Digital Marketing: Trends and Tools
«Trends in der Digitalen Vermarktung»
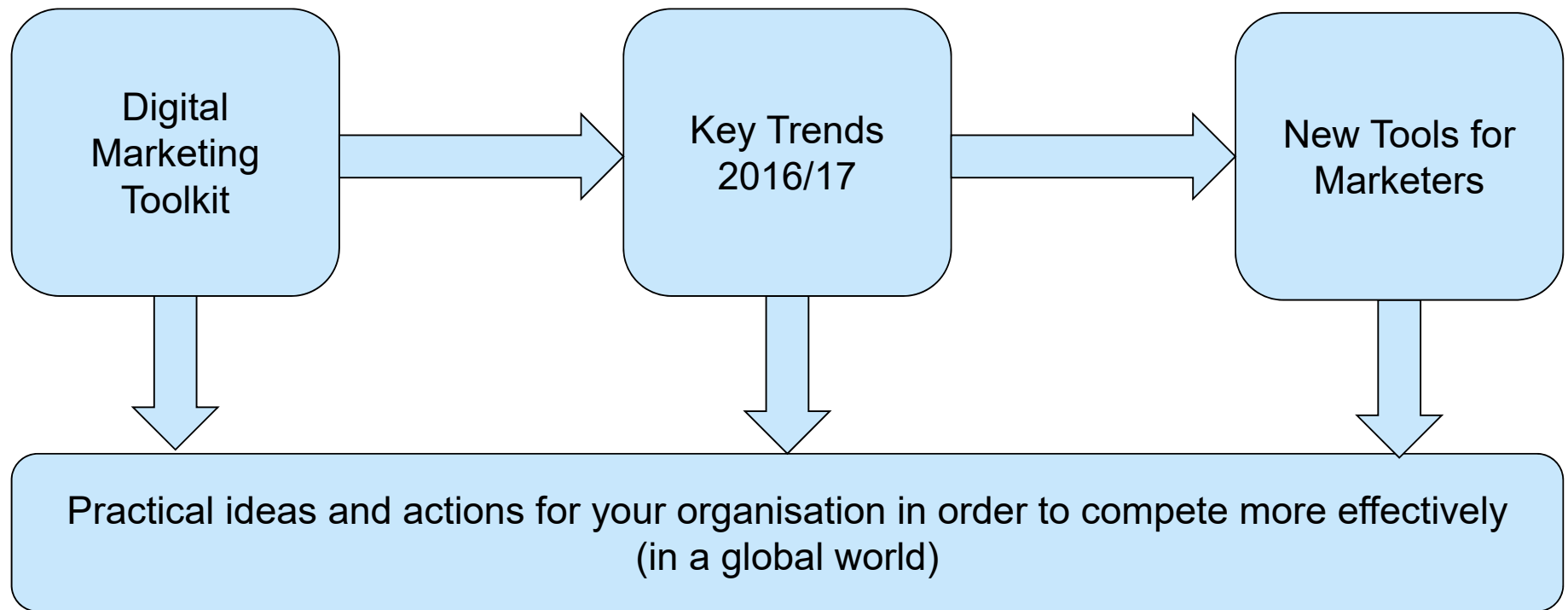
FHNW Wirtschaftsforum 2016

Dr Marc K Peter

7 September 2016

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Overview

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┌─────────────┐        ┌─────────────┐        ┌─────────────┐
│   Digital   │───────▶│ Key Trends  │───────▶│New Tools for│
│  Marketing  │        │   2016/17   │        │  Marketers  │
│   Toolkit   │        │             │        │             │
└──────┬──────┘        └──────┬──────┘        └──────┬──────┘
       │                      │                      │
       ▼                      ▼                      ▼
┌──────────────────────────────────────────────────────────────┐
│ Practical ideas and actions for your organisation in order to │
│          compete more effectively (in a global world)         │
└──────────────────────────────────────────────────────────────┘
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n|w

Index

- **Who am I?**

- The Digital Marketing Toolkit

- Key Trends 2016/17

- New Tools for Marketers

- Q&A

Who am I?

Index

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- Key Trends 2016/17

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n|w

1 Market (Customers, Competitors, …)

Marketing-Mix (e.g. 4Ps)

Digital Marketing Strategy (alignment, priorities and roadmap)

2

Content Marketing (management, creation and curation)

3 Go-To-Market Channels

Onsite	SEM (paid search)	Social Media
E-Mail	Social paid	Mobile
SEO (natural search)	Display Advertising	Digital Media
Inbound Links	Affiliate Marketing	Emerging Technology

4 Performance Management

| Testing | Reporting | Analytics |

5 Processes & Technology

| Customer Journey Mapping | CRM | Automation |
| IT Infrastructure | E-Commerce | Tools |

Campaign Management

n|w

Index

- Who am I?

- The Digital Marketing Toolkit

- **Key Trends 2016/17**

- New Tools for Marketers

- Q&A

Five Key Trends 2016/17

n|w

A — User Experience (UX)

Users are more open to technology but the expectations towards usability are increasing.

