

# Key Marketing Trends & Developments in 2015

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INTERAMERICAN Marketing Director  
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*Athens, 09/10/2014*





**““ Markets are moving  
faster than Marketing ””**

Guru of Marketing, Philip Kotler



# The New Digital Age

THE INTERNATIONAL BESTSELLER

Eric Schmidt

Executive Chairman, Google

Jared Cohen

Director, Google Ideas



# The New Digital Age

'A brilliant guidebook for the next century'

RICHARD BRANSON

'Both profoundly wise and wondrously readable'

WALTER ISAACSON, author of *Steve Jobs*

Reshaping the Future of People,  
Nations and Business

“Internet reshapes the  
future of people, nations  
& business”

Eric Schmidt, Executive Chairman of Google  
Jared Cohen, Director Google Ideas

# Internet Revolution...



- The largest experiment involving anarchy in history
- The world's largest ungoverned space
- Age old obstacles to human interaction are falling
- Never before in history have so many people so much power at their fingertips
- By 2025 the majority of the world's population will access all the world's information through a device that fits in the palm
- A computer in 2025 will be 64 times faster than in 2013

## A critical question



**“ Who will be more powerful in the future the citizen or the state? ”**

# Welcome to the age of customer capitalism!



In 2010, Roger Martin professor of Toronto university...

- **1932 – 1976:**  
Managerial Capitalism
- **1977 – 2010:**  
Shareholder Value Capitalism
- **2011 - onward:**  
Customer driven Capitalism

# Today consumers...



When consumers hear about a product today, their first reaction is “Let me search online for it”.

And so they go on a journey of discovery: about a product, a service, an issue, an opportunity.

Today you are not behind your competition. You are not behind the technology. You are behind your consumer.



Rishad Tobaccowala  
Chief Strategy & Innovation Officer VivaKi

# The new step in the decision making process: ZMOT



Zero Moment of truth...

by 

# Zero Moment Of Truth in practice ...



**A BUSY MOM IN A MINIVAN**, looking up decongestants on her mobile phone as she waits to pick up her son at school.



**AN OFFICE MANAGER AT HER DESK**, comparing laser printer prices and ink cartridge costs before heading to the office supply store.



