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# **Digital marketing - Building value online**

11.3.2021



# Samuel Tenhunen

- Head of Marketing, Parcel & eCommerce @ Posti
- [linkedin.com/in/stenhunen](https://www.linkedin.com/in/stenhunen)

## • Short history

- 1994: Coding and websites
- 2000: Branding and campaigns
- 2007: Digital platforms
- 2009: Digital campaigns and analytics
- 2013: Digital marketing strategy
- 2015: Digitalization of customer touchpoints
- 2019: Marketing in digital world



**What is the key difference between  
traditional marketing  
and  
digital marketing?**



**Data helps us  
understand**

**And build  
better  
creatives**



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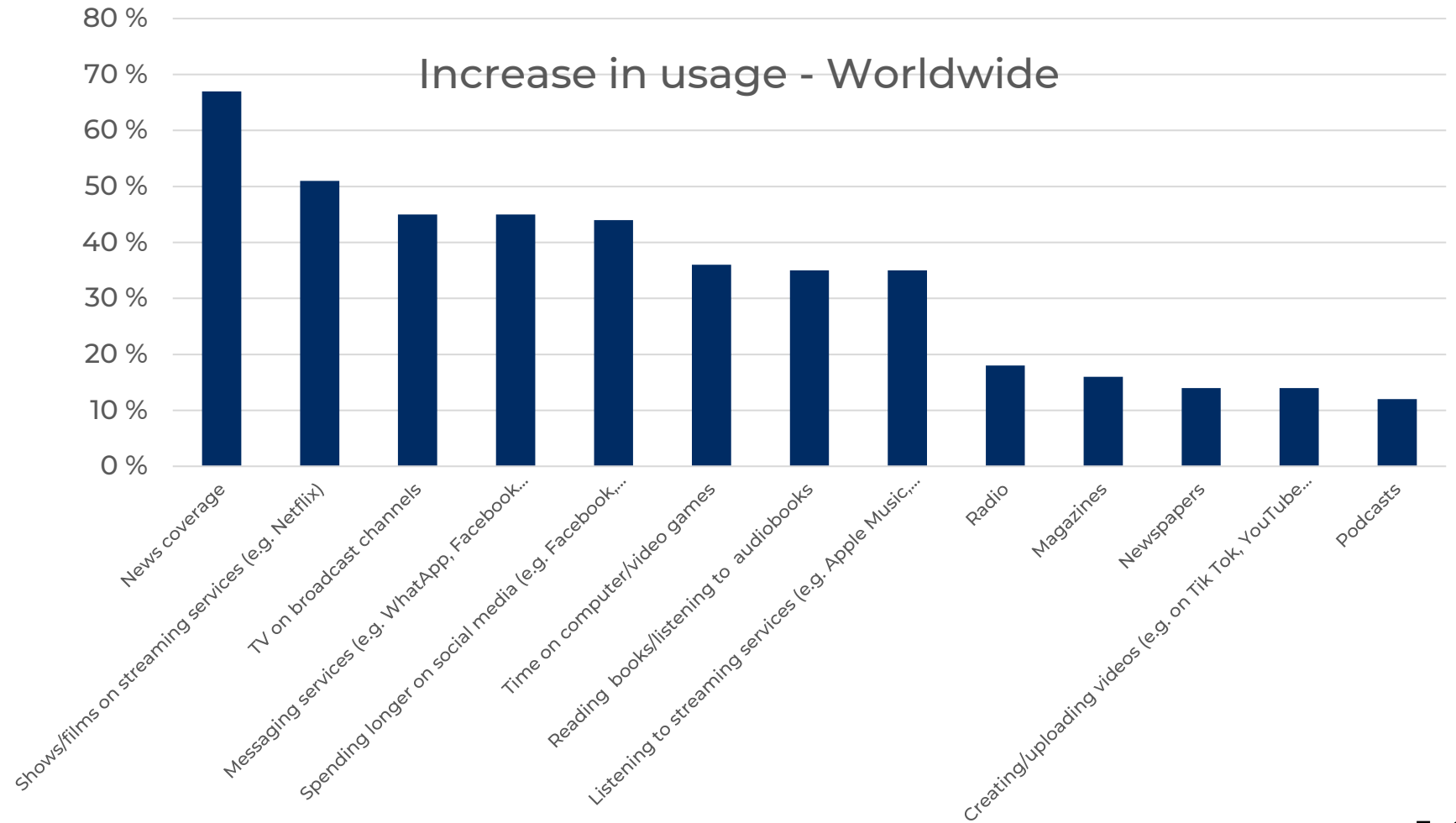
**So, what's happening  
in (digital) marketing?**

# COVID-19

=

People stay at home

# Covid-19 increased media use

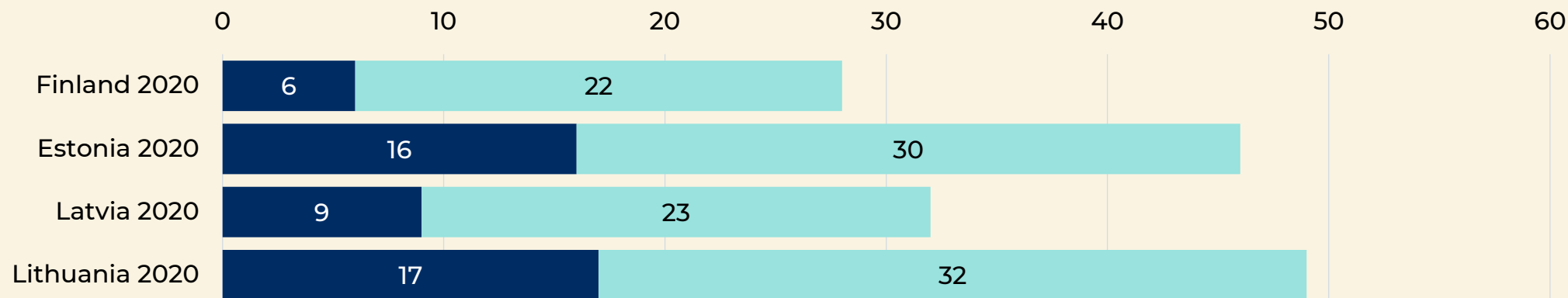


Source: [Statista 2021](#)

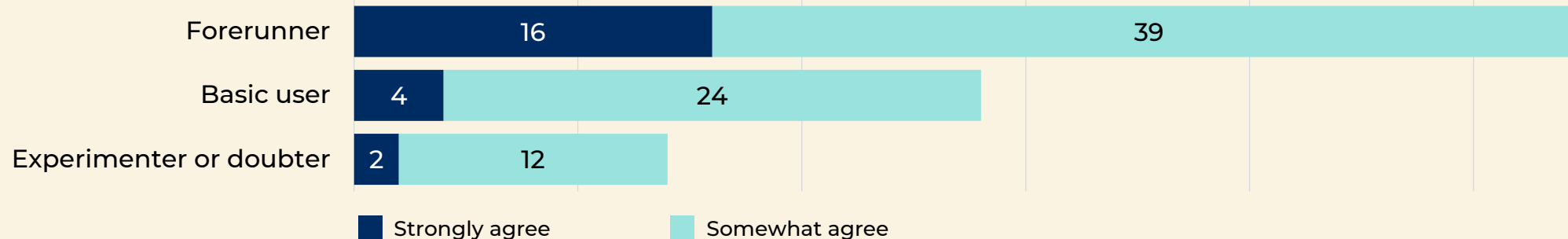


# eCommerce accelerated – for good.

“Going forward, I intend to shop more online than before COVID-19”



**Forerunners have increased their online purchases in Finland during COVID-19 significantly more than others**



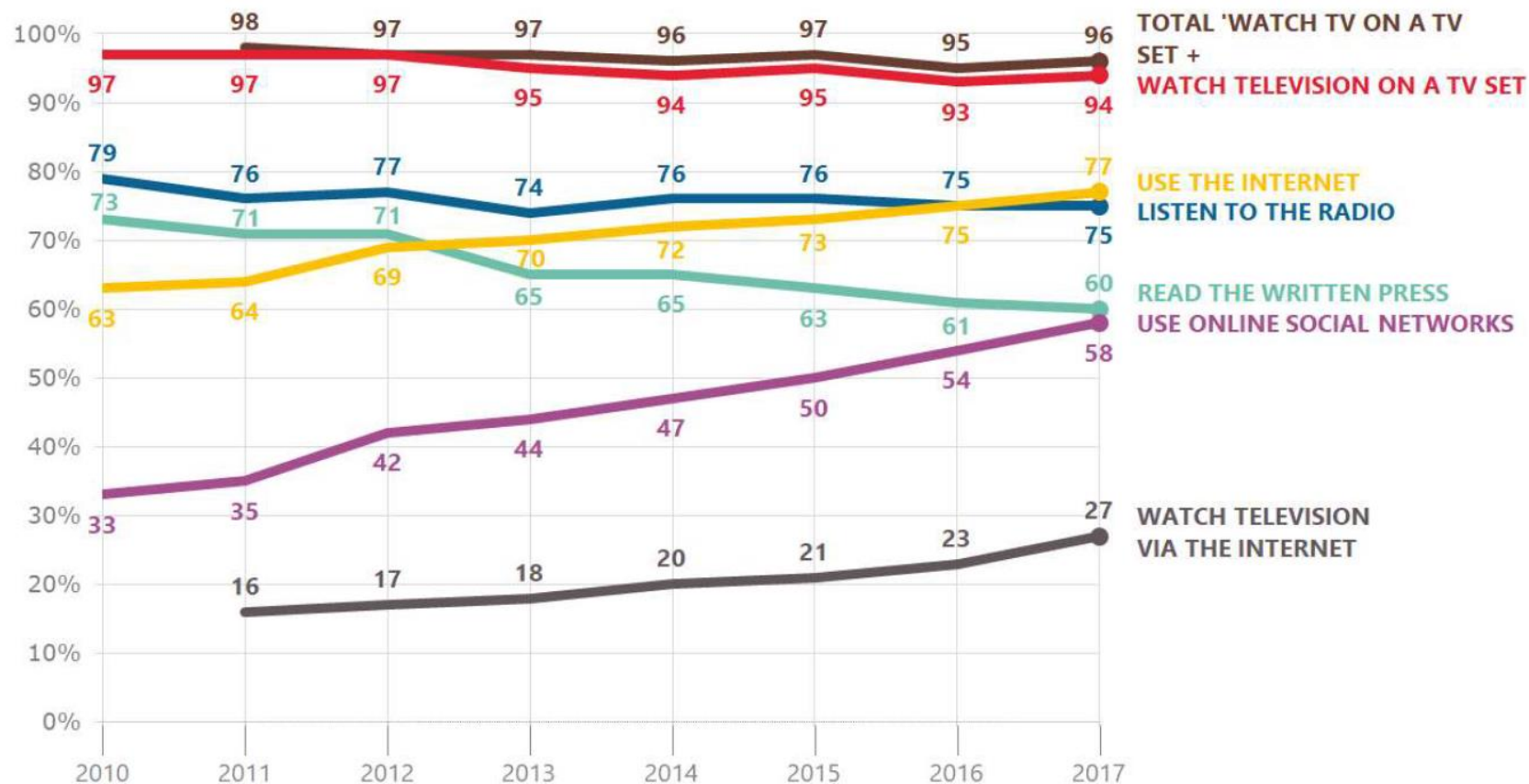
Source: Big ecommerce survey 2020 by Posti



