



Building value online with digital marketing

Samuel Tenhunen



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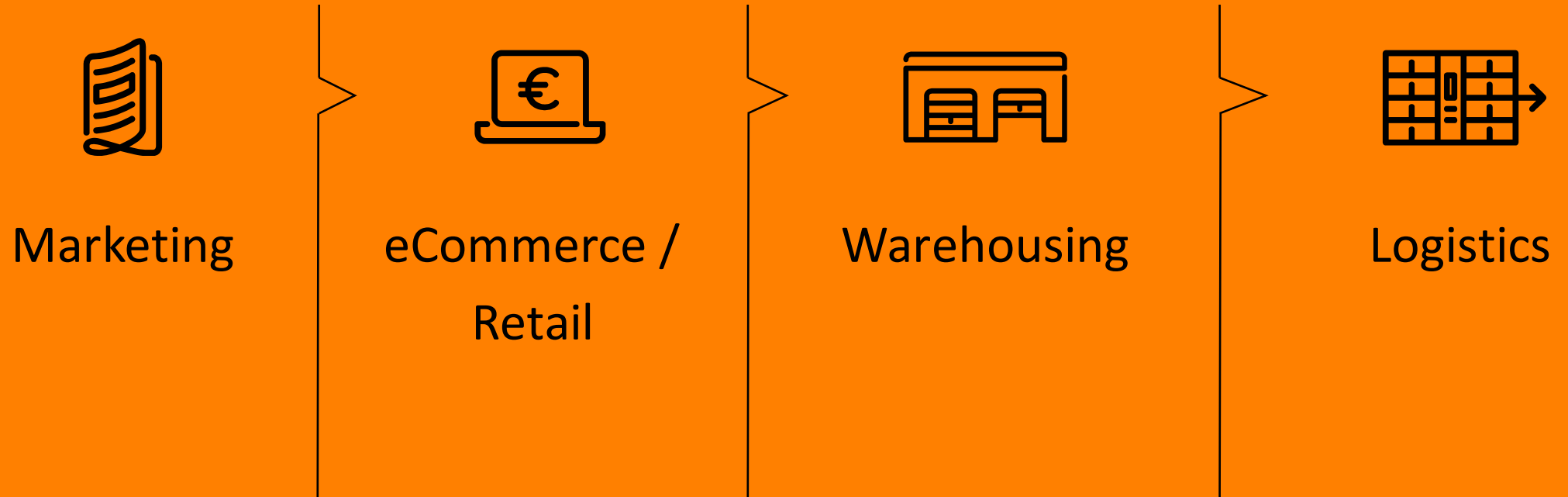
- Head of Digital Engagement @ Posti
- [linkedin.com/in/stenhunen](https://www.linkedin.com/in/stenhunen)

• 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



Posti helps customers grow their business through the supply chain



Industry and marketing themes for Posti

Industry hot topics

- Corona / Ukraine
- Acceleration in competition
- Growth of ecommerce
- Sustainability and environment
- Customer focus
- Global economy

Marketing themes

- Brand building
- Being the forerunner
- Customer journey
- Marketing data
- Marketing automation
- Agile ways of working
- Return on marketing investment

What is the **key difference** between

traditional marketing

and

digital marketing?



**Data helps us
understand**

**And build bet
creatives**



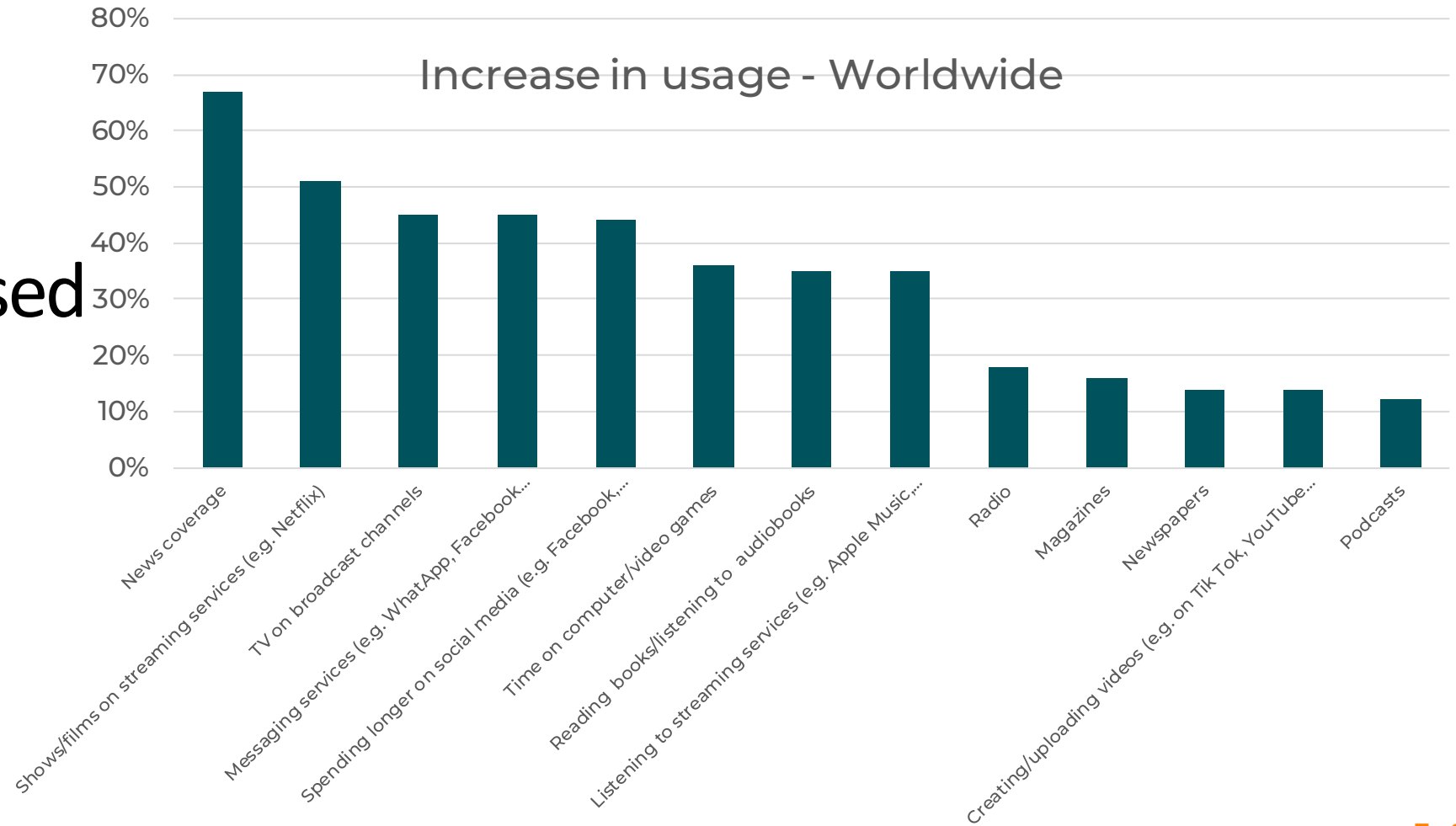
**So, what's happening
in (digital) marketing?**