**A STUDENT IN A CAFE**, scanning user ratings and reviews while looking for a cheap hotel in Barcelona.



**A WINTER SPORTS FAN IN A SKI STORE**, pulling out a mobile phone to look at video reviews of the latest snowboards.



**A YOUNG WOMAN IN HER CONDO**, searching the web for juicy details about a new guy before a blind date.

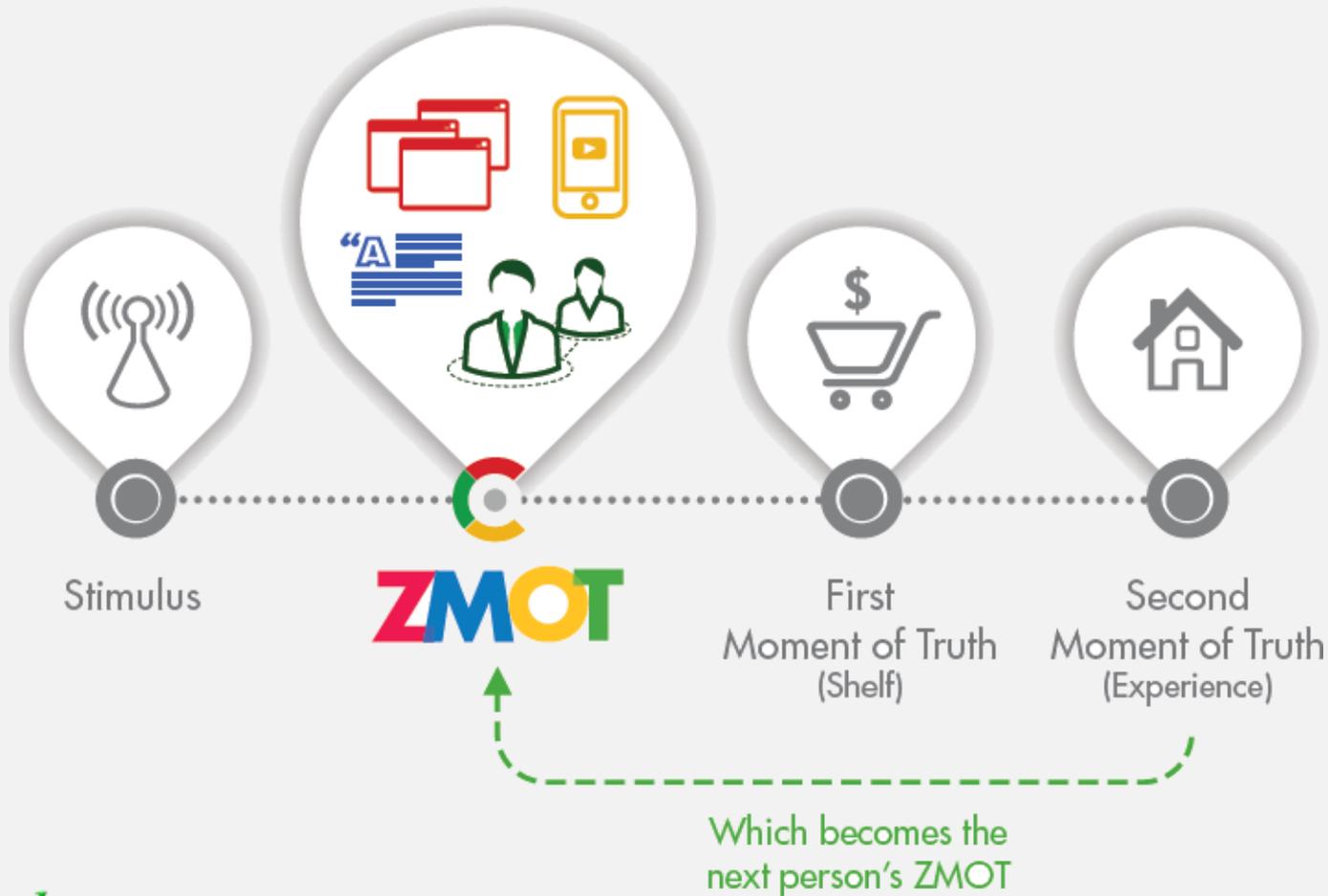
# The traditional 3 step mental model



Google

- 1. Stimulus.** Dad is watching a football game and sees an ad for digital cameras. He thinks, “That looks good.”
- 2. Shelf.** He goes to his favorite electronics store, where he sees a terrific stand-up display for that same digital camera. The packaging is great. A young sales guy answers all his questions. He buys the camera.
- 3. Experience.** Dad gets home and the camera records beautiful pictures of his kids, just as advertised. A happy ending.

# The new Consumer Mental Model of 4 steps



# 10 trends that reshape Marketing



1. Online Marketing
2. Big Data, Big insights
3. Content
4. Mobile
5. Social Media
6. In Bound
7. Cross Platforms
8. Gamification
9. Technology
10. Responsibility

# 1. Online Marketing is increasing faster

## Change in Digital and Traditional\* Ad Spending According to US B2B and B2C Marketers, by Sector, 2012 & 2013

	2012		2013	
	Digital ad spending	Traditional* ad spending	Digital ad spending	Traditional* ad spending
B2C—product	14.6%	-0.6%	11.1%	0.8%
B2C—service	10.4%	-5.4%	10.6%	-1.9%
B2B—service	10.5%	-2.2%	9.9%	-3.9%
B2B—product	8.2%	-4.1%	9.5%	-2.4%

Note: in the next 12 months; \*media advertising, not using the web  
Source: Duke University's Fuqua School of Business, "The CMO Survey" commissioned by the American Marketing Association (AMA), Aug 27, 2013

