

## Annex: Proposal of establishing technical committee on digital marketing

### Question 1: What is the difference between digital marketing and e-commerce?

There is a common misconception conflating marketing with transactional activities. Correct understanding of the concept of digital marketing can help standardize practices, foster innovation, and drive global cooperation in this evolving field.

<b>Aspect</b>	<b>Digital Marketing</b> <i>Note: the following content is summarized from academic and industry materials</i>	<b>E-Commerce</b> <i>Note: the following content is summarized from ISO 32110: 2023 and industry materials</i>	<b>Conclusion</b>
<b>Definition</b>	Digital Marketing is a type of marketing that involves using new media or digital technology to achieve marketing and business goals. It is perceived as innovative communication and interaction with the target group through digital channels, using technology to promote goods, services, events, experiences, persons, places, properties, organizations, information, and ideas to build brand reputation, acquire customers, boost sales, and achieve other marketing objectives (including community building and engagement, partnership development, etc.).	E-commerce is activity of buying and selling products over open networks	A type of marketing VS A type of transaction
<b>What is marketed?</b>	Goods, services, events, experiences, persons, places, properties, organizations, information, and ideas	Goods and services	10 VS 2
<b>Purpose</b>	Build brand reputation, acquire customers, boost sales, community building and engagement, partnership development, etc.	Facilitate online sales transactions.	Transactional & non-transactional VS Transactional

<b>Aspect</b>	<b>Digital Marketing</b> <i>Note: the following content is summarized from academic and industry materials</i>	<b>E-Commerce</b> <i>Note: the following content is summarized from ISO 32110: 2023 and industry materials</i>	<b>Conclusion</b>
<b>Functions</b>	Help the organizations and individuals to achieve objectives such as generate brand awareness, engage communications, etc.	Generate sales transactions	Various VS Single
<b>Scenarios</b>	Online and offline	Online	2 VS 1
<b>Metrics and KPIs</b>	Conversion Rate (CR) Cost Per Acquisition (CPA) Cost Per Lead (CPL) Return on Ad Spend (ROAS) Customer Lifetime Value (CLV) Unique Monthly Visitors (UMV) Traffic Generated by Channel (TGC)	Sales revenue, average order value, cart abandonment rate, etc	Various VS Revenue based
<b>Customer Journey</b>	Aware, Appeal, Ask, Act, Advocate (5A)	Pre-transaction, in-transaction, post-transaction ( this exists in the Act phase of 5A ) Note:In the phase of the "Act," the actions include visiting, voting, participating in activities, commenting and interacting, buying (online and offline), registering members, etc. E-commerce is only one type of the actions (online purchase) led by digital marketing.	5A VS a type in Act Phase
<b>Typical Occupation</b>	Concentrate on using digital channels to communicate and engage with audiences, utilizing creative and strategic methods to enhance brand visibility and user engagement through content creation across various platforms like social media and SEO. Aims to build relationships and brand awareness Source: European Skills, Competences, and Occupations	Facilitating online transactions, managing e-commerce platforms, and optimizing the online shopping experience to streamline the buying and selling processes. Focuses on sales conversion and operational efficiency Source: European Skills, Competences, and Occupations	

Therefore, digital marketing is different from e-commerce; digital marketing has a broader scope, focusing more on reaching stakeholders using new media and digital technology.

