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# **siliconindia**

## **Strategic Marketing Summit**

Chennai, India

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## **Sundar Balu**

Global Management Consultant

[sundar.balu@rocketmail.com](mailto:sundar.balu@rocketmail.com)

+91 956.626.4993 INDIA

+1 847.420.7643 USA

# Strategic Marketing Summit

- ➡ The innumerable vehicles to market
- ➡ New emerging trends
  - ➡ Digital Marketing
  - ➡ Social Media Marketing
  - ➡ Mobile Marketing
  - ➡ Integrated Marketing
- ➡ What is best for you as a Start-up?

# Emerging Media Basics

- **Jump into one of the mediums NOW**
  - **Go through the Question Phase**
    - No matter how big or messy your database is – start something, anything
    - Ask many questions in multiple forums to “know” your customer and get close to him/her
    - World of emerging media isn’t slowing down anytime soon
  - **Continual Learning**
    - Hard to learn when you are not doing anything
    - Deploy what you learn quickly to gain a competitive advantage
  - **Decide your emerging media strategy**
    - Deploy the resources
  - **Act**
    - Procrastination will cause paralysis by analysis
  - **Engage with the consumer at all times**

# Then and now...

2006	2011
<ul style="list-style-type: none"><li>• Links</li><li>• Tagging</li><li>• Comments</li><li>• Blog centric</li><li>• Bookmarking</li><li>• Mashup</li></ul>	<ul style="list-style-type: none"><li>• Sharing</li><li>• Conversations</li><li>• Engagement</li><li>• Content centric</li><li>• Recommending</li><li>• Mashup</li></ul>

# Current Trends

- ➡ Content/Engagement Strategy
- ➡ Digital Marketing Optimization
- ➡ Right Touching
- ➡ Social media marketing
- ➡ Display advertising
- ➡ Mobile Strategy
- ➡ Googlization – Google +
- ➡ Online Channel Integration
- ➡ Privacy wars
- ➡ Digital Marketing = marketing

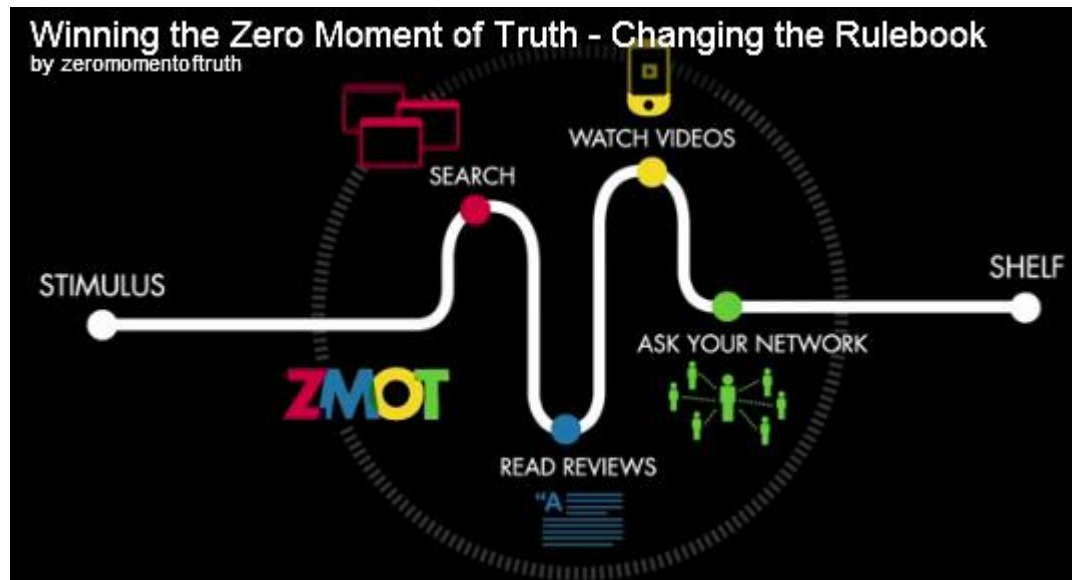
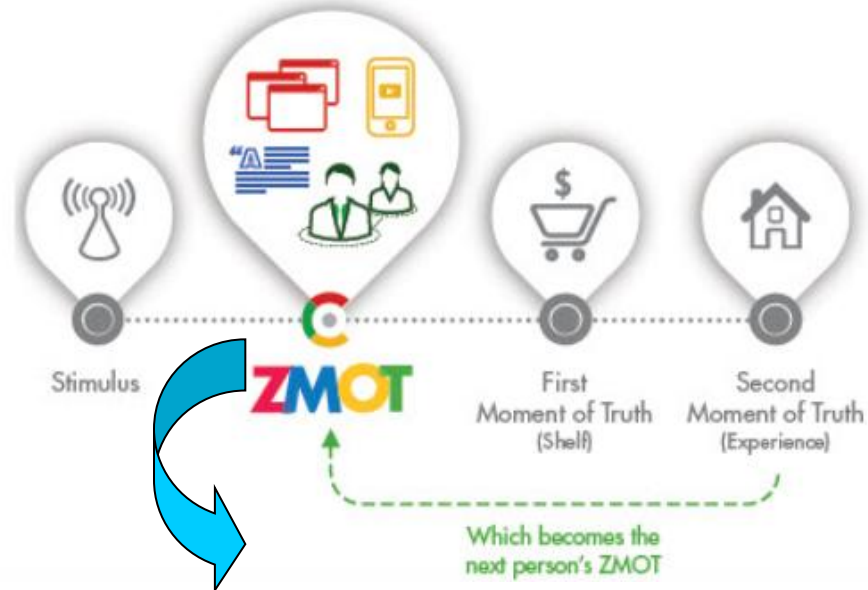
# Will Google be a game changer in 2012?