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www.eMarketer.com

- Many more marketers take advantage of the power of real-time communications to grow business.
- Buyers instantly engage with brands on their Websites
- Consumers talk back via social media like Twitter and Facebook, and follow breaking news in the markets they are interested.
- Digital advertising expected to be the fastest growing category over the next 5 years with a projected rate 14,7% (McKinsey)

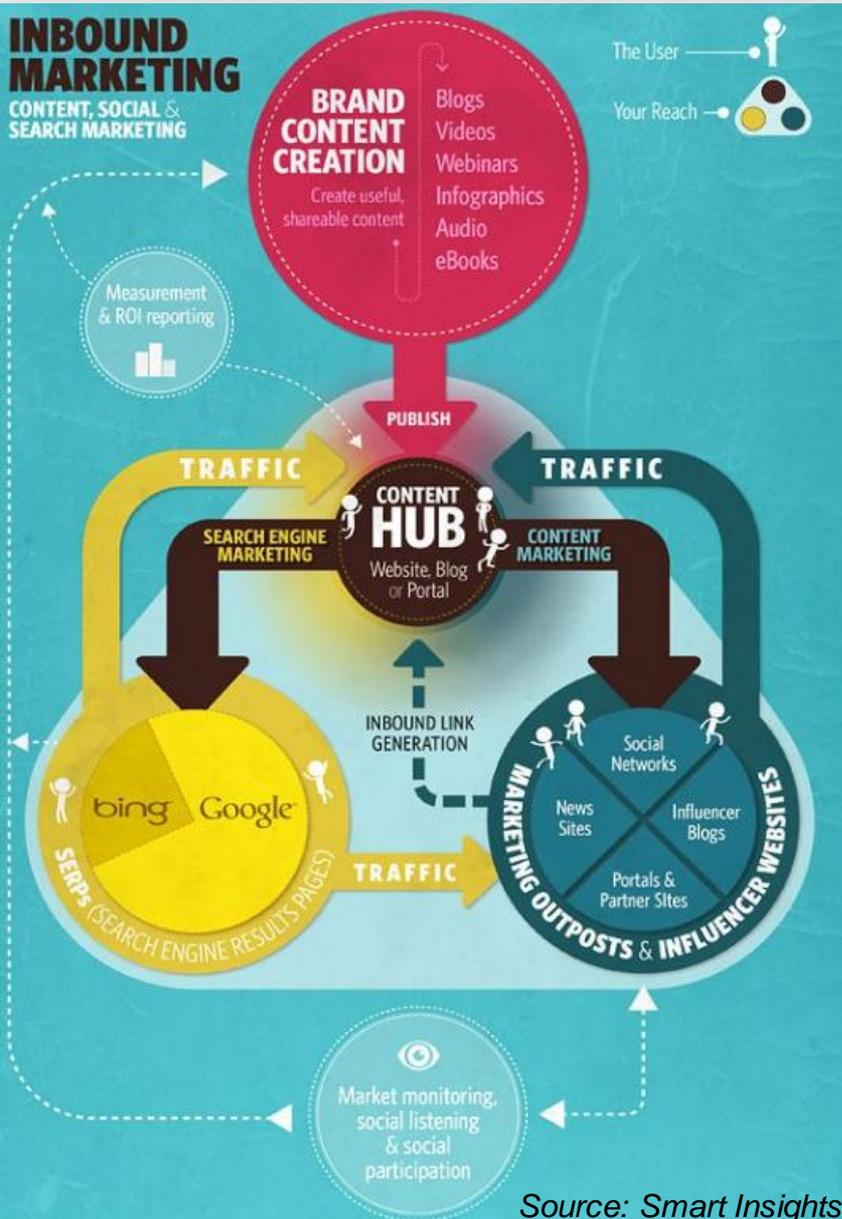
## 2. “Big Data”: The challenge of big insights



