



**THE  
POWER  
TO KNOW.®**

## Otseturundus – maastik ja trendid

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# The Marketing Revolution

- A new generation of consumers
- New techniques and technologies
- New ways to connect with customers
- New ways to spend the marketing budget

- \* 26% of 10 -17's in USA text within 10 minutes of waking up.
- \* Google-brokered radio ads reach 46% of all people aged 12+ in the USA.
- \* Over 65's in 11 countries – internet has overtaken DIY and gardening:
  - 4 in 10 are regular internet shoppers with 45% regularly booking travel on-line
  - 84% use internet for “keeping in touch”
  - Most popular activity – “looking for information” (83%)
  - 35% go on-line for banking

- \* Users of Social Networking Sites are becoming impervious to traditional ads:
  - Spend less time watching TV or reading newspapers
  - Reasons people joined such Sites:
    - \* Meet people (78%)
    - \* Find entertainment (47%)
    - \* Learn something new (38%)
    - \* Influence others (23%)
  - Their annual discretionary spend is 20% higher than other consumers – with 25% of their disposable income spent on-line

## ***The proliferation challenge***

An explosion of new customer segments, sales and service channels, media, and brands is necessitating a transformation of marketing processes, roles and capabilities. Companies need to become more sophisticated at prioritizing opportunities and allocating resources and increase the consistency and coordination of marketing execution

*Court, French and Knudsen (McKinsey): Profiting From Proliferation. 2006*

# The New Generation

- Ten Years Ago
- Limited Networking



Television  
Phone  
Pub / Bar  
Sport  
Face-to-face

# The New Generation

- Now

- Limitless Networking



Television  
Phone  
Pub / Bar  
Sport  
Face-to-face

Internet  
Texting  
Chat Room  
Second Life  
Virtual

# The New Technologies

- IPTV
- VOD
- PPV
- SMS
- MMS
- RSS
- Web2.0






































# The New Techniques



- Blogs
- RSS Content Feeds
- Podcasts
- MMS Advertising
- Search Engine Referral
- Viral Marketing
- Second Life
- Facebook etc
- Affiliation Marketing