- ▶ With the launch of Google +, Google's Remarketing strategy (of linking content with social media) and Google's Panda update
- ▶ Number of Days to reach 10 million users:



- ▶ And with the acquisition of Motorola Mobile? What is next?

# ZMOT – Zero moment of truth



# Did you know?

**84%**

% of Americans who engage  
in some sort of ZMOT  
prior to purchase

**70%**

Of consumers use a  
Smart phone to help  
With shopping

**15%**

2010 Media Ad  
budget  
spent online

**10.7**

# of sources of info  
Shoppers use prior to purchase

**EQUAL**

# of people watching  
TV  
and surfing online



# ZMOT Principles

- ➡ **Put Someone in Charge.** If it's nobody's job, it's not going to get done. You need a ZMOT evangelist, in on every meeting and empowered to do the job.
- ➡ **Find Your Zero Moments:** Find out exactly how people search for your product. Where do they go? Who do they trust to give them information?
- ➡ **Answer the Questions People Are Asking:** There's no point meeting people at ZMOT if you're not giving them the kind of information they want, as and when they want it.
- ➡ **Optimize for ZMOT:** Show up more when it counts by making your content super-relevant, and being where you need to be (Lecinski makes the point that having a great mobile presence is a big part of this).
- ➡ **Be Fast:** Know when something's making people search for your product, and do something quick to capitalize on it. Speed beats perfection.
- ➡ **Don't Forget Video:** SISOMO rules. Do it.
- ➡ **Jump In!** Emotion leads to action. Make something happen!

# The many ways to market?



# Digital Marketing



# Search Marketing

- ➡ Search Engine Marketing
- ➡ Search Engine Optimization
- ➡ Pay Per Click (unit based or bid-based)

QUALITY	TRUST	POPULARITY	TIMELINESS
Content	Authority	Traffic	Current
Appearance	Usefulness	Repeat Visits	Fresh
	Resource	Links	Relevant

# Search Marketing Guidelines

- Don't neglect the search
  - 15, 400,000,000 searches in a month
  - YouTube – second most important search engine
- Be where your customers are
  - Google, Yahoo, Bing, Facebook, YouTube
- Control the Content
  - Task oriented, Visuals, Geospatial
- Fill the Funnel
  - AdWords, adCenter, Yahoo Search Marketing, Facebook
- Partner with someone smart
  - CTrada, Clickable...

