

SUCCESS WITH DIGITAL MARKETING

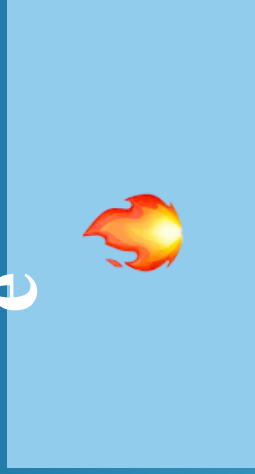
Understanding a pervasive phenomenon

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April 2018

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The Wheel

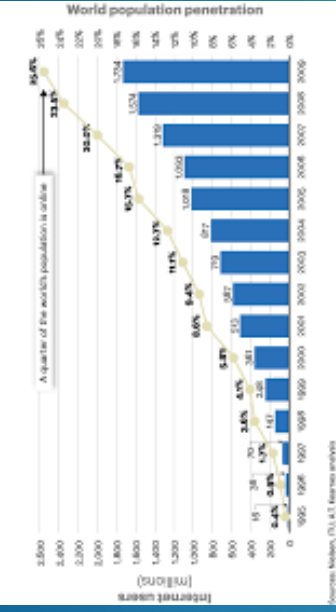


The Internet



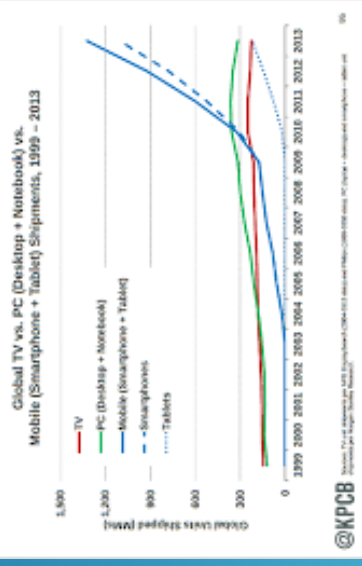
DIGITAL IS EVERYWHERE

Figure 1
Global internet users and penetration rate (1995-2009)



Source: Nielsen, U.S. e-commerce analysis

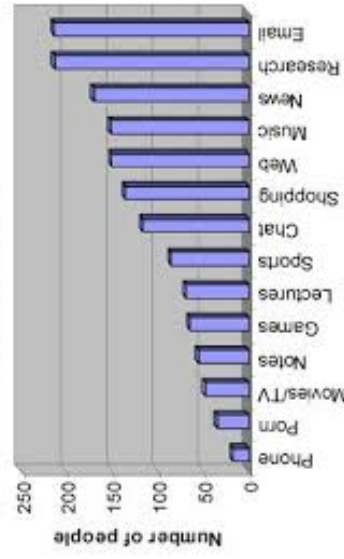
Mobile (Smartphone + Tablet) Shipments = 4-5x Unit Volume of TV & PC...Just 10 Years Since Inception



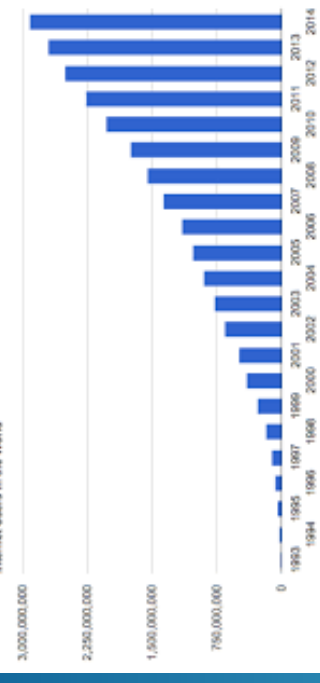
@KPCB

Source: IDC, International Data Corporation, "Worldwide Quarterly Mobile Device and Tablet Sales: Q1 2013 Update - Smartphones, Tablets and eReaders", 2013

