

Digital marketing

Main themes to consider

Yläotsikko

Samuel Tenhunen

- Lead Strategist, Roister Marketing Oy
- twitter: @stenhune

- Short history
 - 1994: Coding and websites
 - 2000: Branding and campaigns
 - 2007: Digital platforms
 - 2009: Digital campaigns and analytics
 - 2013: Digital strategy
 - 2015: Digitalization and digital market share



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

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

Channel usage is changing



	GEN Z (AGES 15-20)	MILLENNIALS (AGES 21-34)	GEN X (AGES 35-49)	BOOMERS (AGES 50-64)	SILENT GEN (AGES 65+)
ADS ON RADIO	51%	55%	57%	49%	42%
ONLINE VIDEO ADS	45%	53%	50%	37%	27%
ADS SERVED IN SEARCH ENGINE RESULTS	43%	52%	50%	41%	33%
ADS ON SOCIAL NETWORKS	45%	51%	47%	35%	26%
ADS ON MOBILE DEVICES	42%	48%	45%	31%	20%
ONLINE BANNER ADS	36%	47%	43%	34%	25%
TEXT ADS ON MOBILE PHONES	32%	41%	38%	27%	18%

Piers and branded content is trusted

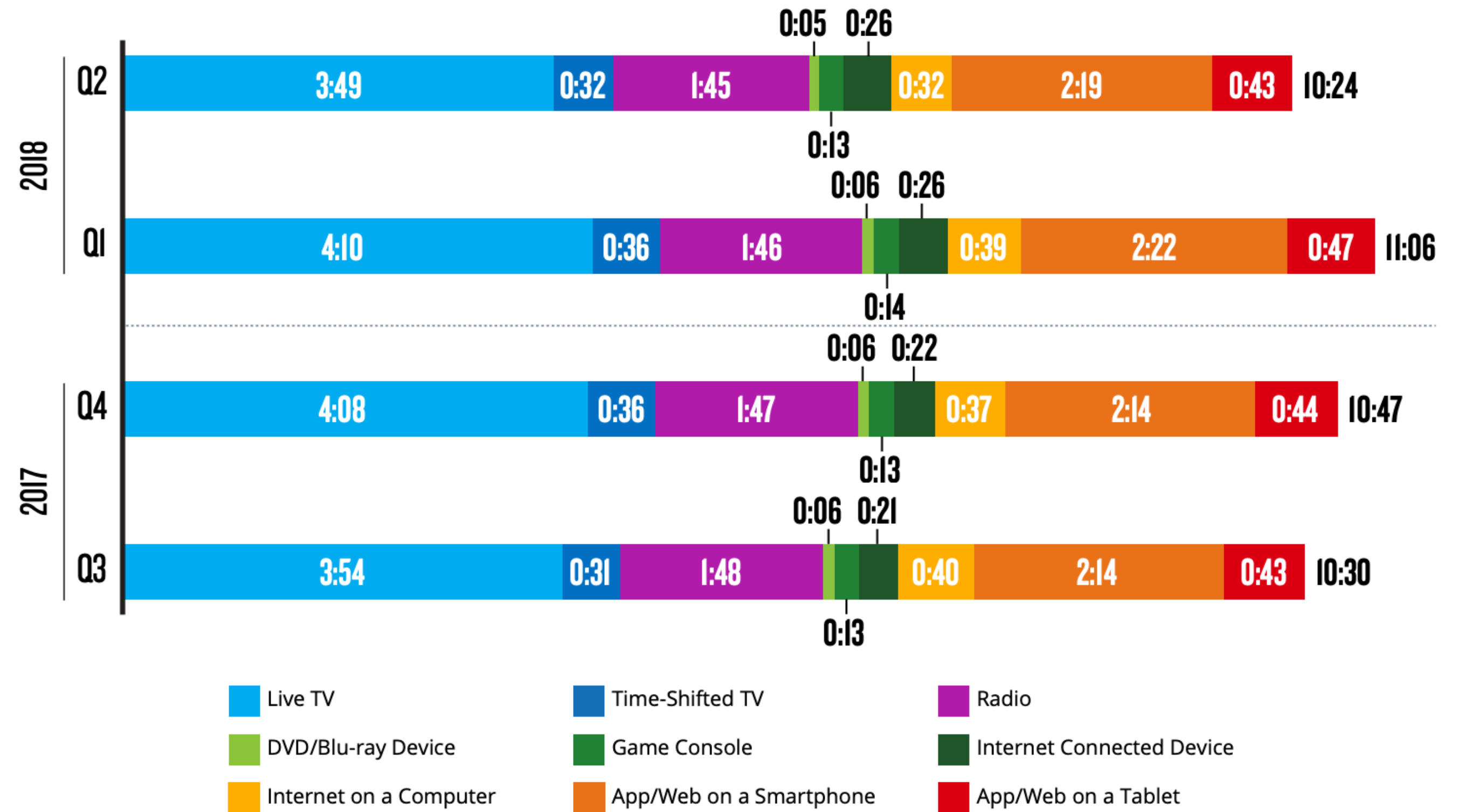


	GEN Z (AGES 15-20)	MILLENNIALS (AGES 21-34)	GEN X (AGES 35-49)	BOOMERS (AGES 50-64)	SILENT GEN (AGES 65+)
RECOMMENDATIONS FROM PEOPLE I KNOW	83%	85%	83%	80%	79%
BRANDED WEBSITES	72%	75%	70%	59%	50%
CONSUMER OPINIONS POSTED ONLINE	63%	70%	69%	58%	47%
EDITORIAL CONTENT, SUCH AS NEWSPAPER ARTICLES	68%	68%	66%	60%	55%
ADS ON TV	58%	67%	64%	55%	48%

Source: Nielsen Global trust in advertising 2015

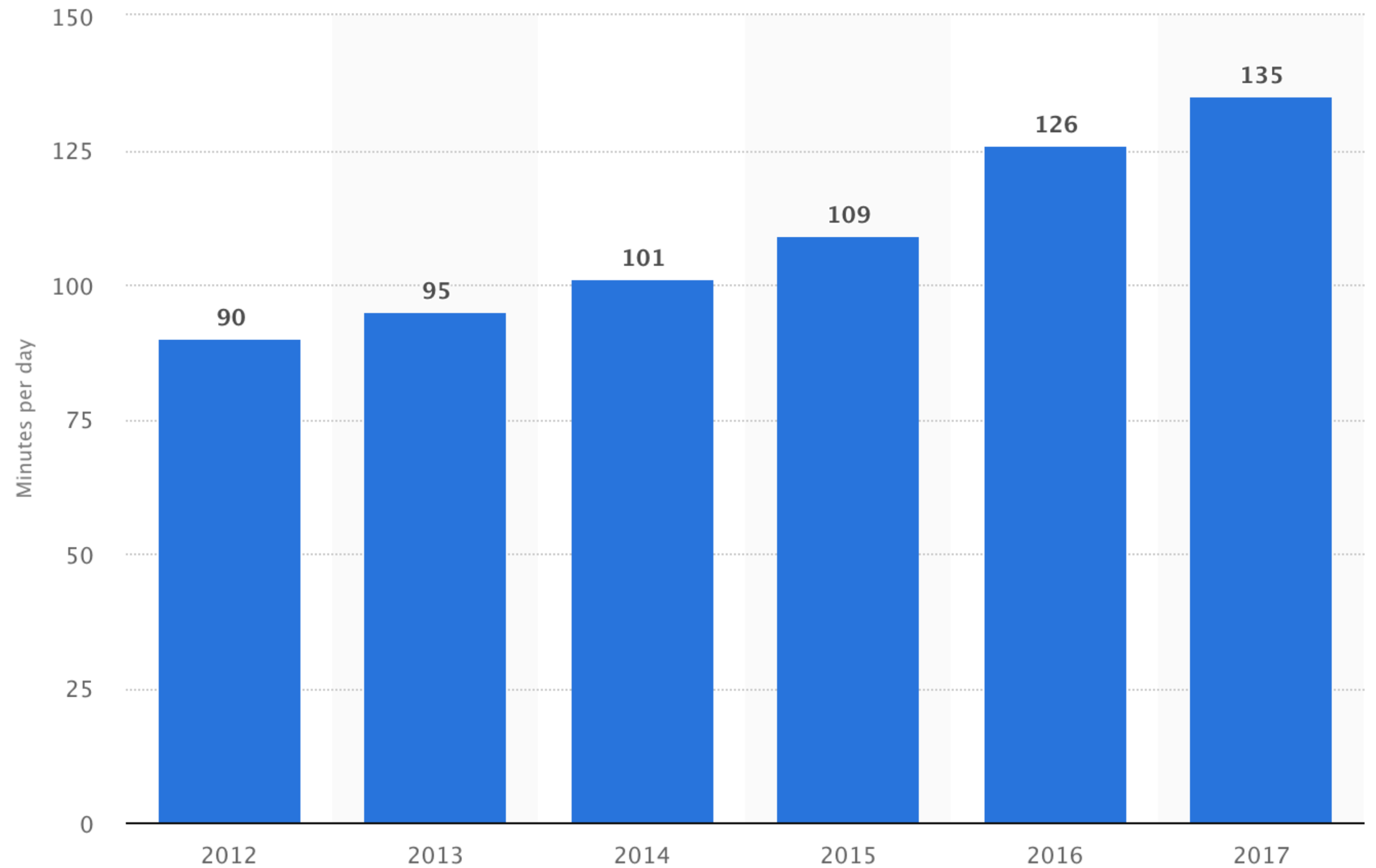
Media usage is growing and becoming more mobile