# Messaging & Content

- **Content is not messaging; we need a mechanism to deliver 'both'**
  - **Messaging is about priorities of needs**
  - **Content is about context and proof**
- **Messaging types may need to be varied by audience/product type**
- **Content too must be varied by activity, outcome and the number of choices you want to offer the customer**

# Content – Some questions to ask...

- What is the full content portfolio
  - Do we have the right portfolio of content that matters
- What are the content shifts
  - The same or different as those that drive awareness, consideration or purchase
- How is the content shifting through the sales cycle
  - Touch point strategies by target type, region, product segment etc
  - Empower the sales professionals

# Content

- ➡ Creating *engaging* environments
- ➡ Unify and *Personalize* consumer interaction across all channels
- ➡ Move from tracking metrics (like hits, traffic...) to *business metrics*
- ➡ Use marketing to strategically *inform and catalyze* other business functions



# Some trends

- ➡ Consumers do not consume just one piece of content but an entire portfolio through one medium
- ➡ We must therefore build a portfolio that pushes to more richer content like customer examples, ROI, integration, pricing, technical specifications, benefits etc
- ➡ Do not ignore the content journey – the sales force needs a clear content delivery strategy

# Social Marketing



# Marketing Mix Trends in the Social Media

- ➡ In the traditional Marketing Mix, we have the 4 P's :
  - ➡ Product
  - ➡ Price
  - ➡ Placement
  - ➡ Position
- ➡ There's no doubt that product, price, placement and promotion are still key concerns. But it's also important to recognize that social media is a different world where traditional placement and promotion do not apply.
- ➡ When using social media, which doesn't replace traditional marketing but adds to it as a new outlet, four new Ps become important. Social media marketing is more subtle, less direct, more about being there than being in-your-face visible. In fact, aggressive promotion is not only unwelcome on social media sites; it is resented and can damage your image rather than promoting your products.

# The new 4 P's in Social Media Marketing

## ➤ Social Media Marketing Realities:

- Good News : Little or no cost; No Barrier to Entry (could be bad also)
- Bad News: Takes Time and Attention – someone needs to be vigilant around sites, post comments, blogs, webcasts, Tweets etc. No Barrier also poses risk as anyone can post negative and/or damaging comments about your product, services or brand.