- A new buzzword of marketing?
- October 1997: Michael Cox and David Ellsworth
- Big data are customers behavioral data
- More than 230 billion dollars will be invested in IT applications up to 2016 to manage and exploit big data (*Gartner estimation*)
- The new b2b data base is LinkedIn
- The new b2c data base is Facebook
- One of the 3 winning characteristics of the most successful companies across the world is to get customer insights from Big Data



# 3. Content is the king



- Brands become gradually publishers
- 86% of marketers use content marketing tactics
- Articles, e Newsletters, Videos, Blogs, Mobile content, Print magazines are the top in use content marketing formats
- More than 50% of B2C marketers plan to increase their content marketing budget in 2014 (*CIM*)
- Main goals are visibility, web traffic and leads

“Content marketing is dependent on brains, not budgets”  
*Marketo Co*

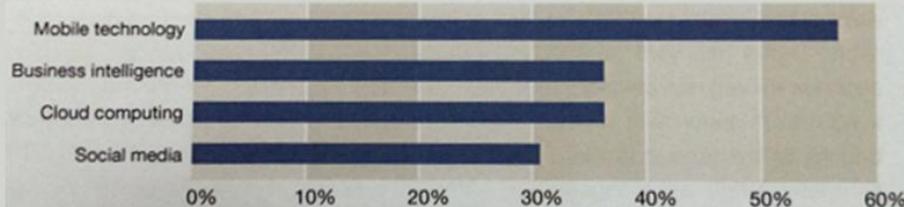
## 4. The world is moving to “mobile”



- In 2012 more people bought a smartphone than a PC (2 bl., 2015)
- From 2014 more people will have Internet access through smartphones and tablets than through a PC
- In USA the number of smart phones users increased 82% in 2012
- Business needs to have “responsive design” in place in order to remain competitive.
- The improvements in connection speeds and increasing number of devices will have strong implications on publishers and brands

### Greatest positive impact on business

Which do you believe will have the greatest positive impact on your business over the next five years?



