



PROPOSAL FOR A NEW FIELD OF TECHNICAL ACTIVITY

PROPOSER:

DATE OF CIRCULATION:

SAC

Click or tap to enter a date.

CLOSING DATE FOR VOTING:

Click or tap to enter a date.

A proposal for a new field of technical activity shall be submitted to the Office of the CEO (to tmb@iso.org), which will process the proposal in accordance with [ISO/IEC Directives, Part 1, Clause 1.5](#).

Furthermore, a proposal will be considered as complete if every information field is complete and follows the guidelines for proposing and justifying a new field of activity given in the [ISO/IEC Directives, Part 1, Annex C](#).

TITLE

(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.2](#))

Digital marketing

SCOPE

(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.3](#))

Standardization in the field of terminology, requirements, guidance, practices, tools and methods for organizations and professionals conducting digital marketing.

Excluded: Relevant work within the scopes of the following committees:

ISO/IEC JTC 1 (Information technology)

ISO/TC154 (Processes, data elements and documents in commerce, industry and administration)

ISO/TC 225 (Market, opinion and social research)

ISO/TC 307 (Blockchain and distributed ledger technologies)

ISO/TC 321 (Transaction assurance in E-commerce)

ISO/TC 324 (Sharing Economy)

Note: In parallel, the proposed TC works in cooperation with existing committees on subjects that may support digital marketing.

Purpose and justification (Please use the field immediately below or attach an annex.)

(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.13](#))

Marketing is about identifying and meeting human and social needs in a way that harmonizes with the goals of the organization¹, which is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers and clients,

¹ Kotler P, Keller K. Marketing Management [M]. Pearson, 2021.

partners, and society at large. Marketing permeates all aspects of the society. Specifically, marketing typically involves 10 different domains, which also can be seen as the target of marketing, that are goods, services, events, experiences, persons, places, properties, organizations, information, and ideas.

Digital marketing is a type of marketing that involves using new media or digital technology to achieve marketing and business goals, and it is perceived as innovative communication and interaction with the target group through digital channels, using technology to promote products and services to build brand reputation, acquire customers, boost sales, and other marketing objectives.

Obviously, digital marketing is a horizontal concept that can be applied to all sectors of all industries, all organizations (e.g., enterprises, government, charity organizations, and other NGOs), and all scenarios. What is marketed through digital marketing is not limited to goods and services. Nor is the purpose of digital marketing is not limited to transactions or revenue growth either. For example, destination management organizations (DMOs) can use digital marketing to promote destinations, politicians can use digital marketing during elections or online affirmative action campaigns, and all the ISO TCs use digital marketing to communicate and engage with stakeholders. Digital marketing can help organizations achieve both online and offline marketing and business goals. For example, brick-and-mortar stores and restaurants are using digital marketing to promote their organizations and services, but transactions and consumption take place offline. Therefore, digital marketing can facilitate offline transactions and offline business without transactions that are not covered by e-commerce.



According to Prof. Philip Kotler's 5A Model (the book "Marketing 4.0 from Traditional to Digital"), this is by creating awareness for your brand (Aware), appealing to customers' curiosity (Appeal), assisting them in their research process (Assist), encouraging action (Act), and building advocacy and loyalty (Advocate). This model can be seen as the journey or phase of digital marketing. In contrast to E-commerce, the transaction in E-commerce only exists in the "ACT" phase of the 5A Model.

In short, digital marketing is promotion and advertising through digital channels based on digital technology. E-commerce is commercial transactions conducted over networks such as the Internet using computers, etc. From a sales perspective, E-commerce and digital marketing are related processes. Transaction in E-commerce is the sales process. Anything you do beyond the sales process is marketing.

Digital marketing tools or channels includes email, social media and multimedia messaging that is distributed through mobile and web. Over 60 percent of the global population is online, and more

people are joining them every day². Nowadays, companies are increasing their digital marketing budgets by double-digit figures while traditional marketing gets slashed³. With the burgeoning popularity of TikTok and Instagram reels, businesses are focusing on video marketing content such as product demonstrations and customer testimonials for increased engagement. And, around 56% of businesses globally are planning on increasing their TikTok marketing budget, due to its surging popularity. The global digital marketing market size reached a value of nearly USD 363.05 billion in 2023. The market is projected to grow at a CAGR of 13.1% between 2024 and 2032, reaching a value of around USD 1099.33 billion by 2032⁴.