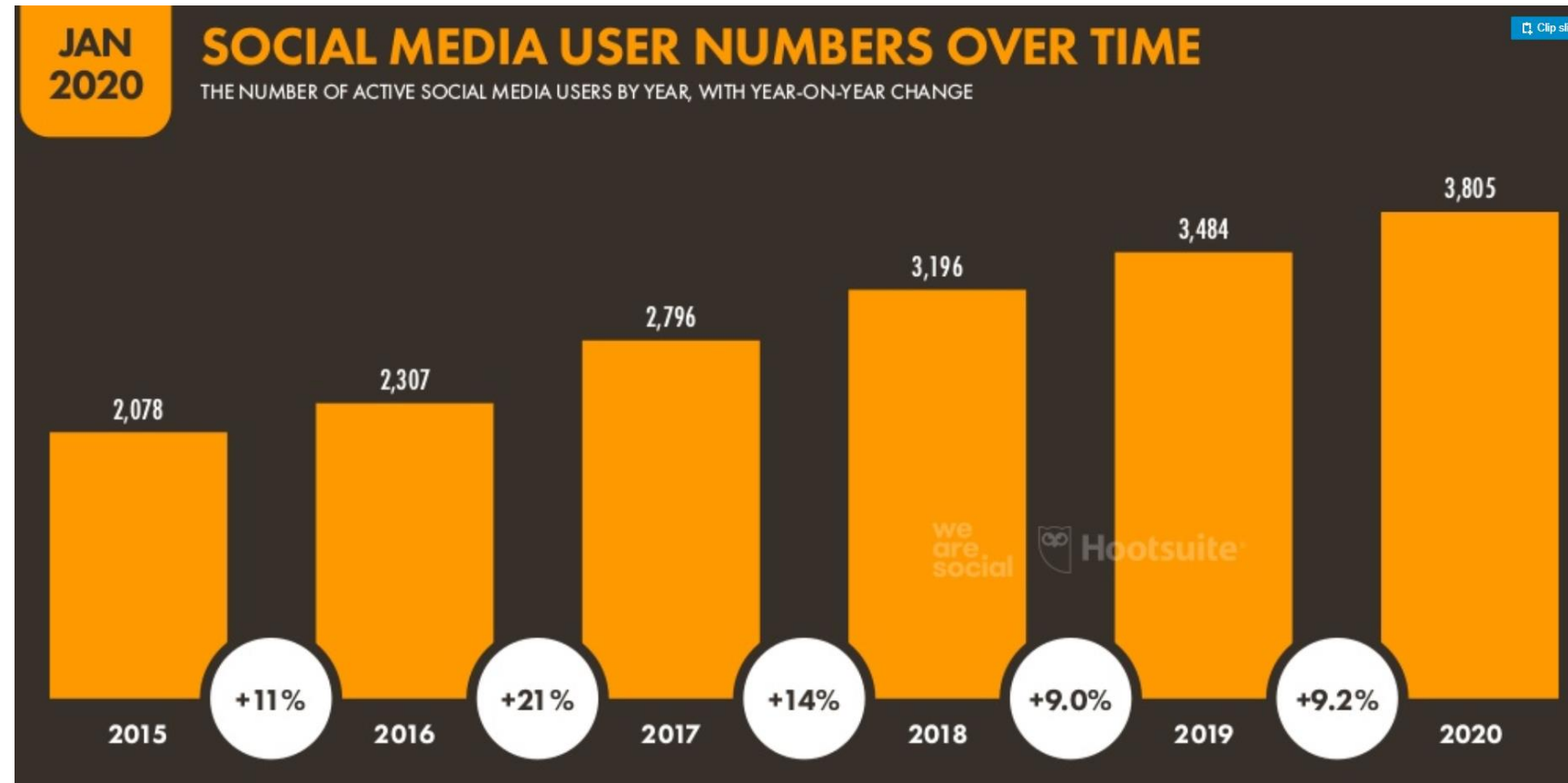
How do you estimate the impacts of the coronavirus crisis on your own online shopping in the longer term?  
To what extent do you agree with the following statements?

# Media usage is changing

QE3 Could you tell me to what extent you...?  
(% - EU - AT LEAST ONCE A WEEK)



**Social media usage keeps on growing ...**



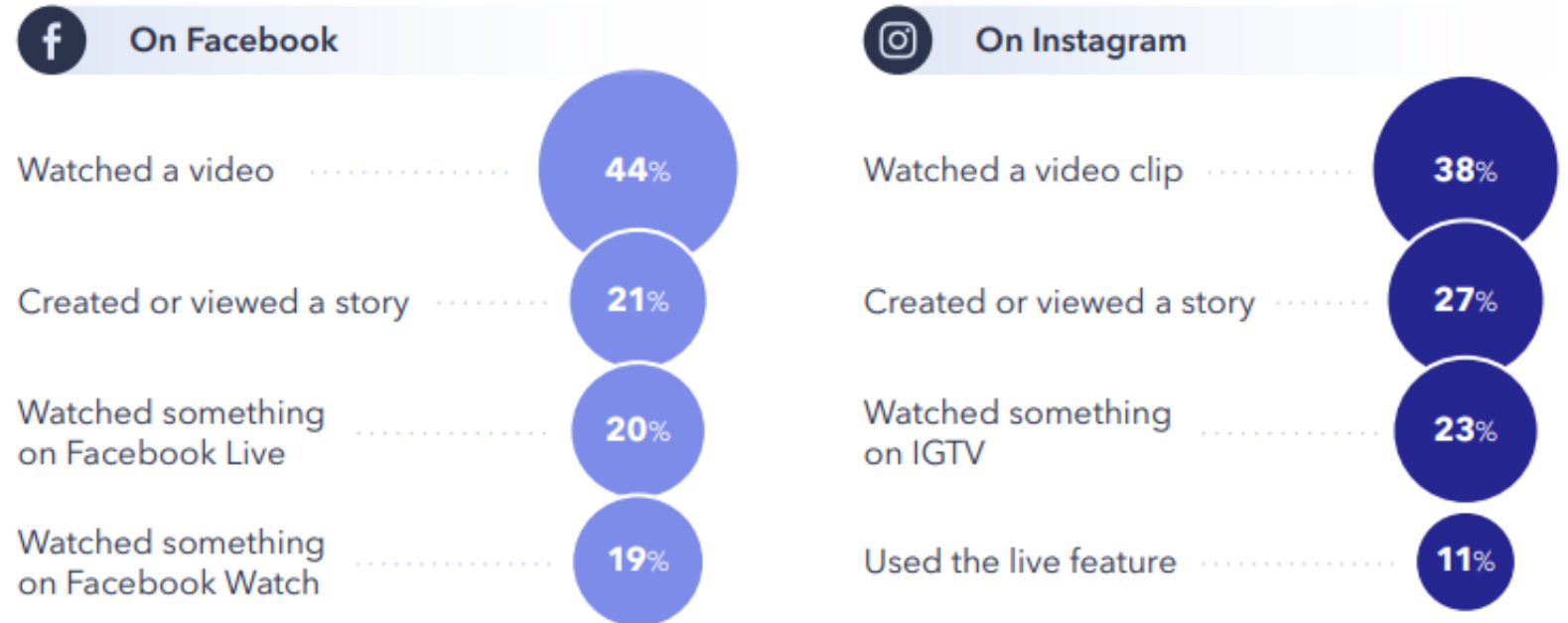
Source: Digital 2020 Global Digital Overview  
Hootsuite, Global web index, we are social.

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**... and live content especially.**

## THERE'S A GENERAL APPETITE FOR VIDEO AND LIVE CONTENT

% of each platform's visitors/users who have done the following in the last month



Source: Digital 2020 Global Digital Overview  
Hootsuite, Global web index, we are social.