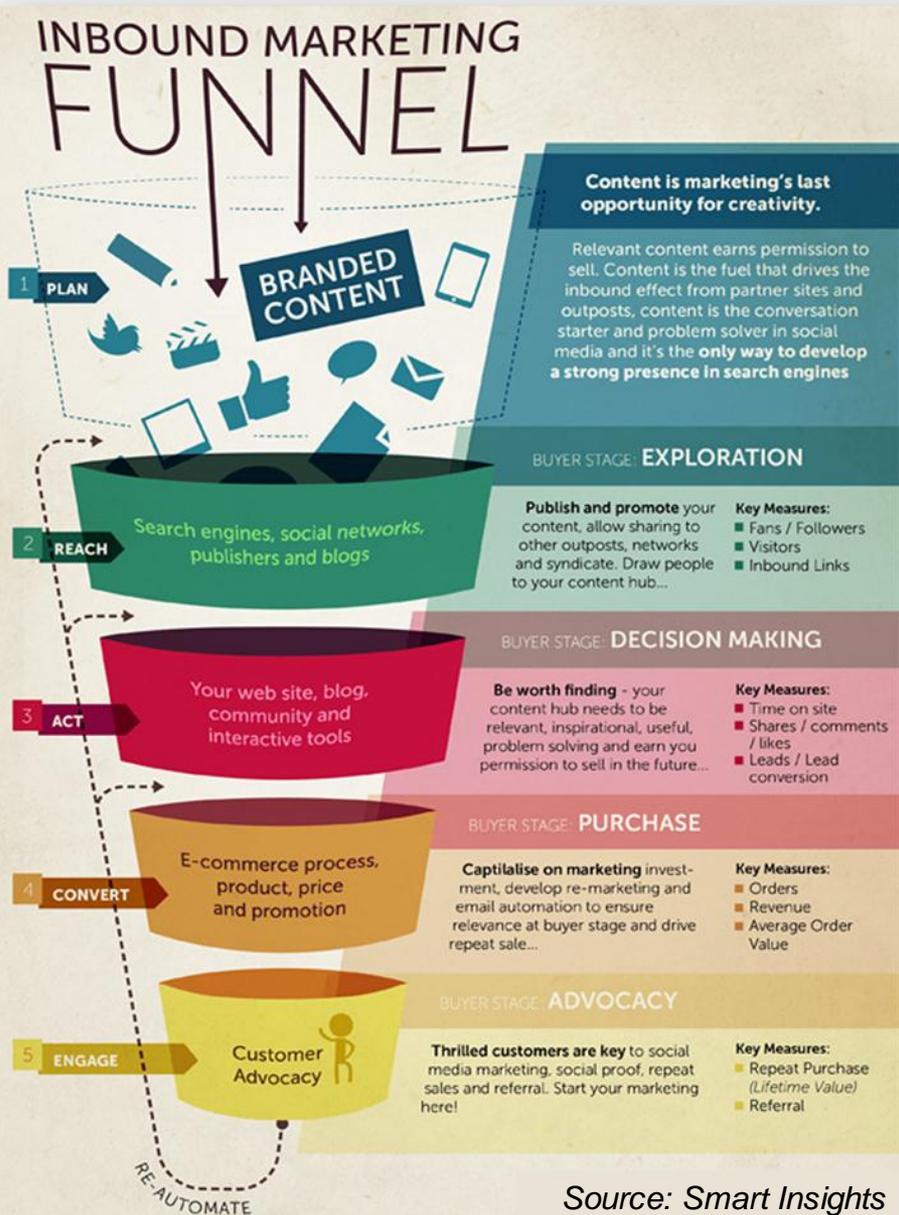
Source: Oxford Economics

## 5. Social Media continue to grow



- 1,32 billion Facebook users (6/2014, *Statista*)
- Instagram is the fastest growing social network (23% in 2013)
- Facebook, YouTube and Google+ are the most popular social networks
- YouTube is more popular than cable television
- The fastest growing segment of social media users is now adults aged 45-54%
- 92% of marketers today use social media for business (vs. 86% in 2013)
- New Social Media arising: Ello, Reddit etc.

# 6. Inbound marketing works better



Source: Smart Insights

- “Inbound marketing” focuses on earning, not buying, a person's attention, which is done through social media and engaging content
- Communication is two way - interactive
- Customers come to you via search engines, referrals and social media
- Marketers provide value, entertain or educate
- “Inbound marketing” costs 62% less per lead than the traditional marketing

# 7. Cross Platform Marketing

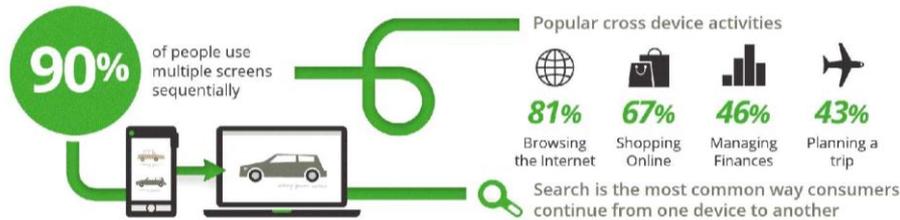
## The New Multi-Screen World

Understanding Cross-Platform Consumer Behavior

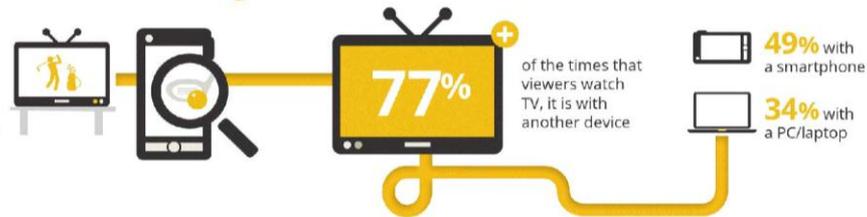
### Majority of media consumption is screen-based