# The New Techniques - Characterisation

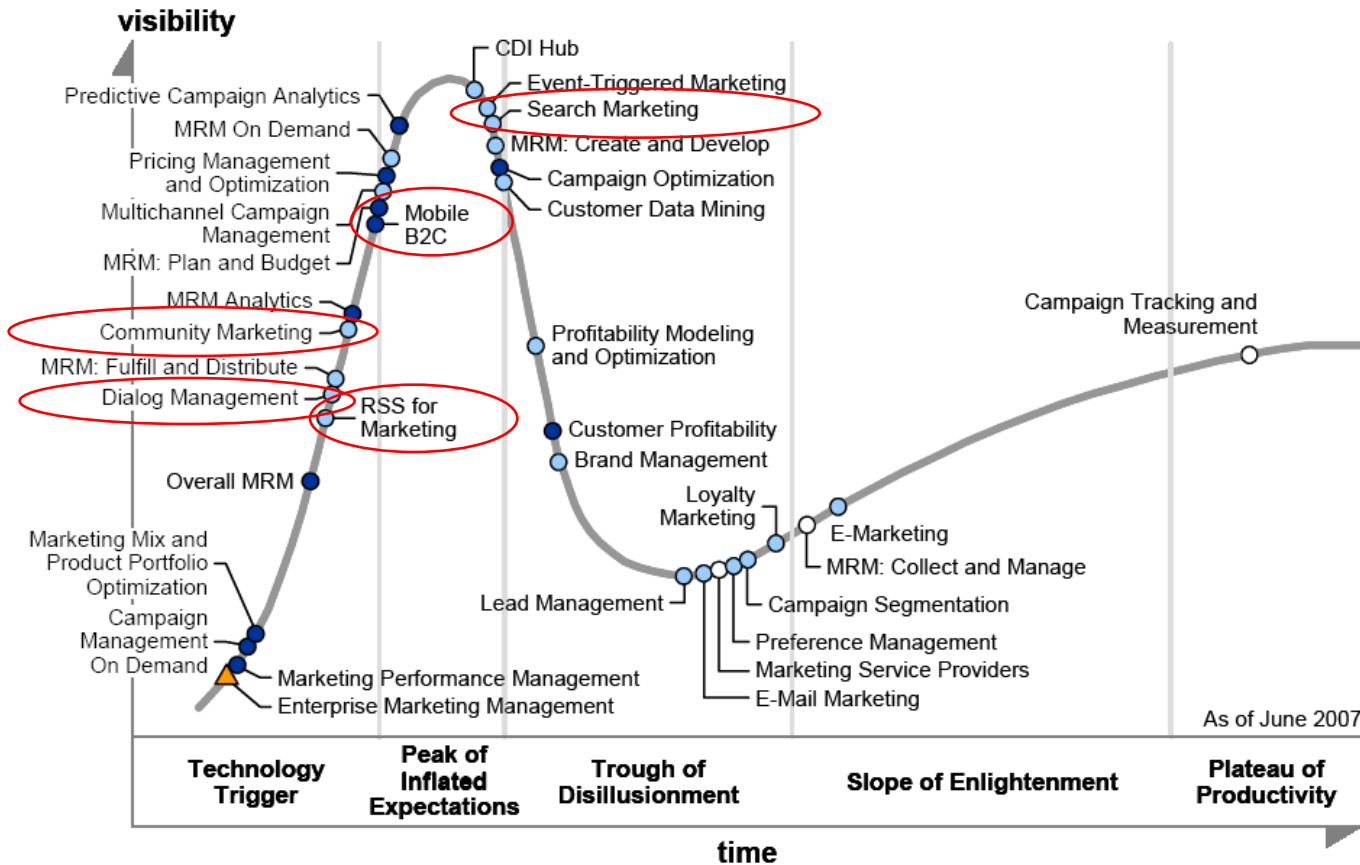
	Content Controlled?	Distribution Controlled ?	Brand versus Promotion	Channel Gateway ?	Trackable
Blogs			<b>Brand</b>		
RSS Content Feeds			<b>Both</b>		
Podcasts			<b>Brand</b>		
MMS Advertising			<b>Both</b>		
Search Engine Referral	<b>N/A</b>		<b>Both</b>		
Viral Marketing			<b>Brand</b>		
Second Life			<b>Brand</b>		
Facebook etc			<b>Brand</b>		
Affiliation Marketing			<b>Both</b>		

# Marketing Challenges

- Difficulties in controlling, targetting and personalising
  - ATL, Spray and Pray in nature
  - Great for Brand Awareness, but.....
- Difficulties in Understanding what is working
  - Limited Response capture
  - Difficulties in attributing success
- You have a Limited Budget!!!
- Leads to Plentiful Opportunities to Waste Money
  - Requires careful exploitation of the new
  - Perfect and apply Direct Marketing techniques

# The Hype Cycle

Figure 1. Hype Cycle for CRM Marketing Applications, 2007



Years to mainstream adoption:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

Source: Gartner (June 2007)

# The Hype Cycle

## Improving online customer experience is a top priority

“Which of the following are major technology themes for your marketing organization?”



Base: 178 marketers

# Implications

- Explosion in customer behavioural data
  - New channels, new types of data - Proliferation
- Explosion in customer insight opportunities
  - Typical Telco now has 20 sub-segments and 100's of product offerings – previously 3-4, and 10's respectively. (McKinsey)
- Explosion in the ways of interacting with customers
  - And exploiting their social networks
- The need to control and optimise all that you do in marketing

# The Abiding Principles of Good Marketing

## *Executive Summary*

Today, marketers must work with many disparate applications to **analyze, plan, execute, and measure** their activities. This web of applications creates silos of information that decrease marketing efficiency and make it difficult for marketing leaders to get a complete view of all marketing activities — and even harder to measure results. **These challenges, along with the crucial need to improve customer experience and integrate customer communications across channels, are fueling the growth of the emerging enterprise marketing platform (EMP).**

*Forrester: Forecast: Global Enterprise Marketing Platforms: 2007 To 2013*

# The Abiding Principles of Good Marketing

- Gain Insight into your business and customers
  - Across all product lines, channels, geographies, time periods
  - Across all types of customers, profitability, risk and potential
- Choreograph every contact with your customers
  - Based on optimisation of resource – money, people, opportunity
  - ATL, BTL, Outbound, Inbound
- Track, Measure, Report – Marketing Performance
  - What works for whom
  - How much did it make
  - How does it impact on the future strategies and plans