In order to generate a positive UX, sites, services and business processes must be linked/aligned.

B — Content Marketing

Content is a key enabler that drives most GTM channels.

Organisations will define content strategies and move funds towards content management, creation and curation.

C — Social Media

Social media is still growing rapidly, with over 500M new active and mobile users in 2015.

Once firms have established their social media presence, they are now embracing video as a new means of communication.

D — Marketing Automation

Marketing automation enables organisations to provide the right content (at the right time and over the right channels) to users in order to convert them into customers.

Personalised content is distributed based on predefined workflows.

E — Integrated Approach: Sales Collaboration (B2B)

Half of all Sales and Marketing organisations are not aligned.

Utilising web technology and aligning these two teams is potentially a massive opportunity to improve business performance.

A) User Experience (UX)
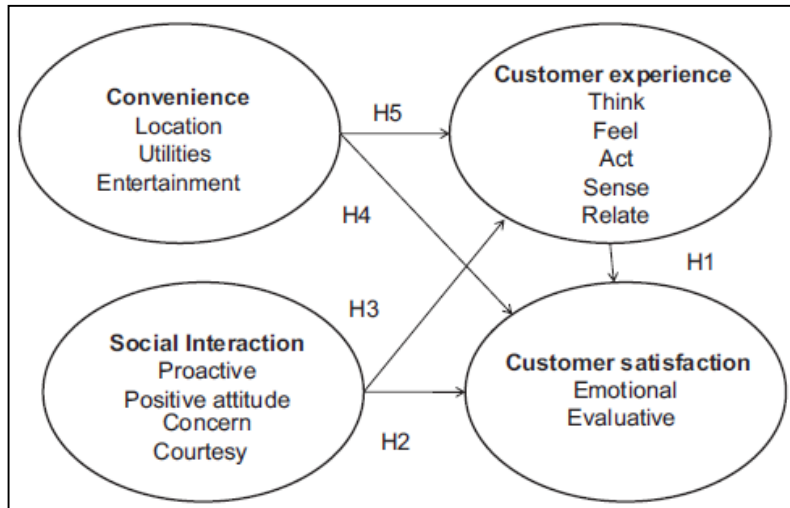
Source: Srivastava & Kaul 2014

