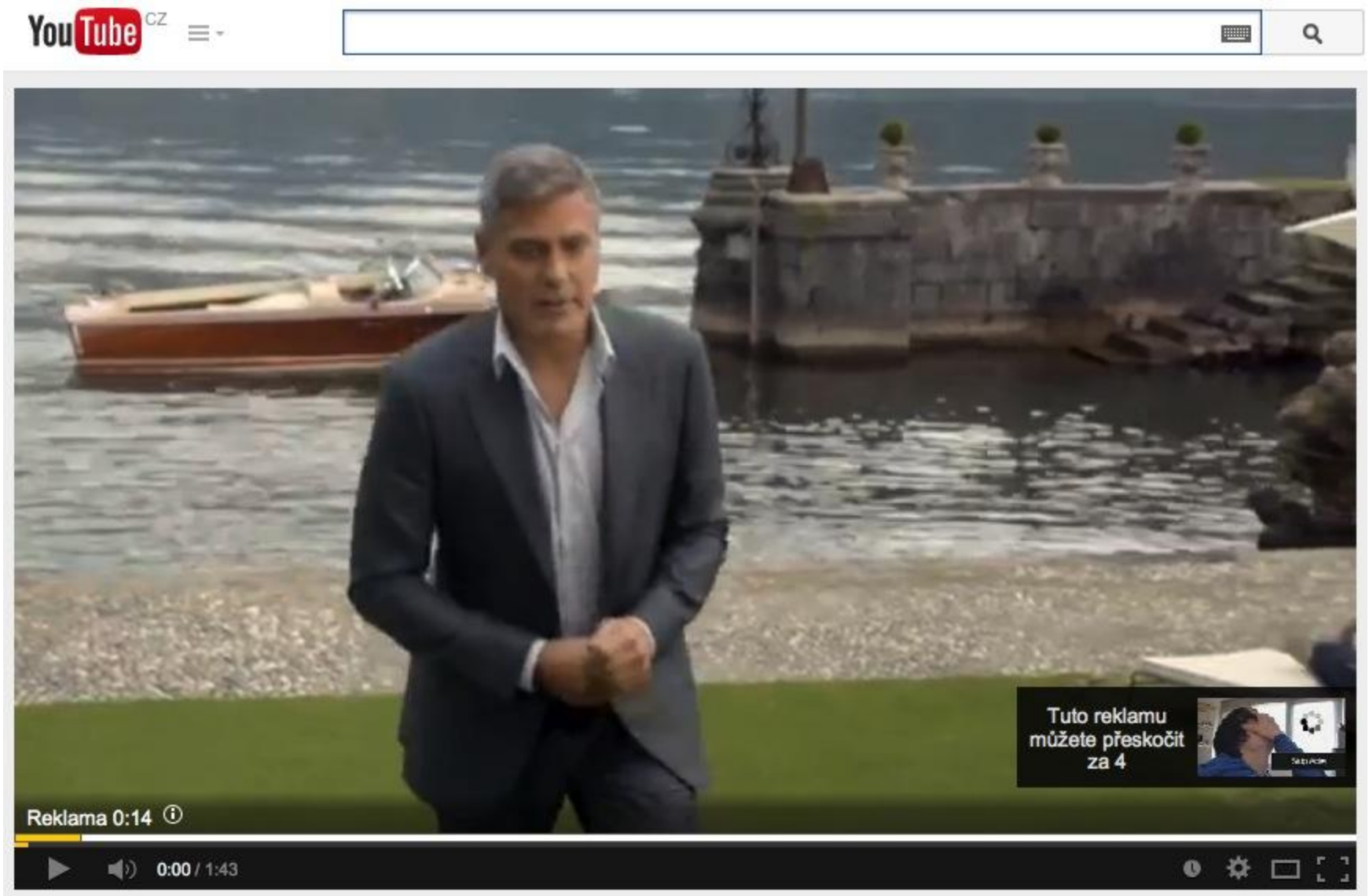
Reklama je navoněná zdechlina

Co s tím?

Roman Šiser

Is this modern marketing?