AVERAGE TIME SPENT PER ADULT 18+ PER DAY
 BASED ON TOTAL U.S. POPULATION



Source: Nielsen Total Audience Report Q2 2018

Time spent in social networks is growing

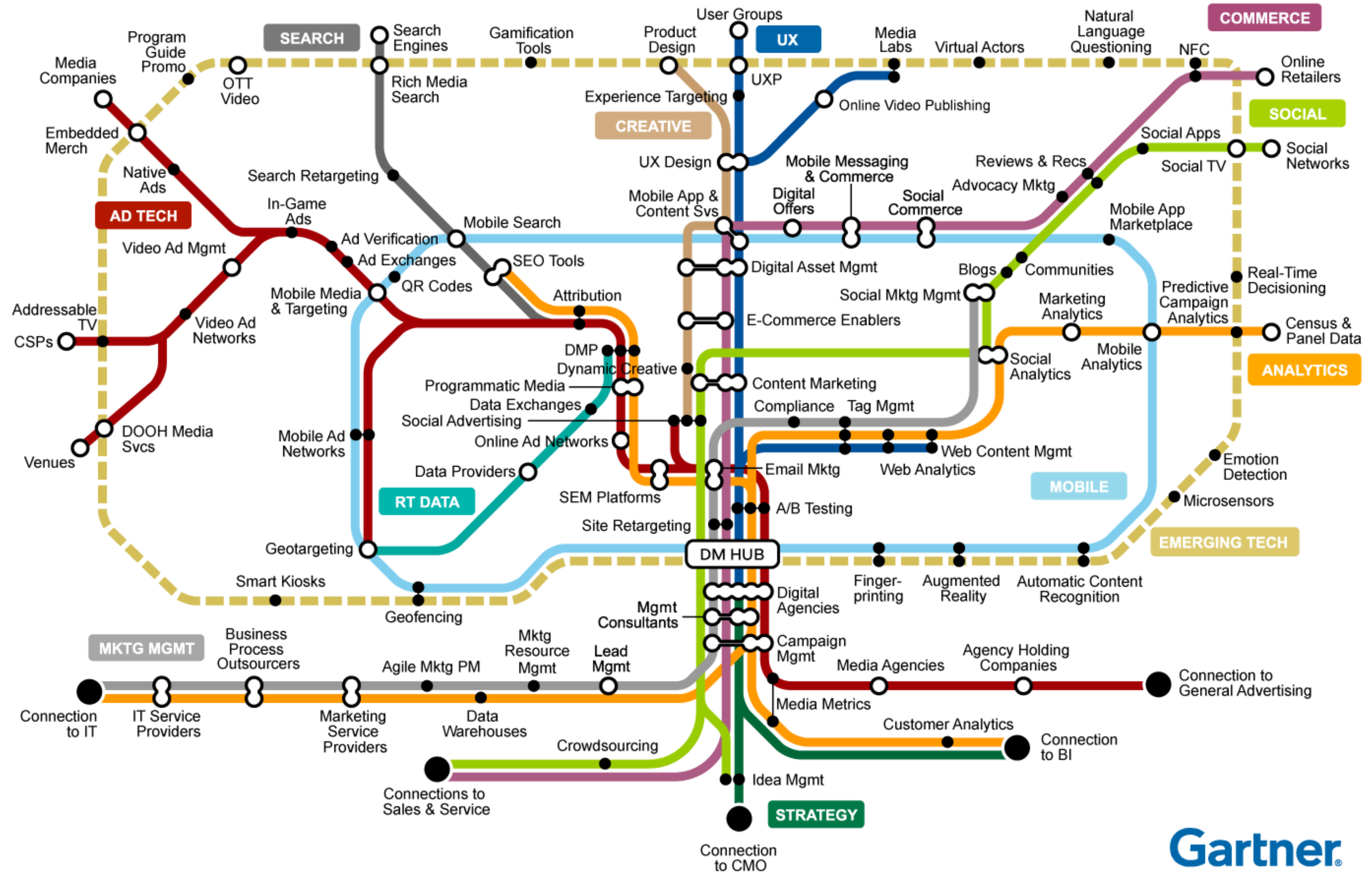


Global average. Data by Statista 2019

Digital marketing landscape is fragmented

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



Gartner

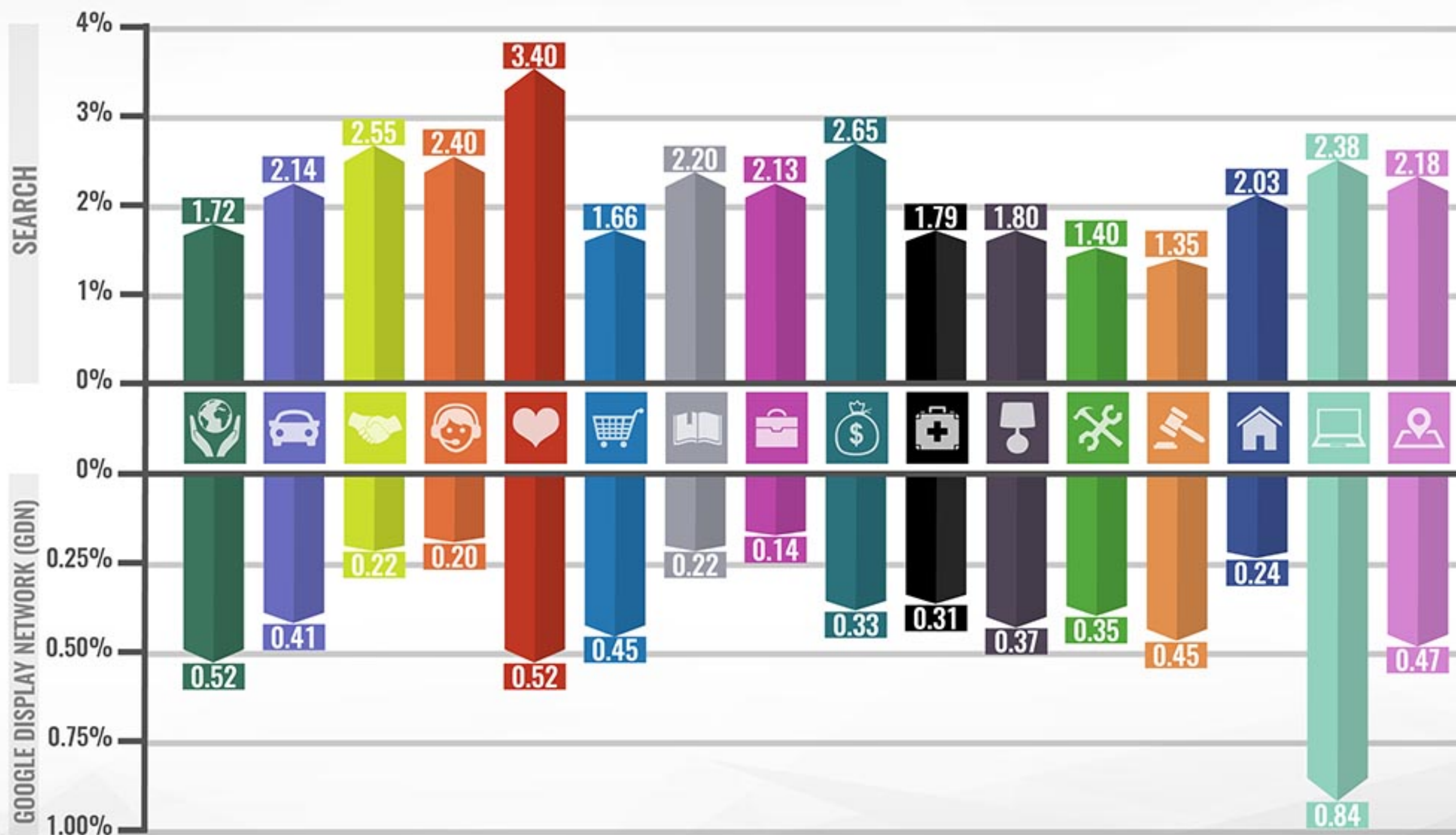
● Off-line Connection ○ Vendor Station ● Product Station