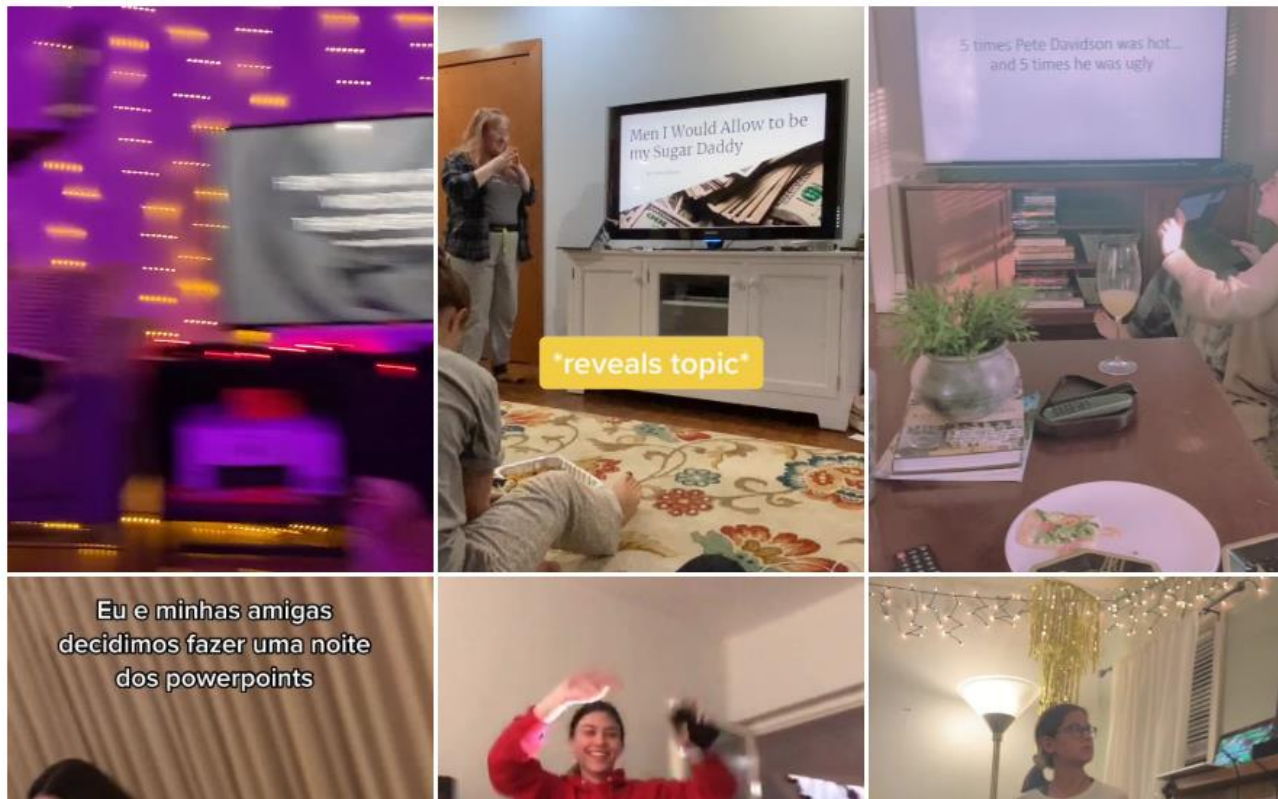


#powerpointnight

105.8M views



**And its  
effecting what  
we do.**

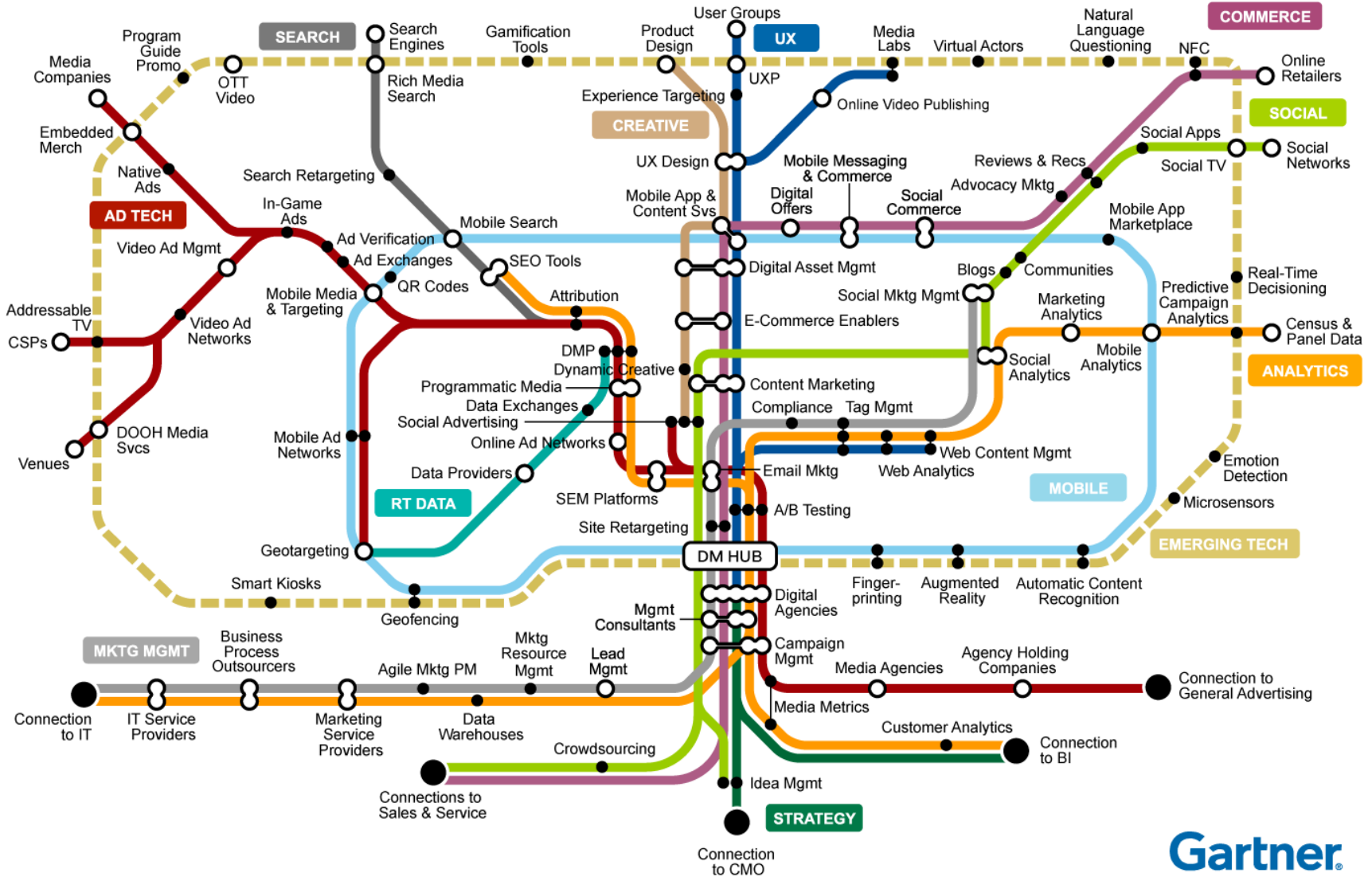


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# Digital marketing landscape is complex

## Gartner Digital Marketing Transit Map

The digital sphere is always evolving. Gartner for Marketing Leaders keeps the CMO and her team connected to the research, so they can keep the competition guessing. For more information: [gartner.com/dmtransitmap](http://gartner.com/dmtransitmap)



● Off-line Connection ○ Vendor Station ● Product Station

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Gartner

# And there is more than enough tools to work it

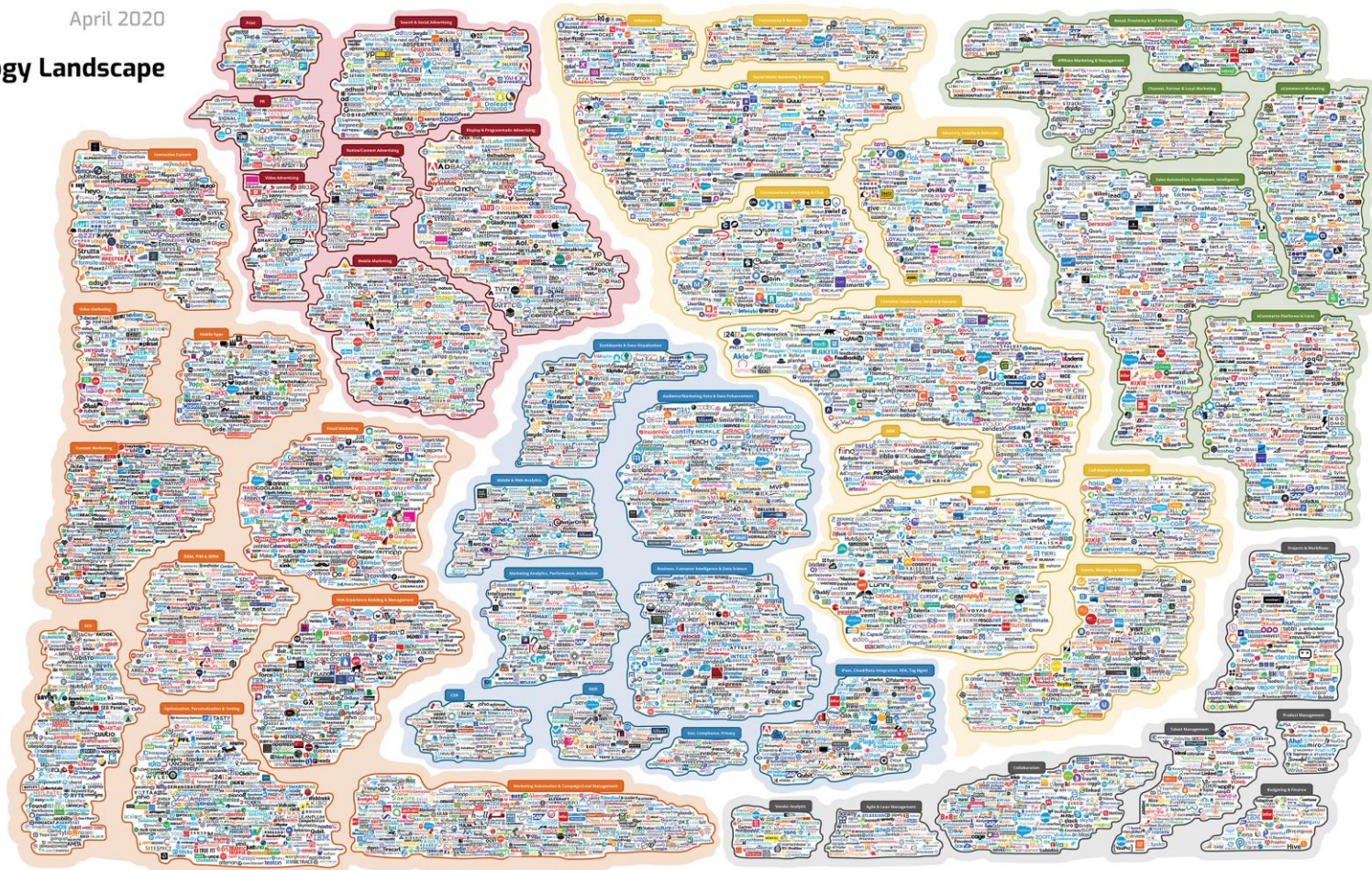


April 2020

## Marketing Technology Landscape The Martech 5000

Total Solutions	8,000
Advertising & Promotion	922
Content & Experience	1,936
Social & Relationships	1,969
Commerce & Sales	1,314
Data	1,258
Management	601

Access all the data of this landscape & more at [martech5000.com](https://martech5000.com)