Example car insurance
Over a 35 day period, users averaged 9 visits to
5 different websites amounting to 34 minutes in total.
82% of purchasers are researching online against
4% using offline only.
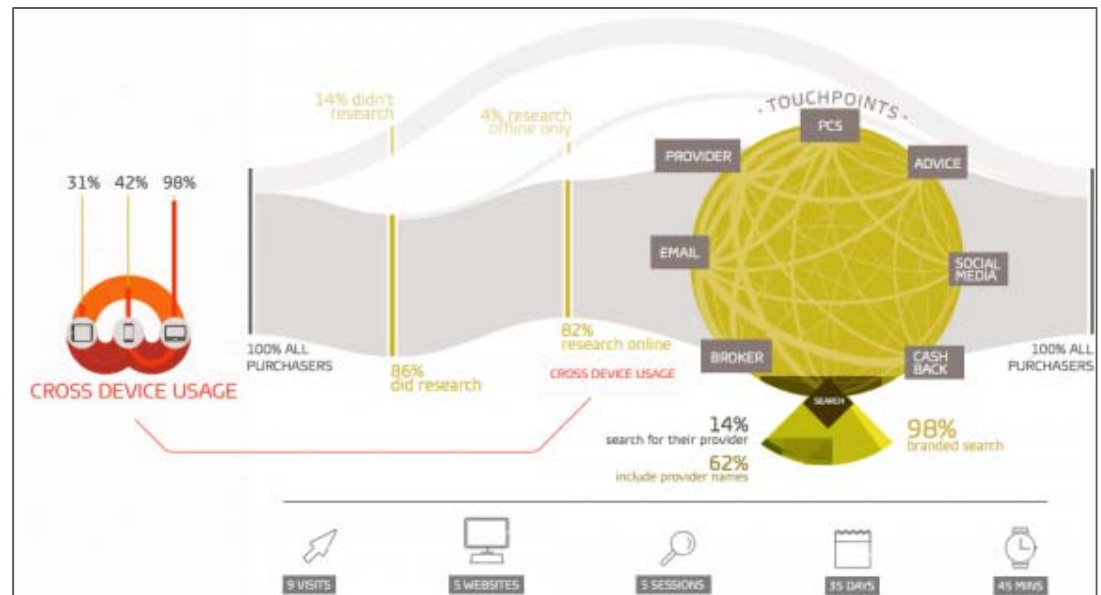
Source: www.smartinsights.com/managing-digital-marketing/marketing-innovation/marketing-trends-2016/
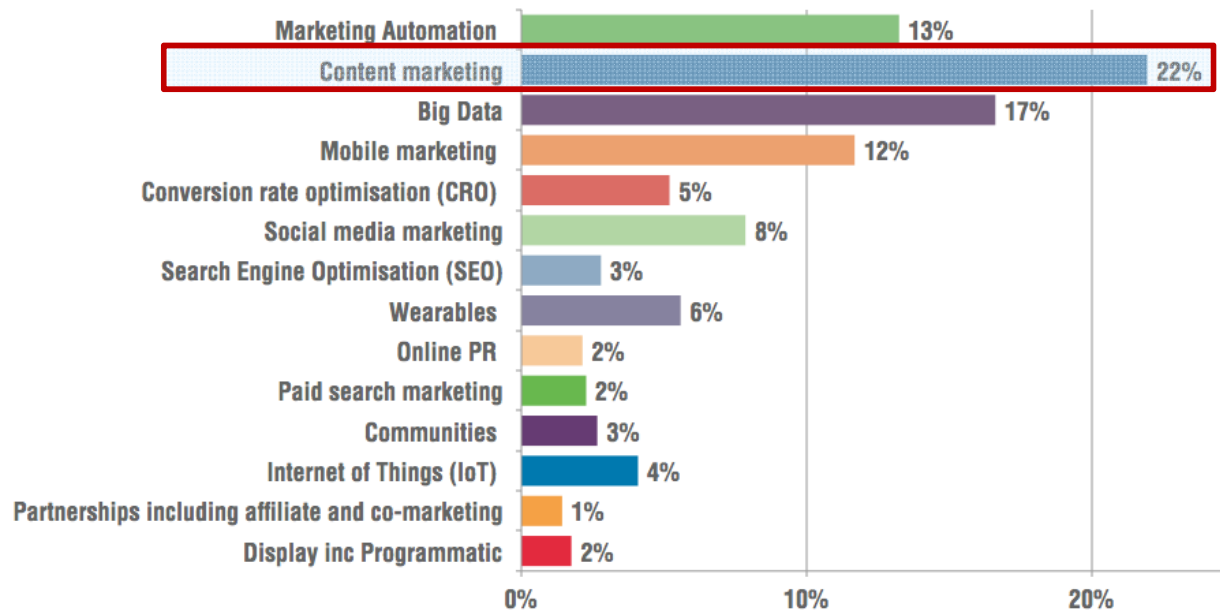
A) User Experience (UX)
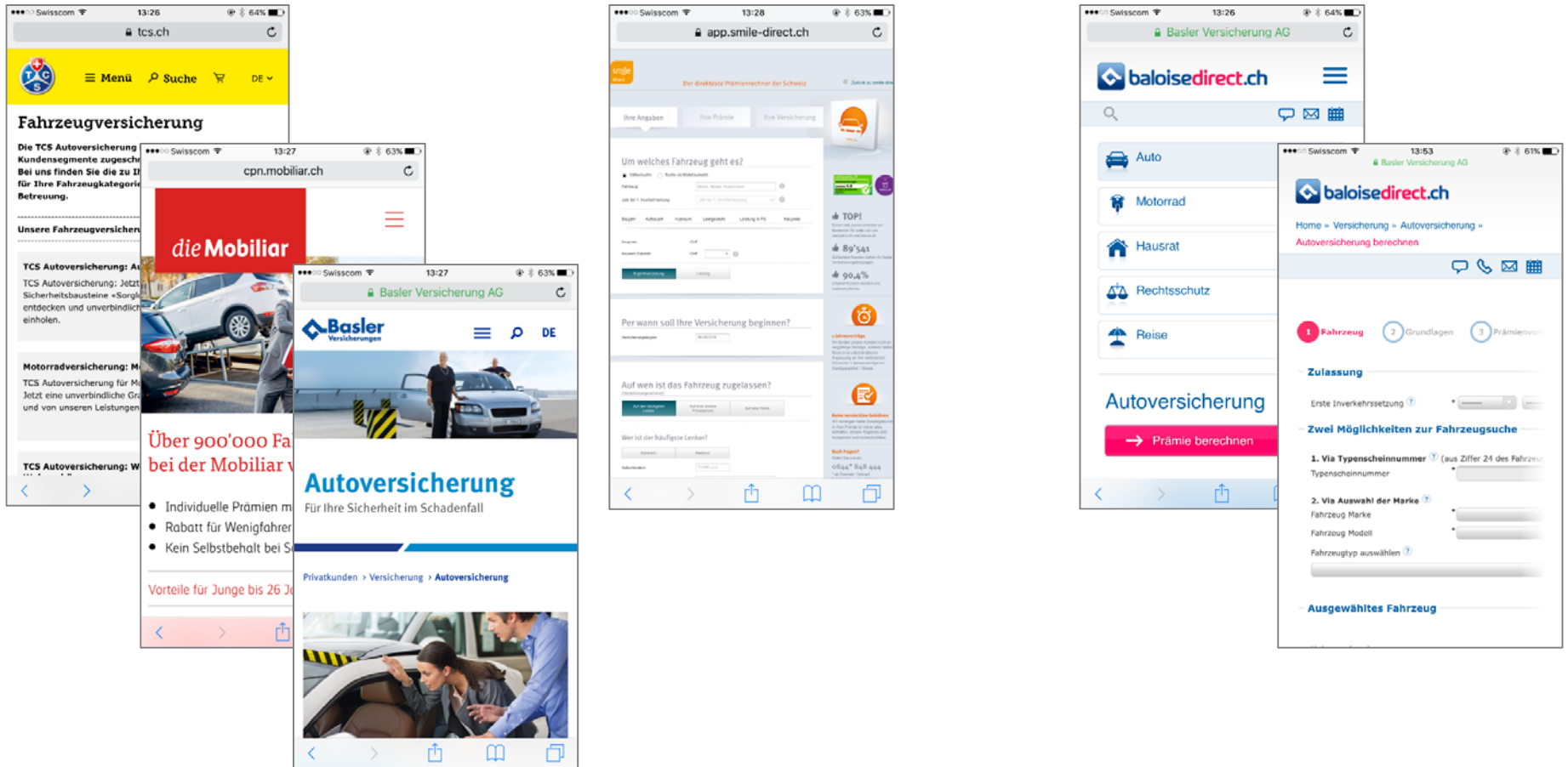
B) Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