© 2013 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. or its affiliates.

GOOGLE ADWORDS INDUSTRY BENCHMARKS

AVERAGE CLICK THROUGH RATE

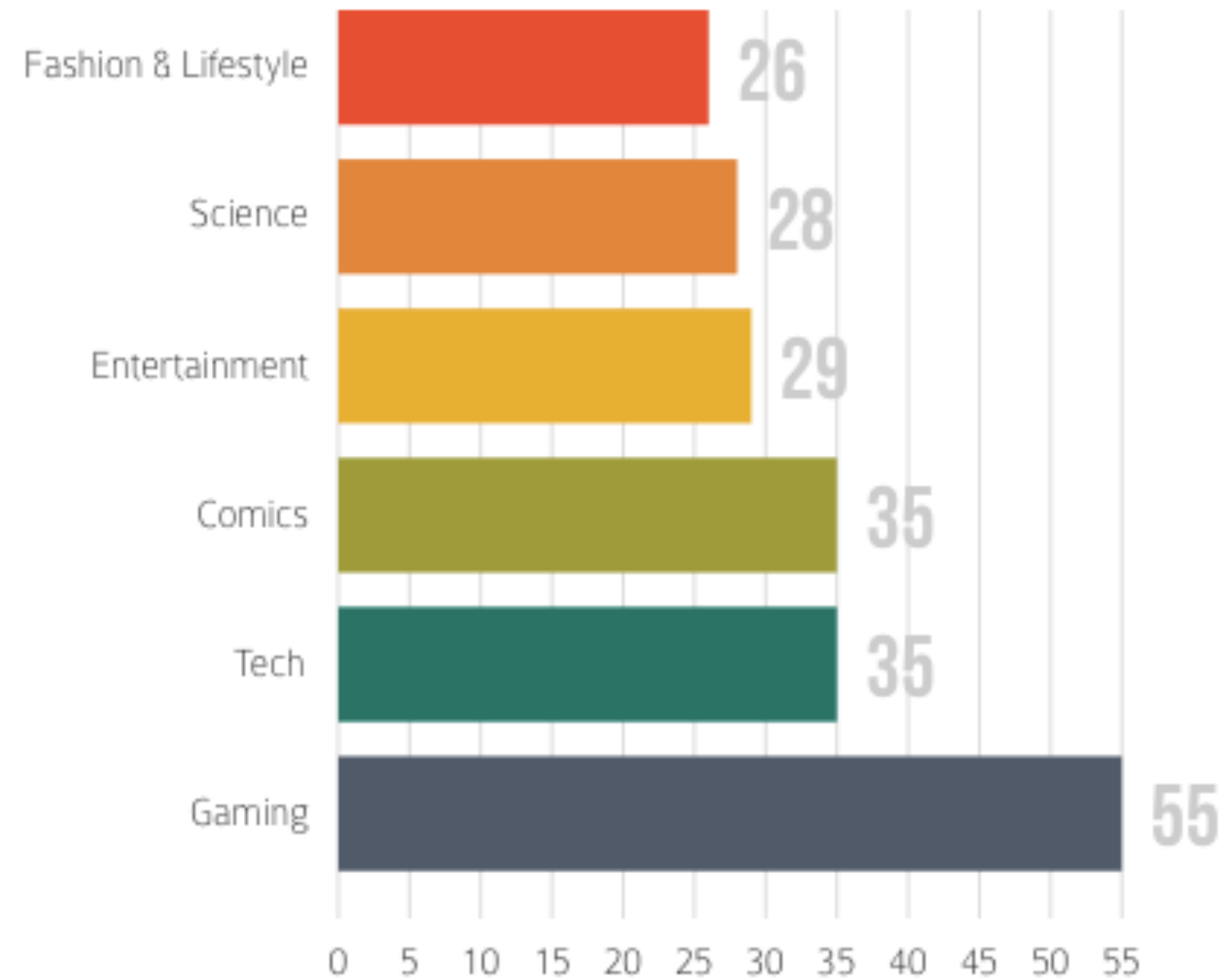
The average click-through rate (CTR) in AdWords across all industries is 1.91% on the search network and 0.35% on the display network.



Digital advertising returns are diminishing

Customers are tuning out

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



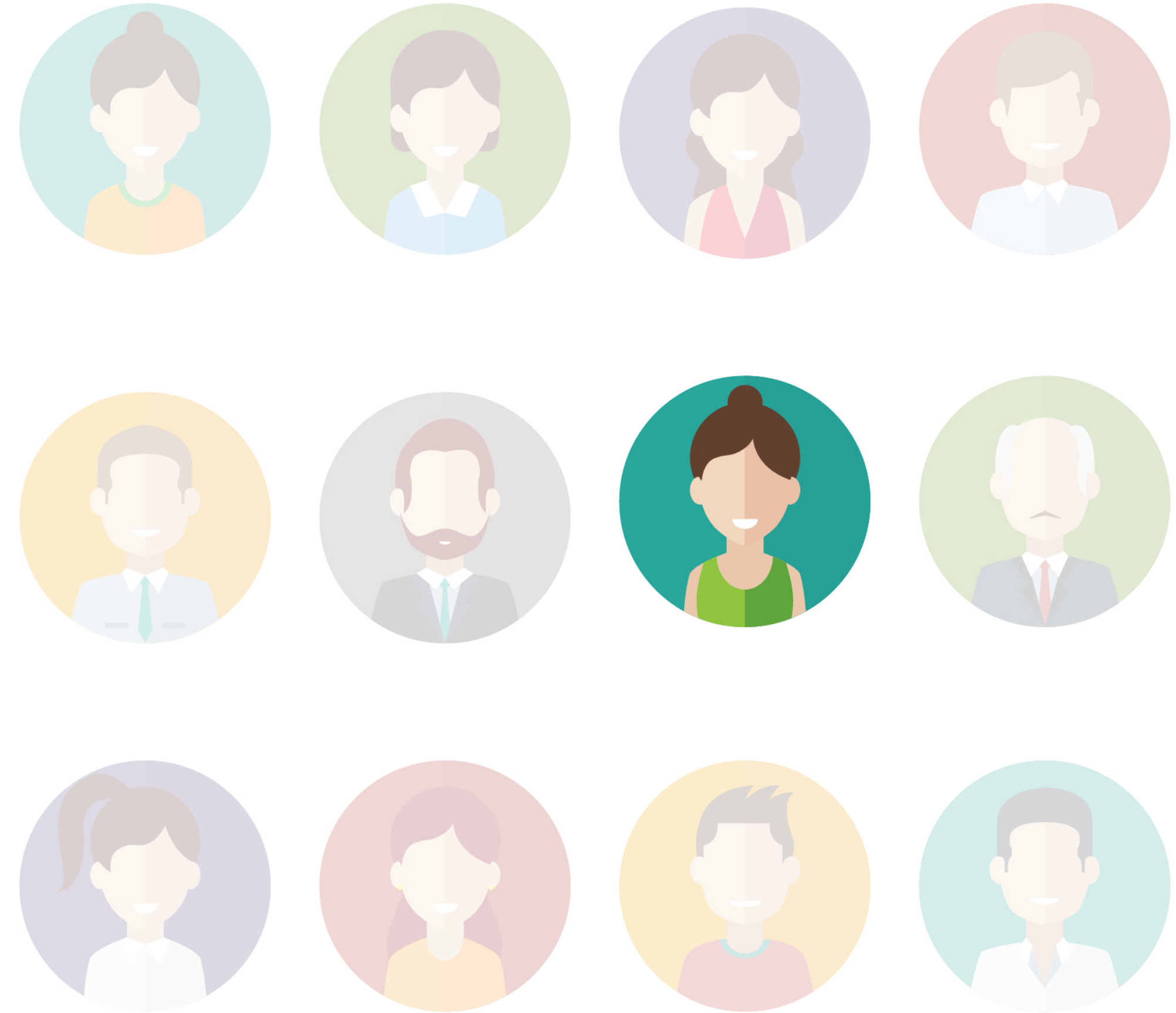
How to build a successful digital marketing strategy?