### Consumers move between multiple devices to accomplish their goals



### Television no longer commands our full attention



### Online shopping is a multi-screen activity



Google

- Need for marketing integration
- Many touch points, internet platforms, mobile applications, social media etc.
- Develop a “single minded message” across the board
- Exploit sophisticated technologies to avoid “media siloed” or “swim lane” effect
- Marketing budget optimization
- “Online” is now exceeding “offline” media consumption (57%)
- Be “real time” and “real”!

# 8. Gamification Marketing

**On Marketing** Τεύχος 7  
3/2014  
Διμηνιαίο Newsletter του Ελληνικού Ινστιτούτου Μάρκετινγκ της ΕΕΔΕ

**Gamification:**  
Δεν είναι παιχνίδι  
είναι business!

S.A.V.E. Marketing  
Content Marketing: 5 σημαντικές τάσεις το 2014  
Gamification: Δεν είναι παιχνίδι είναι business!  
Εμπιστεύονται τους φίλους όχι τις διαφημίσεις!  
Οι καταναλωτές είναι οι νέοι διαφημιστές  
Consumer Insights: Ανακαλύπτοντας τη σκέψη των πελατών  
"Multi - Screen": Η ζωή μας σε 4 οθόνες  
Καινοτομίες ανά τον κόσμο

**ΕΙΜ**  
ελληνικό  
Ινστιτούτο  
μάρκετινγκ

**ΕΕΔΕ**  
Ελληνικό Εθνικό  
Κέντρο Έρευνας και  
Στατιστικής

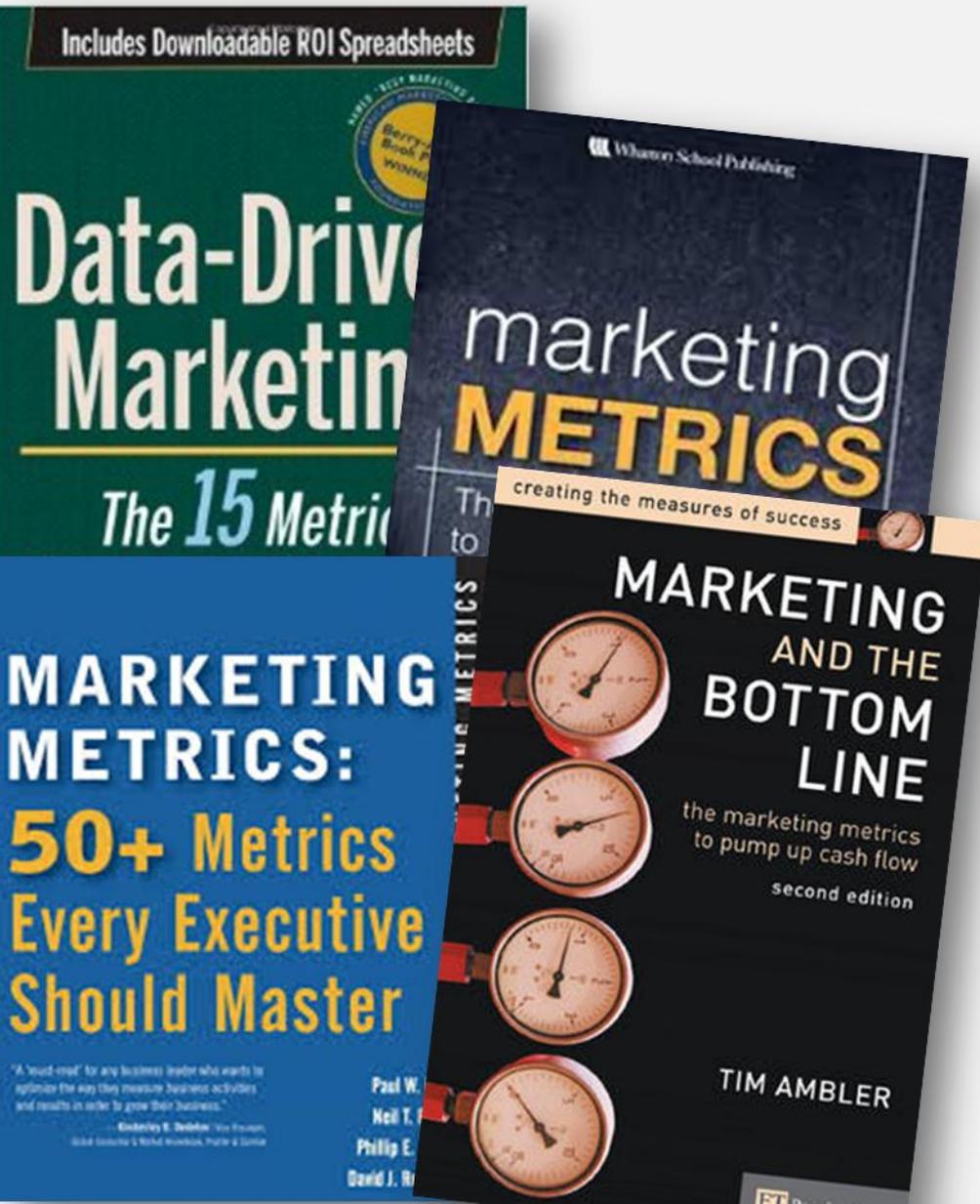
- Is the process of using game concepts and mechanics to engage users
- It allows brands to combine business interests with consumer interests by making content entertaining and fun
- Education, competition, rewarding games etc
- Games also easily create brand advocates who might share the content on their social media networks
- A new chance for effective marketing