COVID-19

=

People stay at home

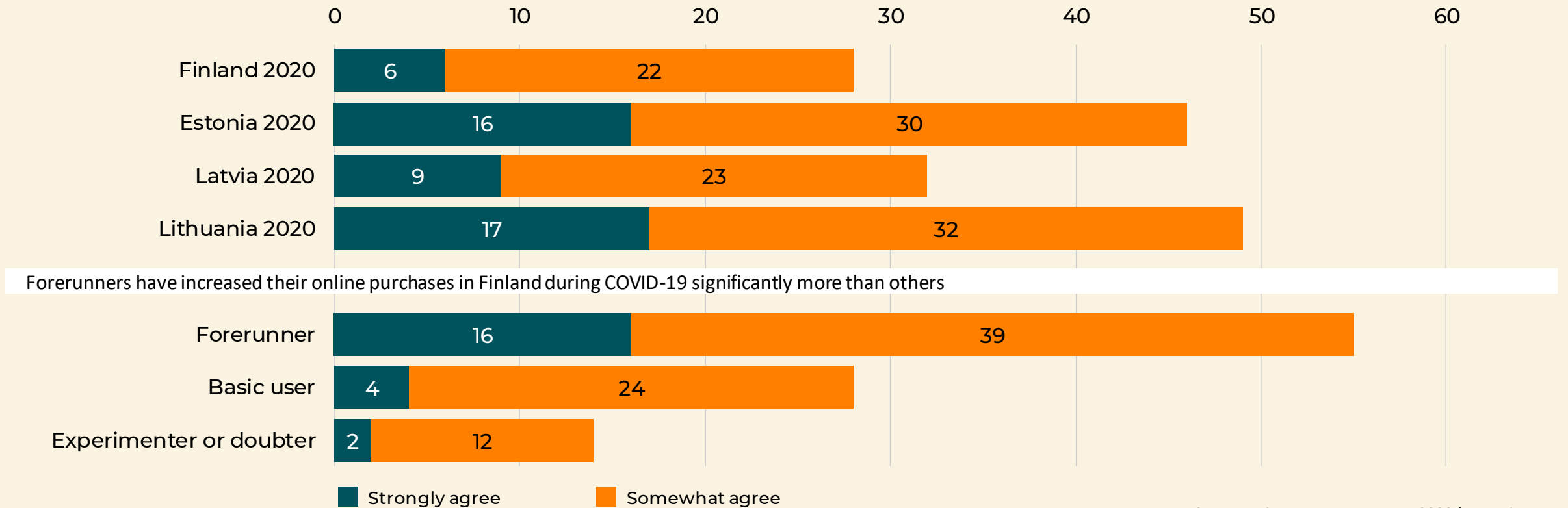
Covid-19 increased media use



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

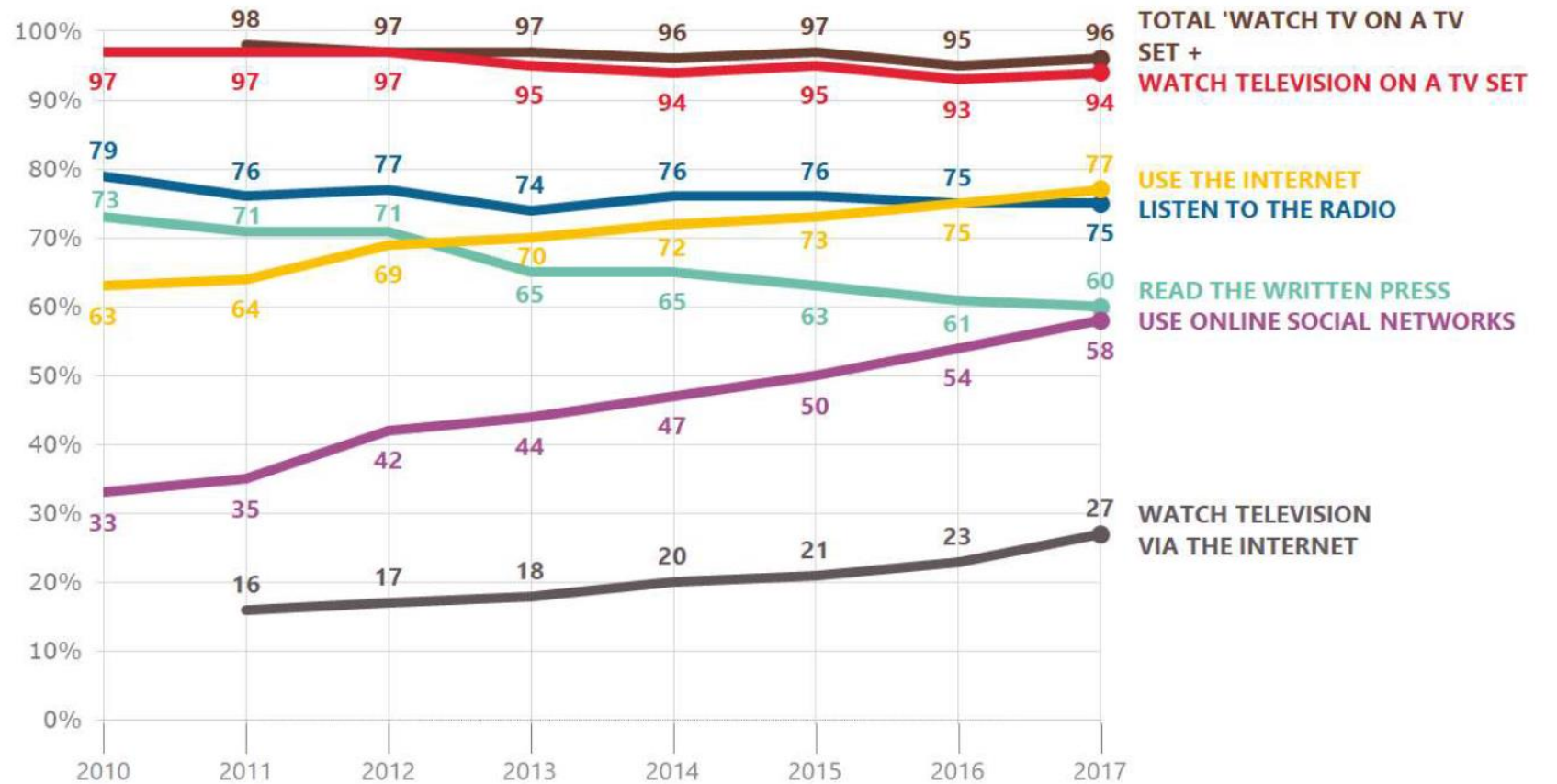
Source: Big ecommerce survey 2020 by Posti



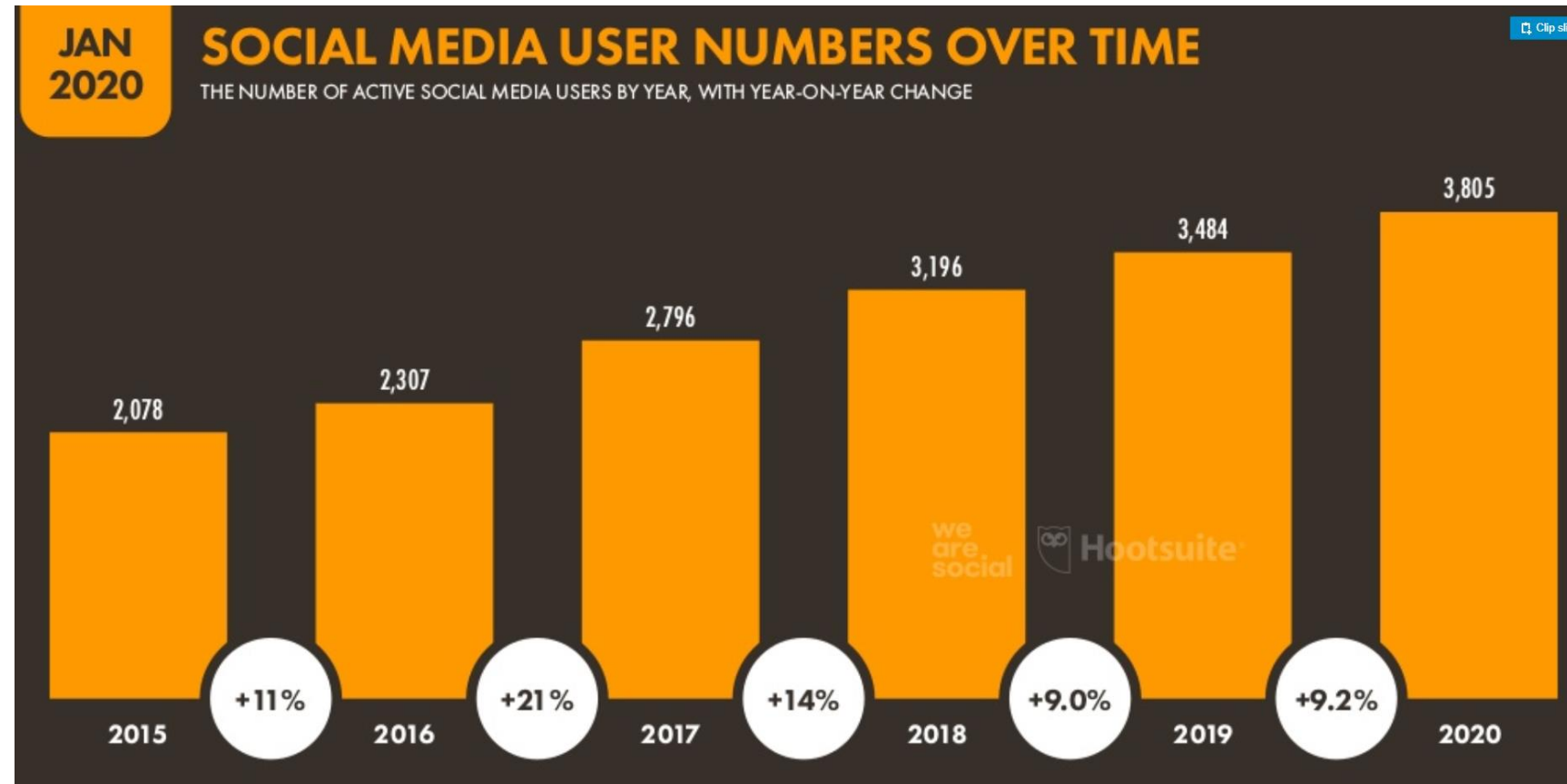
How do you estimate the impacts of the coronavirus crisis on your own online shopping in the longer term?
To what extent do you agree with the following statements?

Media usage is changing towards online

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



Social media usage keeps on growing ...



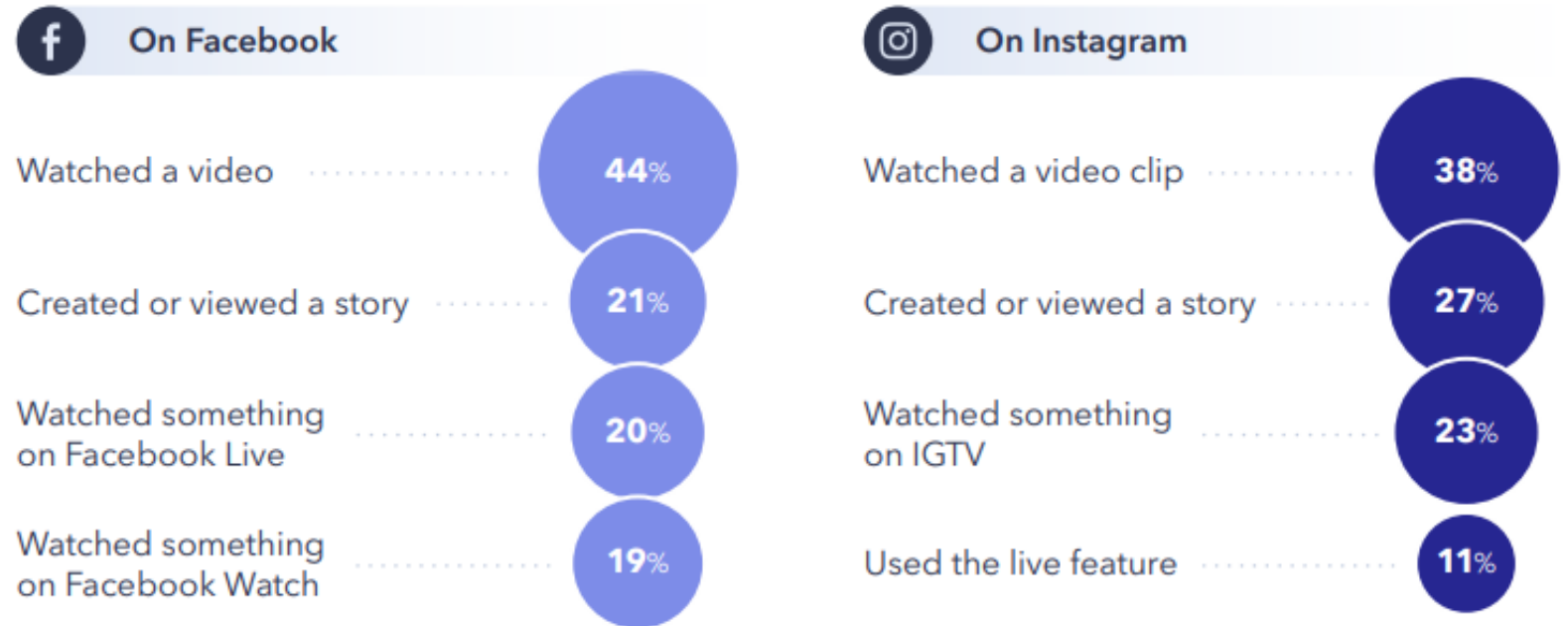
Source: Digital 2020 Global Digital Overview
Hootsuite, Global web index, we are social.