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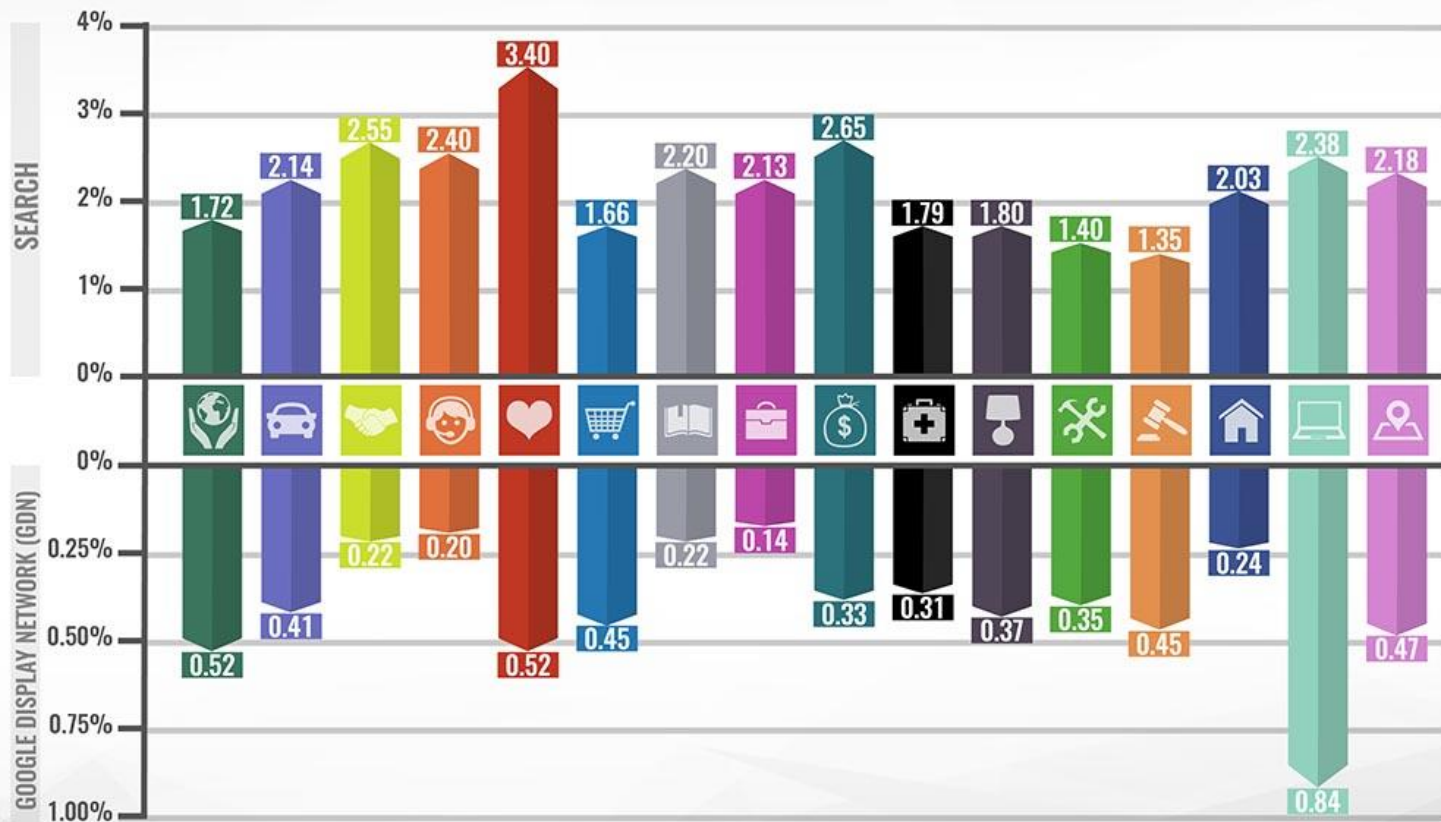
Produced by Scott Brinker (@chiefmartec) and Blue Green Brands (@bluegreenbrands).



# GOOGLE ADWORDS INDUSTRY BENCHMARKS

## AVERAGE CLICK THROUGH RATE

The average click-through rate (CTR) in AdWords across all industries is 1.91% on the search network and 0.35% on the display network.



**Digital advertising returns are diminishing**

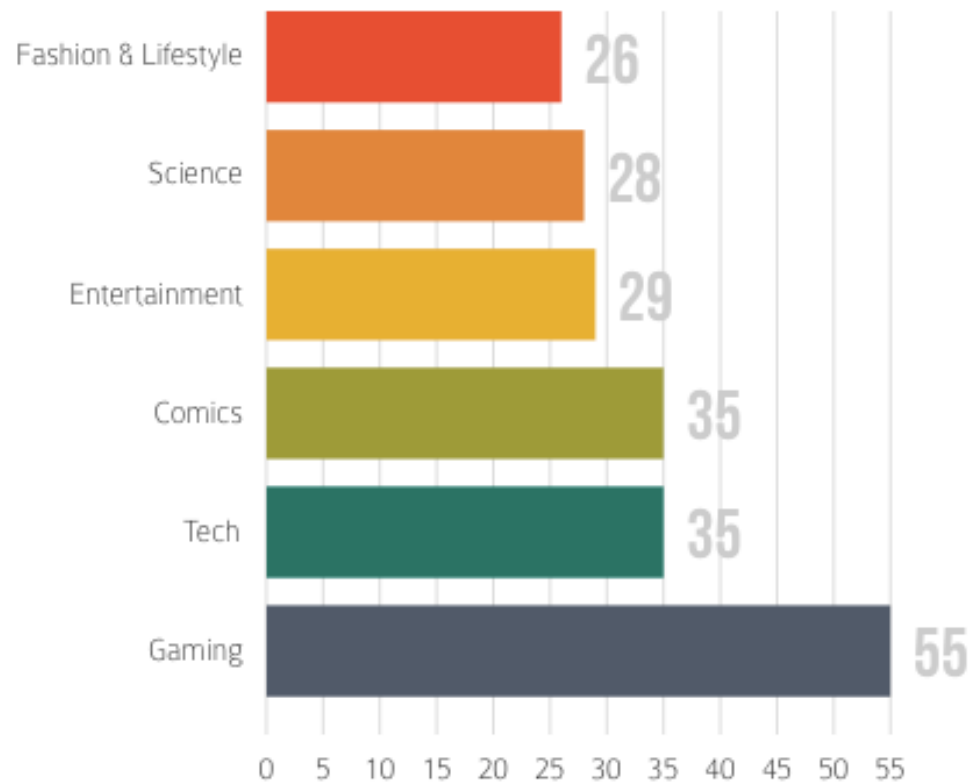


**3rd party  
cookies are  
phasing out**



# Customers are tuning out

## • • AD BLOCKING RATES BY VERTICAL • • • • •



**And its not  
only a digital  
problem**

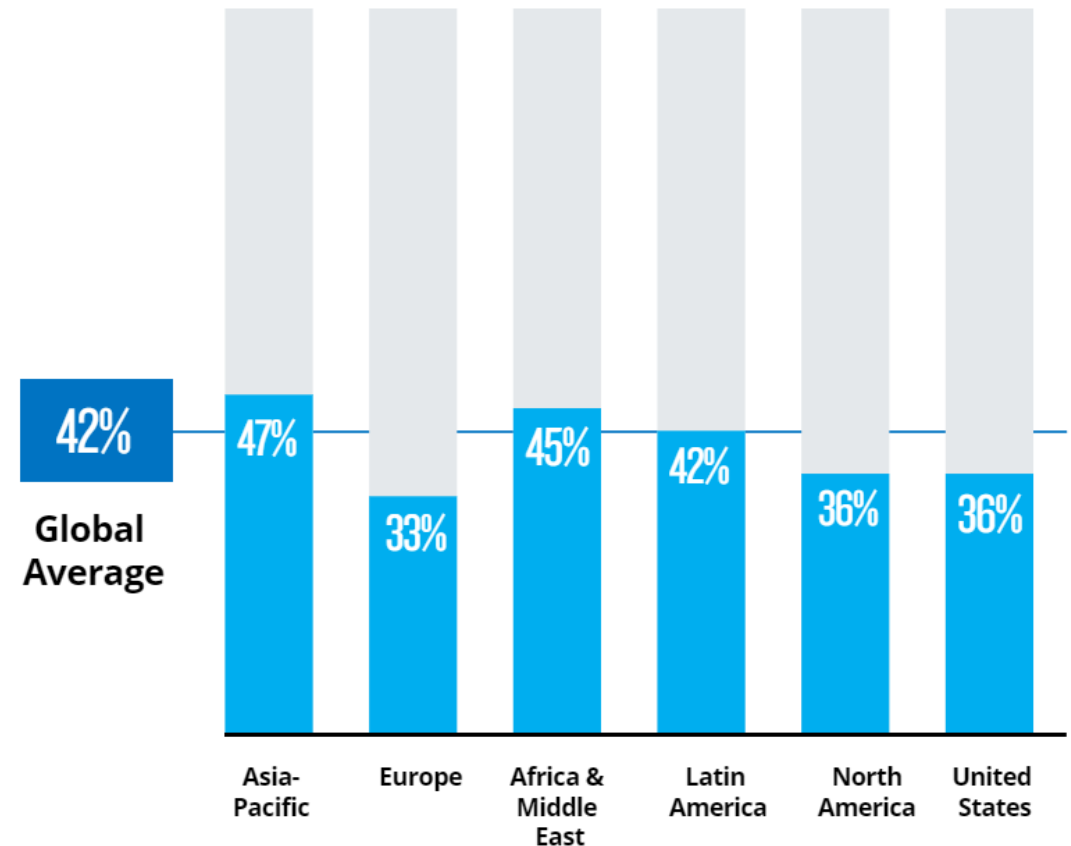


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# 8%

**say they are firm loyalists to a brand but only some are eager to try new**

% respondents who would "love to try new things"



Source: Nielsen Global Consumer Loyalty Survey, Q1 2019

**So, how to build a successful digital marketing strategy?**

**Know your  
product/service  
– Find your focus**



**Know your  
competition**



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**Build your own  
customer data...**