A) Technology Trend

mobile as main medium

B) Demographic Trend

there will be less young people, but they will be more online

C) Shopping Trend

shopping anytime, anywhere and now

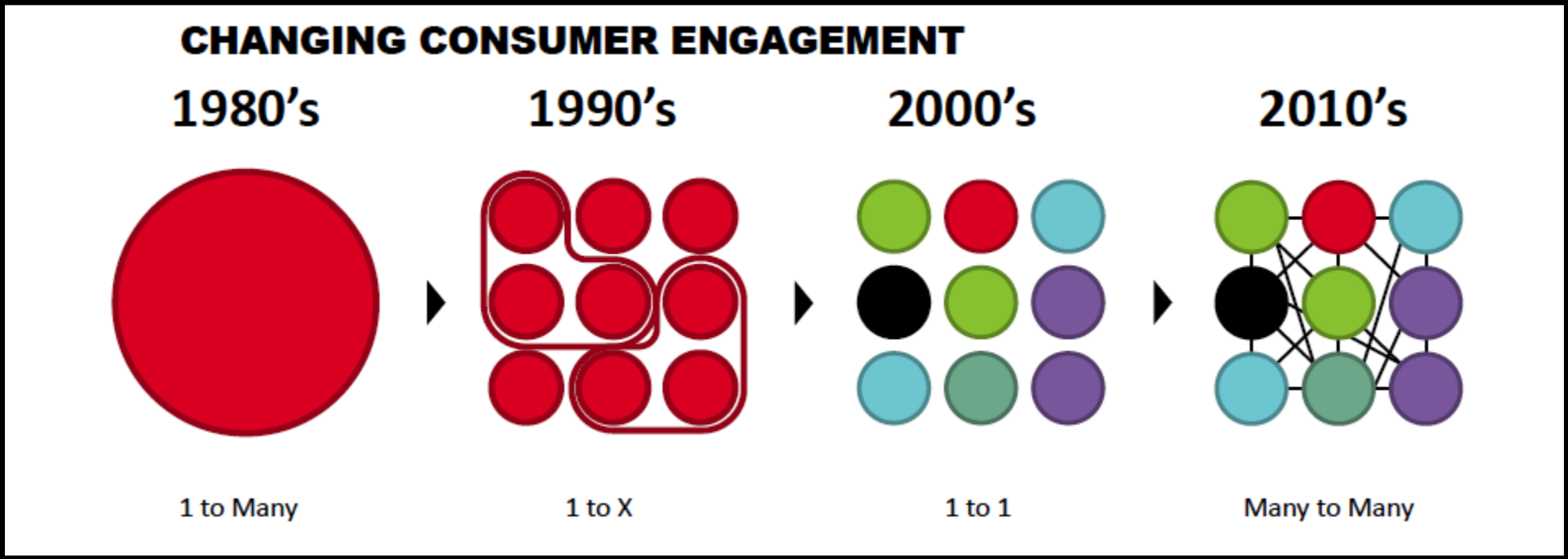
D) Marketing Trend

shift many to many, content marketing

Brain is the battlefield

C) Marketing Trend – Facts & Numbers

Shift to **many-to-many**

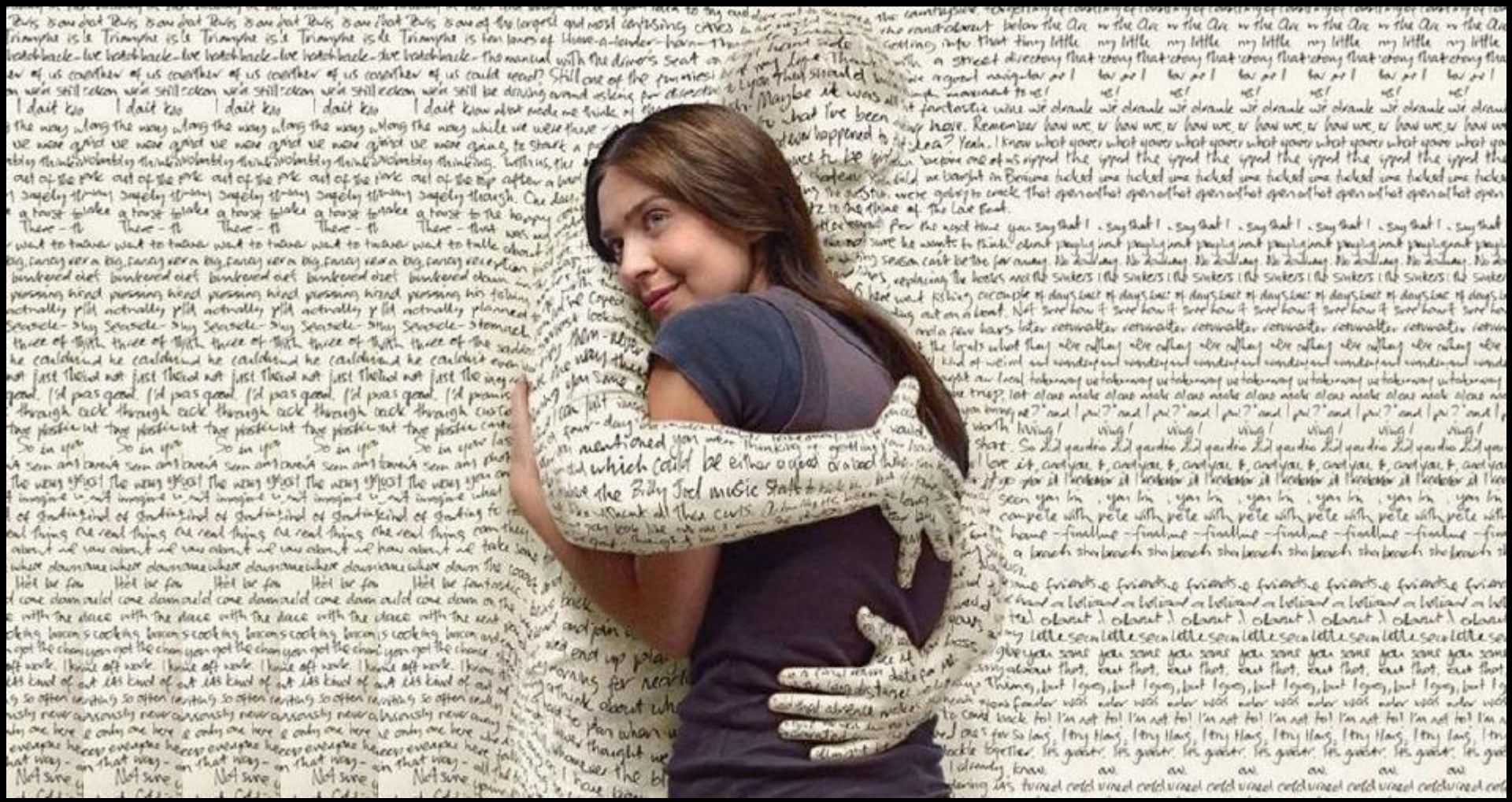


https://www.youtube.com/watch?feature=player_embedded&v=x0EnhXn5boM

Fragmented attention

Marketing 3.0

Key to consumer hearts and minds



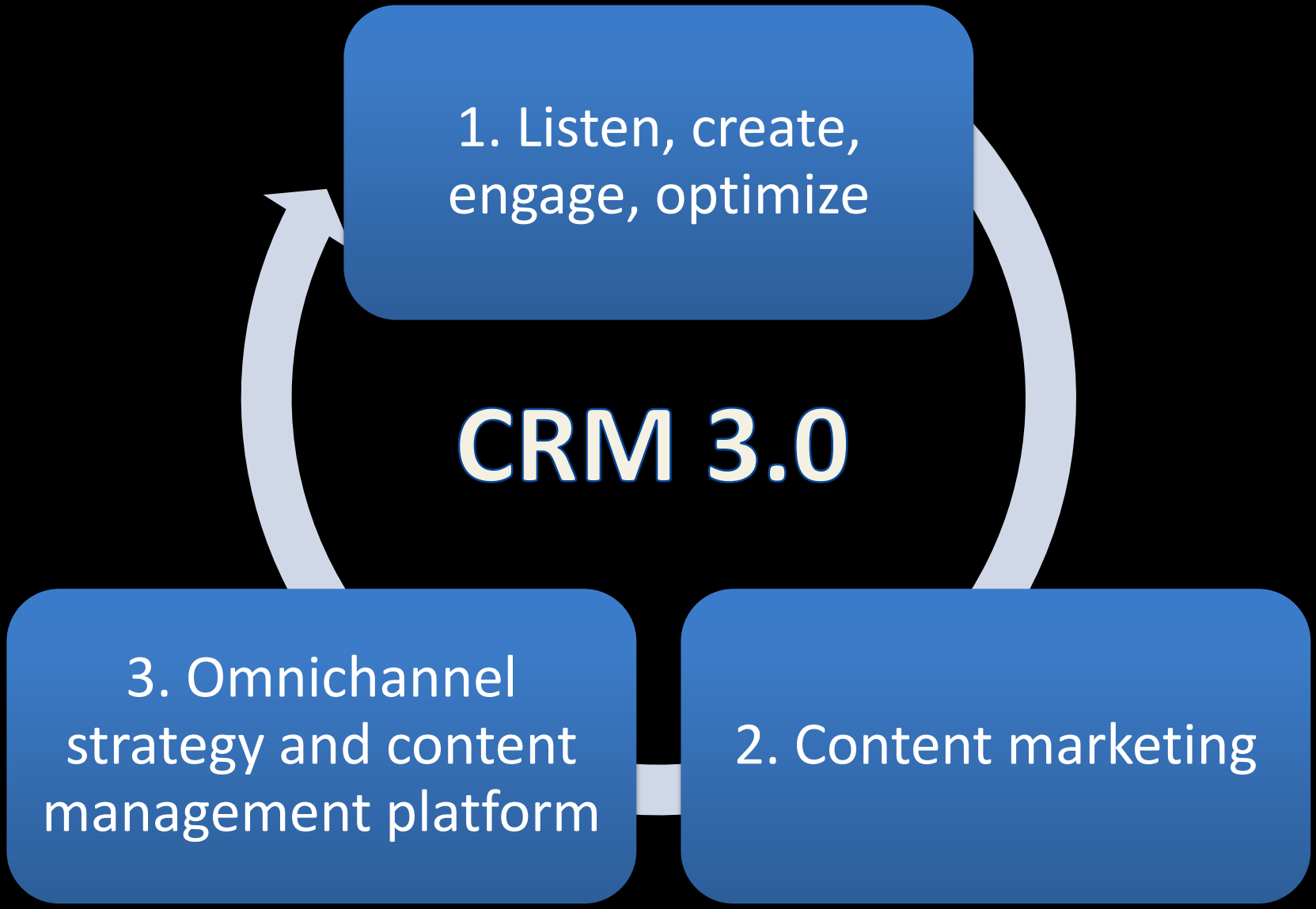
Tchibo 3.0

A)
Content Marketing

B)
Listen & Create & Optimize

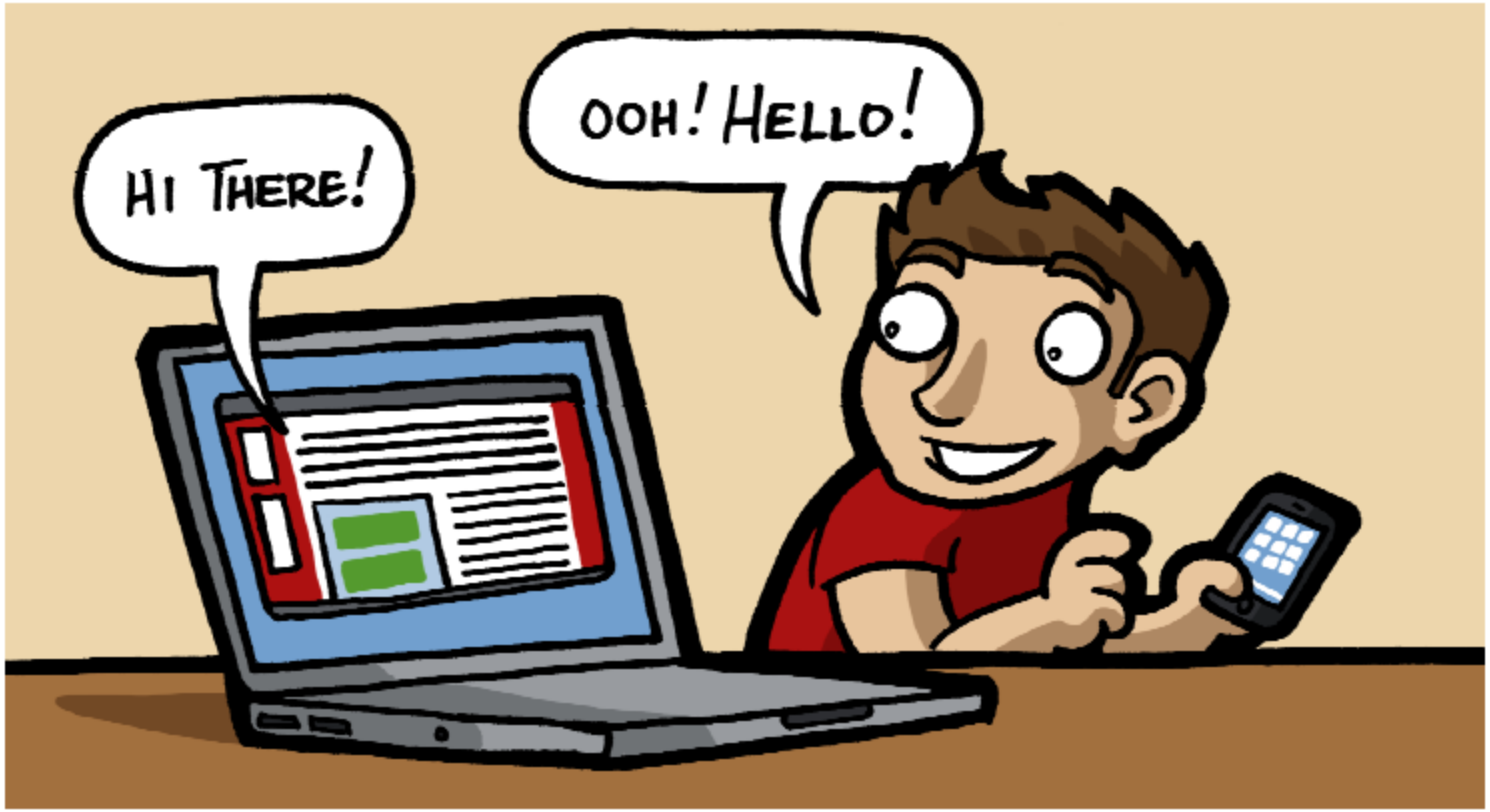
3.0 marketing

C)
Omnichannel Strategy & Content Management Platform