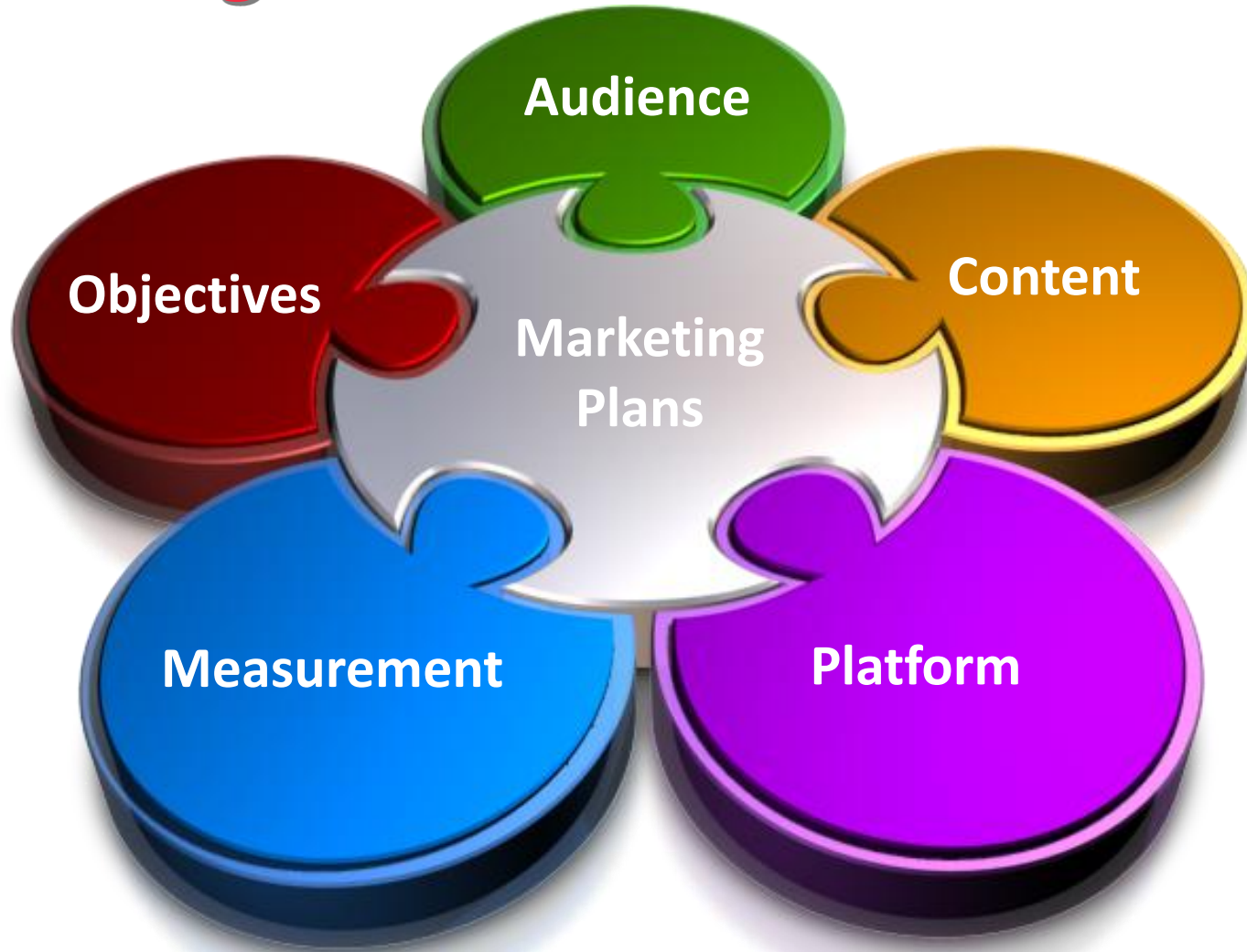
## ➤ Paradigm shift to the 4 new P's which can be best characterized as:

- You need to “**PARTICIPATE**” and be engaged
- You need to be there – “**PROXIMITY**”
- Make your pitch only when asked – “**PERMISSION**”
- Beware of the “**PERCEPTION**” that is created of your own or others' actions

# Adaptive Brand Marketing

- ➡ We live in a Whatever, Whenever, Wherever always “ON” world
  - ➡ Today's brand marketing organizations are not equipped to handle this new world.
- ➡ So, we must “Remain Relevant” - Adaptive Brand Marketing
  - ➡ Encourage Rapid Response
  - ➡ Align Consumer and Brand Needs
  - ➡ Maximize Return on Brand Equity
- ➡ Core Elements are :
  - ➡ Embrace an expanded role for consumer intelligence
  - ➡ Focus on strategic brand platforms
  - ➡ Empowering a networked organization
- ➡ The opportunity for an entire organization to reorient itself around its marketing organization and deeply engage itself in its interactive toolkit
- ➡ The profound change social media presents for all customer relations; the new need for openness, agility, and hyper-sociality