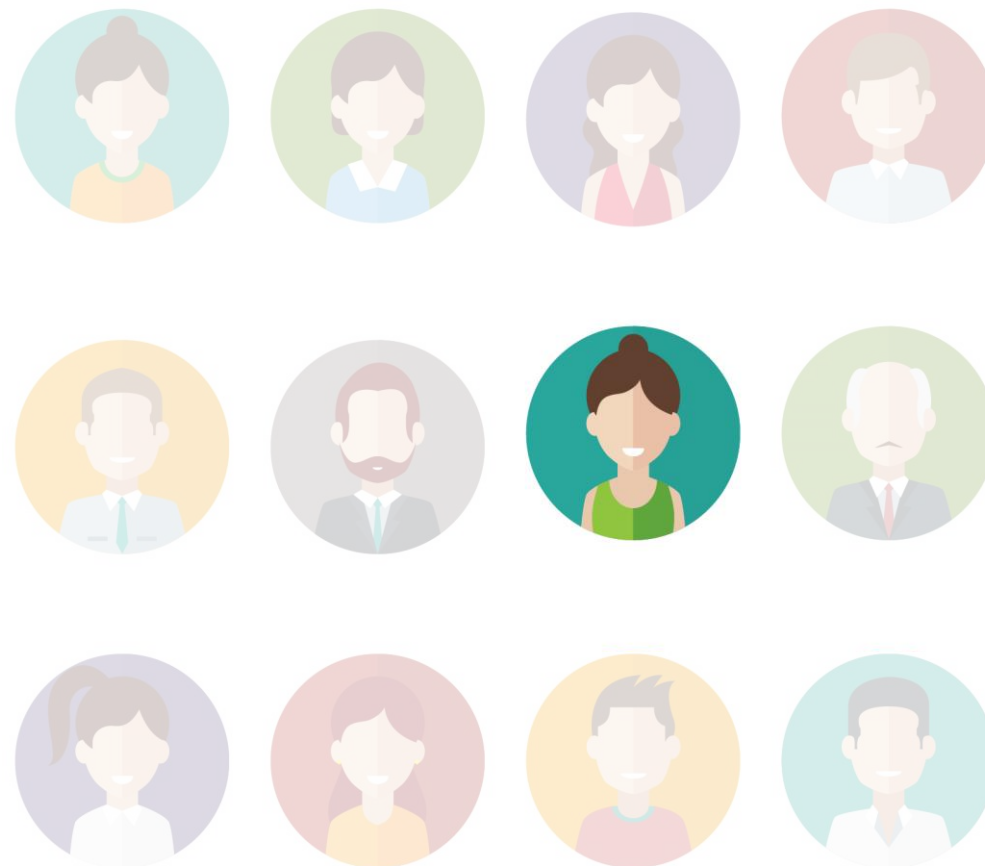


designed by  freepik.com

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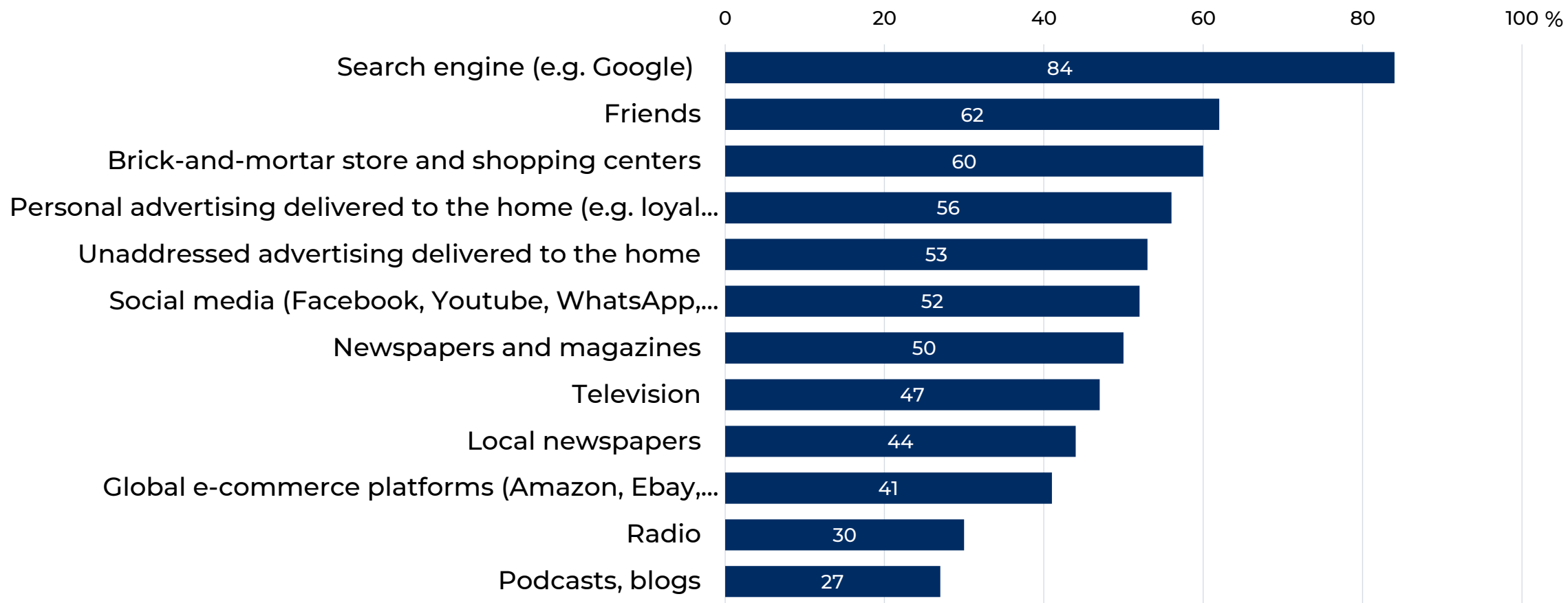
**...target to the  
ones that  
matter...**



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# ...at the right channels at right time.

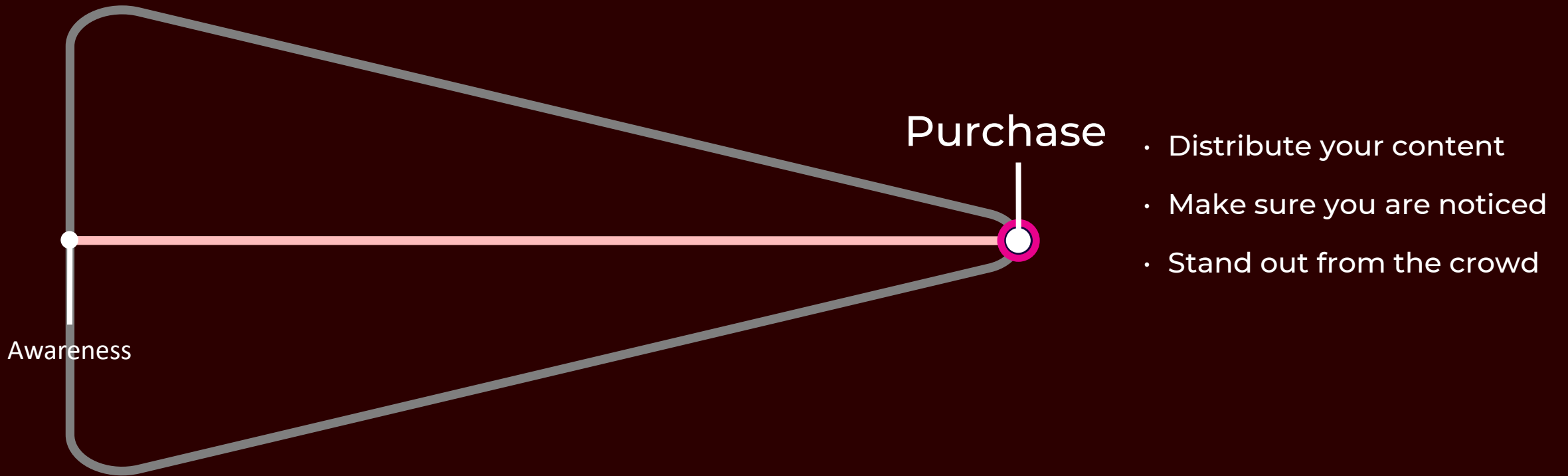


Finland 2020 (n=2,228)

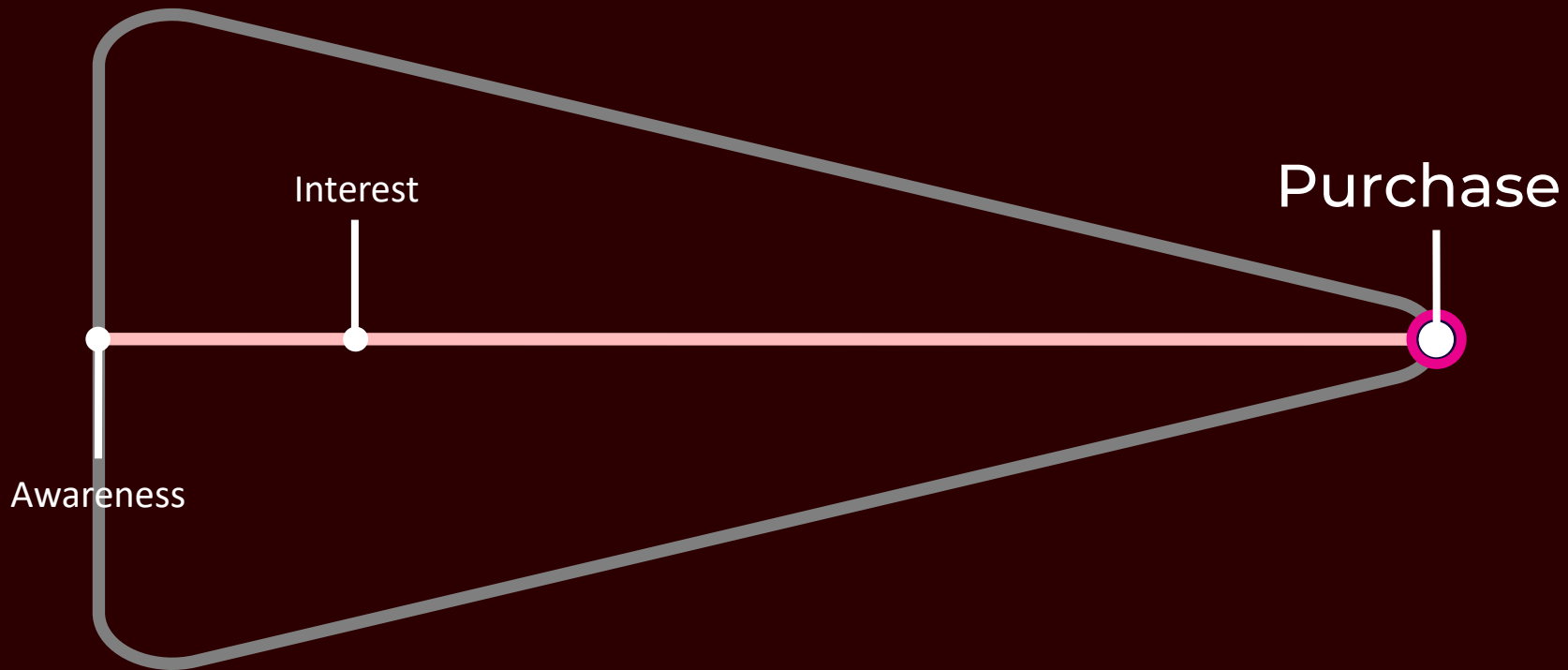
How often have you received, found or searched for information to support your online shopping in the following ways during the past six months? - "I have found at least occasionally %"