1. Listen, create, engage, optimize
CRM 3.0
2. Content marketing
3. Omnichannel strategy and content management platform

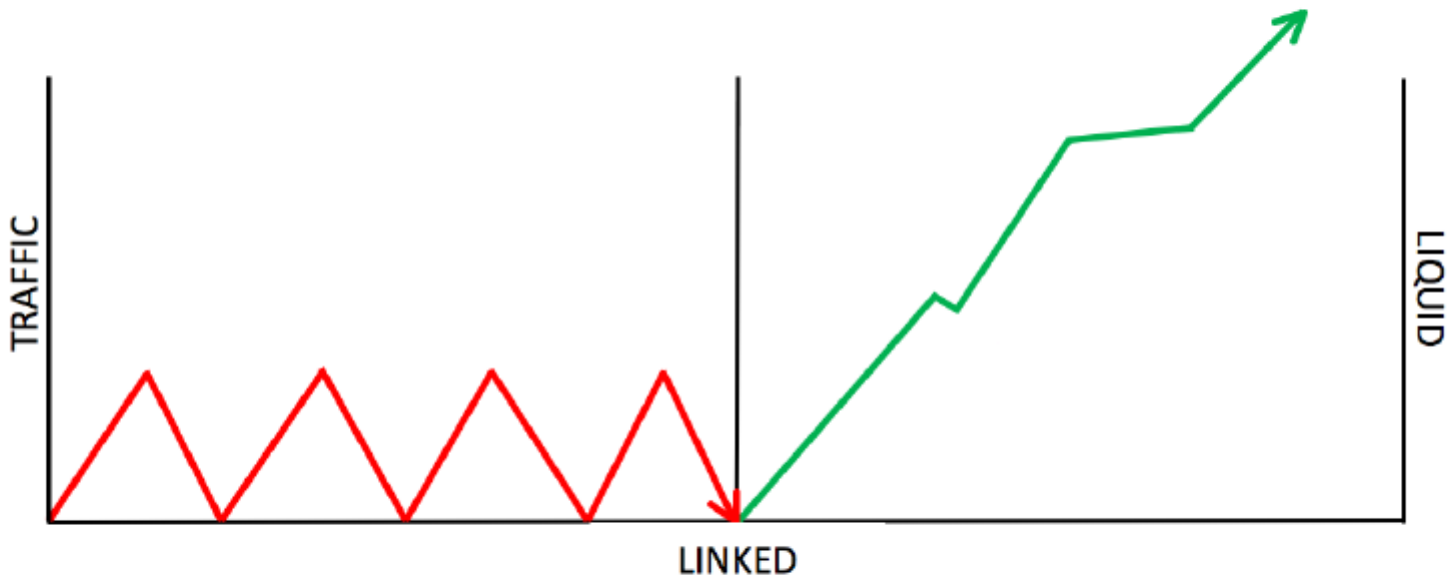
Content doesn't interrupt, it attracts

Content marketing is a pull, rather than a push, strategy



https://www.youtube.com/watch?v=yC-VwrbUUO4

From peaks **to long-term engagement**

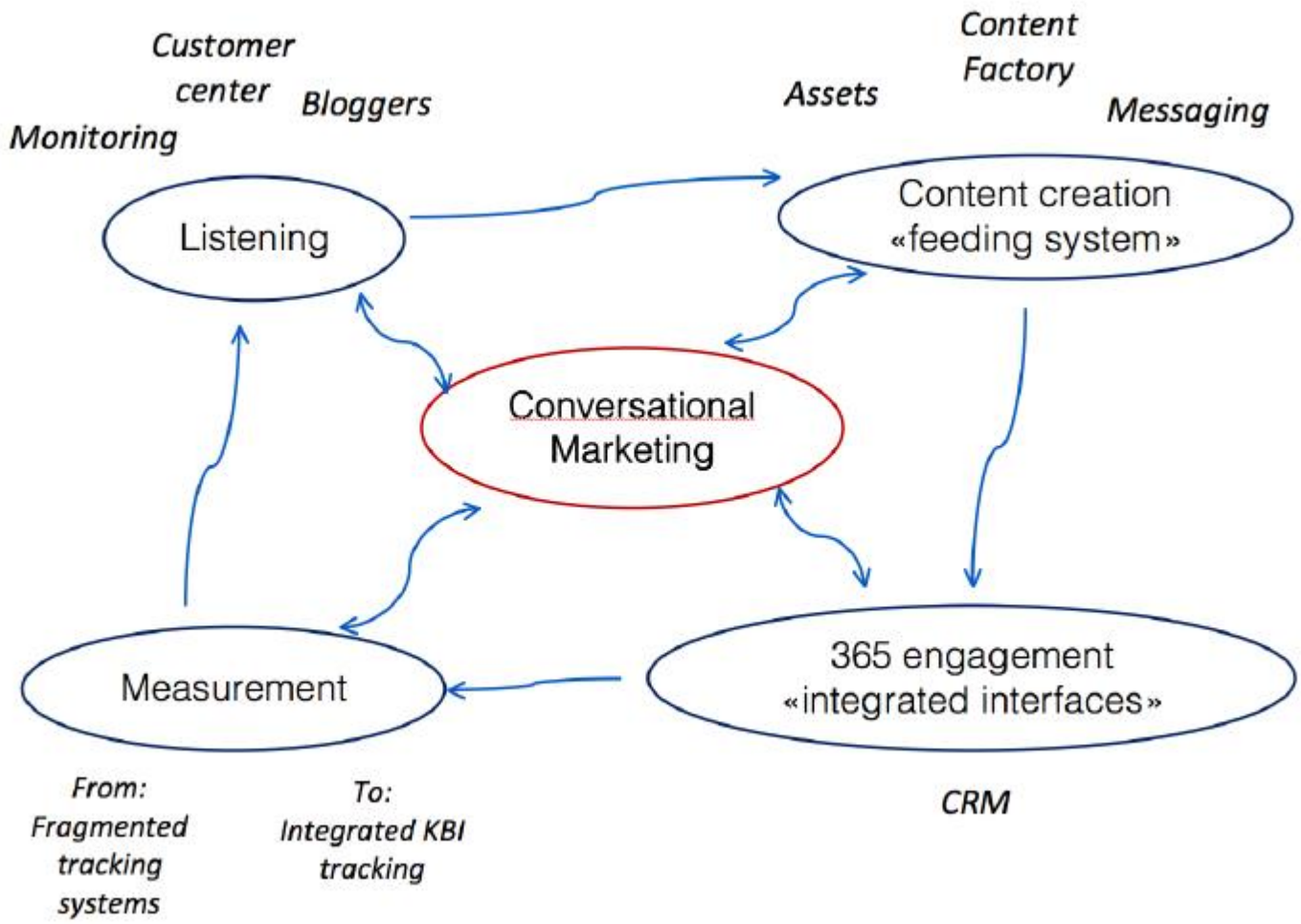


Traditionally we put content up and take it down fragmenting traffic

Building Evergreen content builds sustainable traffic

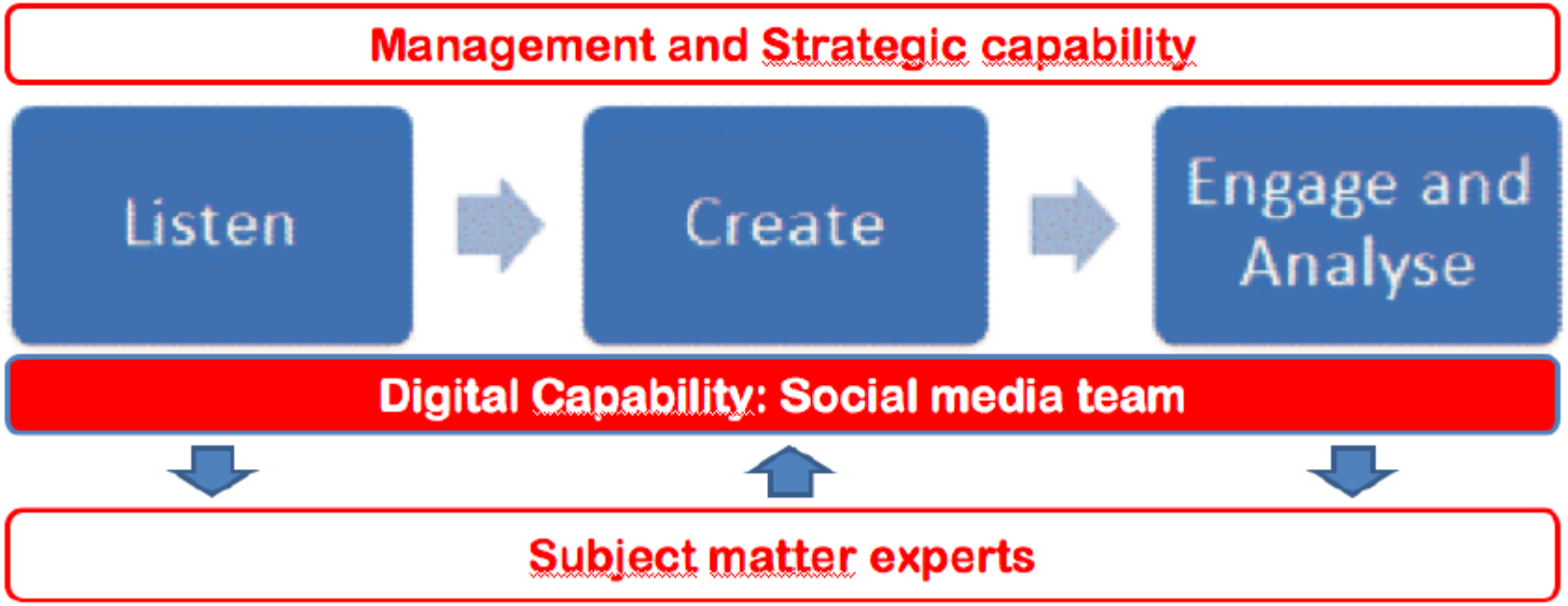
Conversational Marketing

Listen & Create & Engage



New approach

- Use tools for listening and engaging
- Creation of content
- Benchmark metrics of engagement levels, audience numbers, competitor activity etc.