... and live content
is the norm

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.



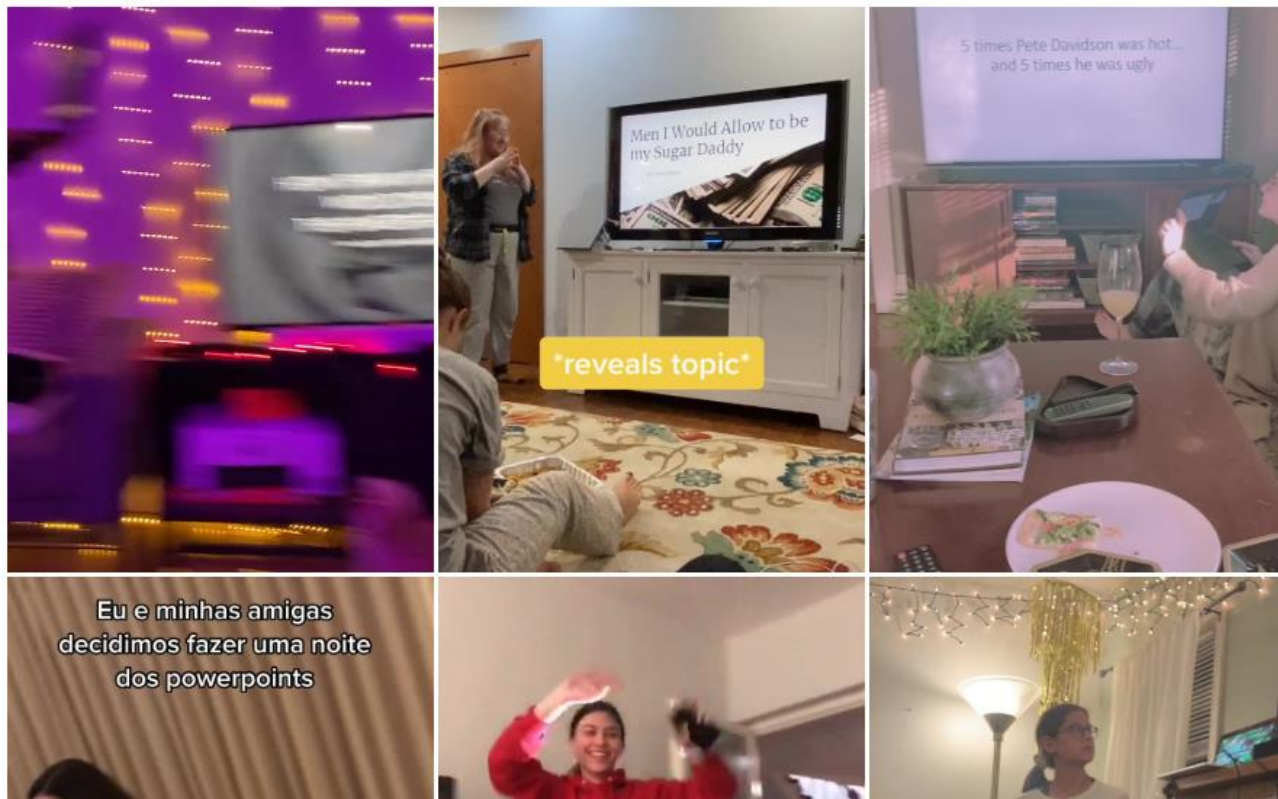


#powerpointnight

105.8M views



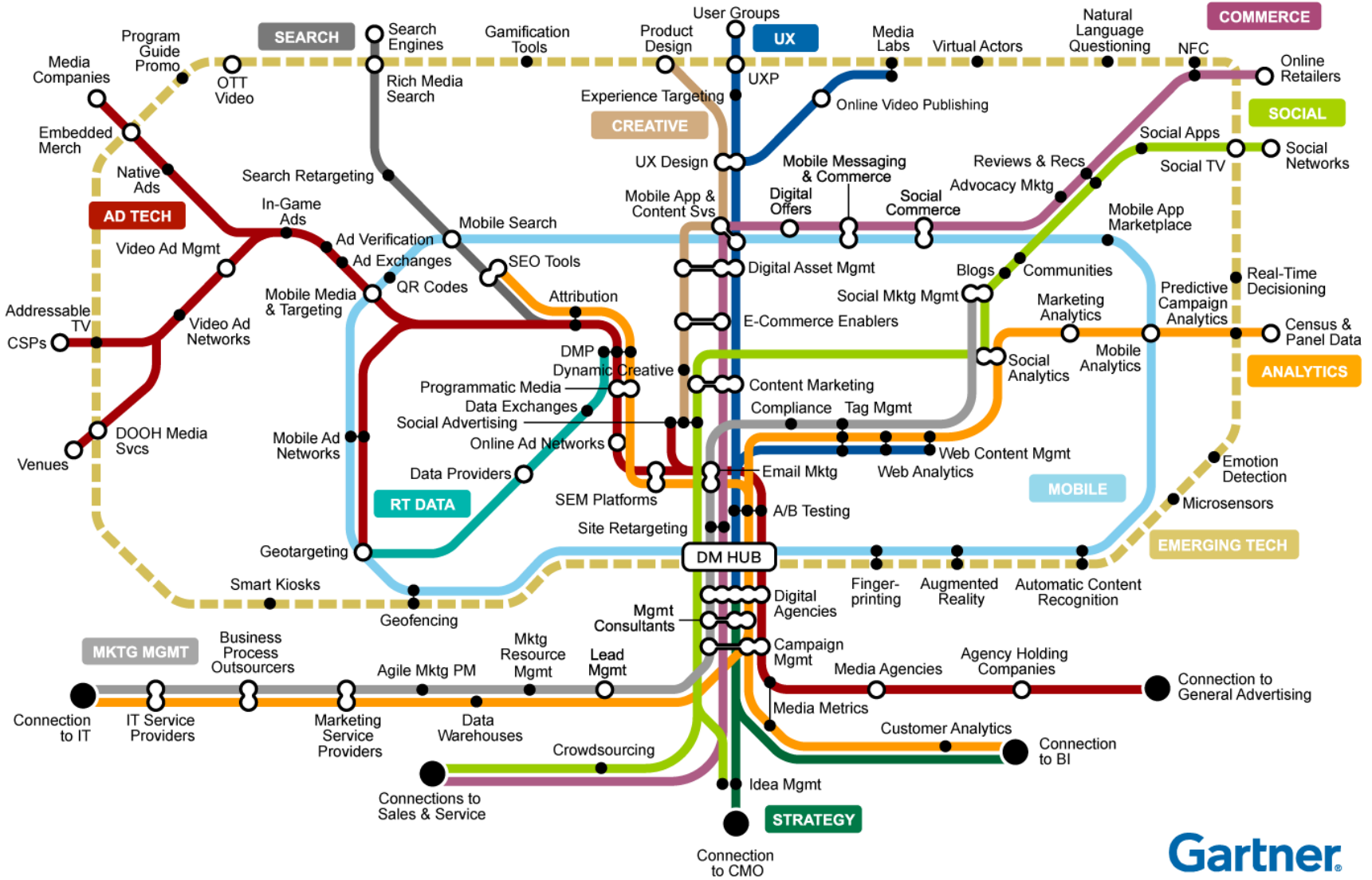
Digital content is everywhere



But 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

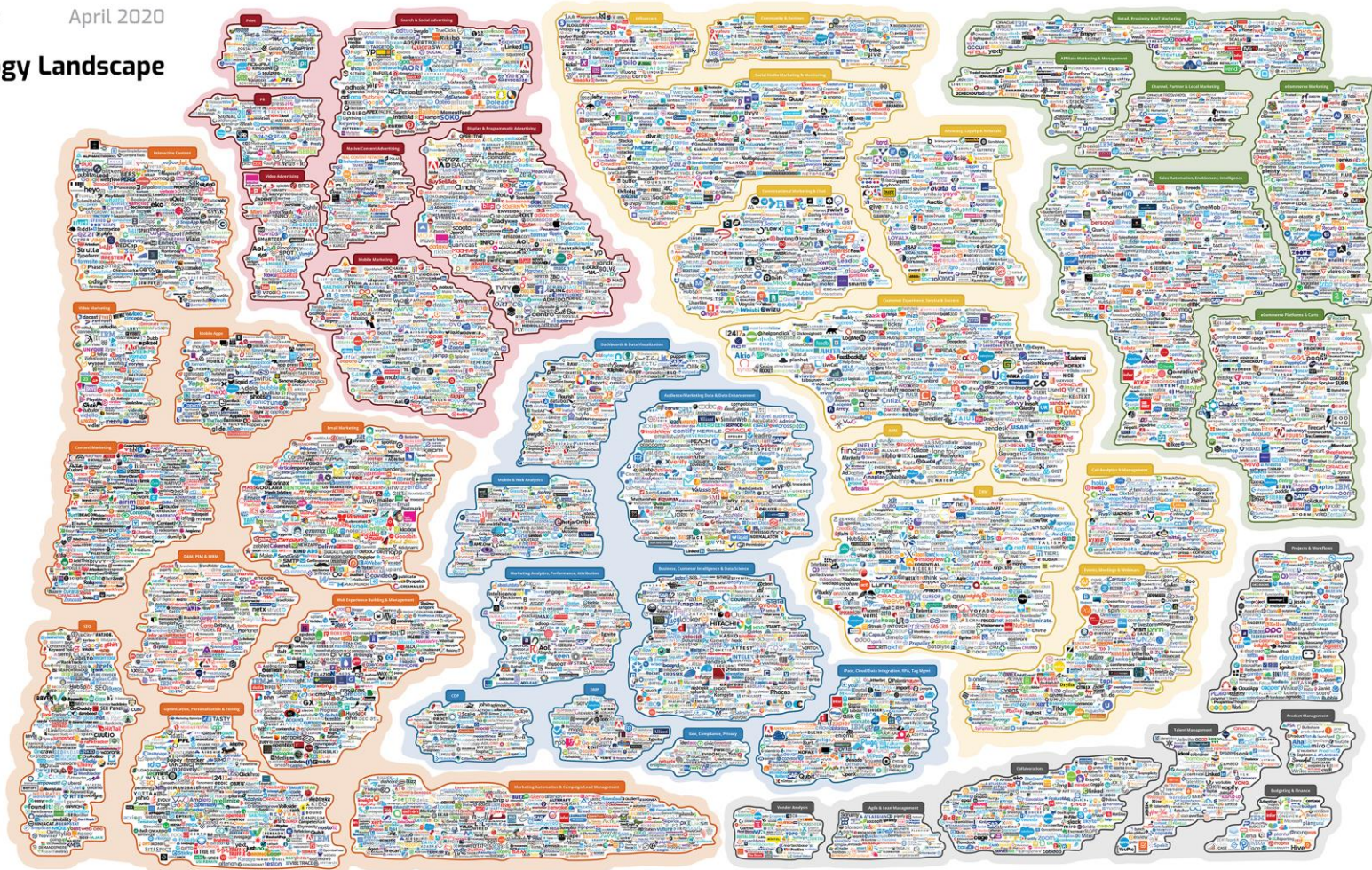
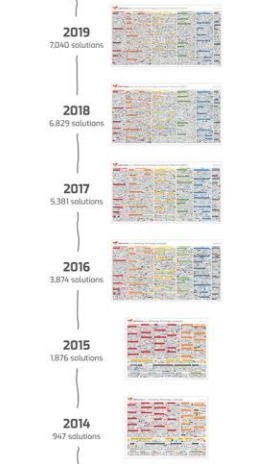