# Understanding the path to purchase

# Own the path to purchase

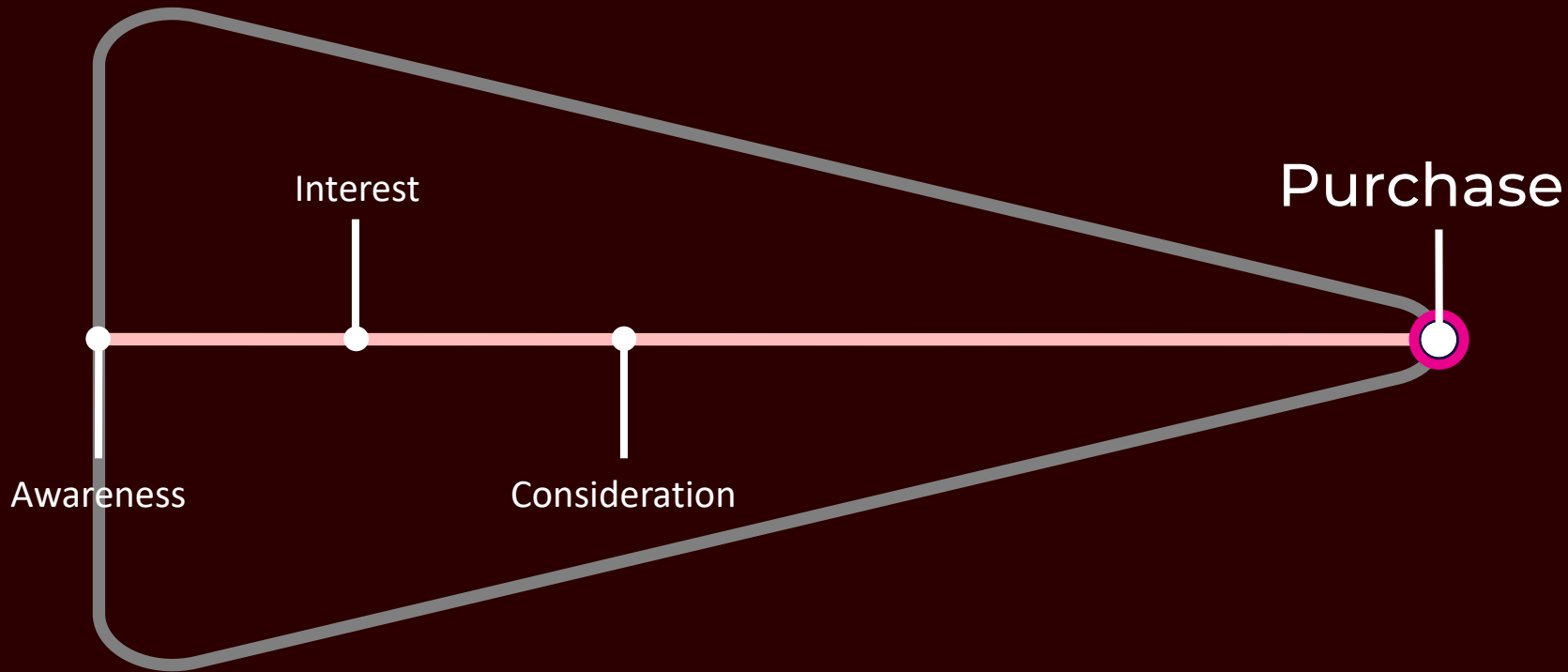


# Own the path to purchase



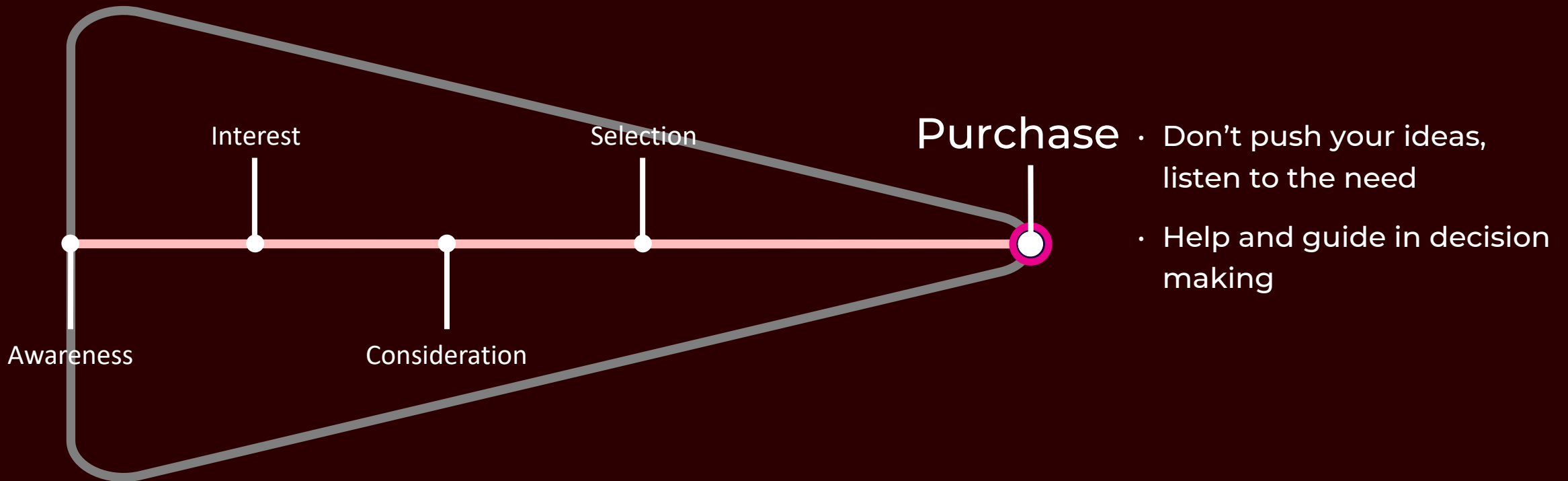
- Show how you matter
- Have something meaningful to say
- Show how you are different

# Own the path to purchase

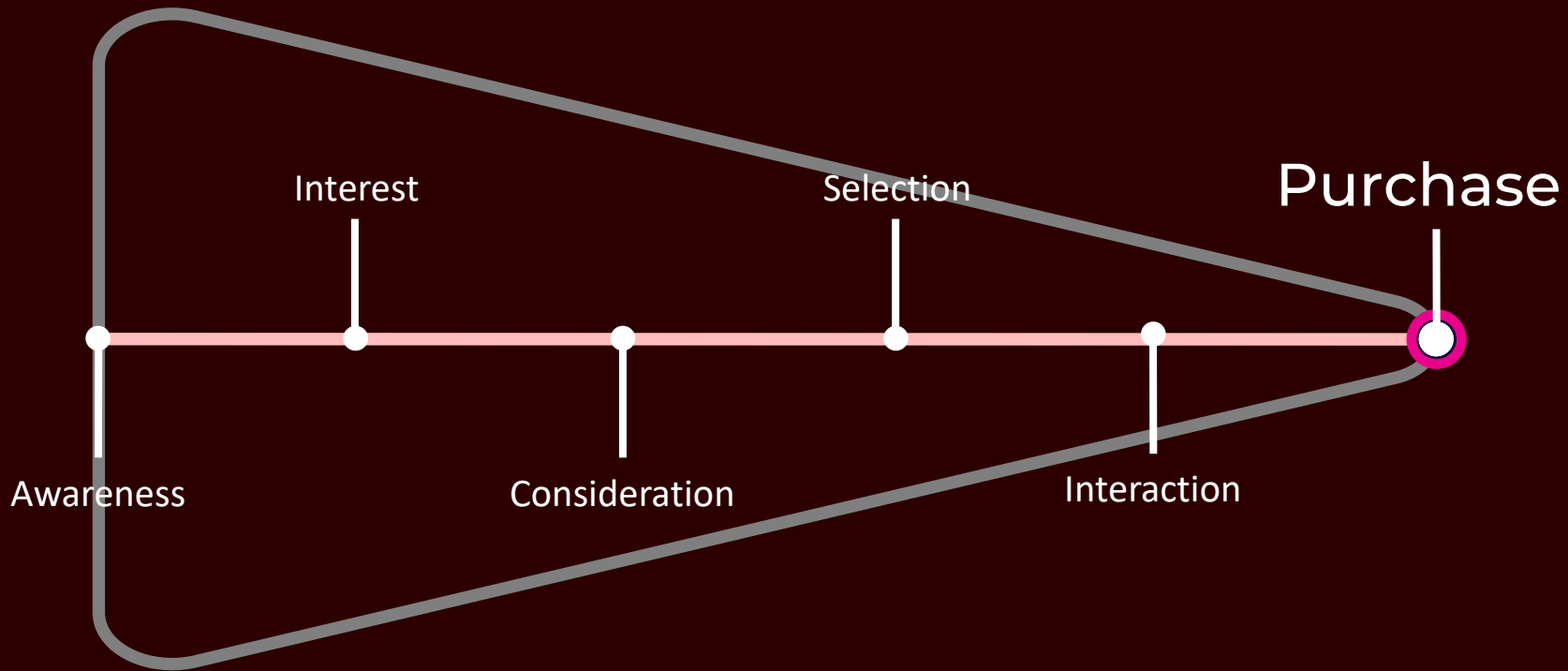


- Showcase your product and service
- Convince that your product and service are a match
- High light your values and unique promise