# Marketing Plans

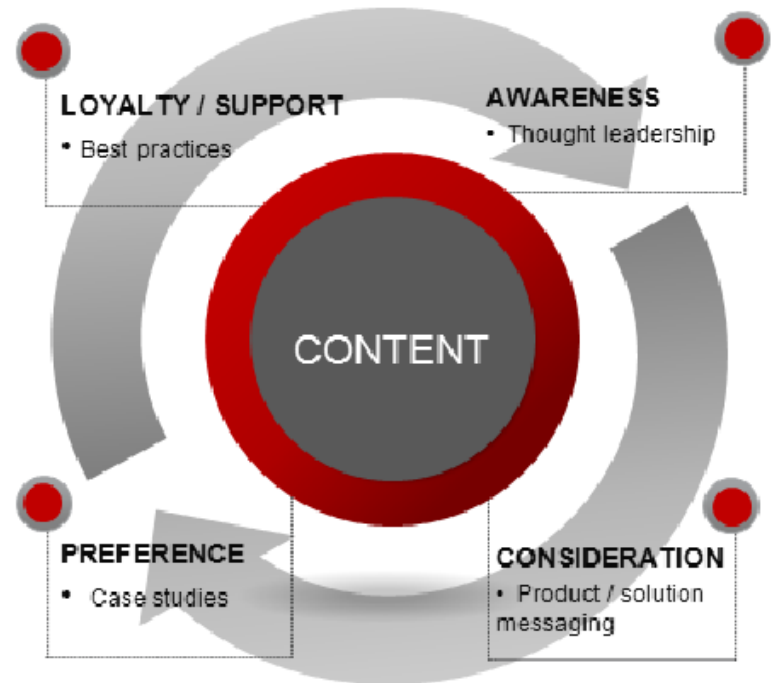
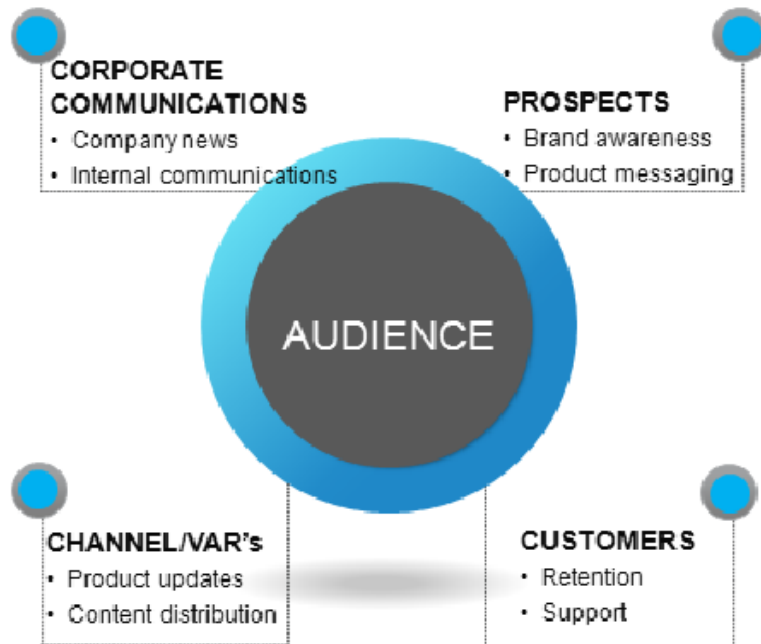


# Objectives in a Webcast / Podcast / Videocasts / Social Networks

- ➡ Drive Brand Awareness – Corporate / Personal
- ➡ Thought leadership
- ➡ Leverage new markets
- ➡ Gain Customer Insight
- ➡ Leverage new Distribution Channels
- ➡ Drive Traffic
- ➡ Generate Revenue
- ➡ ... many others