Know your customers



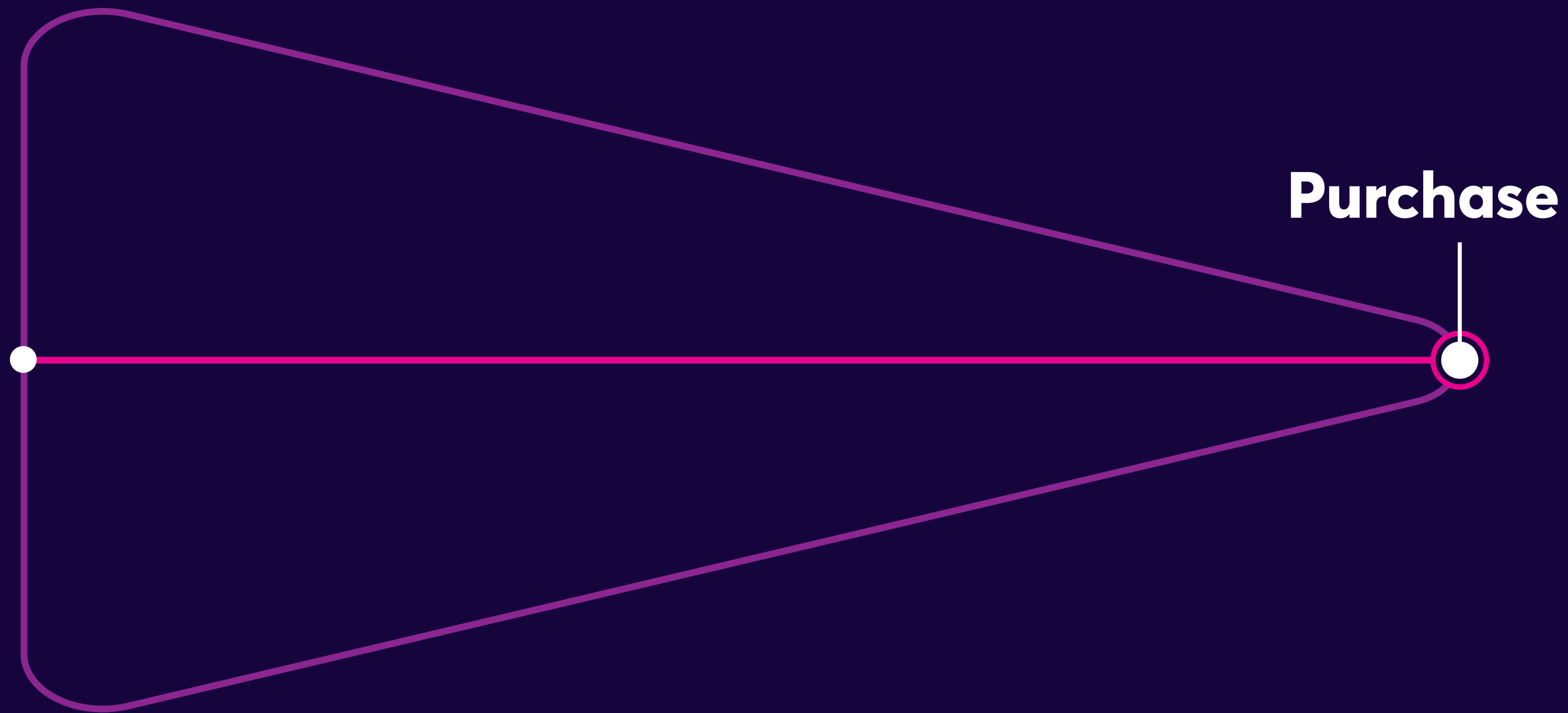
designed by  freepik.com

Target the ones that matter

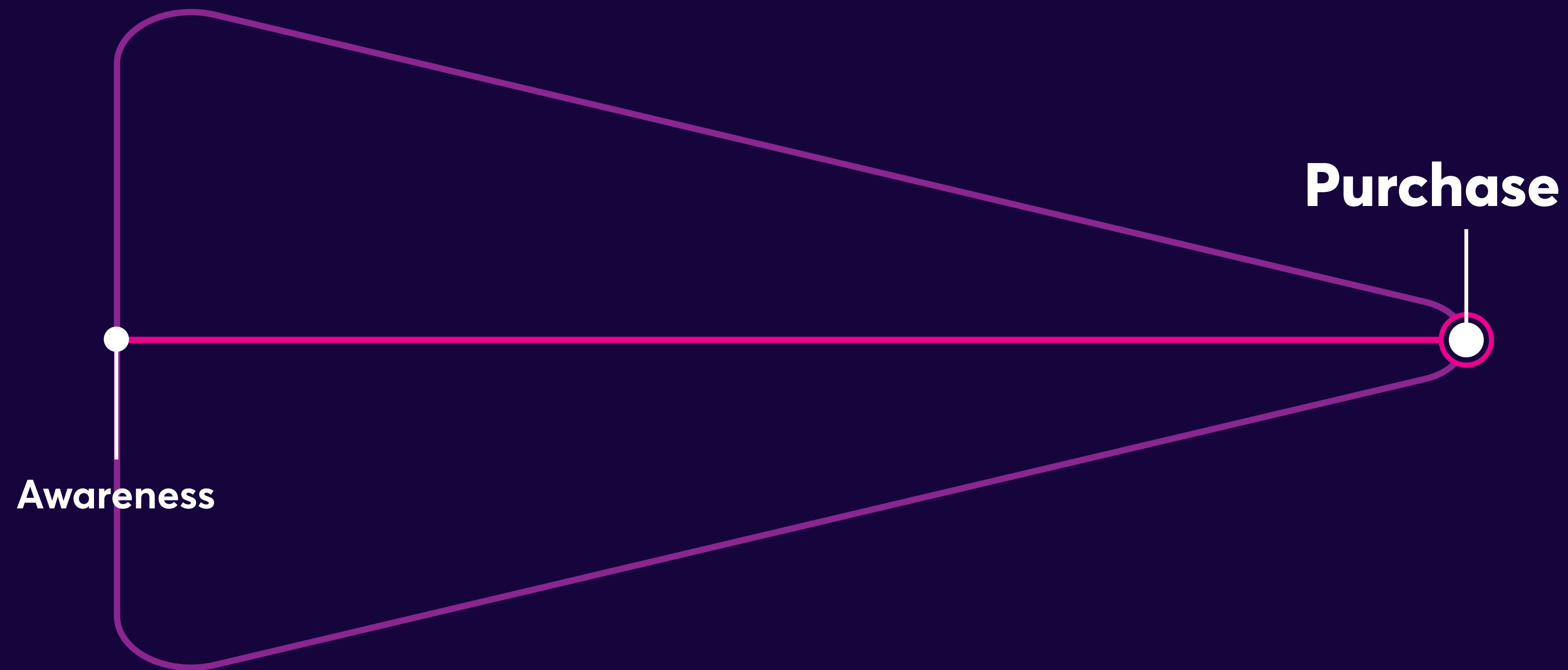


designed by  freepik.com