# Own the path to purchase



# Own the path to purchase



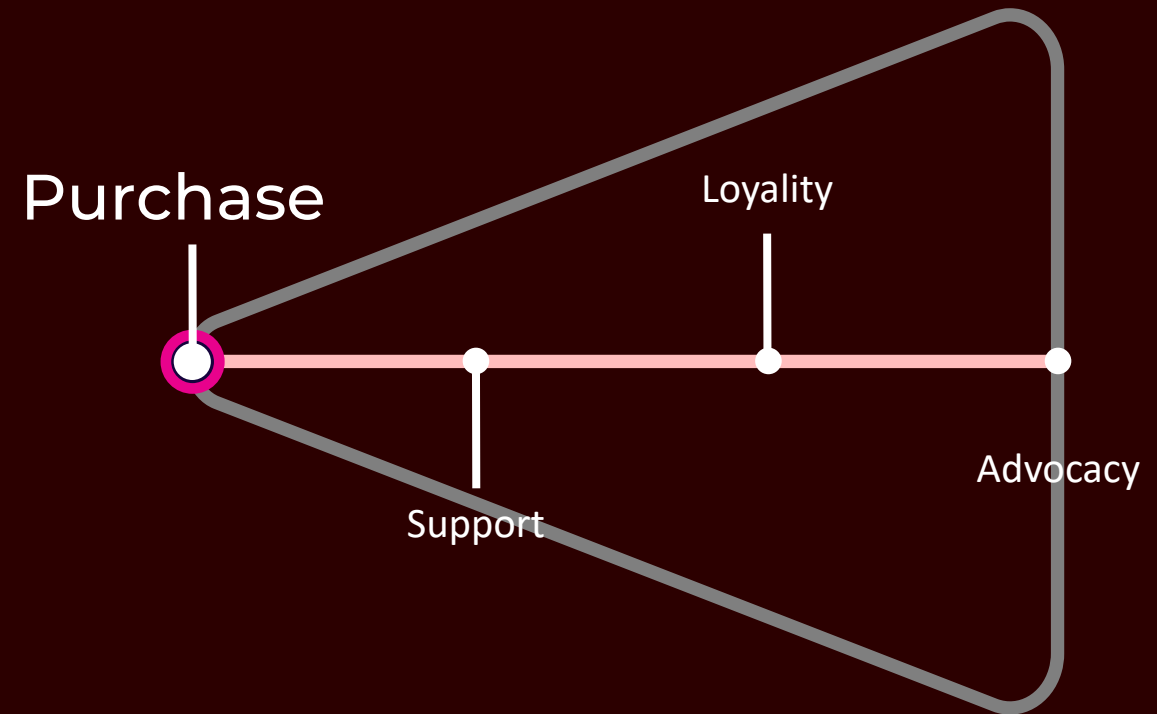
- Make it simple
- Make them feel good
- Be responsive



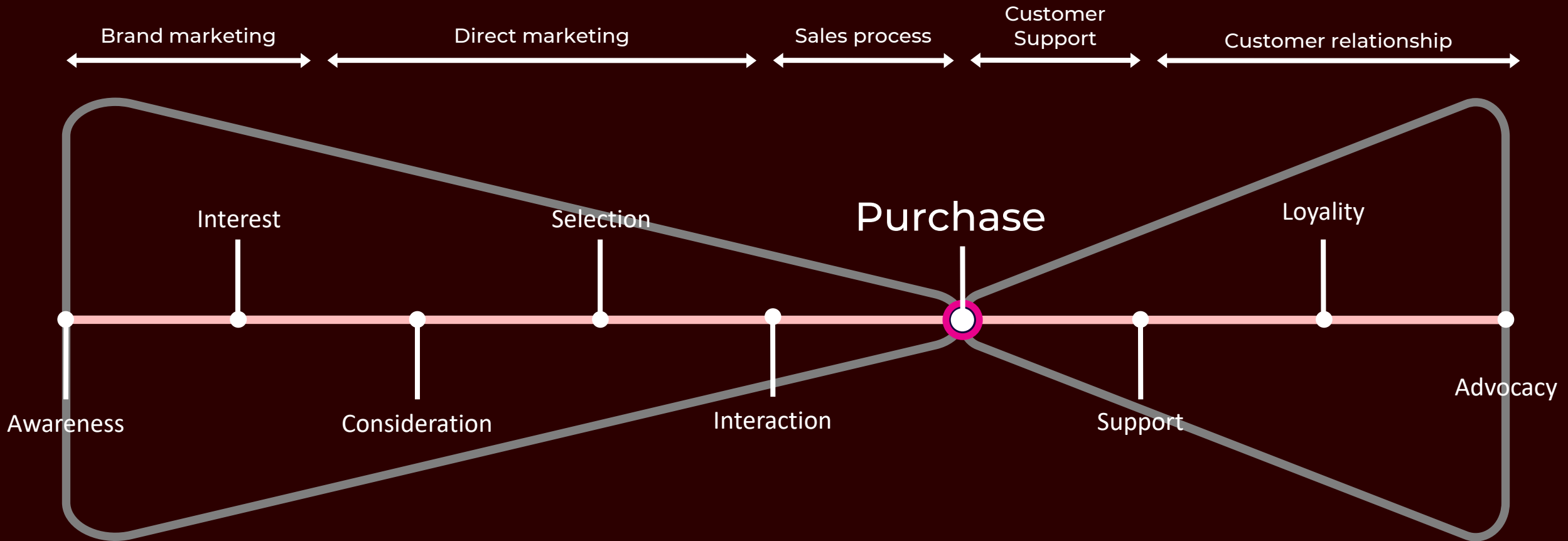
**What next?**

# Stay with your customers

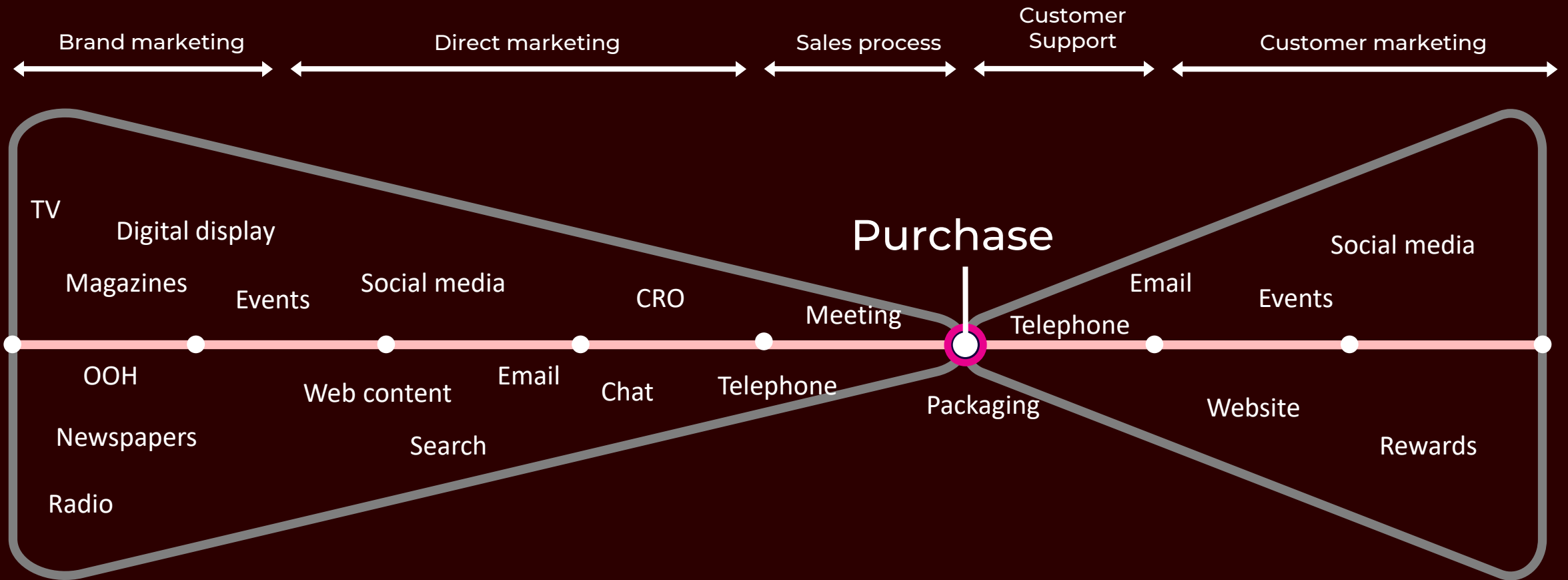
- Offer support
- Listen to questions
- Keep dialogue open



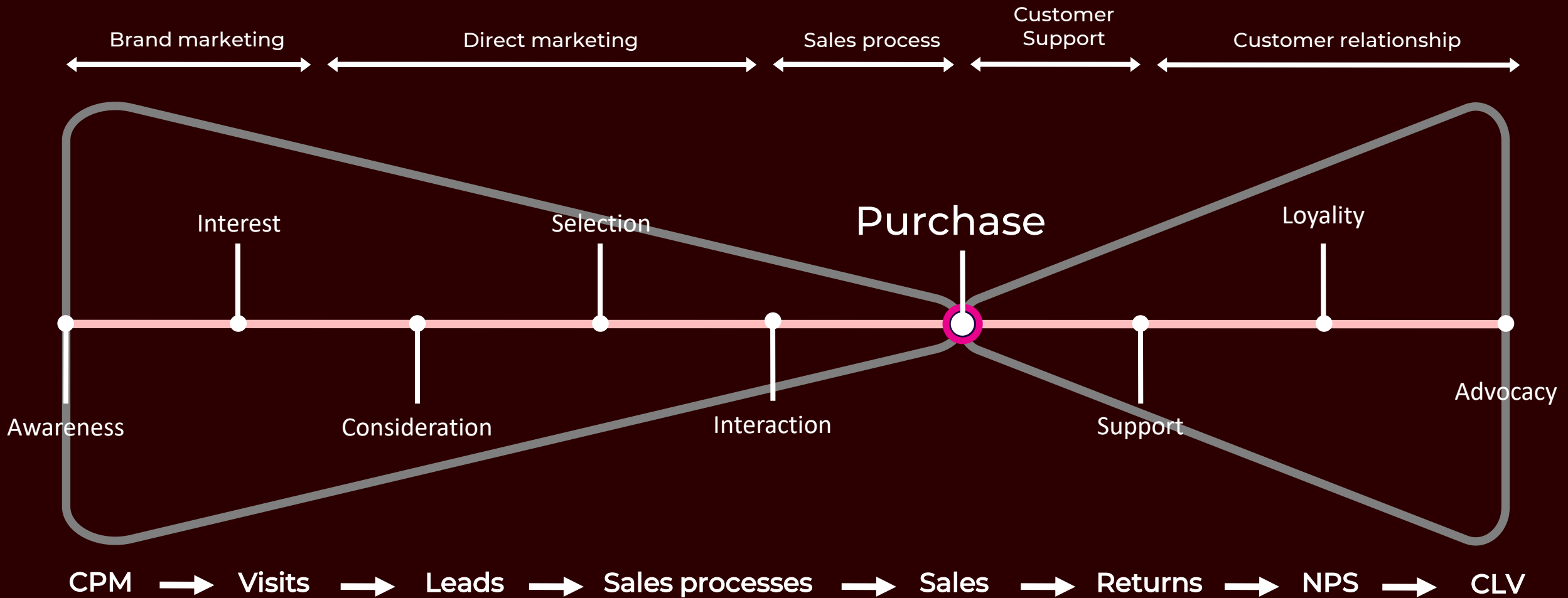
# Use the right tactics



# Select the right tactics



# Set targets and measure



**That's not nearly all...**

**Be true to  
who you  
are**

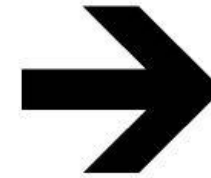
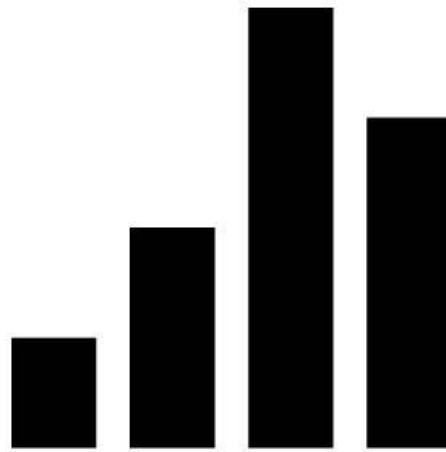


**Use data,  
personalize,  
optimize and  
automate**





**Build  
insights  
and test**



**And do it all over again.  
And again.**

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**Cases**



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**#likeagirl**





“We explored different factors that influence girls during the vulnerable time of puberty. During this exploration, someone taped a piece of paper to the board that read...