Digital marketing activities with the greatest commercial impact in 2016?

Activity	%
Marketing Automation	13%
Content marketing	22%
Big Data	17%
Mobile marketing	12%
Conversion rate optimisation (CRO)	5%
Social media marketing	8%
Search Engine Optimisation (SEO)	3%
Wearables	6%
Online PR	2%
Paid search marketing	2%
Communities	3%
Internet of Things (IoT)	4%
Partnerships including affiliate and co-marketing	1%
Display inc Programmatic	2%

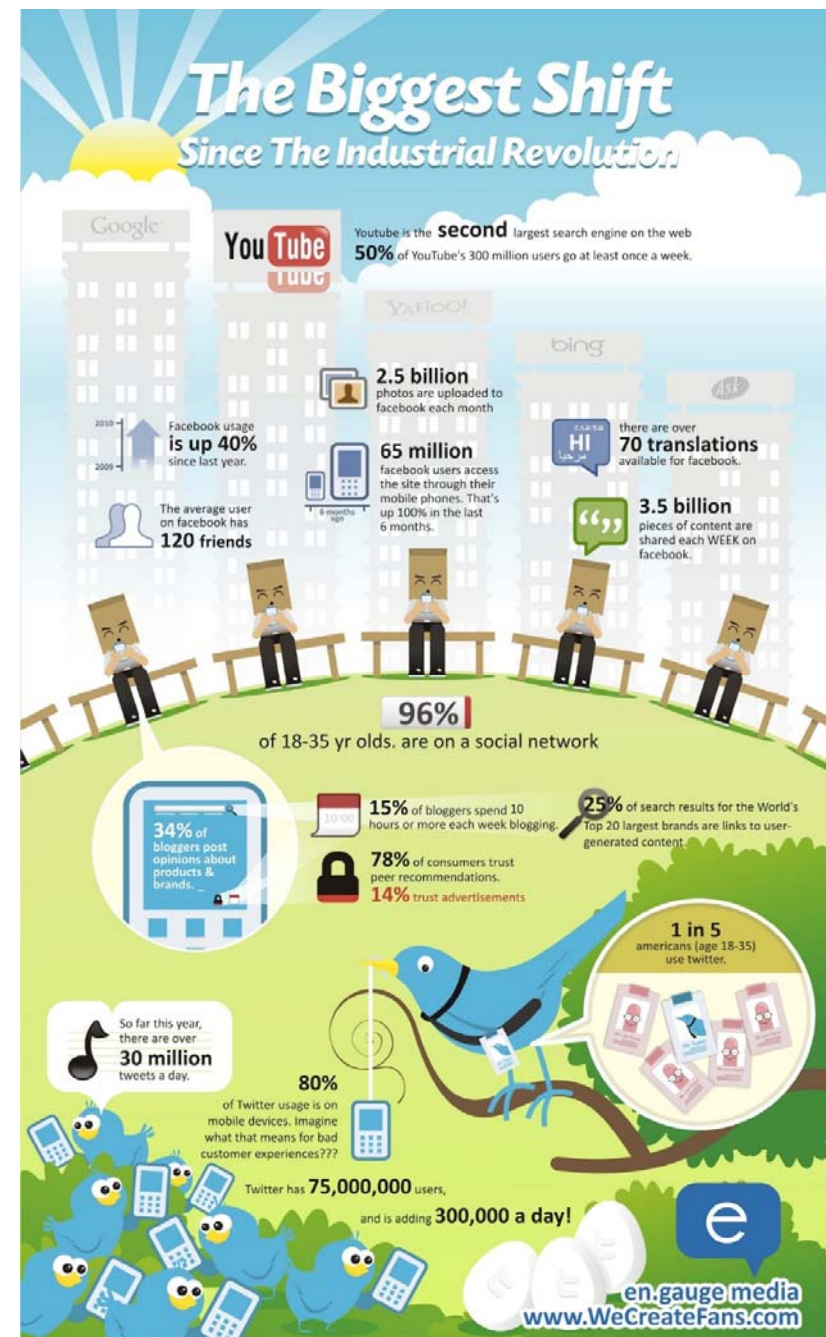Over 50% of companies have content marketing strategies (AdWeek 2014)

B) Content Marketing

Fachmann/Fachfrau Content Management 80%
Lantal Textiles — Langenthal

Reisenden zu erreichen. Fachmann/Fac...
Abteilung Markenkommunikation ... digi...
Content Management System Typo 3 s...