The deep influence of digital marketing is reflected in its ability to guide cognition and promote the positive expectations of society for enterprises. Nowadays, digital marketers are currently one of the main groups of freelancers internationally, followed by software developers, professional designers, and copywriters. According to the US Bureau of Labor Statistics⁵, on average, advertising, promotions, and marketing manager roles are projected to grow by 6 percent between 2022 and 2032,

Although traditional and digital marketing can be complementarily to achieve common marketing goals, digital marketing offers some benefits over traditional marketing, such as lower cost, measurability, personalization, higher ROI, and they are profoundly different in their communication style and impact on consumers. Digital marketing makes it easier for consumers to obtain information about products, services, and brands with convenient access, thereby enhancing their decision-making ability. For business, international trade and economic connectivity through digital channels promotes market globalization, and SMEs (small and medium enterprises) could have a better chance to compete with large enterprises. It also creates new jobs in the operation and management of digital marketing and makes it easier for individuals to build personal brands and become opinion leaders. However, digital marketing is complicated and diverse, resulting in low efficiency of resource use; lack of unified standards undermining industrial expansion and integration, data classification and relevant definitions are not interchangeable, cross-platform difficulties challenges, and potential data security and privacy issues require more guidance and regulation in future development.

Digital marketing has not only achieved success at the business level but also plays a leading role in social development and sustainability, contributing to building a more sustainable, inclusive, and prosperous future society through information dissemination, awareness advocacy, and industry self-development. In this way, digital marketing contributes to the United Nations Sustainable Development Goals (SDGs), particularly Goals 1, 4, 5, 8 and 12, as follows:

- By disseminating information on Goal 1 (No poverty) through digital channels, digital marketing draws social attention to poverty issues, provides more support and assistance, and promotes efforts to reduce, and eliminate poverty and protect vulnerable groups. Digital marketing platforms have become essential channels for social change, laying a foundation of public opinion for achievement of Goal 1.
- In terms of talent cultivation and industry self-development, the rapid development of digital marketing not only creates quality employment opportunities equally for all people worldwide, but also promotes the development of digital skills and education, providing a foundation for achievement of Goals 4 (Quality education) and 8 (Decent work and economic growth)
- In relation to Goal 5 (Gender equality), digital marketing promotes gender equality by breaking gender stereotypes. Digital advertising can break free from the constraints of traditional gender roles, calling on society to pay more attention to gender differences and discrimination and

² Coursera. "Foundations of Digital Marketing and E-commerce, <https://www.coursera.org/lecture/foundations-of-digital-marketing-and-e-commerce/how-digital-marketing-and-e-commerce-create-value-85J7x>." Accessed October 4, 2023.

³ Statista. "Change in digital marketing spending and traditional advertising according to CMOs in the United States from 2012 to 2020, <https://www.statista.com/statistics/693449/digital-vs-traditional-marketing-budget-change-according-to-cmos-usa/>." Accessed October 4, 2023.

⁴ <https://www.expertmarketresearch.com/reports/digital-marketing-market>

⁵ US Bureau of Labor Statistics. "Occupational Outlook Handbook: Advertising, Promotions, and Marketing Managers, <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>." Accessed October 4, 2023.

providing new thinking and motivation. And the people are not limited to digital marketing jobs, which allows for equality in selection of professionals in the industry.

- In relation to Goal 12 (Responsible Consumption and Production), digital marketing does not generate waste or toxic substances. By emphasizing sustainable consumption and production concepts and raising the awareness of reduction and recycling, it encourages responsible consumption patterns.