Marketing Technology Landscape

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



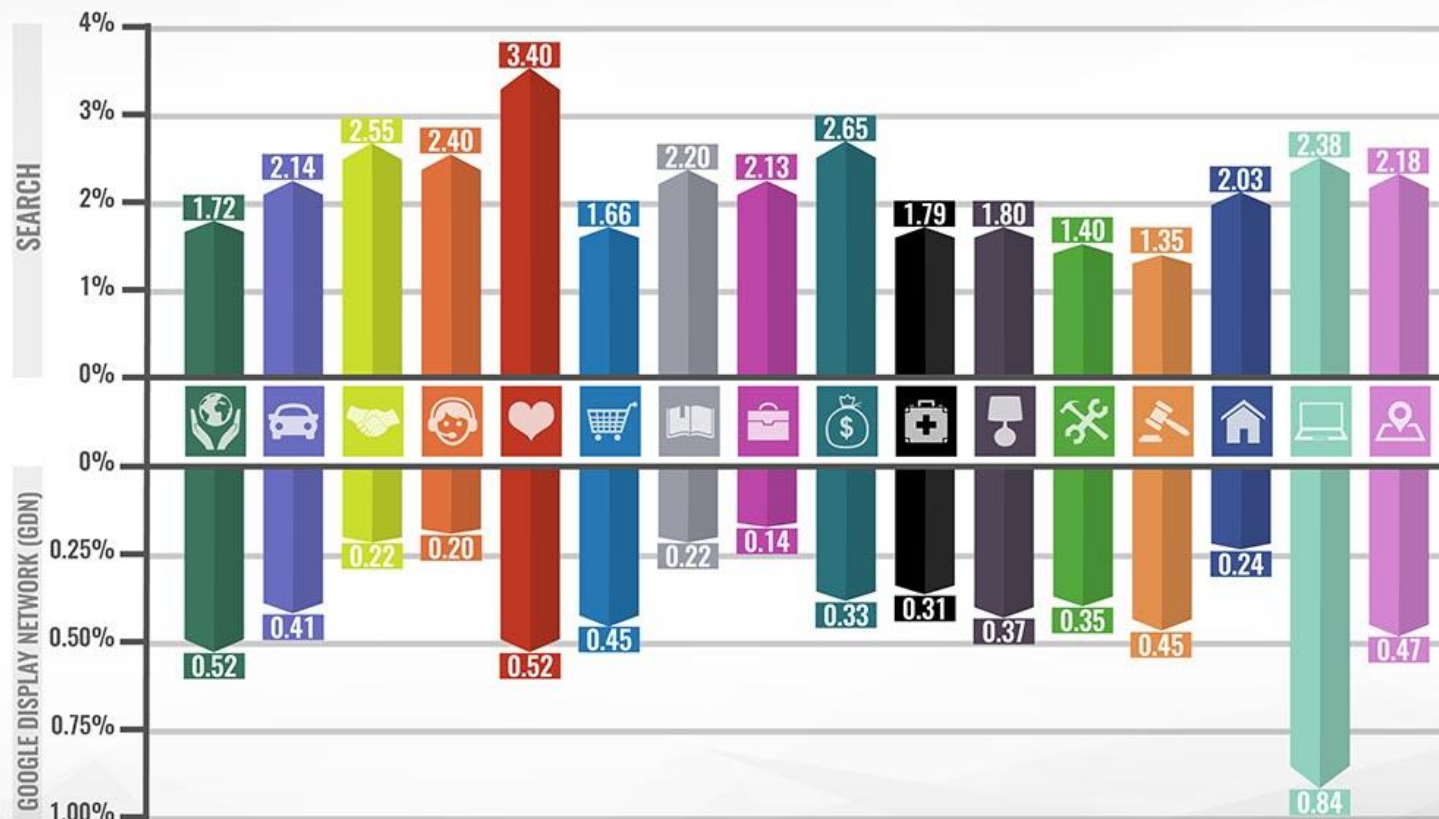
And there is more than enough tools to work it

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.

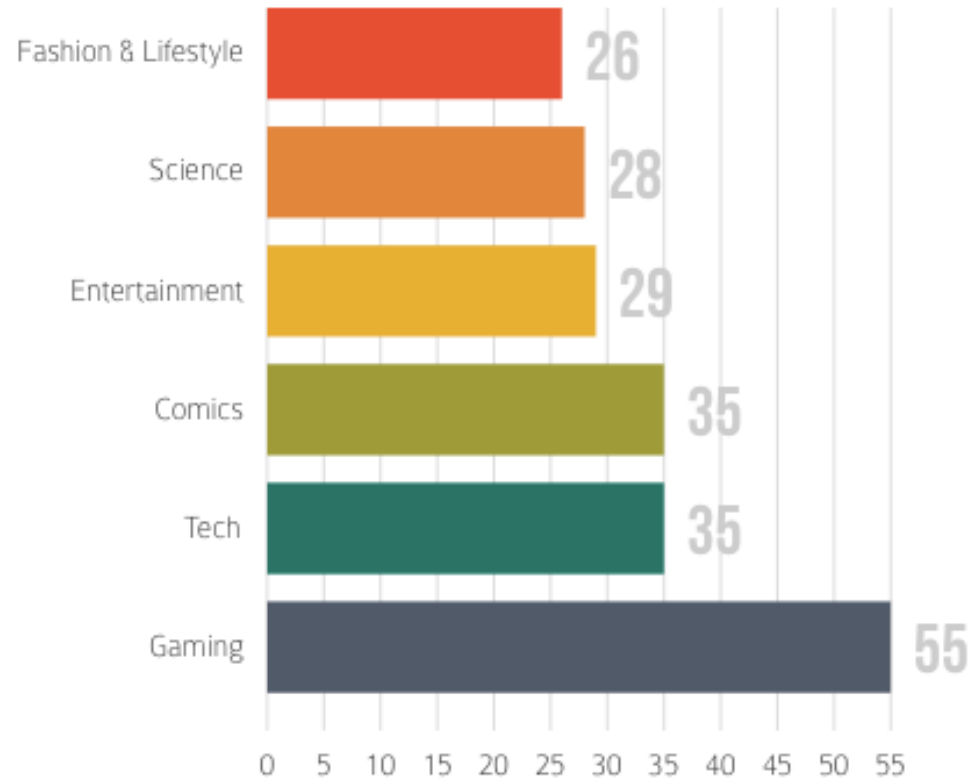
Digital advertising returns are diminishing



ADVOCACY AUTO B2B CONSUMER SERVICES DATING & PERSONALS E-COMMERCE EDUCATION EMPLOYMENT SERVICES FINANCE & INSURANCE HEALTH & MEDICAL HOME GOODS INDUSTRIAL SERVICES LEGAL REAL ESTATE TECHNOLOGY TRAVEL & HOSPITALITY

Customers are tuning out

• • **AD BLOCKING RATES BY VERTICAL** • • • • •



**3rd party cookies
are phasing out**



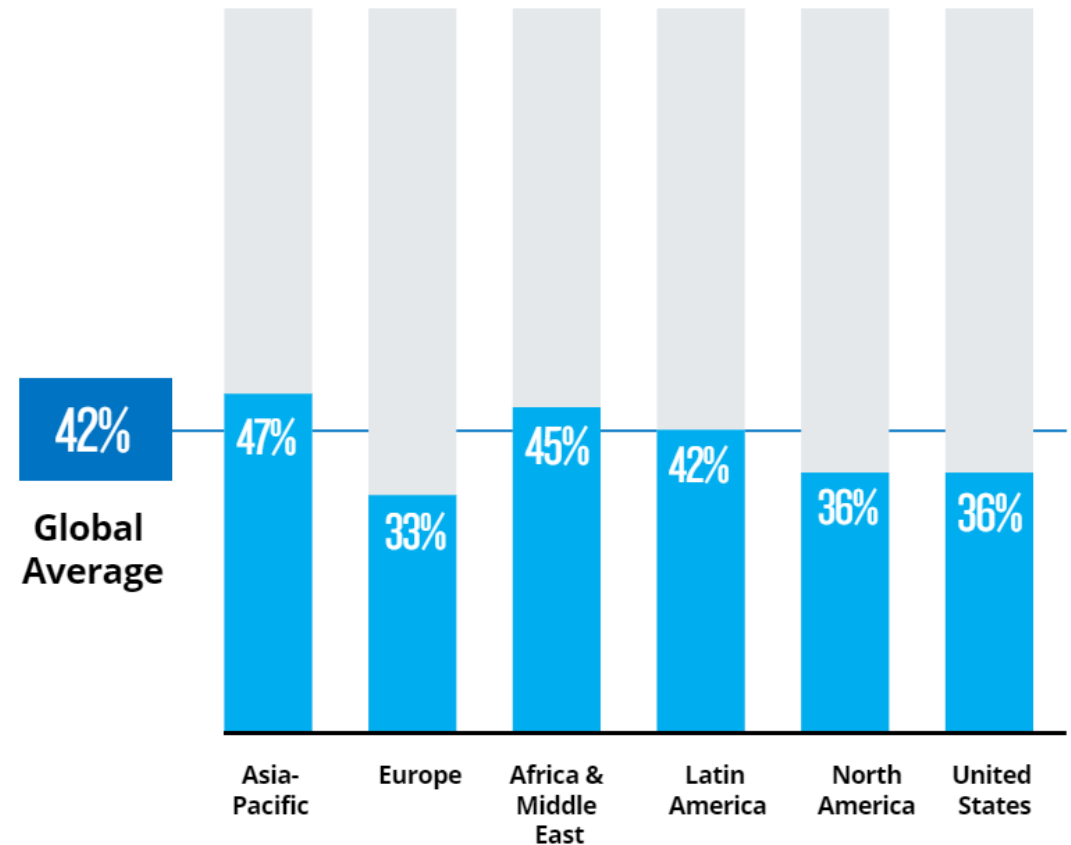
**And its not only a
digital problem**



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



Know your customer - Build your own customer data capabilities...