(31.08.2016) (80%)

Digital & Content Marketing Experte (m/w)
Raiffeisen Schweiz — St.Gallen

Persönlichkeit als Digital & **Content** Marketi...
Marketing Experte ... Planung, Aufbereitung...
Marketing Inhalten Laufendes Erkennen

(01.09.2016) (Fachverantwortung)

Projektleiter/-in Media Sales im Umfeld Content Marketing / Crossmedia
Smart Media Agency AG — Zürich

Smart Media erstklassige Lösungen im **Content** Marketing. 2008 eröffneten wir eine Niederlassung ... — Sie sind Verkäufer, Spezialist für **Content** Marketing / Crossmedia und Projektleiter

(02.09.2016) (Fachverantwortung)   Pass

Digital Content Marketing Sp...
UPC Schweiz GmbH — Wallisellen

und unkompliziert erlebbar. Digital **Cont**...
Verstärkung ... wesentlicher Treiber für ...
Media Marketing ist, dabei eigenverantw...

(25.08.2016) (50%) (Temporär)

Sachbearbeiterin Content Manag... (m/w)
job impuls ag — Region Zürich

Einsatz eine engagierte Sachbearbeiterin Co...
100% (m/w) Aufgaben:

(25.08.2016) (Temporär)

Social Media und Content Manager/-in Food
Coop — Basel

Verantwortung für das **Content**-Marketing und Social Media im Management im Bereich ... Media und **Content** Manager/-in Food Aufgaben Verantwortung für die Themen **Content**-Marketing

(31.08.2016)   Pass

Praktikant Web Content Mana...
Meyer Burger — Thun, Schweiz

Praktikant Web **Content** Management (...
Meyer Burger ... Praktikant Web **Conten**...
Unterstützung des Web **Content** Manag...

(04.09.2016) (Praktikum)

Content Manager Produktinform...
Endress+Hauser Flowtec AG — Reinach

Reinach/BL suchen wir Sie als Mensch und ...
Produktinformationen (m/w) Aufgabe ... Cent...
Content Manager Produktinformationen (m/...

(02.09.2016) (Fachverantwortung)

Senior Content Manager Onlineshop SportXX 80% (w/m)
Migros-Genossenschafts-Bund — Zürich

für die Gestaltung und Umsetzung der **Content**-Strategie der Onlineshops. SportXX, einer ... oder nach Vereinbarung einen Senior **Content** Manager Onlineshop SportXX 80% (w/m)

(02.09.2016) (Führungsposition) (80%)   Pass

Source: www.jobs.ch

C) Social Media

- There are over 2.3B active online users, a global penetration of >30%.
- 2B users utilise their mobiles for social media platforms.
- 1M new active mobile social users are added every day.

- 25% of search results for the world's Top 20 largest brands are links to user-generated content.
- 78% of consumers trust peer recommendations.

- YouTube is the second largest search engine after Google: users are consuming an average of 2 videos/day.
- 96% of B2B respondents are engaged in video content marketing.
- 73% of B2B marketers say video positively impacts ROI.

Institute for Competitiveness and Communication (ICC): Dr Marc K Peter

D) Marketing Automation

- Marketing automation refers to software solutions designed for firms and their marketing team to automate repetitive tasks based on predefined workflows.

- Key focus areas are lead generation and customer service.
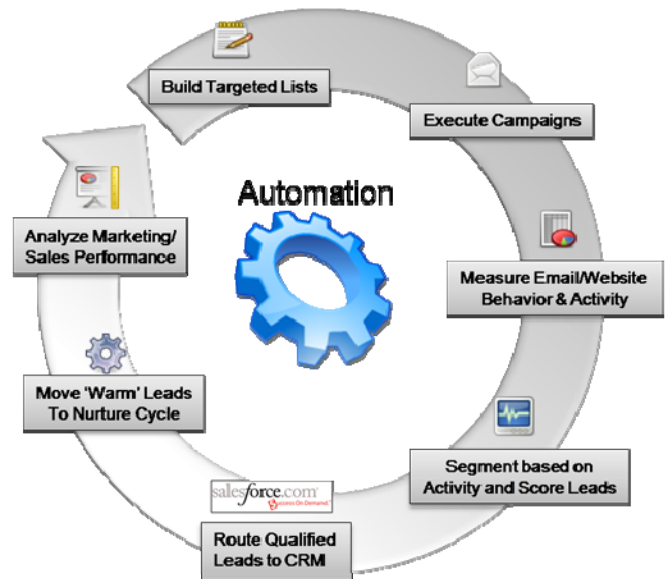
E) Integrated Approach: Sales Collaboration (B2B)

New Challenger sales model
(Adamson & Dixon 2013):

- Challenger sales people are by far the most successful.