Digital marketing can be classified according to channel, target, content form, technology, etc. Each type under the category generates new demands for standardization as the world grows and develops:

- From the perspective of channels, digital marketing includes various communication channels, such as search engine marketing (SEM), social media marketing, email marketing, content marketing, mobile application marketing, etc. Each channel has unique characteristics and advantages. Therefore, corresponding standards are needed to standardize and optimize marketing practices.
- From the perspective of the goals, digital marketing can develop strategies for different goals, including brand building, sales promotion, customer relationship management, etc. Other marketing objectives require different guidance standards to ensure that the expected results are achieved and maximize the maximum return on investment.
- From the perspective of content form, digital marketing includes various forms such as text content, images, videos, interactive experiences, etc. Different types of content need to meet specific standards to ensure user experience, content quality, and compliance.
- From the perspective of the technology involved in digital marketing, such as artificial intelligence, virtual reality, etc., corresponding standards are needed to guide their application and ensure the rational use of technology and data security.

Digital marketing has a profound impact on businesses, consumers, practitioners, governments, and society and raises a series of challenges and issues that need to be addressed. The aim of this proposed TC is to provide standards for terminology, requirements, guidance, practices, tools and methods for organizations and professionals conducting digital marketing. The proposed TC will contribute to:

- provide unified guidance for the joint development of the global digital marketing industry and promote business connectivity among countries.
- regulate the behavior of digital marketing practitioners, avoid inappropriate behavior such as misuse of data and dissemination of false information, and improve the overall ethical level of the industry.
- improve the overall quality level of the digital marketing industry, reduce low-quality, fraudulent, and harmful practices, thereby enhancing the reputation and sustainability of the entire industry.
- encourage competition and innovation in the digital marketing industry, provide clear rules and frameworks for companies, and drive their development towards higher quality standards.
- help consumers, businesses, and other stakeholders to participate more confidently in digital marketing while adapting to and adopting the development of new technologies by creating a trusted digital marketing ecosystem.

PROPOSED INITIAL PROGRAMME OF WORK (Please use the field immediately below or attach an annex)

Please see the [ISO/IEC Directives, Part 1, Annex C.4.4 and C-4.5](#))

For each item, the initial work programme shall define the deliverable type and target dates. The initial work programme shall also assign priorities to the different items.

Digital marketing – Vocabulary (Deliverable type: IS)

Digital marketing - Principles and framework (Deliverable type: IS)

Digital marketing - Live streaming marketing (Note: Maintenance of ISO/IWA 41:2023) (Deliverable type: TS)

Digital marketing - Search Engine Optimization (SEO) marketing (Deliverable type: TS)

Digital marketing - Pay-per-Click Advertising (PPC) marketing (Deliverable type: TS)

Digital marketing - Social media marketing (Deliverable type: TS)

Digital marketing - Metaverse marketing (Deliverable type: TS)

Digital marketing - AI marketing (Deliverable type: TS)

Digital marketing - Analytics indicators and measurement (Deliverable type: IS)

Digital marketing - Hybrid marketing strategy (Deliverable type: TR)

Digital marketing - Transformation of digital marketing management (Deliverable type: TR)

Note: This TC develops all types of ISO deliverables such as IS, TS, PAS, and TR to meet the global need.

RELATION OF THE PROPOSAL TO EXISTING INTERNATIONAL STANDARDS AND ON-GOING STANDARDIZATION WORK

- The proposer has checked whether the proposed scope of the new committee overlaps with the scope of any existing ISO or IEC committee or JTC1 sub-committee
- If an overlap or the potential for overlap is identified, the affected committee has been informed and an agreement has been reached between proposer and committee on
 - i. modification/restriction of the scope of the proposal to avoid overlapping,
 - ii. potential modification/restriction of the scope of the existing committee to avoid overlapping.
- If agreement with the existing committee has not been reached, please explain why the proposal should be approved.

Click or tap here to enter text.

- Have proposals on this subject been submitted into an existing committee and rejected? If so, what were the reasons for rejection?