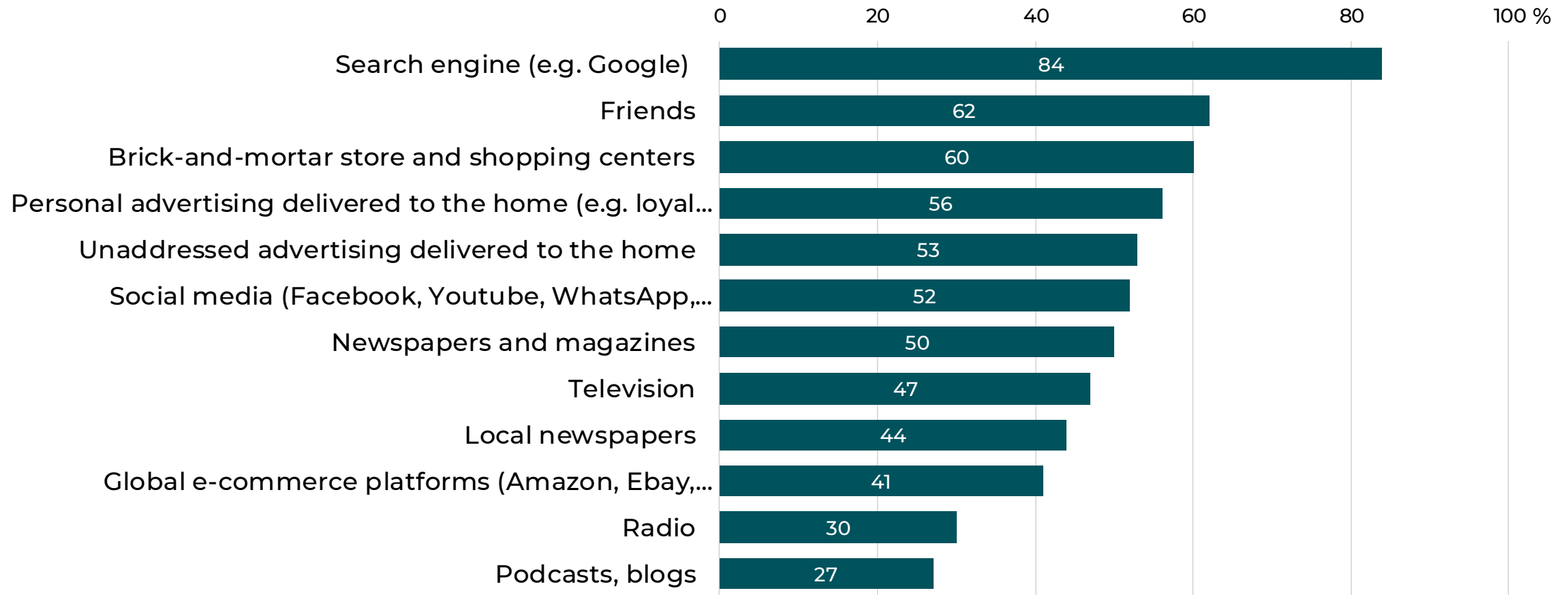
designed by  freepik.com

... and target to the
ones that matter...



designed by  freepik.com

...at the right channels at right time.

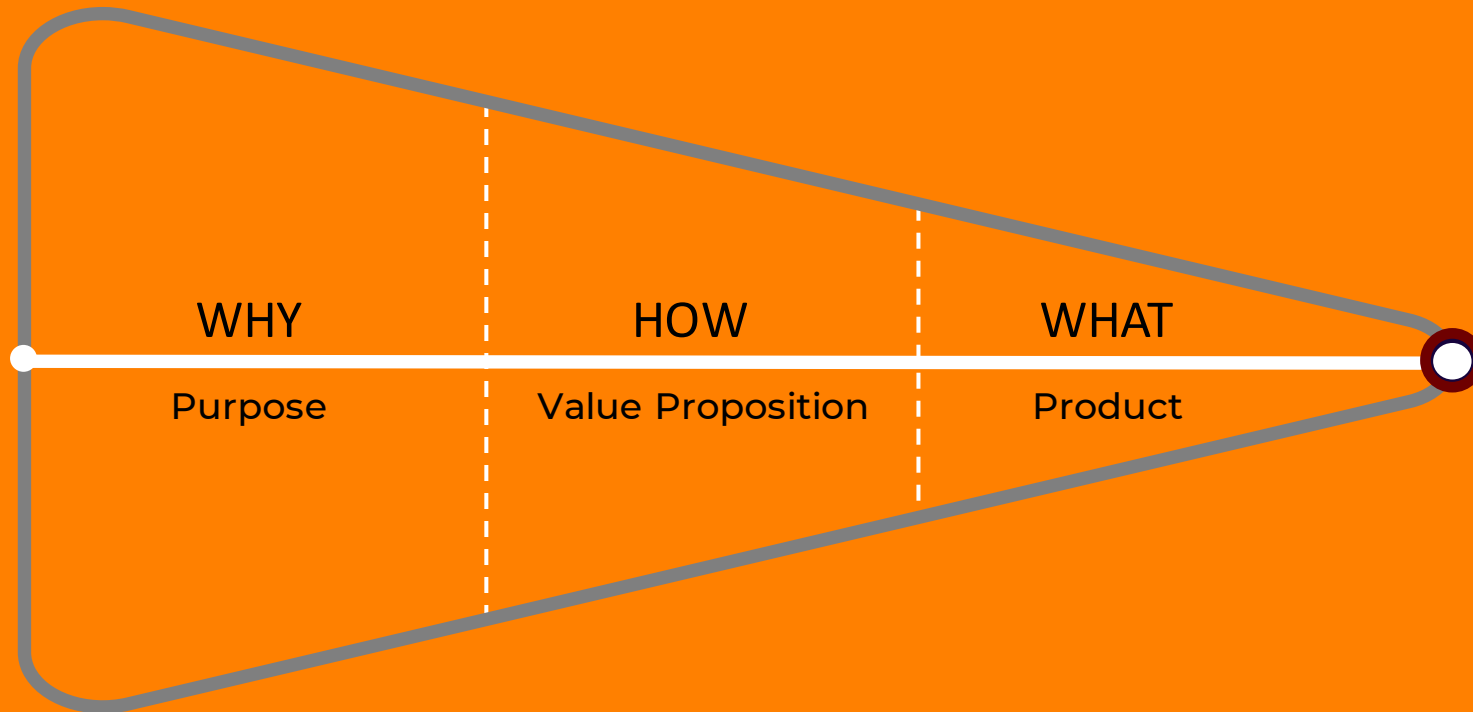


Finland 2020 (n=2,228)

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 %"