52
Like
Share
6
Tweet
3
Share
0
+1
Comments
EMAIL
PRINT

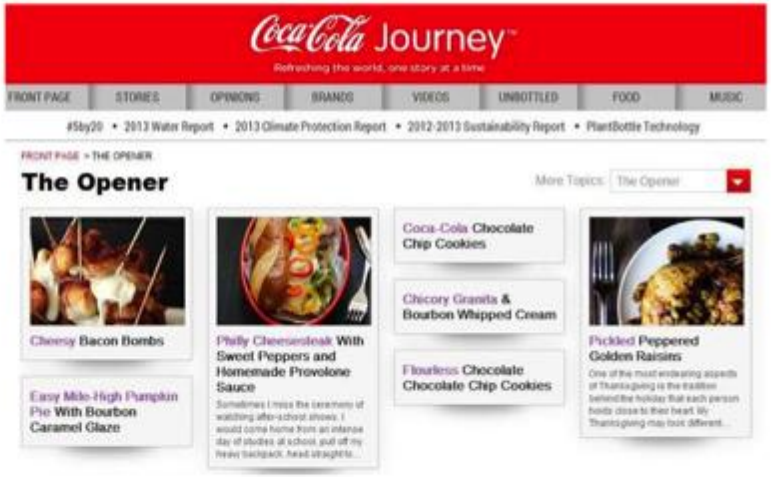
OMAR AKHTAR, SENIOR EDITOR
Follow @obakhtar

NOVEMBER 26, 2013

Coca-Cola's Journey website launches its own blogger contributor network

Share this article:

Coca-Cola continues to transform its corporate website into a full fledged media publication, and now it is launching an invite-only network of bloggers to share their content on it.



In a new section called "The Opener," Coca-Cola's Journey website will now host content from popular bloggers, photographers and other creative publishers. The content will focus on three categories for now, namely food, culture and innovation. The initiative works sort of like LinkedIn's Influencer program, but