- They challenge assumptions, bring new ideas to the table, are innovative and can add value to the customers' business.
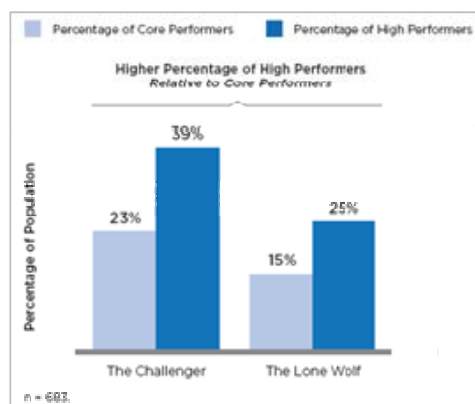
E) Integrated Approach: Sales Collaboration (B2B)

Digital implementation of the Challenger sales model:

- Utilisation of content marketing materials (thought leadership, whitepapers, case studies, expert interviews).

- Application of marketing automation in the lead generation funnel.

E-Mail	Landing Page	Whitepaper	Rich Media	Funnel

Source: LexisNexis

n|w

Index

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- **New Tools for Marketers**

- Q&A

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4 — **Performance Management**

Testing	Reporting	Analytics

5 — **Processes & Technology**

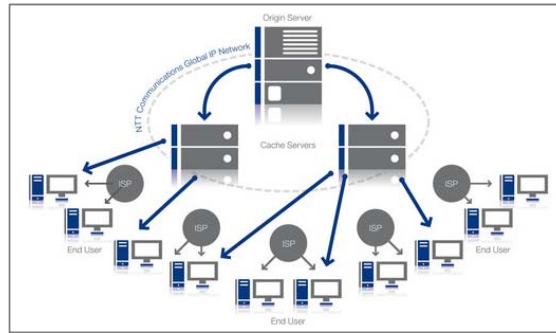|		
Customer Journey Mapping	CRM	Automation
IT Infrastructure	E-Commerce	Tools

User Experience (UX)

Real-time Research and Predictive Analysis
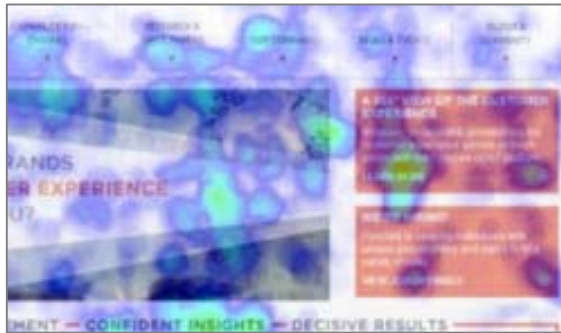
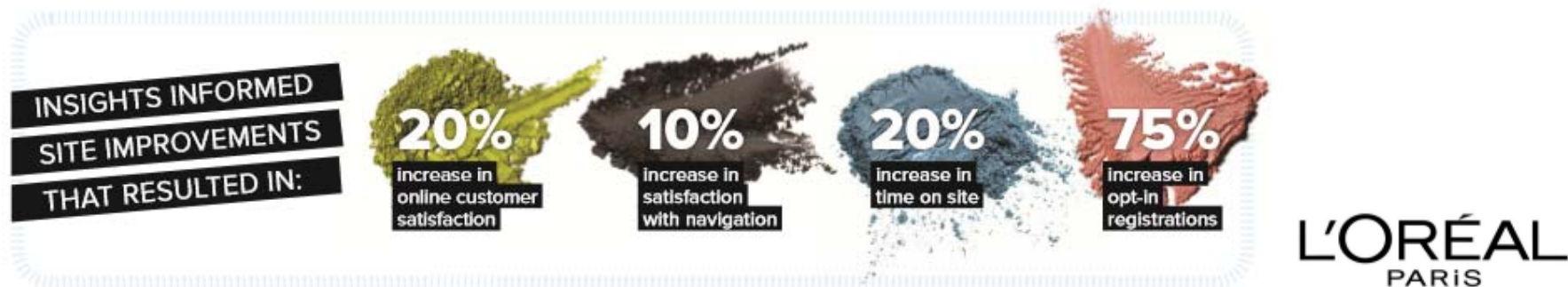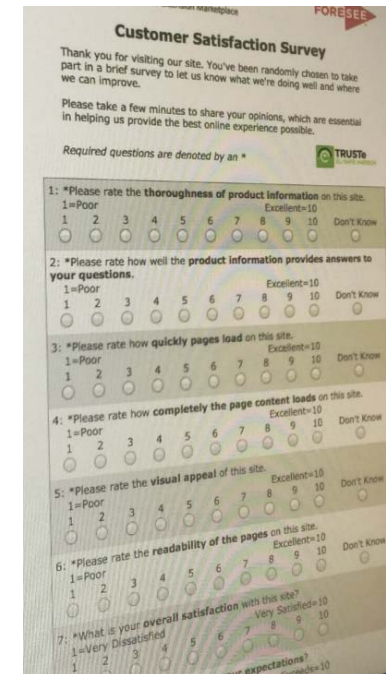**Improved A/B Testing through a CDN**

Visual User Tracking (Session Replays)

Real-time Research and Predictive Analysis

- Online marketing research and predictive analysis help to understand how improvements will impact future business outcomes (conversion, retention, loyalty) based on random intercept invitations.