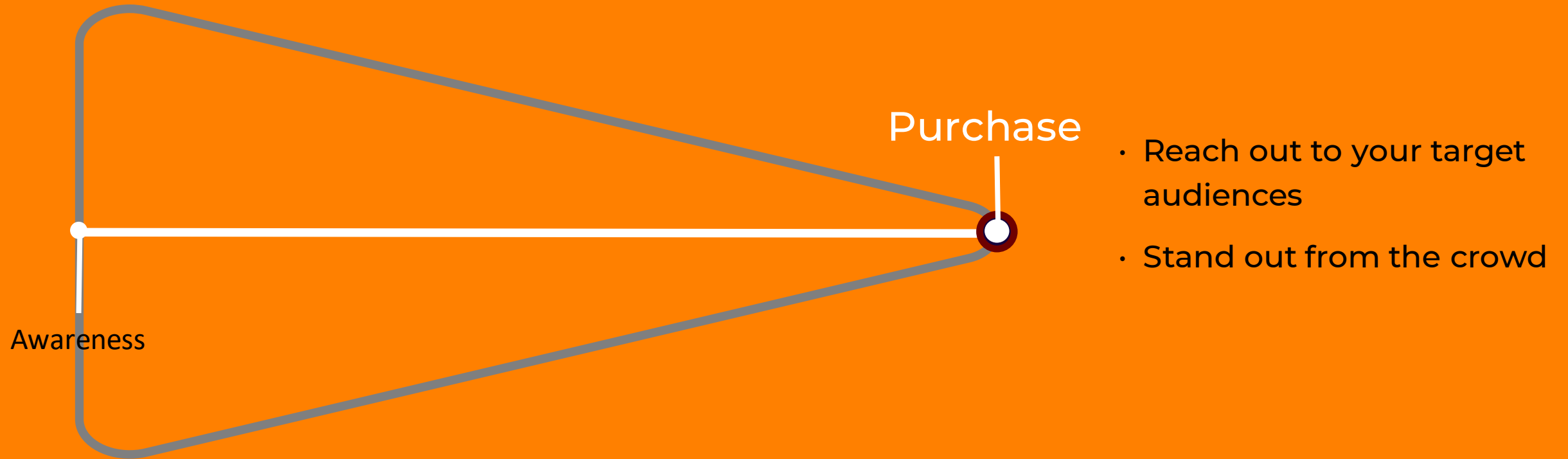
How to create the plan

Build a story that engages the customer

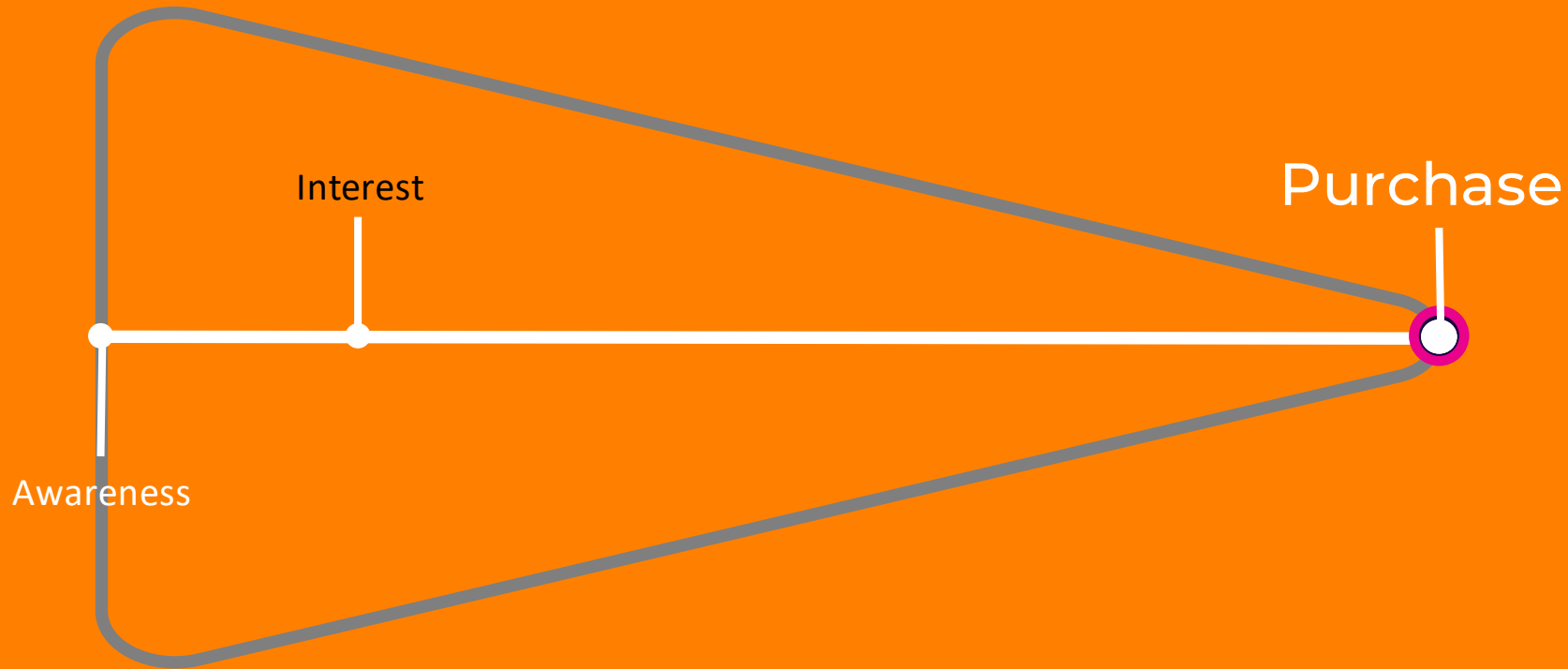


- Why do we matter?
- How do we do it differently?
- What we offer?

Own the path to purchase

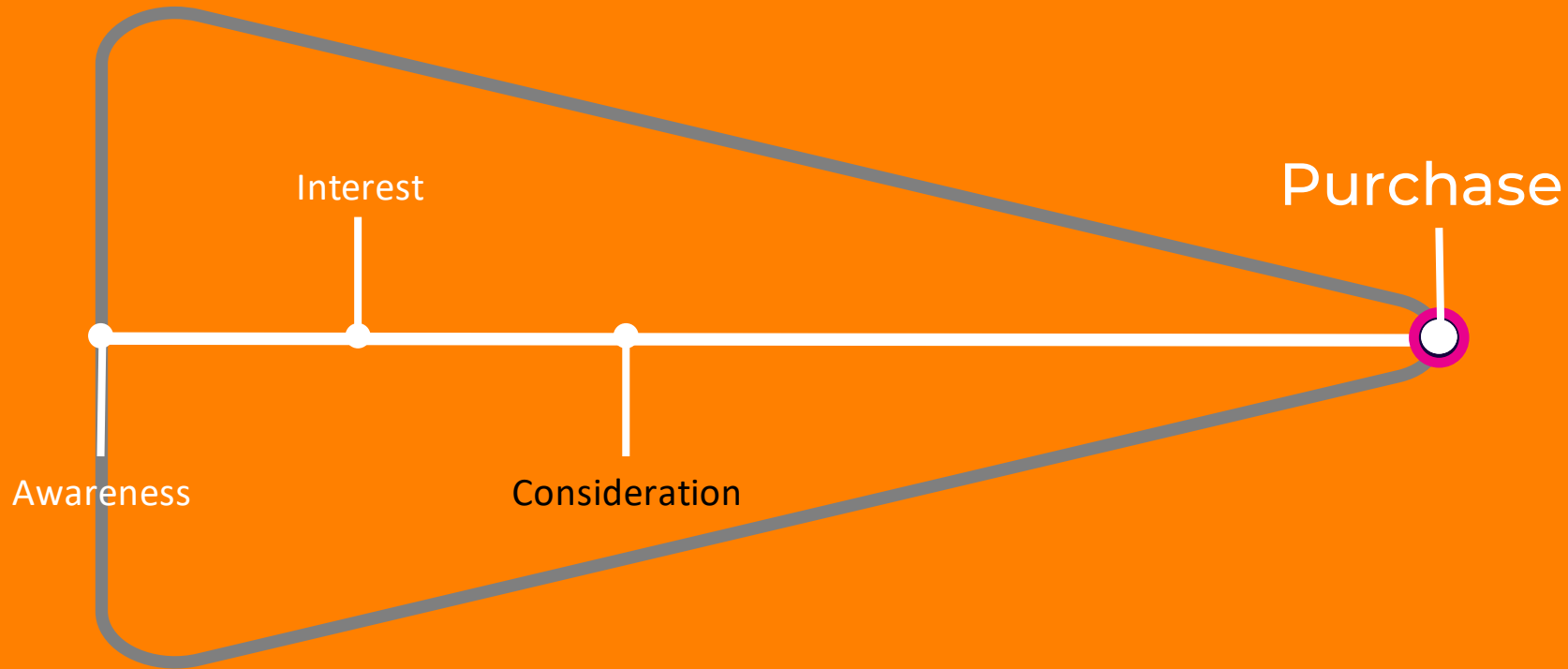


Own the path to purchase



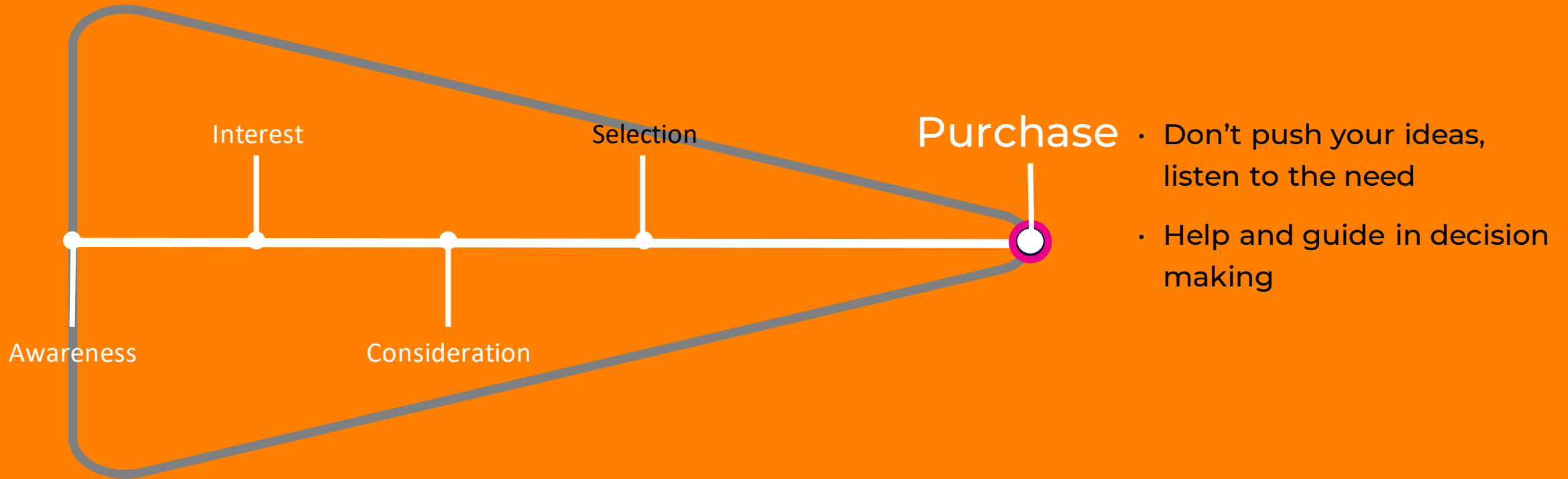
- Show how you matter
- Have something meaningful to say
- Show how you are different

Own the path to purchase

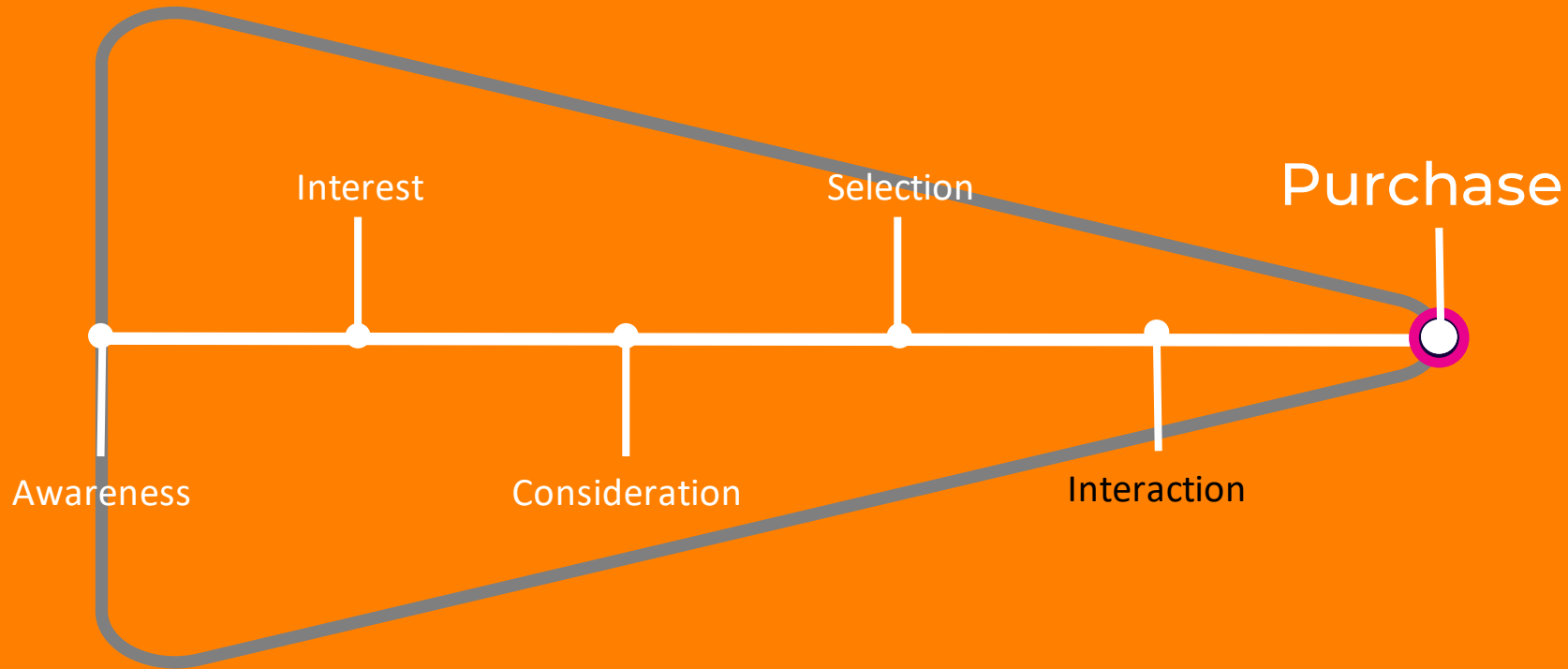


- Showcase your product and service
- Convince that your product and service are a match
- High light your values and unique promise