instead of getting big names to contribute to their platform, Coca-Cola says it is trying to unearth new talent and give them access to its resources.

"LinkedIn recruits influencers to provide content for LinkedIn," says Ashley Brown, Coca-Cola's head of digital communications and social media. "We've designed Opener to be a two way street, giving bloggers the 'Coca-Cola' megaphone so they can grow their blogs."

campaign US
where creativity finds community

THEHUBCOMMS ARTICLES

Popular | Emailed | Recent

- Infographic: How to improve your video's YouTube ranking
- The "Facebook for Business" page is littered with comments from angry, frustrated advertisers
- Dell is entering the marketing software wars by launching its own social analytics platform
- Dell takes on IBM by launching its own advanced analytics platform
- Meet The Marketer: Sahana Jayaraman, Eastwick's head of digital and content marketing

Recyclometer

In association with wrap

wrap Working together for a world without waste

Welcome to the Coca-Cola

Recyclometer

Get started

Calculate how much energy you could save by recycling everyday household waste

Recycling facts

Recycling tips

Calculations based on statistics provided by WRAP and mid-2009 whole population figures from the Office of National Statistics

recycle

YouTube CZ
coca-cola where will happiness strike next: the ofw
Magic Pills®
0:09 / 3:15
Coca-Cola | Magic Pills
Coca-Cola
Odebírat 389 151
2 716 561
Přidat do
Sdílet
Další
5 066
182

Scoping CRM 3.0

sms

email

call

web

...