Own the purchase process

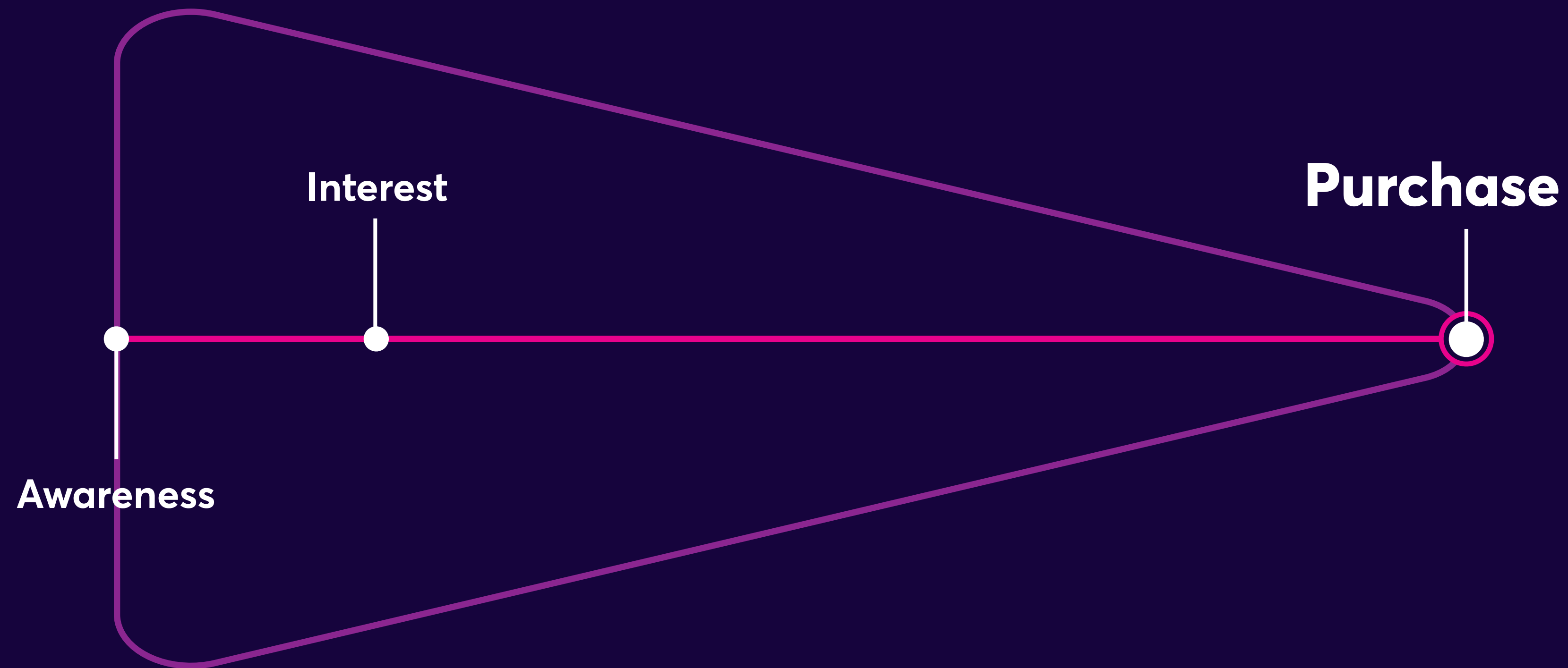


Own the purchase process



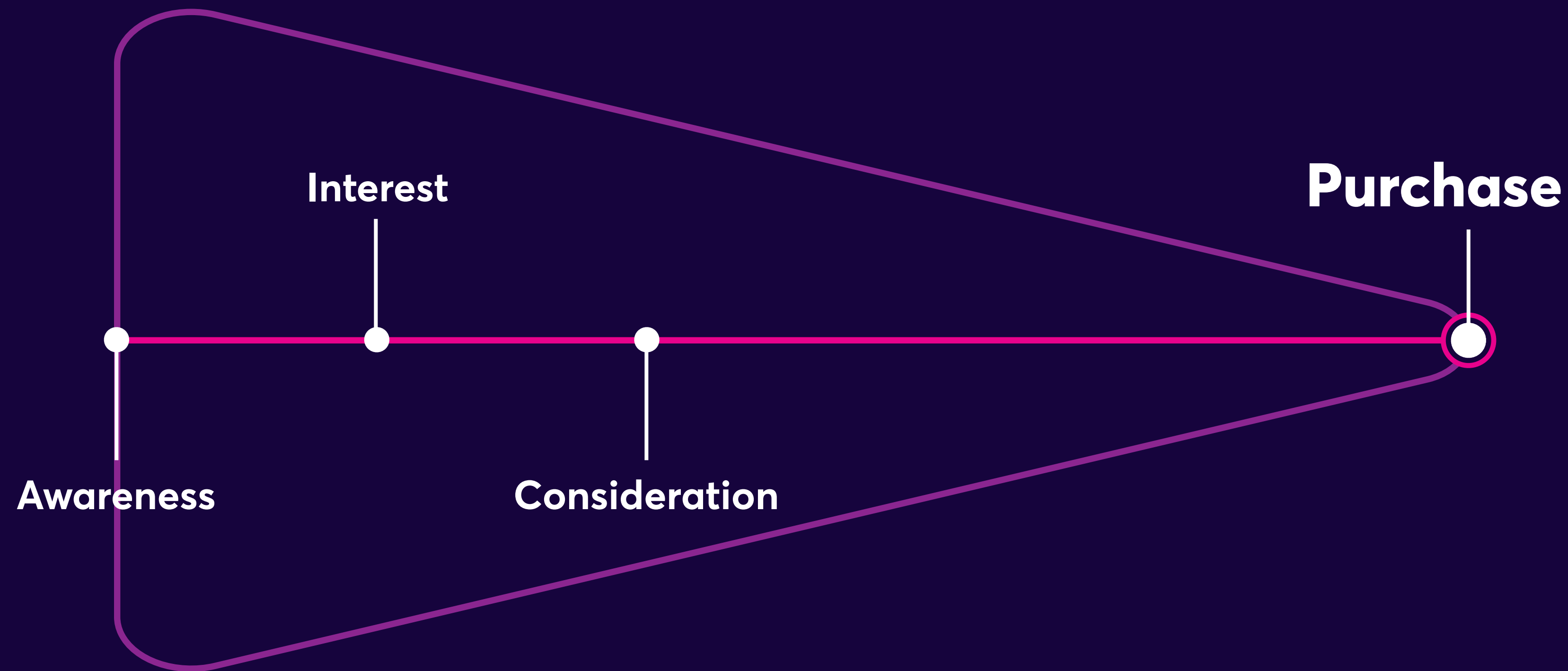
- Targeted campaigns to your audience to make them aware of you.