Own the path to purchase



Own the path to purchase

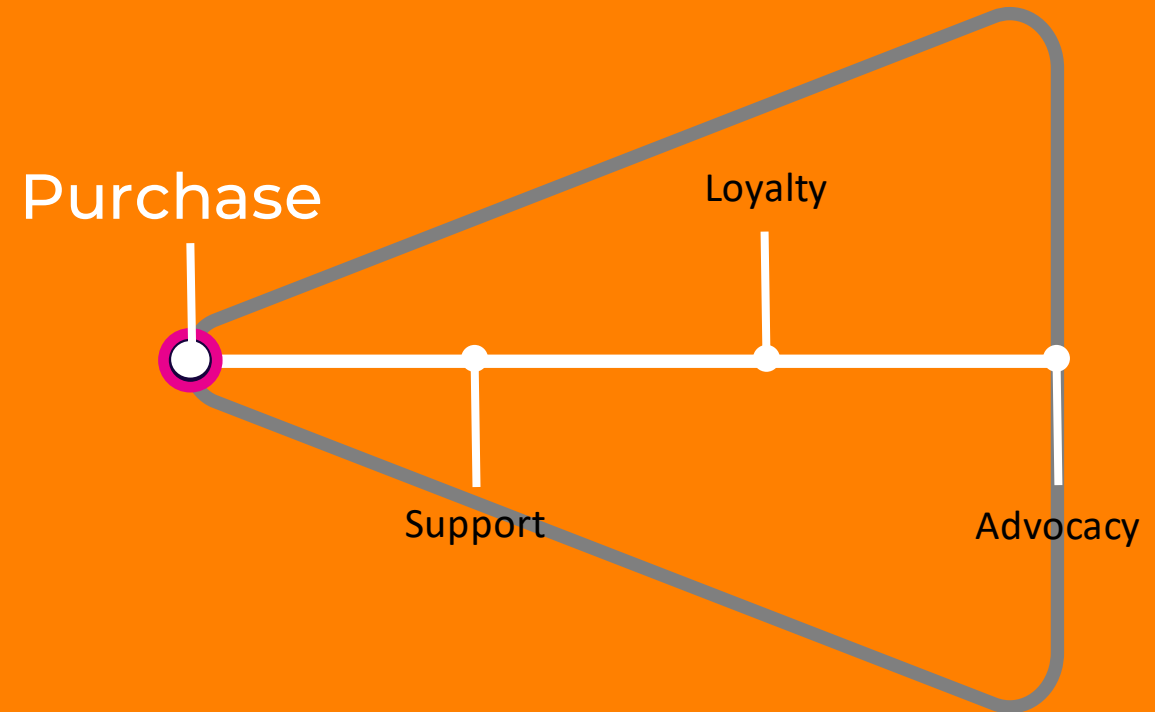


- Make it simple
- Make them feel good
- Be responsive

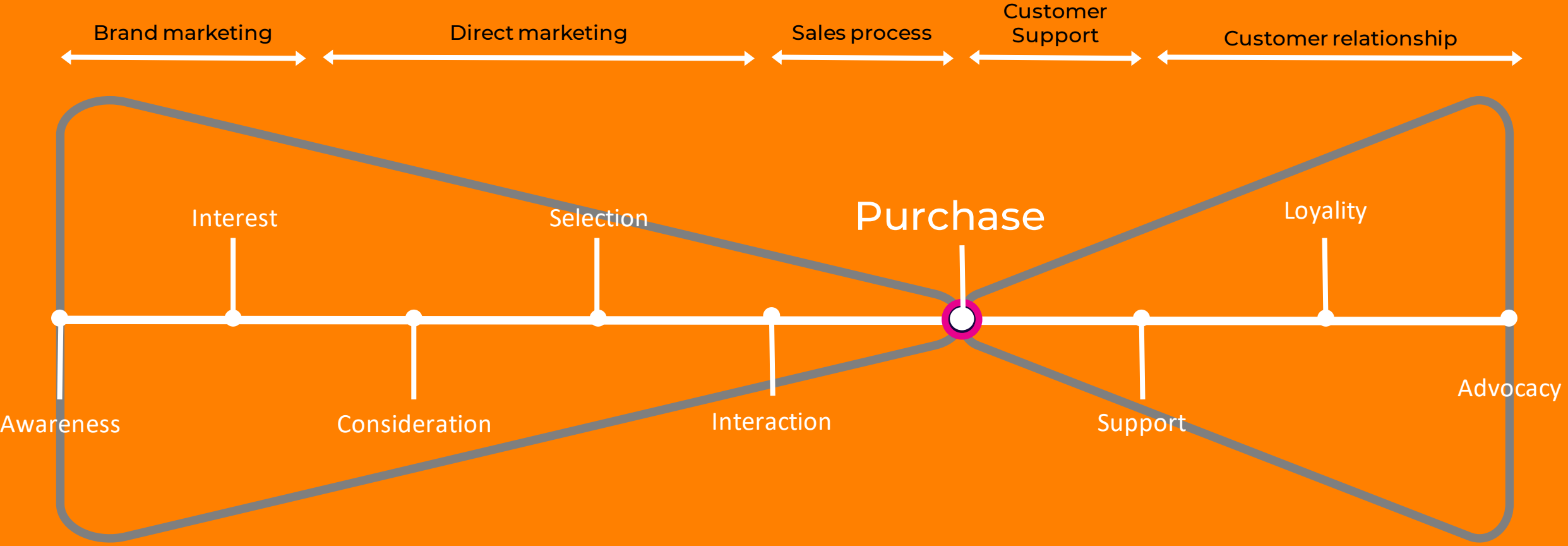
Don't stop there...

Build lifetime value

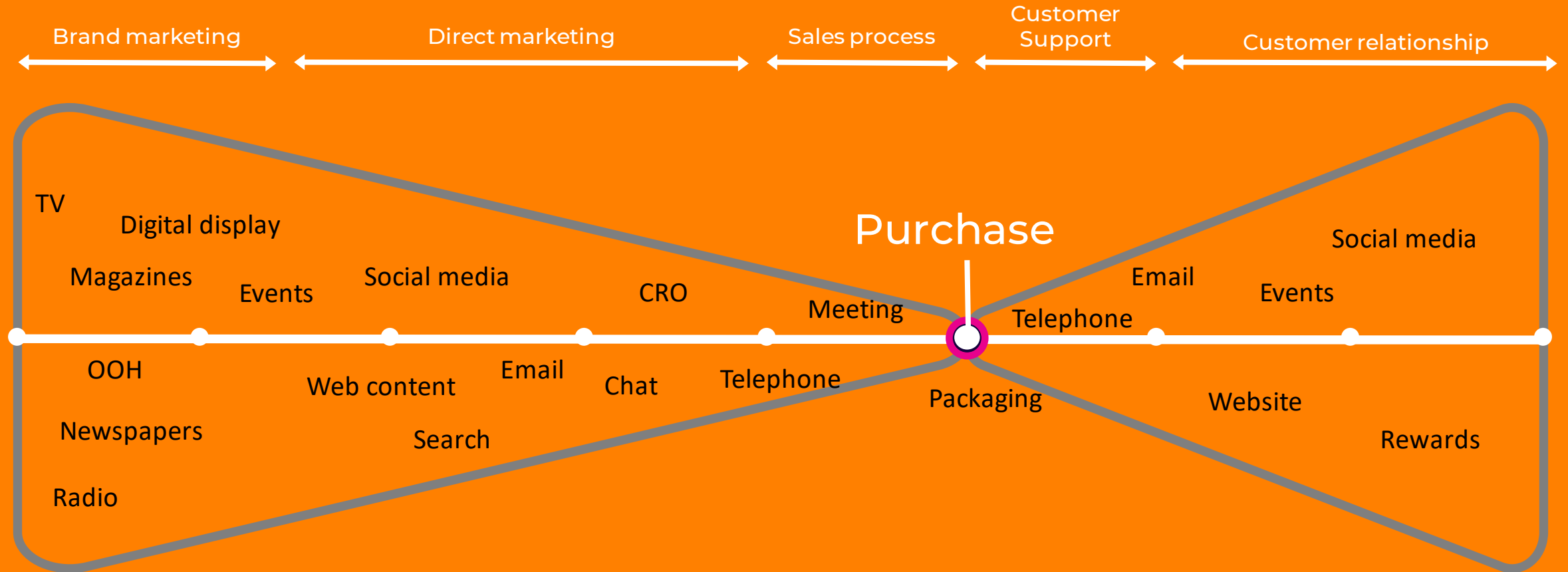
- Offer support
- Listen to questions
- Keep dialogue open