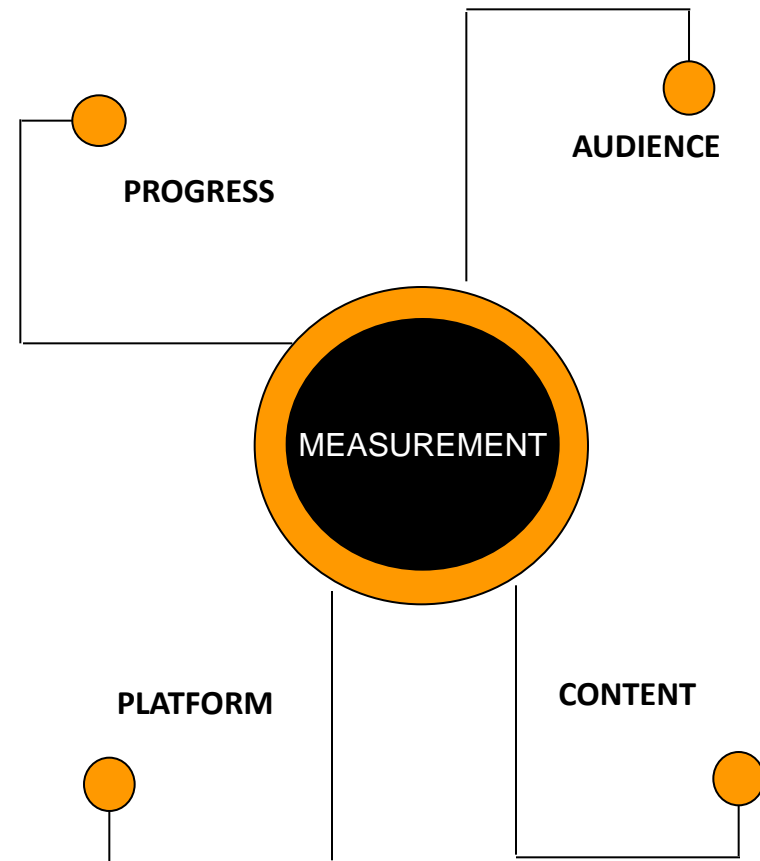
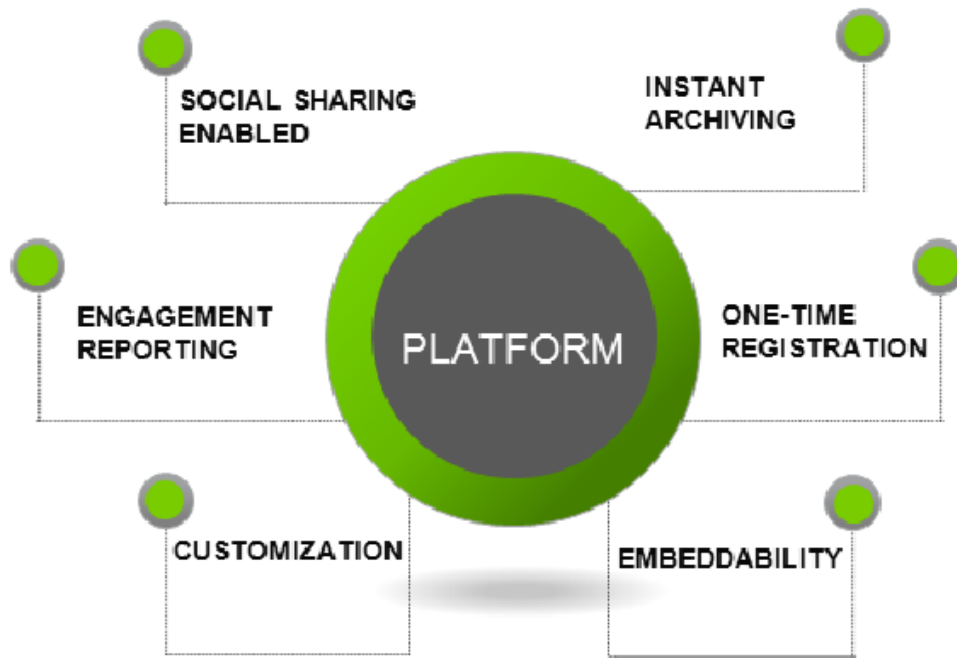
# Audience and Content



Source: BrightTalk



# Platform / Measurements



# Key questions to ask yourself

- Do we know what content our target wants
- Do we know how the content evolves through the sales cycle
- Do we know what the content decision makers need to influence others
- Do we know what proportion of the content we need to deliver
- Do we have benchmark for making trade-offs on setting priorities on content investments

# QR Codes

- ➡ QR – Quick response Codes
- ➡ Initially invented as a simple bar code in the automotive industry to very quickly identify, track and deliver auto components within a manufacturing line
- ➡ Have you seen them?