Own the purchase process



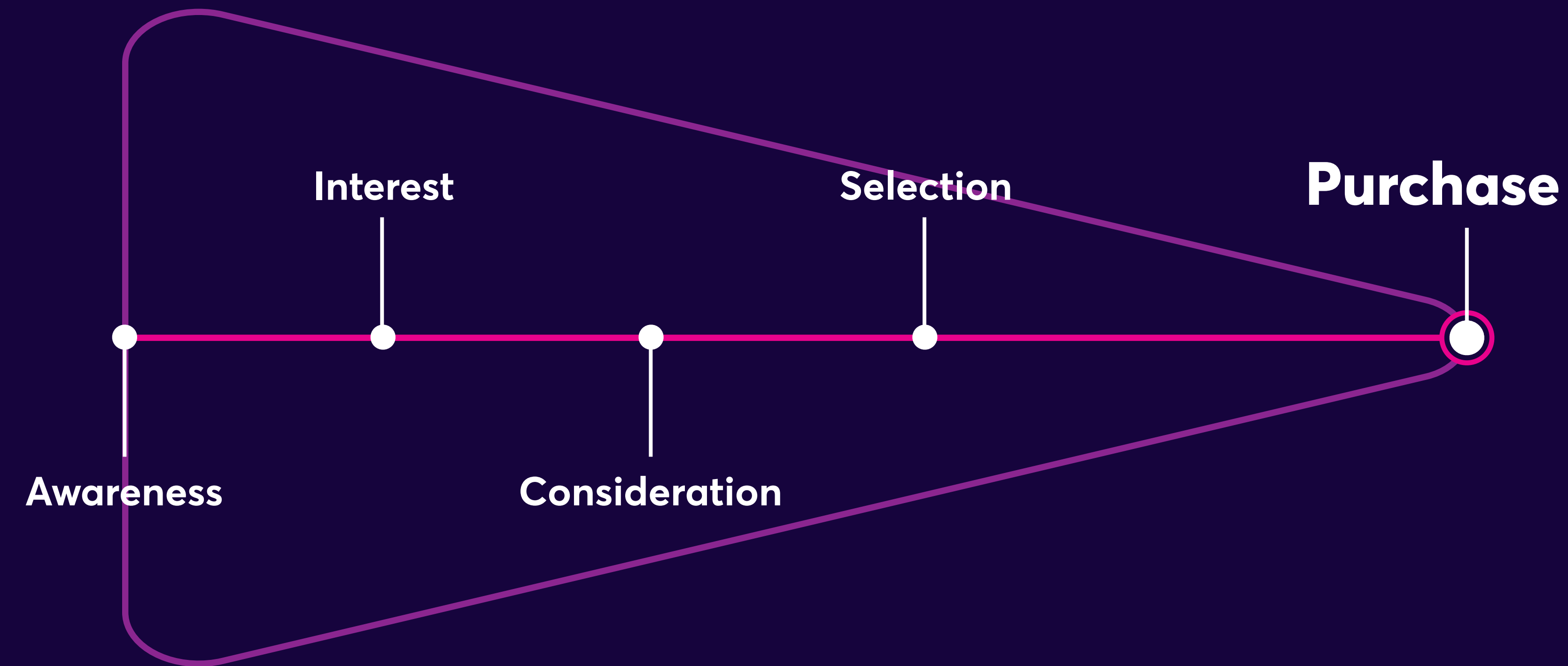
- Show why you matter.
- How can you change the lives of your customers to the better?

Own the purchase process



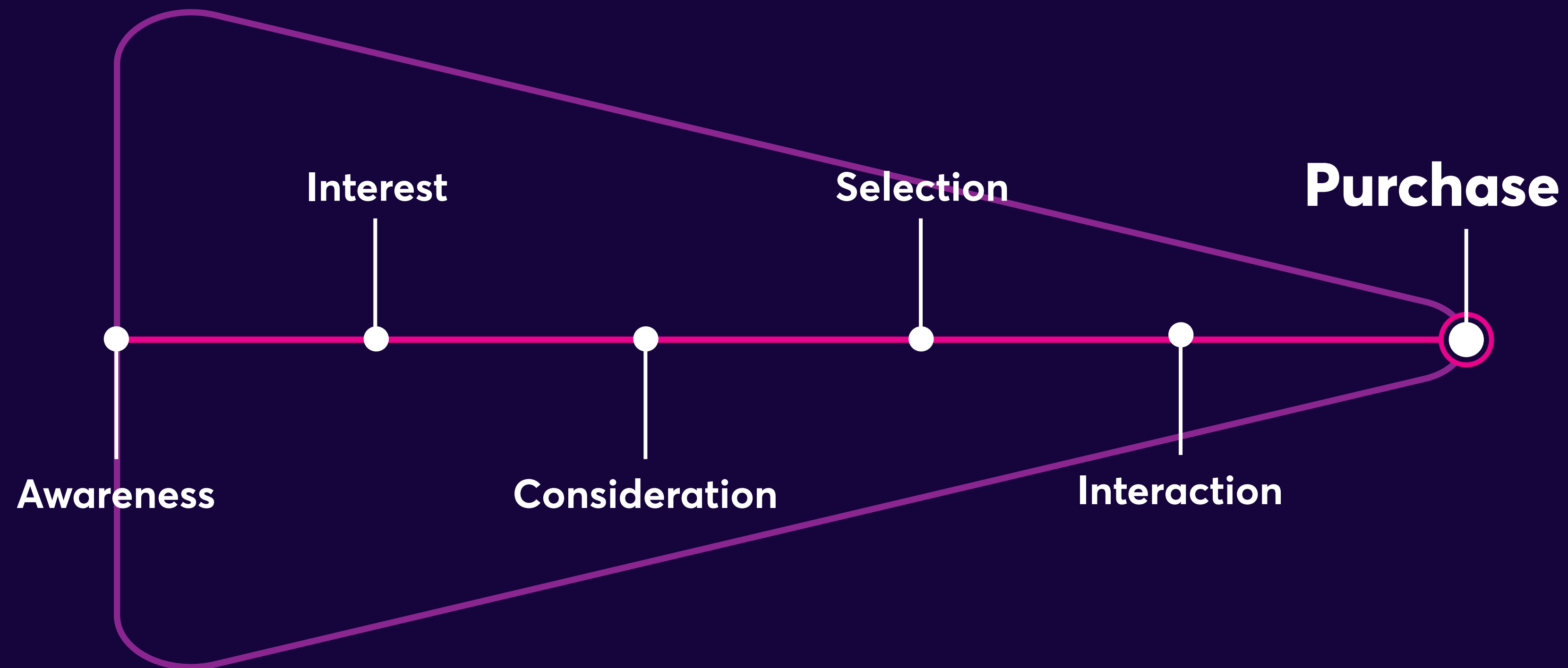
- Working with those who have shown interest and convincing them of your value to them

Own the purchase process



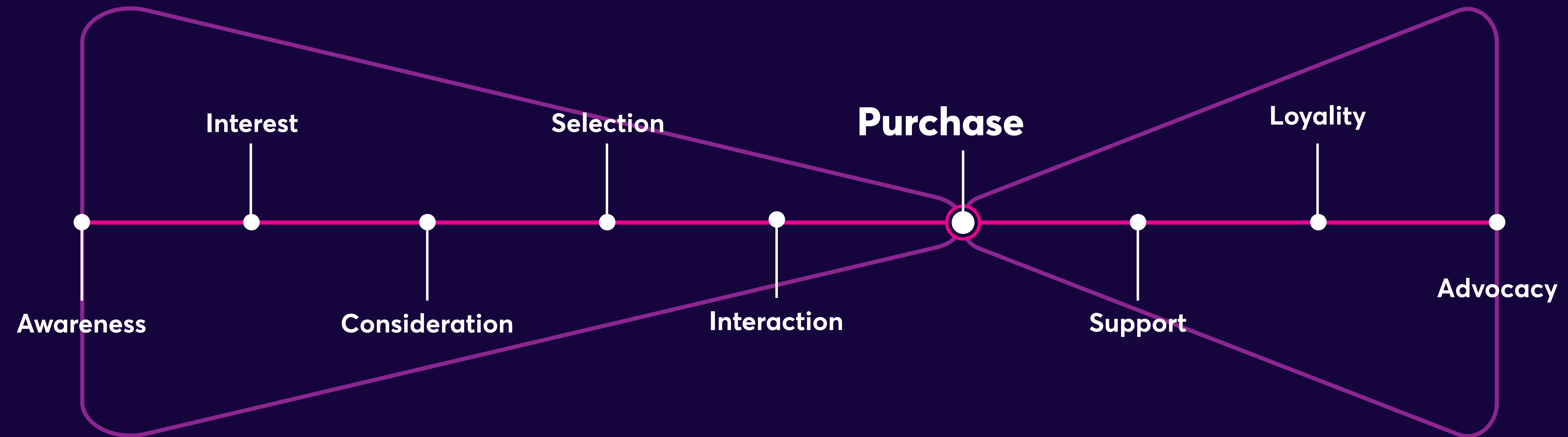
- **Help with the selection process, make sure the needed information and assistance is available**