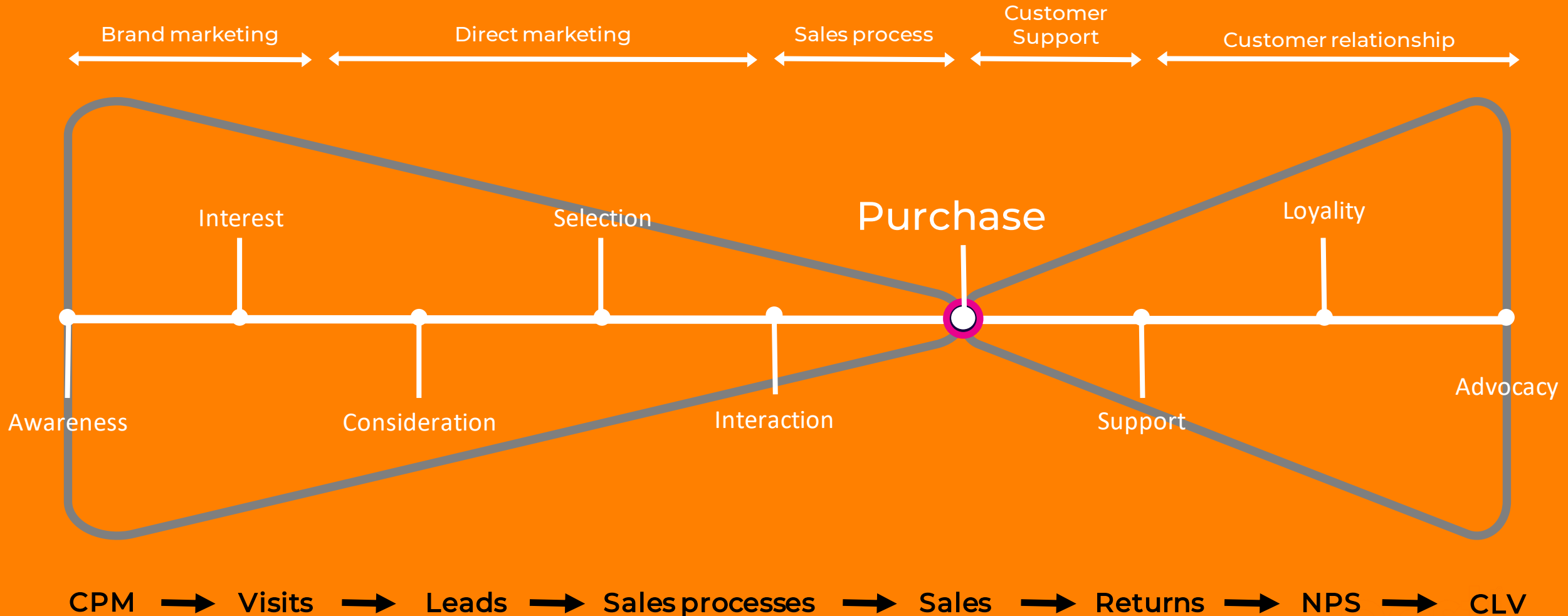
Use the right tactics



Distribute efficiently



Set targets and measure



That's not nearly all...

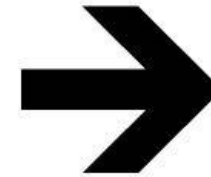
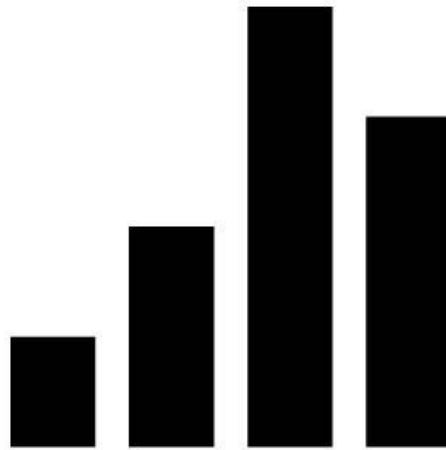
Be true to
who you are



Use data,
personalize,
optimize and
automate



Build
insights and
test



And do it all over again.
And again.

posti

Case studies



posti

#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 70 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



Maybeline live-streaming





“For the launch of its new lipstick, Lip Flush Oil, Maybelline New York went beyond its typical new product launch by creating **an experience** for customers that gave them what they wanted, when they wanted it (on mobile).”

Results

- Live event was ran on taobao.com, an ecommerce platform where the product was possible to buy directly.
- 50 influencer were involved in the launch to share teh message to their fans
- Close to 6 million people watching the event (in China)
- Online store visits increased over 50%
- Over 10K lipsticks sold in one day (over 10x daily average)
- Instant feedback on the most popular shades → ability to adjust strategy

Takeaways

Know where your audience is

Make it interactive

Tie ecommerce into your campaign

Use data to adjust your strategy



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.



**Loreal:
Different content for
different audiences**





The Glam (branded ad 30sec)



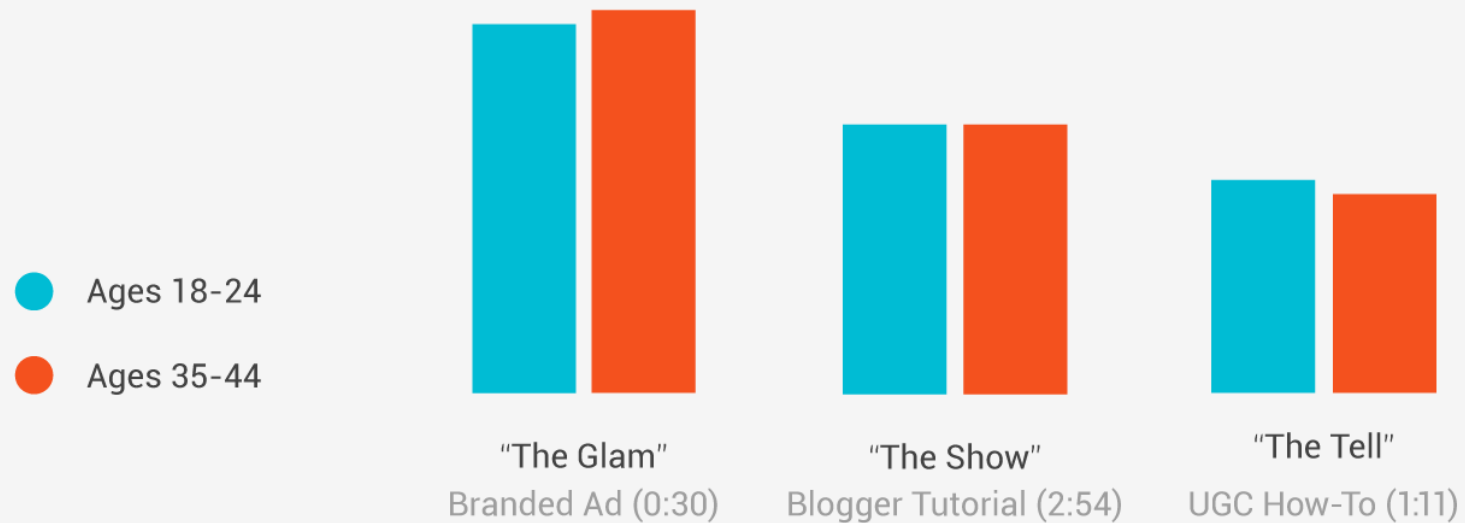
The Show (blogger tutorial 2:54)



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

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

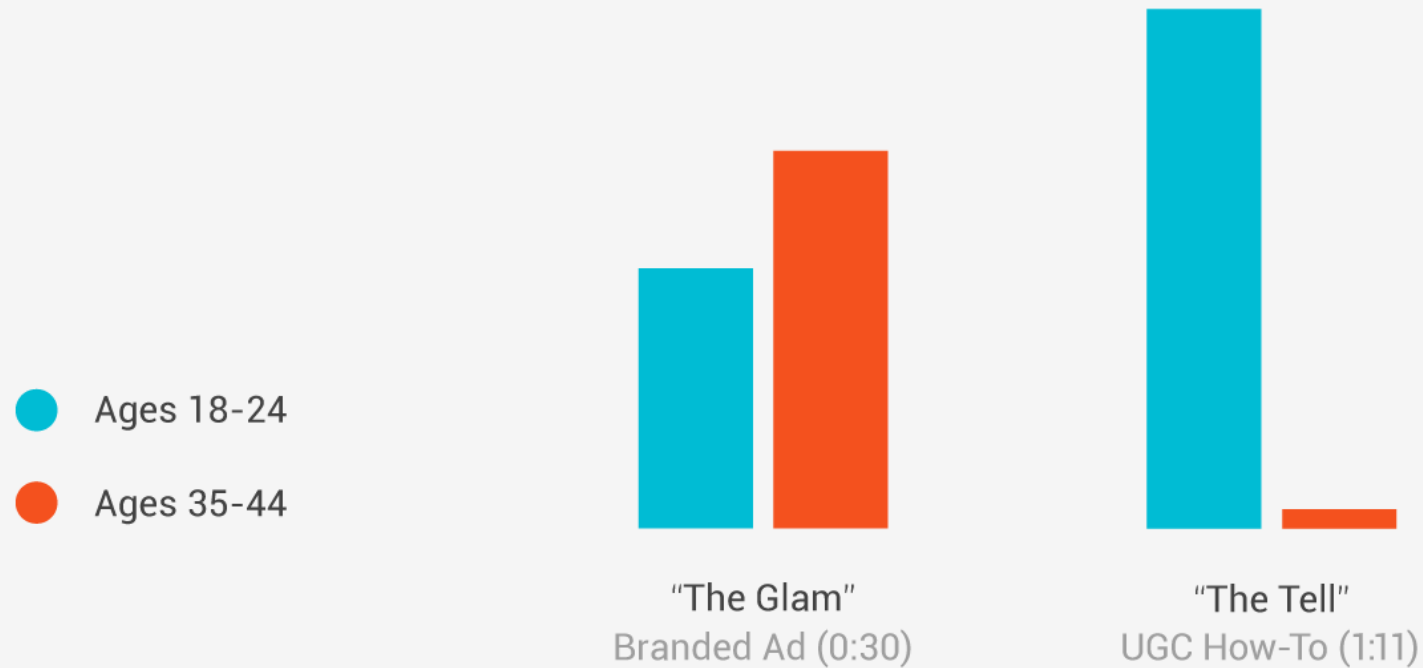
Ad View-Through Rates (VTRs) Across Age Groups



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

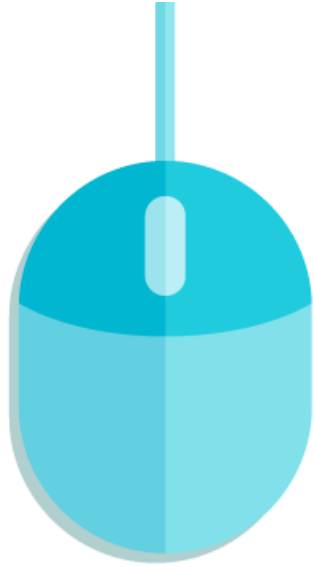
Source: Think with Google

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

Takeaways

Experiment

Deploy different content for different audiences

Make a connection with your audience

Thank you

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