One voice (CRM)
Multiple channels
Tailormade to audience

provide facts @ search engines

provide direct link @ complaint sites

provide pov @ social media

engage @ social media

initiate dialogue via e-mail/ phone

inform via e-mail/ phone

search for facts

complain

express pov

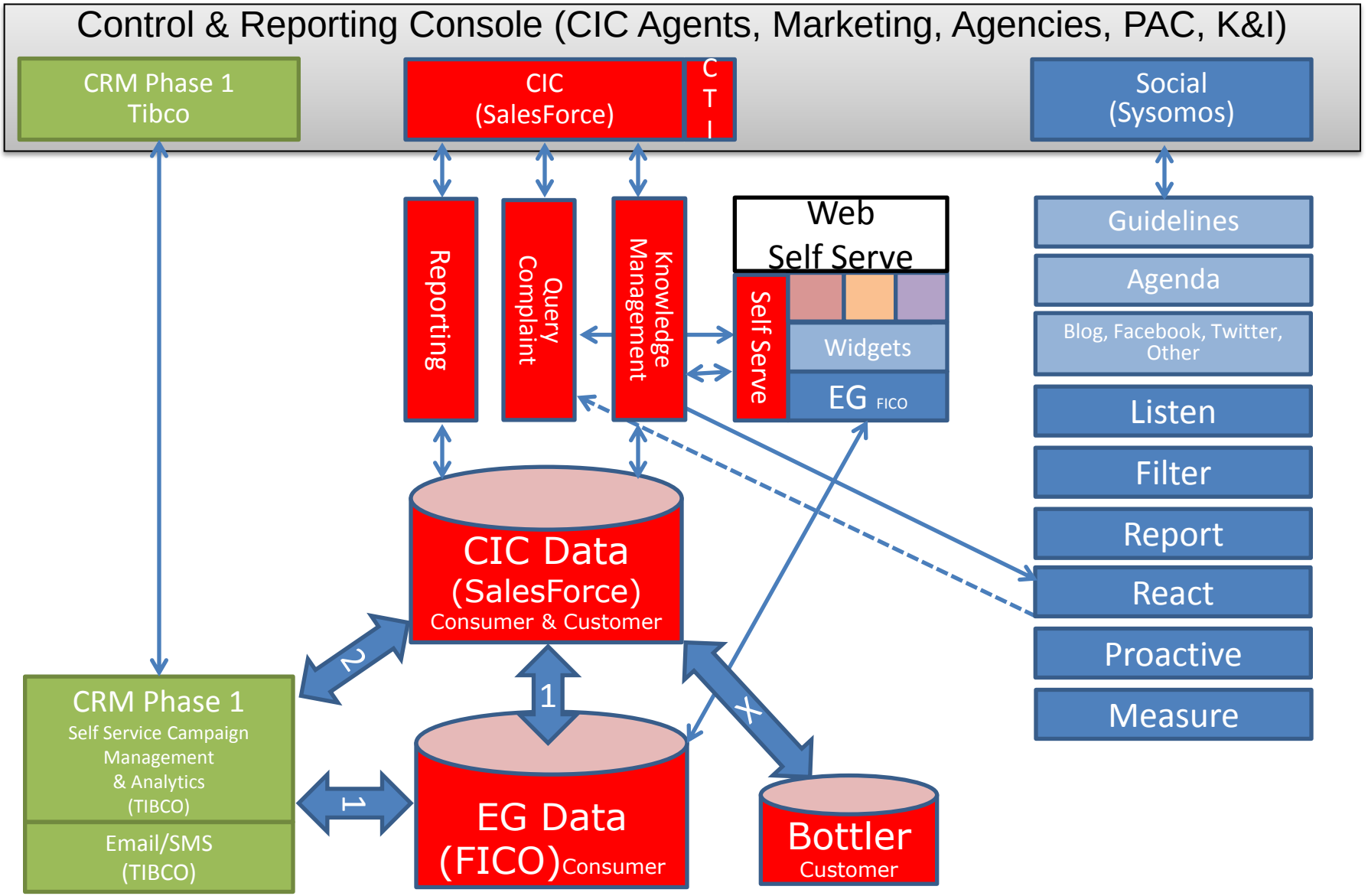
advocate

engage

interest

Classified - Internal use

DESTINATION: Solution integrating CRM, Social media and Customer center



3.0 Benefits

Better insights lead to more relevant and inspiring content that drives interactions via new social/mobile platforms which result in higher engagement, loyalty and ultimately drive purchase interest.

Attention	Extending the reach of traditional paid/push advertising -> increased **penetration** of young cohort	New mobile, social channels
Interest	Content confidence, higher **engagement** of target audience	Viral conversational content
Desire	Driving interactions and **loyalty** Protecting the brand from bad publicity	Ambassadors, community
Action	Triggering **purchase** interest and **incidence**	Topical, geolocated content

http://loyalty.johnpaul.com/crm-marketing-3-0-customer-insight-brings-enterprise-wide-benefits-and-opportunities/

CRM 3.0 BUSINESS NEEDS

TO LISTEN IN AND LISTEN TO (where, when and who says what, whose words are of importance)

ANSWERING AND GETTING INVOLVED IN CONVERSATION (how, when and who should answer on behalf of the brand, by using which platform)

INFLUENCING AND SETTING THE TOPIC (getting involved actively, thematising, offering sticky stories, optimization both for search engine and social media)

DRUMMING UP FOLLOWERS (who are our evangelists, in which fields and how we should manage our relations with them)

Classified - Internal use

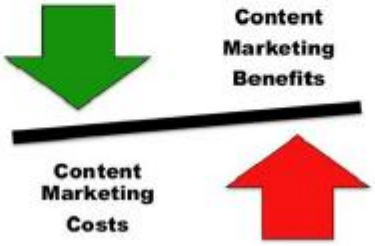
3.0 Business case

Effectiveness

broader reach
higher engagement

Efficiency

more content with
less production costs



http://heidicohen.com/infographic-how-to-make-the-case-for-content-marketing/

CONTENT MARKETING BENEFITS

"No one goes there anymore, It's too crowded" **Yogi Berra**

Consumers trust content not ads.