# 9. Marketing invests in Technology



- More investments for marketing infrastructure, systems and applications
- Customer Analytics, Operational CRM systems, Business Intelligence Tools, Predictive modeling, Listening Tools, Marketing Automation, Internet platforms, apps, etc.
- Marketing technology budget is increasing year by year
- It is estimated that CMOs will spend more in Technology than CIOs up to 2017 (*Gartner*)
- A new type of executive is emerging: The Chief Marketing Technologist (2014: 81%, 2016: 89%)

# 10. Marketing becomes more accountable



- Today marketing can be a science not only an art
- Technology transforms radically the marketing management process
- Marketing metrics can measure everything
- Marketers have a great opportunity to restore their image



**Very important evolutions...**

1

# The SAVE formula for new marketing paradigm

S

A

V

E

From...



To...

Product

Solution

Place

Access

Price

Value

Promotion

Education

Harvard University,  
Richard Ettenson, Eduardo Conrado, & Jonathan Knowles

## 2 The winning Value Proposition

### The Research Profile

- Adobe
- MetrixLab
- World Federation of Advertisers
- Effective Brands
- 350 CEOs, CMOs indepth interviews
- 10.000 Marketers, 92 countries

### The winning characteristics

1. Big Data, big insights
2. Purposeful positions
3. Total Customer Experience



# 3 Marketing as a function must be...



## “THINK” • Focused on data and analytics

- Architecture and modeling director
- Digital privacy analyst
- Market data analyst
- Senior data architect
- Senior data modeler
- Web analyst

## “FEEL” • Focused on consumer engagement

- Customer service representative
- Member engagement coordinator
- Online community manager
- PR executive
- Social media community manager
- Usability specialist

## “DO” • Focused on content and production

- Concept creator
- Designer
- Digital studio producer
- Marketing content manager
- Senior digital content strategist
- Web design production specialist

“ In a digital world, software is the chief means of engaging prospects and customers ”



Laura McLellan  
Research Vice President at Gartner

**Gartner**

# Thank you!

[www.contentarchitect.wordpress.com](http://www.contentarchitect.wordpress.com)