- Tools provide insight into the organisation's web customer experience across multiple brands, user lifecycle stages (from browser to purchaser to fulfillment and more) and key functions such as support and search.
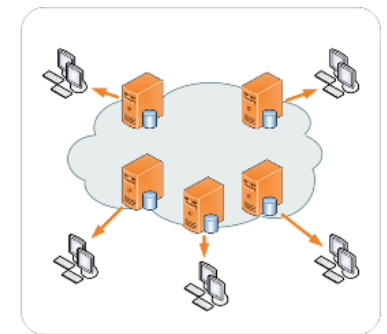

Source: ForeSee.com

# Improved A/B Testing through a Content Distribution (or Delivery) Network

- In a CDN, content exists as multiple copies on strategically dispersed servers, making it possible for the provider to send the same content to many requesting client devices efficiently and reliably.

- A CDN improves the end users' experience (lower abandonment rates, increased ad impressions, improved conversion rates, stronger customer loyalty).

- Finally, for testing purposes, it has the ability to modify content components within seconds to test key variables such as headlines, copy, images etc.
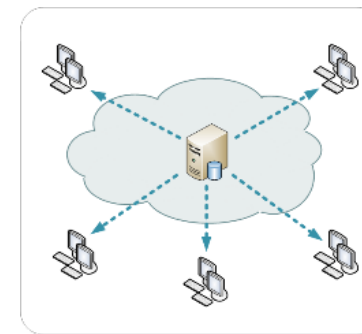
Single server distribution   CDN scheme of distribution
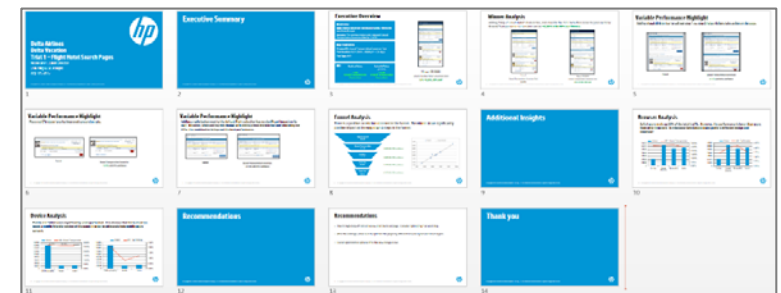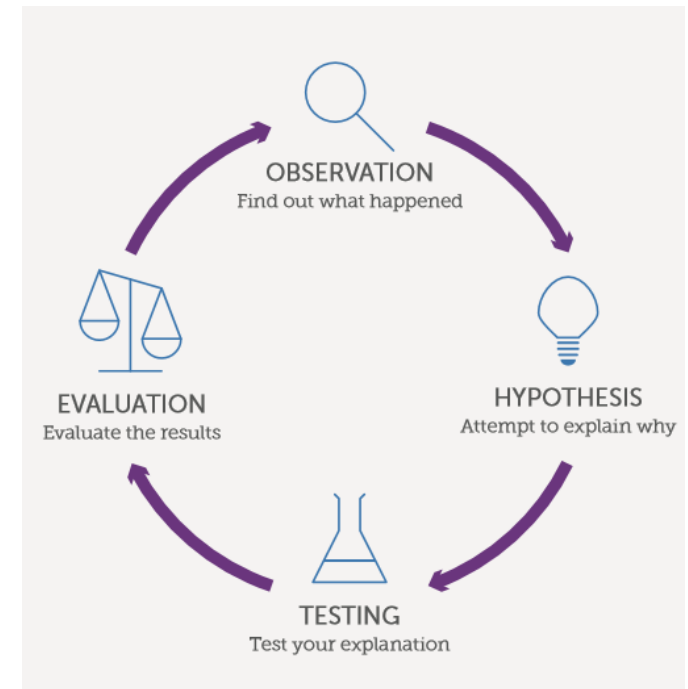

HP Tracking & Reporting

Visual User Tracking (Session Replay Software)

- These tools provide a record of a visitor's behavior with heatmaps, session replays and form analytics.

- They enable organisations to see how visitors are interacting with the site and provide insights about usability issues that may be affecting conversion rates.

Source: www.decibelinsight.com/

Digital Marketing Toolkit

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Social Media

News Rooms

Media Intelligence

News Rooms

Case study Schweizerische Mobiliar

- A shift in focus from channels to topics and a pro-active approach to social media (as opposed to purely distributing news from marketing and PR teams).