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LISTING OF RELEVANT DOCUMENTS (SUCH AS STANDARDS AND REGULATIONS) AT INTERNATIONAL, REGIONAL AND NATIONAL LEVEL

(Please see the ISO/IEC Directives, Part 1, Annex C, Clause C.4.6)

ISO Deliverable:

ISO/IWA 41:2023 Guidelines for live streaming marketing service

China's national standards:

GB/T 34941-2017 Digital marketing—Programmatic marketing technology requirements

GB/T 42454-2023 Digital marketing—Mobile marketing technical specification

LISTING OF RELEVANT COUNTRIES WHERE THE SUBJECT OF THE PROPOSAL IS IMPORTANT TO THEIR NATIONAL COMMERCIAL INTERESTS

(Please see the ISO/IEC Directives, Part 1, Annex C, Clause C.4.8)

Asia: China, Japan, Korea, Philippines, Mongolia, Indonesia, Vietnam, Singapore, Malaysia, Thailand, Bangladesh, Sri Lanka, Nepal, Pakistan, India, Iran, Turkey, Saudi Arabia, UAE

Europe: UK, France, Germany, Italy, Spain, Netherlands, Ireland, Switzerland, Sweden, Finland, Russia

Africa: South Africa, Egypt, Kenya, Nigeria, Uganda, Zimbabwe, Zambia, Ghana, Mauritius, Malawi, Morocco

America: Canada, USA, Argentina, Brazil, Peru, Colombia, Mexico

Oceania: Australia, New Zealand

LISTING OF RELEVANT EXTERNAL INTERNATIONAL ORGANIZATIONS OR INTERNAL PARTIES (OTHER THAN ISO AND/OR IEC COMMITTEES) TO BE ENGAGED AS LIASONS IN THIS WORK

(Please see the [ISO/IEC Directives, Part 1, Clause C.4.9](#))

AMF (Asia Marketing Federation)

AMC (African Marketing Confederation)

EMC (European Marketing Confederation)

ICC (International Chamber of Commerce)

ICSB (International Council for Small Business)

ACSB (Asia Committee for Small Business)

CMO (Chief Marketing Officer) Council

DMI (Digital Marketing Institute)

ISO/IEC JTC 1 (Information technology)

ISO/TC154 (Processes, data elements and documents in commerce, industry and administration)

ISO/TC 225 (Market, opinion and social research)

ISO/TC 307 (Blockchain and distributed ledger technologies)

ISO/TC 321 (Transaction assurance in E-commerce)

ISO/TC 324 (Sharing Economy)

IDENTIFICATION AND DESCRIPTION OF RELEVANT AFFECTED STAKEHOLDER CATEGORIES

(Please see [ISO Connect](#))

	Benefits/Impacts/Examples
Industry business and organizations	Digital marketing creates high efficiency and agility advantages, allow them to perform deeper and better in brand building and market growth overall success for a long term development.
Industry and commerce – SMEs	Digital marketing offers cost-effective operations, targeted and scientific decision making, allows flexibility and agility at the lean start-ups, which will set a great foundation for future expansion and growth.
Government/Regulatory agency	Digital marketing offers digital documentation and traceable activities records, and instant delivery of regulation message, reduces administrative burden.

Consumers	Through digital marketing consumers could receive personalized information, and more power of selecting services and products without the limit of time and location. The gap between the market and consumers has been narrowed because of digital marketing, and the interactive and engaging experiences will create enjoyment for consumers.
Labour/Talents/Practitioners	Digital marketing requires new skills of labor, new thinking mode, new ways of cooperating inside and outside of the business. Development of the industry has a direct impact on the workforce, empowering success possibilities.
Academic and research bodies	Digital marketing increases visibility and easier reach to information, enhanced data analysis efficiency. Academic and research bodies could have a new channel and direction of absorbing and producing research in related area.
Standards related organizations	Digital marketing as a new field of standardization, offers innovative ways to the promotion of related standards promotion and application globally, as well as collecting data and feedback, in return, Standards related organizations promote the standardization and popularization of digital marketing.
Other (please specify)	Click or tap here to enter text.

EXPRESSION OF LEADERSHIP COMMITMENT FROM THE PROPOSER

(Please see the ISO/IEC Directives, Part 1, Annex C, Clause C.4.12)

If ISO agrees to establish this committee, China is willing to undertake the work of the Secretariat

- The proposer confirms that this proposal has been drafted in compliance with iso/iec directives, part 1, annex c**

SIGNATURE OF THE PROPOSER

Click or tap here to enter text.

COMMENTS OF THE ISO CENTRAL OFFICE (IF ANY)

Click or tap here to enter text.