, 2011). Coca-Cola launches some apps on iPhone. For example: the happiness Factory-Mortar Men. The happiness Factory characters are part of the magic that makes every Coca-Cola special, uplifting and exciting. Consumers send the soaring through hoops suspend from Chinoinks for points Coca-Cola opens its loyal program called "My Reward Program" on mobile phones. Once consumers buy Coca-Cola packed with plastic, every cap of the plastic bottle of Coca-Cola has its own code. Consumers do not need to carry the caps to go. They just need to type in the code on the area which Coca-Cola designs. After consumers finishing to input the

code they will receive some points from Coca-Cola. Through collecting the caps consumers can earn more points and accumulate on their mobile phone. Consumers choose their prizes through the points they have accumulated. Finally, the more Coca-Cola a consumer drinks, he or she will get a big surprise. Coca-Cola makes an increasing number of loyal consumers with the popularity of "My Reward Program" on mobile phones. This reward program encourages people to buy Coca-Cola's products and increase the profit of Coca-Cola Company.

Internet marketing brings more chances to Coca-Cola. Putting the advertisement in the TV, movies and game bring a big profit to Coca-Cola. Music becomes another way to help increase its brand awareness. "Coca-Cola has entered into a partnership with the music social network Spotify. The beverage manufacturer plans to feature the social network in its marketing, "Year of Music," which Coke will launch in 2013" (Colin 2012). Coca-Cola will promote the streaming service in paid and through its massive distribution network. Coca-Cola Company says they want Coke as like as water and music appear in everywhere. They want to use music to attract more young consumers.

The Internet plays a role in understanding consumers' insight and creates a trustful relationship between sellers and buyers. Thus, it bolsters the consumption and helps to promote the product quality. How make consumers feel satisfied that will always

be an aim for marketers. With the rapid development of Internet, various media then flourishes. Moreover, Internet and digital media will turn into a mainstream form of marketing and communication for Coca-Cola. Thus, to create and set up a famous brand has become an effective method for Coca-Cola to develop and grasp the domestic market help Coca-Cola to collect and analyze the data collected from the Internet so as to make a better plan about their products. Since marketing will become more intense in the future, marketers should spare no effects to make measurement to attract more consumers. Although Coca cola has become famous enough all around the world, the company pays attention on its advertisement. However much the advertisement costs, it maintains an irreplaceable statue of Coca cola in people's mind. The way Internet marketing innovation has become a critical element for the Coca-Cola development and the birth of new things provide a better position to catch the customers' attention.

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You need assistance with writing this report. You have researched the report well, and during the semester, your use of English has improved. You do not organize your thoughts well. It is as if you are dropping ideas on the page hoping that they work. You also need assistance with your

English syntax even though it has improved. I stopped reading closely after the 39th comment.Grade: C-.