- Creation of four new teams "strategy and projects", "storytelling and media", "social networks and platforms" and "quality control" (a total of 40 employees).
- Currently, most processes are manual i.e. no tool is yet in operation.

Source: www.mcschindler.com/2016/05/23/der-mobiliar-newsroom-best-practice-einer-schweizer-versicherung/

Media Intelligence

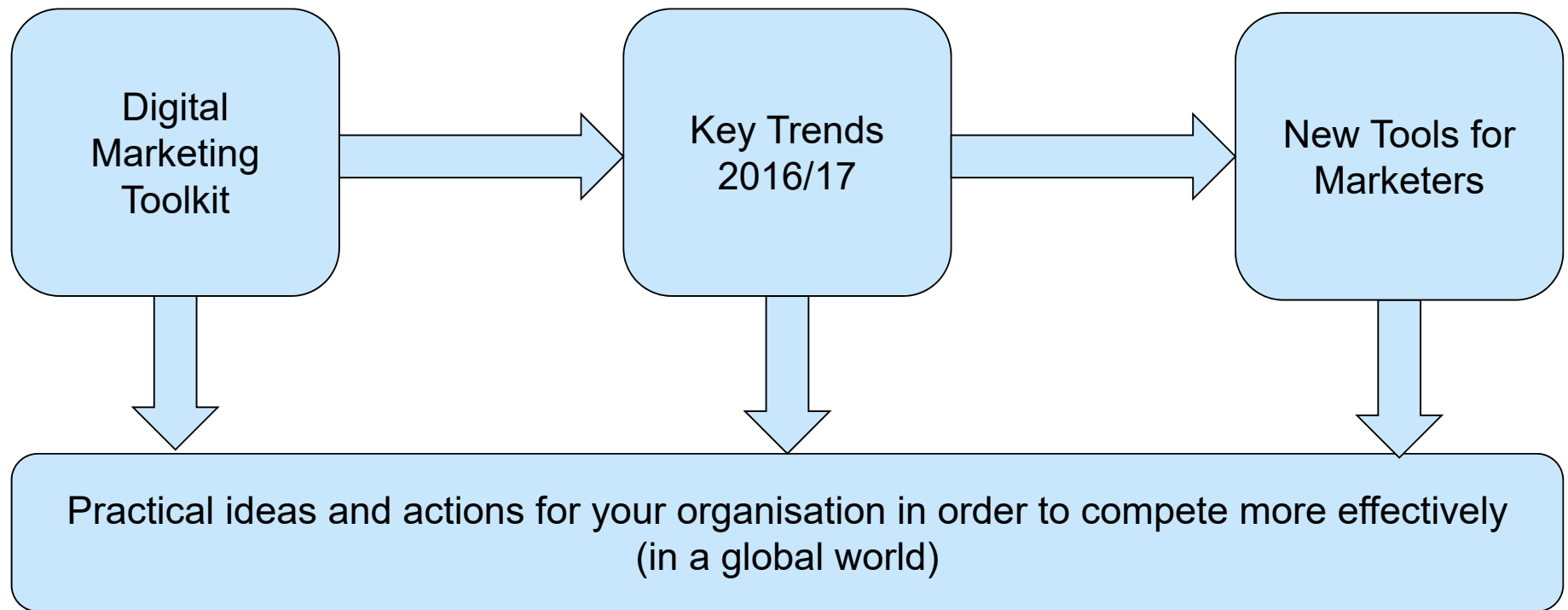- Every minute, millions of pieces of content are created (articles, videos, photos, reviews, comments): how can organisations avoid information overload and drill down to what's relevant to them?

- Here, media intelligence can help to drive communication and business strategy through media analytics and insights.

Example "Newsdesk":

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Overview

| Digital Marketing Toolkit | → | Key Trends 2016/17 | → | New Tools for Marketers |

Practical ideas and actions for your organisation in order to compete more effectively (in a global world)

Overview

Digital Marketing Toolkit	→	Key Trends 2016/17	→	New Tools for Marketers

Digital Marketing Toolkit
- An overview
- A checklist
- Ideas for improvements and investments
- Input for your 2017 plan

Key Trends 2016/17
- Do you have any UX initiatives in place?
- Are you actively investing in content marketing?
- Do you have a social media strategy?
- How can you automate marketing messaging/ lead generation?
- ... and improve the Sales-Marketing alignment?

New Tools for Marketers
- Conduct online research
- What about A/B testing ... a small test?
- Media intelligence: do we know our users and competitors?

Invitation

«While user preferences are changing and technology is evolving, marketers need to constantly redefine their marketing investments and go-to-market roadmaps.

We invite you to define 2-3 action points as a result of this presentation: a new framework, an idea to utilise digital marketing trends to redefine your go-to-market approach, or to consider new tools for your organisation.»

Index

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- Key Trends 2016

- New Tools for Marketers

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n|w

Contact

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