Own the purchase process

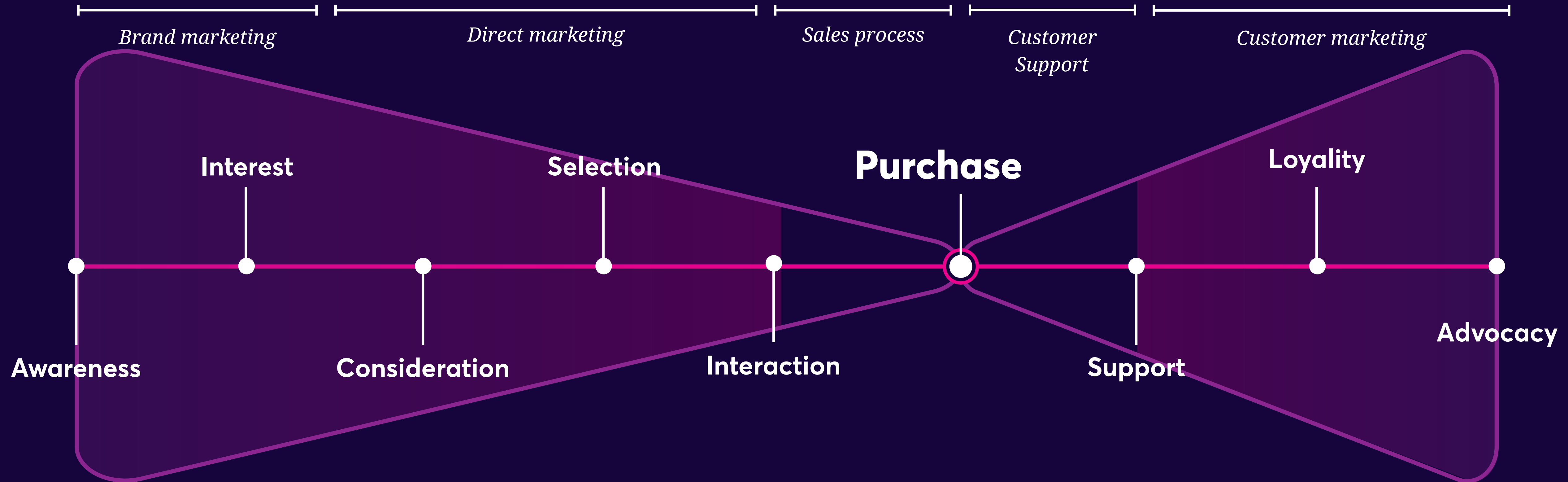


- **Be ready to help, and make sure your sales process is smooth and efficient**
- **Communicate with your customers**

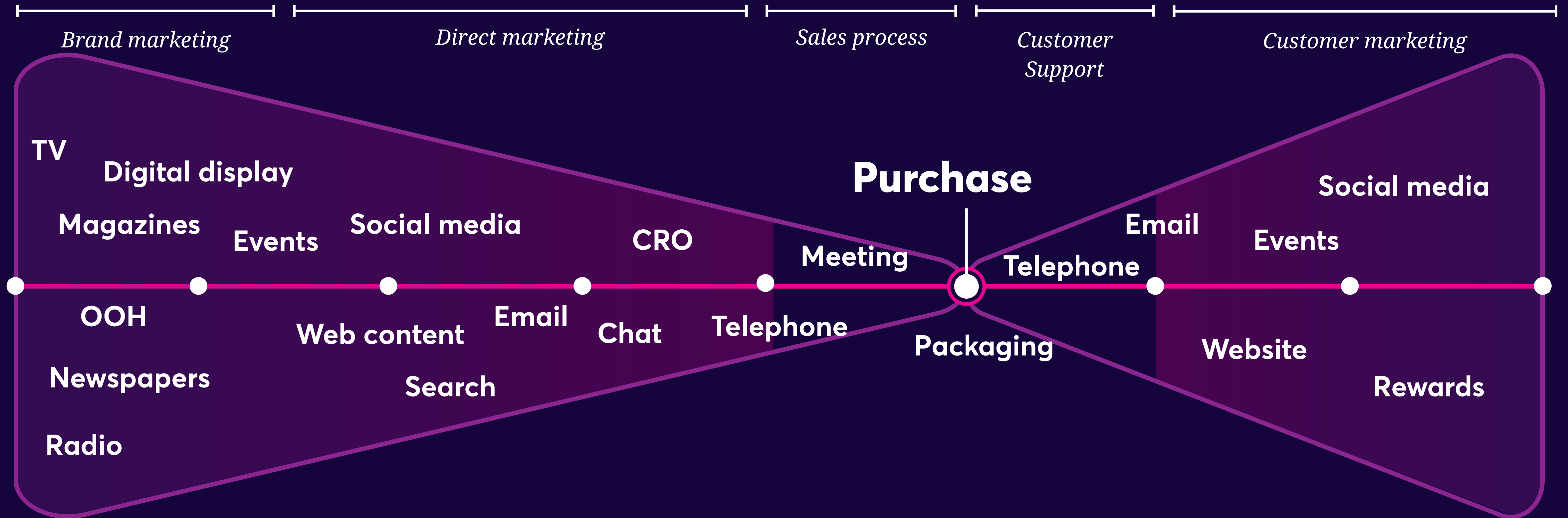
Work with your customers



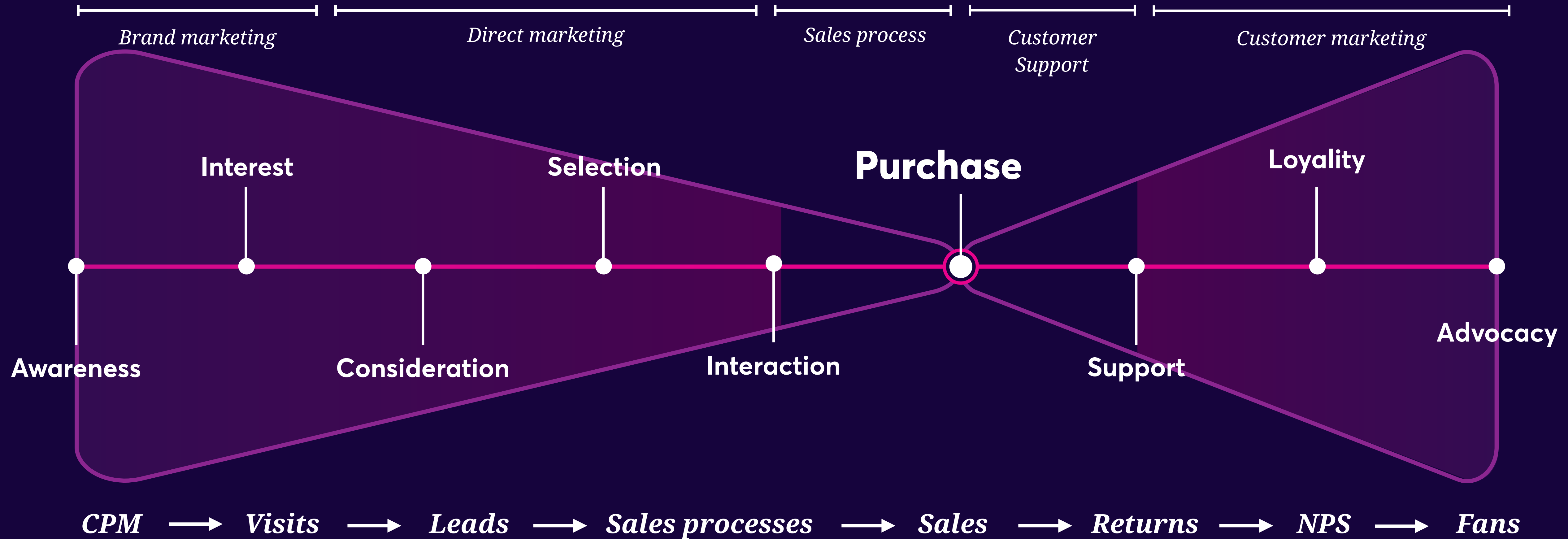
Use the right processes



Select the right tactics



Set targets and measure



That's not nearly all...