‘like a girl’.”

# Results

- Over 60 million views in Youtube for the first Video
- Always' brand equity showed a strong double digit percentage increase during the course of the campaign while most of its competitors saw slight declines.
- The story continues

## Takeaways

Tap into emotions

Strong idea can take you far

Empower people



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# Dollar shave club





# Delight the customer

- A beautifully branded box
- Playful welcome note
- Shaving products
- An explanation of the upgrade process
- Occasionally free samples, and
- “The Bathroom Minutes,” Dollar Shave Club's monthly lifestyle newsletter



# Delight the customer

- Communicate with the customers through social channels with a consistent tone of voice.
- Respond to customer actions and reward them.



# Results

12000 new customers in the first 2 days after  
initial video launch (2013).

Revenue growth from 2013-2015

20 million to 65 million to over 100 million.

Bought out by Unilever 2016 for 1 billion dollars.

# Takeaways

Make a great first impression.

Be a brand with a distinct humor, culture, and lifestyle.

Know your customer. Tap into their frustration.

Design for the channel - Context matters.

Tell a story, don't just sell.

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**Loreal:  
Different content  
for different  
audiences**

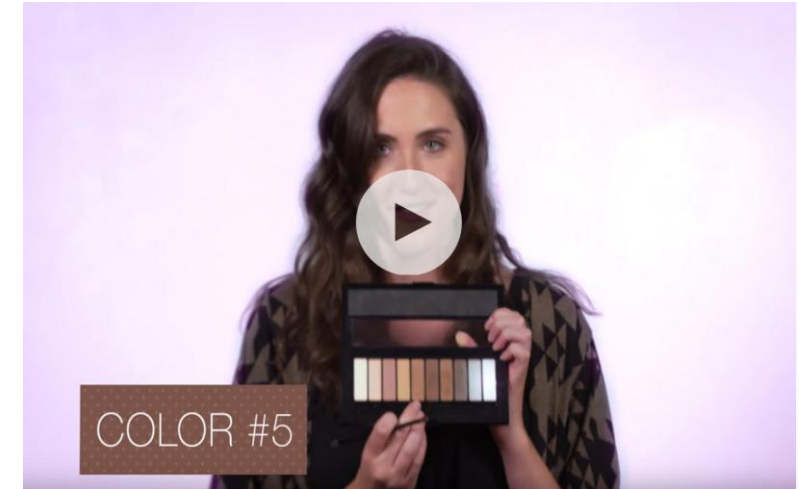




**The Glam (branded ad 30sec)**



**The Show (blogger tutorial 2:54)**

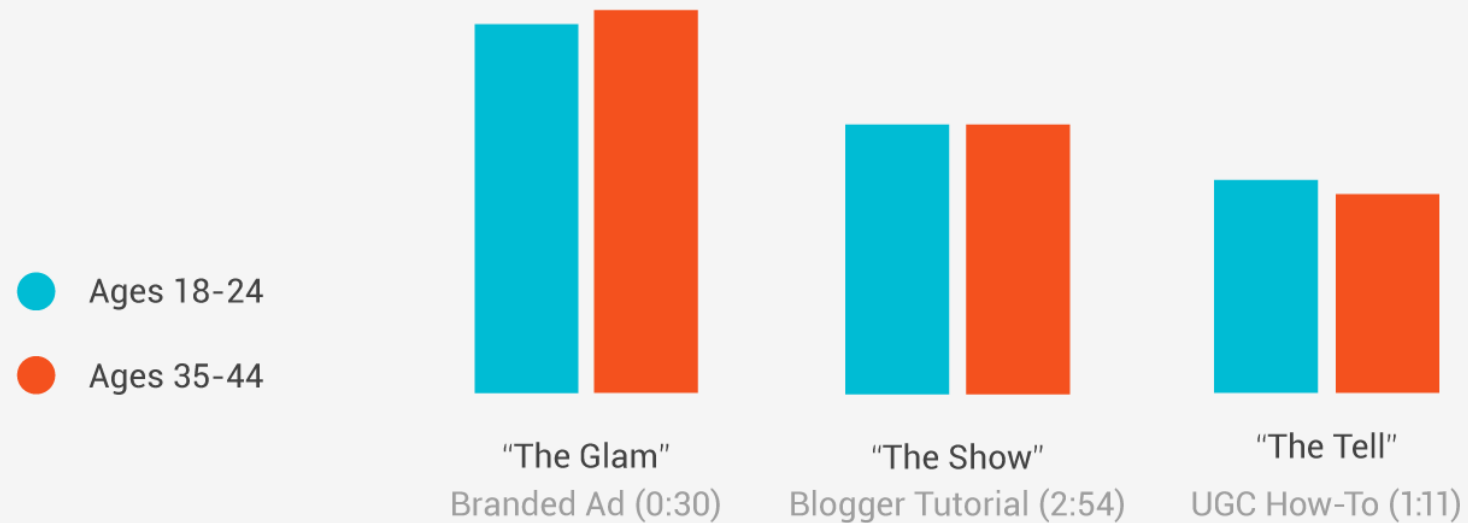


**The Tell (UGC How-to 1:11sec)**

<https://www.thinkwithgoogle.com/articles/how-demographics-storytelling-style-affect-video-ad-effectiveness.html>



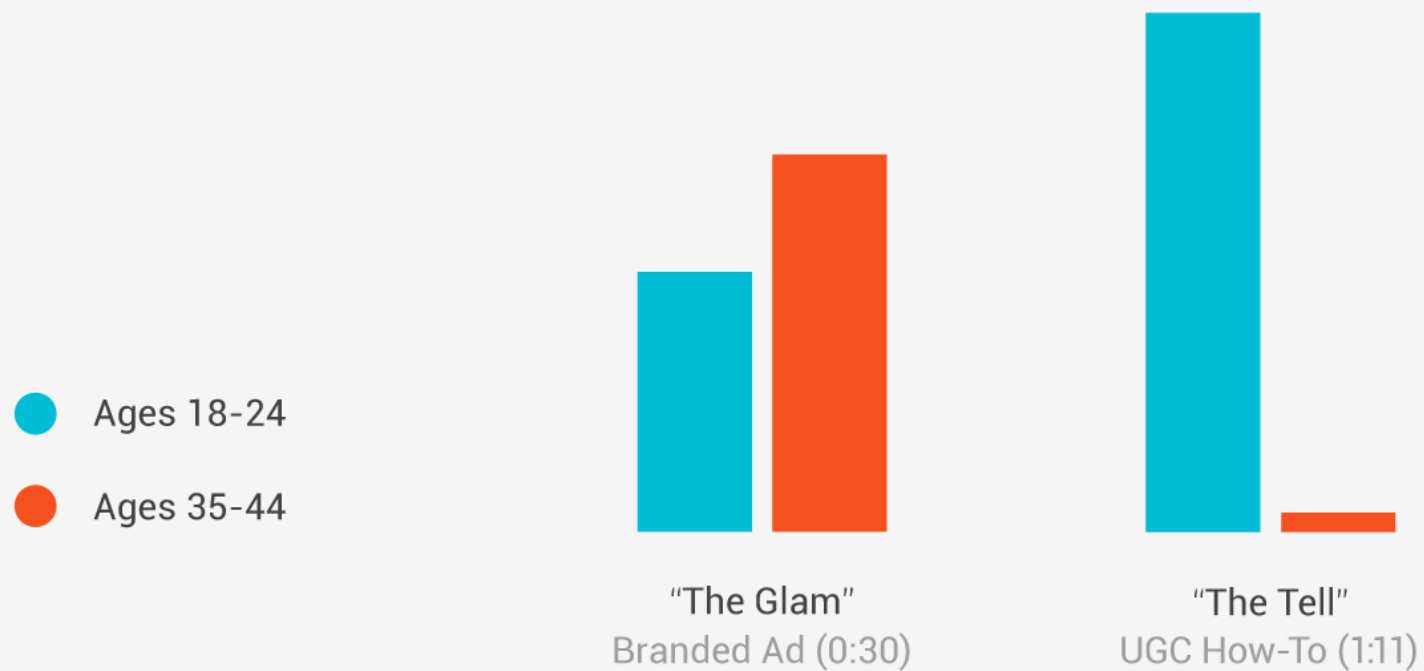
## Ad View-Through Rates (VTRs) Across Age Groups



View-through rates were about **82% higher** for "The Glam" vs. "The Tell."

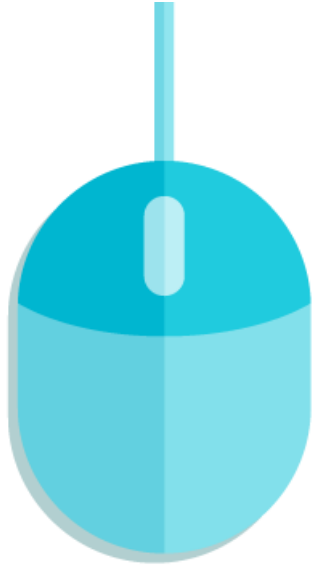
Source: Think with Google

## Ad Recall Across Age Groups



Ad Recall was **100% higher for "The Tell"** among 18- to 24-year-olds (vs. "The Glam").

Source: Think with Google



“**The Tell**” (the everyday person how-to video) generated more than **2X the click-through rate** of “**The Glam**” (the traditional ad).

Source: Think with Google

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# Takeaways

## Experiment

Deploy different content for different audiences

Make a connection with your audience

**Thank you**



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