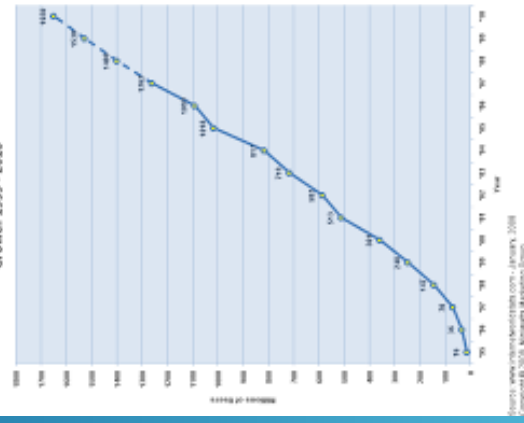
Uses of the internet



Internet Users in the World

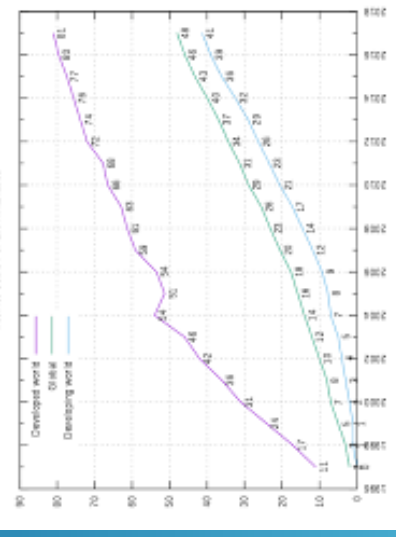


Internet Users in the World Growth 1995 - 2010



Source: www.internetworldstats.com - January, 2008 Copyright © 2008, Knowledge Analytics Group

Internet Users Per 100 Residents



DIGITAL IS EVERYWHERE, PART 2

Marketing Channel Strategy

Mass

Direct

Digital

MARKETERS STILL THINK IT'S
“DIFFERENT”

Building A Designed Brand

Design Aspect	Key Elements	Purpose
1 Brand Strategy	<ul style="list-style-type: none">Brand PositioningBrand Personality	<ul style="list-style-type: none">Define value proposition, benefits, and points of differentiationCreate character traits to bring the brand to life
2 Brand Identity	<ul style="list-style-type: none">NameLogo/Color Palette	<ul style="list-style-type: none">Identify a recognizable, ownable markBuild a visual package to consistently support the brand design
3 Communications	<ul style="list-style-type: none">Tone of VoiceActivation Strategy	<ul style="list-style-type: none">Determine how the brand speaks to customers, key words and phrasesChoose how and where the brand interacts with customers
4 Engagement	<ul style="list-style-type: none">Customer experienceEmployee connectivity	<ul style="list-style-type: none">Ensure fulfillment for the brand promise that builds advocacyEnroll employees in brand delivery (especially for virtual products)



- Essentially 100% penetration
- Essentially daily consumption
- Can't easily distinguish users from non-users
- Can't easily use it to target or grow volume

DIGITAL IS THE NEW “BANANA
PROBLEM”

2

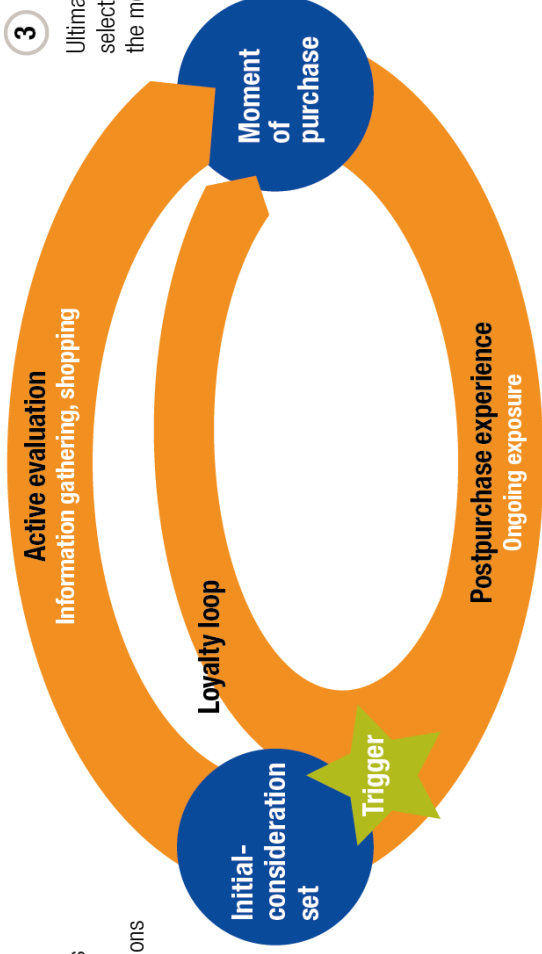
Consumers add or subtract brands as they evaluate what they want.

1

The consumer considers an initial set of brands, based on brand perceptions and exposure to recent touch points.

3

Ultimately, the consumer selects a brand at the moment of purchase.



4

After purchasing a product or service, the consumer builds expectations based on experience to inform the next decision journey.

A MORE SOPHISTICATED FRAMEWORK (THANKS MCKINSEY)

ACQUIRE

ENGAGE

DELIVER



THE “THREE BY THREE” CHALLENGE



Meet consumers where
and how they want

Drive desired response
and behavior



Increased Marketing ROI

BENEFITS OF SUCCESS