**Question 2: What's the relationship between the new digital marketing TC and TC321?**

TC	Proposed TC on Digital Marketing	ISO/TC 321 Transaction assurance in E-commerce
Scope	<p>Standardization in the field of terminology, requirements, guidance, practices, tools and methods for organizations and professionals conducting digital marketing.</p> <p>Excluded:</p> <p>Digital marketing activities that will lead to e-commerce transactions and relevant work within the scopes of the following committees:</p> <p>ISO/IEC JTC 1 (Information technology)</p> <p>ISO/TC 154 (Processes, data elements and documents in commerce, industry and administration)</p> <p>ISO/TC 207 (Environmental management)</p> <p>ISO/TC 225 (Market, opinion and social research)</p> <p>ISO/TC 307 (Blockchain and distributed ledger technologies)</p> <p>ISO/TC 321 (Transaction assurance in E-commerce)</p> <p>ISO/TC 324 (Sharing economy)</p> <p>Note: In parallel, the proposed TC works in cooperation with existing committees on subjects that may support digital marketing.</p>	<p>Standardization in the field of “transaction assurance in e-commerce related upstream/downstream processes”, including the following:</p> <p>Assurance of transaction process in e-commerce (including easier access to e-platforms and estores);</p> <p>Protection of online consumer rights including both prevention of online disputes and resolution process;</p> <p>Interoperability and admissibility of inspection result data on commodity quality in cross-border e-commerce;</p> <p>Assurance of e-commerce delivery to the final consumer.</p>
Framework of standards	<p>Digital marketing – Vocabulary (Deliverable type: IS)</p> <p>Digital marketing - Principles and framework (Deliverable type: IS)</p> <p>Digital marketing - Live streaming marketing (Deliverable type: TS)</p> <p>(Note: Maintenance of ISO/IWA 41:2023)</p> <p>Digital marketing - Search Engine Optimization (SEO) marketing (Deliverable type: TS)</p> <p>(Note: possible upgrade from DIN/SPEC 33461)</p> <p>Process definition for the search engine optimization (SEO))</p> <p>Digital marketing - Pay-per-Click Advertising (PPC) marketing (Deliverable type: TS)</p> <p>Digital marketing - Social media marketing (Deliverable type: TS)</p> <p>Digital marketing - AI marketing (Deliverable type: TS)</p> <p>Digital marketing - Analytics indicators and</p>	<p>ISO/AWI TR 32123 Transaction assurance in E-commerce - After sales services for E-commerce</p> <p>ISO/DIS 32122 Transaction assurance in e-commerce — Guidelines for offering online dispute resolution services</p> <p>ISO/AWI TR 32121 Transaction assurance in e-commerce – Practices for developing terms of use for B2C e-commerce platform</p> <p>ISO/FDIS 32120 Transaction assurance in E-commerce — Guidelines on sharing goods quality assurance traceability information in E-commerce supply chains</p> <p>ISO/DIS 32112 Transaction assurance in e-commerce — Relevant factors of evaluation and</p>

	measurement (Deliverable type: IS) Digital marketing - Hybrid marketing strategy (Deliverable type: TR) Digital marketing - Transformation of digital marketing management (Deliverable type: TR)	selection of indicators
Vision	The vision is to help standardize practices, foster innovation, and drive global cooperation in digital marketing, enhancing the effectiveness, reliability, and ethical practices of digital marketing activities across all sectors and industries, contributing to sustainable and inclusive economic growth. The mission of the proposed technical committee is to develop and promote international standards for digital marketing, ensuring consistency, quality, and innovation across the industry, encouraging ethical and responsible practices and guide the effective use of emerging technologies.	The vision of ISO/TC 321 is to foster the development of global e-commerce by developing fundamental rules and criteria for transaction assurance in e-commerce. The mission of ISO/TC 321 is to introduce and promote the application of international standards and guidelines to e-commerce transactions in all types, by engaging multi-stakeholders in the e-commerce supply chain.

**To summarize:**

- According to the answer of Question 1, digital marketing has a broader scope than e-commerce, ISO/TC 321 is Transaction Assurance in e-commerce; the keyword is “transaction assurance,” not e-commerce itself. And this “transaction assurance” is restricted to the scenario of e-commerce.
- They have very different plans of future work and visions

**Important Note:**

previous communication was conducted with the ISO/TC 321 secretariat and received a formal reply. ISO/TC 321 accepted the current scope of the new TC and confirmed no overlap between the proposed TC and ISO/TC 321. Both parties understands that the scope of digital marketing TC will not involve marketing activities that "will lead to e-commerce," and confirms that ISO/TC 321 is excluded from the scope, in the meantime, both parties also promise that will establish liaison when necessary in the future. (Please refer to ISO/TC 321's email reply on 1st June 2024).



**Question 3: What is the difference between Online marketing/Internet marketing, E-marketing and digital Marketing?**

Online/Internet marketing restricts marketing activities to be carried out online, which means marketing activities are subject to the availability of the Internet. The concept used by the proposer is digital marketing, a type of marketing that involves using new media or

digital technology to achieve marketing and business goals. New media and digital technology include but are not limited to the Internet, so digital marketing has a broader scope.

Other common digital marketing types are(not limited) :

- **Social Media Marketing**
- **Content Marketing**
- **Email Marketing**
- **Search Engine Marketing (SEM)**
- **Affiliate Marketing**
- **Influencer Marketing**
- **Pay-Per-Click (PPC) Advertising**
- **Viral Marketing**

E-marketing is not a formal terminology, at present, the most commonly used terminology in both academia and industry is digital marketing. For example, higher education organizations, training institutions, and talent certification programs in various countries use the name "digital marketing," and the industry is also adopting the term "digital marketing".