PROOF:

- 92% of consumers trust recommendations from people I know.
- 70% of consumers trust consumer opinions posted online.
- 58% of consumers trust editorial content.
- 50% of consumers trust emails I sign up for.

Source: Nielsen

"Life is uncertain. Eat dessert first." **Ernestine Ulmer**

Consumers actively seek product information and reviews first.

PROOF:

- 30% of consumers start purchase research on Amazon while 13% start purchase research on a search engine.

Source: Forrester

"Insanity: doing the same thing over and over again and expecting different results." **Albert Einstein**

Consumers need to see marketing messages multiple times.

PROOF:

- 63% of consumers need to hear a marketing message 3-5 times to believe it.

Source: Edelman

"Money is usually attracted, not pursued." **Jim Rohn**

Consumer purchases influenced by content.

PROOF:

- 51% of consumers seek deals or coupons
- 43% of consumers seek product information
- 36% of consumers seek reviews
- 31% of consumers seek news
- 30% of consumers seek how-to's and styling

Source: Shop.org, comScore & the Partnering Group

CONTENT MARKETING COSTS

"A penny saved is a penny earned." **Benjamin Franklin**

Content marketing requires human and finance resources for content creation, distribution and promotion.

PROOF:

- 61% lower average lead cost for inbound marketing ($135) versus outbound marketing ($346).

Source: Hubspot

Infographic created by Heidi Cohen of HeidiCohen.com
© 2012 Heidi Cohen – Available for reuse with link to http://HeidiCohen.com

WestJet & Coca-Cola: #shareacokecanada plane

WestJet

Odebírat 37 310

198 511

Přidat do Sdílet Další 487 53

https://www.youtube.com/watch?v=G1P3r2EsAos
https://www.youtube.com/watch?v=LerdMmWjU_E
https://www.youtube.com/watch?v=fiwIq-8GWA8

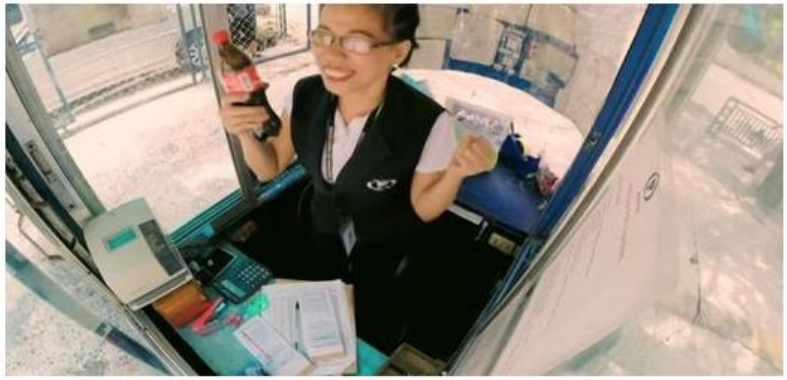
MARKETINGSALESMEDIA

HOMEPAGE TRHY MARKETING OBCHOD MÉDIA DATA LIDÉ hledat

VÝTISK ZDARMA PŘEDPLATNÉ INZERCE KONTAKTY TRAFIKY

HLAVNÍ STRANA > MARKETING

Coca-Cola dojímá s novou reklamou, (ne)známým tvářím přiřazuje jména



To se mi líbí 7 Tweet 1 +1 0 Share 3

16.09.2014 12:00

Potkáváte je denně, každý den jim děkujete, ale neznáte jejich jméno. Prodavačka v obchodě, řidič autobusu nebo třeba vrátný v práci. Podle Coca-Coly je to trošku nezdvořilé, a tak se rozhodla ve svém novém videu udělat těmto známým-neznámým radost. Jak jinak, než lahví proslulé limonády s jejich pravým jménem.

Děj tříminutového spotu se odehrává na Filipínách, kde lidé zažívají podobné situace. Místo jmen dostávají denně vídané tváře přezdívky - řidič je "brácha", balič tašek v obchodě je "kluk", securiťák v práci je "šéf". Nikdo nezná jejich skutečné jméno - až na Coca-Colu, samozřejmě.

reklama

SOCIÁLNÍ SÍTĚ

SOCIAL MEDIA BAROMETR

Silikonová prsa rozhodně v zimě

TOP EVENTY

19/11 Sales Excellence Forum

20/11 POPAI DAY 2014

27/11 Call Centra 2014

NEJČTENĚJŠÍ 24 hodin 3 dny 7 dní

http://marketingsales.tyden.cz/rubriky/marketing/coca-cola-dojima-s-novou-reklamou-ne-znamym-tvarim-prirazuje-jmena_318454.html

Xmas:
https://www.youtube.com/watch?v=EvtVxcEsojc
https://www.youtube.com/watch?v=x_9fQEqZCWs
https://www.youtube.com/watch?v=hDigy-XrRFI

Happiness in tough times:
https://www.youtube.com/watch?v=6OQl4NGQvhg

Valentines:
https://www.youtube.com/watch?v=RjMhZFhD0tI

Děkuji za pozornost!

Roman Šiser

romansiser@gmail.com
roman.siser@ceskainovace.cz

http://lnkd.in/d_u-VEW