# Useful Advertising – QR Codes

## ■ A quintessential Internet-age idea

- Something of a fig leaf for intrusive advertisers. It's the notion that ads that are more informative, better tailored, finely targeted and context-aware actually provide a service to the consumer and should therefore be welcomed as liberators
- But are they simply more intrusive and annoying?
- Trends that are popularized by public excitement like Facebook. Then there are trends that come about because marketers think the public ought to be excited by the thought of being marketed to in amazing new ways (say, Facebook ads).
- QR codes have their use, and they'll find their niche. In the meantime, marketers will need to continue the premise that a truly effective ad is one that makes me want to buy the product – and not just read another ad.

## ■ The Consumer must decide

# Mobile Marketing



# Mobile Marketing

- A new dimension to
  - Engage
  - Track
  - ‘profile’ target customers... arguably with the most reach in India at over 600 million mobile devices and counting
  - Value-based service
- Best practices and strategies for mobile in a growing mobile economy

# Action items for a start-up

- ➡ **Biggest Priority**
  - ➡ Build a unified customer database
  - ➡ Multi-media/channel campaigns
    - ➡ Email, facebook, daily promotions running in the store...
  - ➡ Store the transactional information
- ➡ **Develop and nurture trust with your customers**
  - ➡ Young target audience – tech savvy in India – content journey is important
  - ➡ Engage in an interactive relationship
    - ➡ Customer permission, registration (KEY!), behavioral data
- ➡ **QR Codes to log products they own or to register for mobile promotions**
- ➡ **Use FB for relationship building**
  - ➡ Distribute promotions
  - ➡ Converse with customers
  - ➡ Listen to community to test product ideas, pricing , buzz

# Upcoming Trends in 2012

- ➡ Search Engine Optimization (SEO)
- ➡ Social media Optimization (SMO)
- ➡ Content Optimization
- ➡ Content Aggregation
- ➡ Gamification
- ➡ Ad network innovation
- ➡ Privacy Compliance
- ➡ Cross-channel optimization
- ➡ Mobile Marketing
- ➡ Website performance optimization
- ➡ Performance Marketing – ZMOT is the new FMOT



# Some Closing Thoughts

## ➡ Question

- ➡ Question your target groups to gain insight and customer intimacy while questioning your strategy against trends, demographics, technologies, competition etc

## ➡ Benchmark

- ➡ Dynamic Interaction and Emotional Engagement need to be measured for effectiveness

## ➡ Learn

- ➡ Continually learn what the customer wants; customers often can be your product designers/ content managers
- ➡ Consumer needs and aspirations become hierarchial and complex over time
- ➡ More or Faster is not always good; They may seek greater value in terms of simplicity, time, fulfillment, emotional reward, ease of purchase

## ➡ Empathize

- ➡ Empathy can change all the variables - industries, objectives, offerings - and still work the process from the eyes of the target audience. Empathy is a function of understanding, and understanding a function of experience. All the best marketing will not replace “insensitive” Customer Service.
- ➡ Commenting on customer posts, blogs, comments adds great value in “humanizing” the business transaction. It also intelligently addresses consumer needs/aspirations within a group setting.

## ➡ Engage

- ➡ There is no substitute for emotional engagement. Self-affirmation, social acceptance, pride of purchase are all “universal” and provide value to branding, marketing and related messaging. Acceptance, Respect and Love change little from cultures and time. This engagement into product and service can add simplicity while building loyalty.

# Thank You