Know your competition



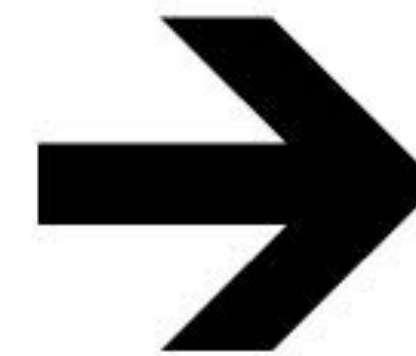
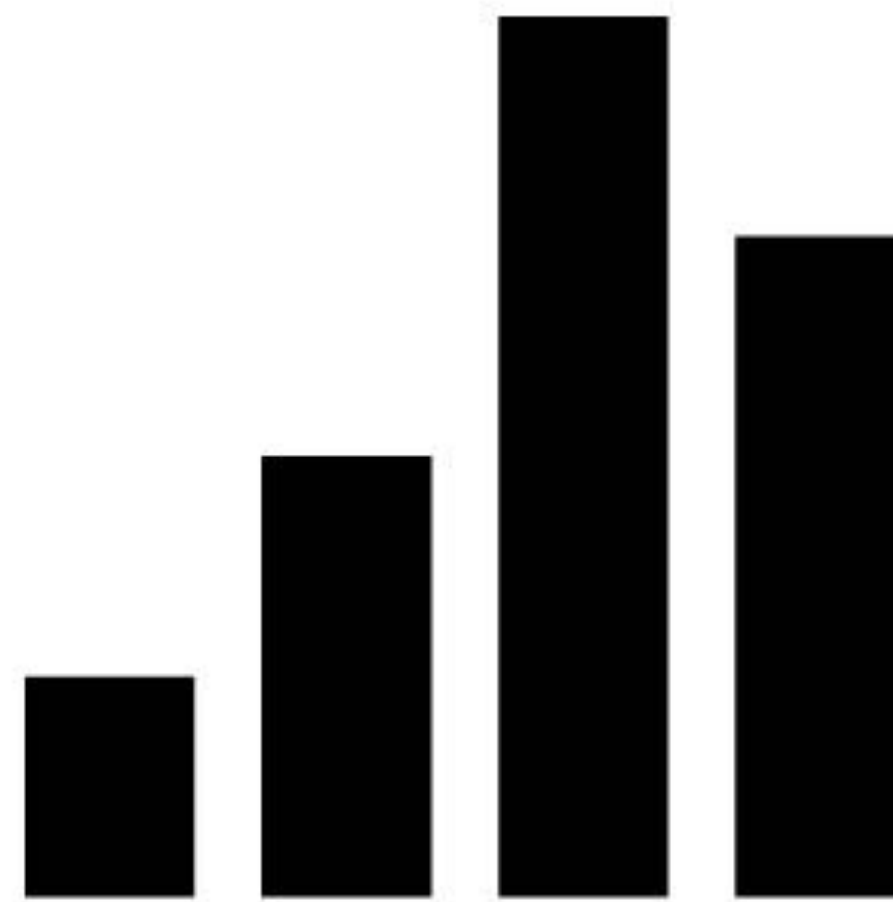
**Be true to
who you are**



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



**Build an
insight and
test**



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

Cases

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.

#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

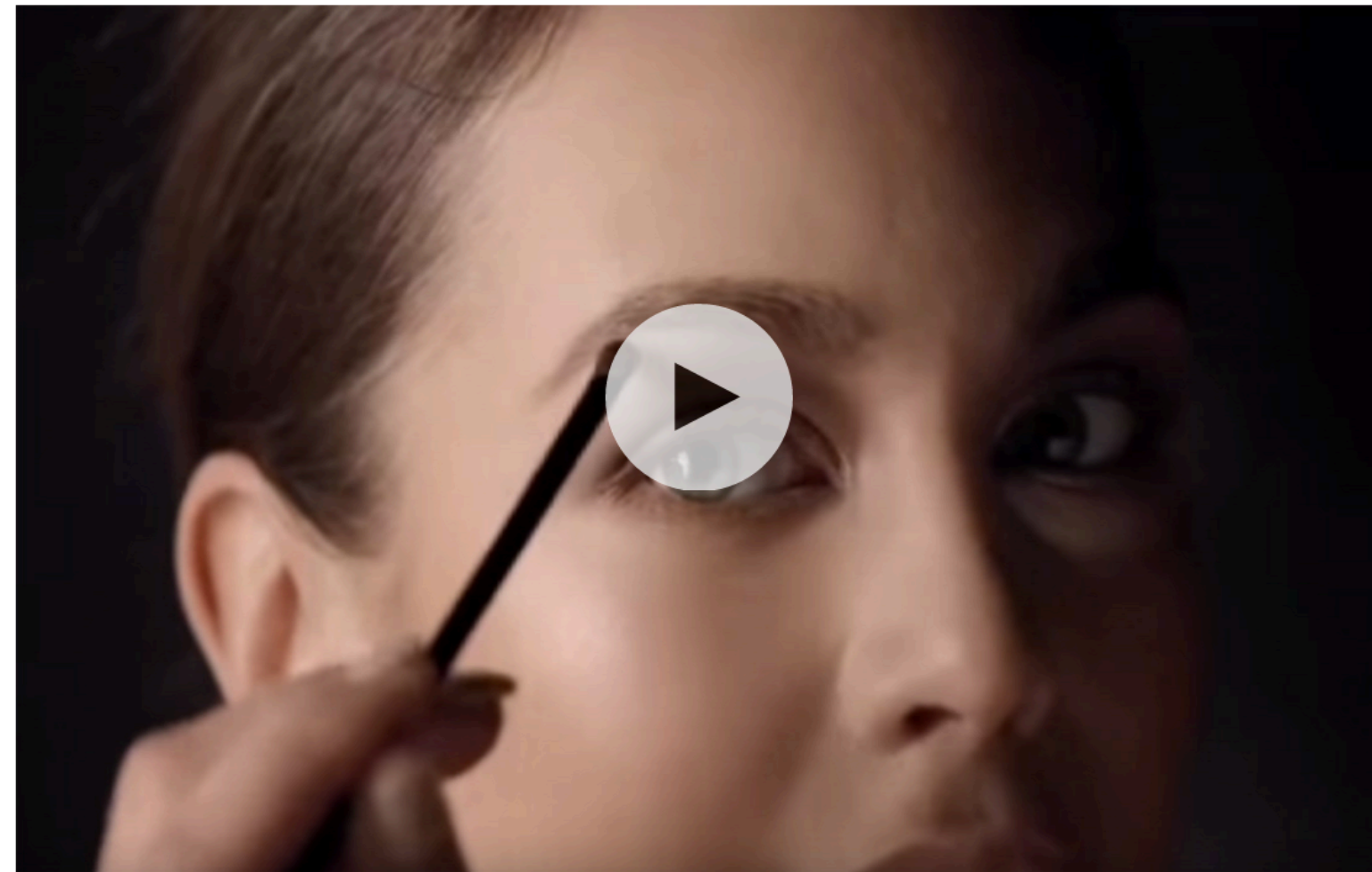
Takeaways

Tap into emotions

Strong idea can take you far

Empower people

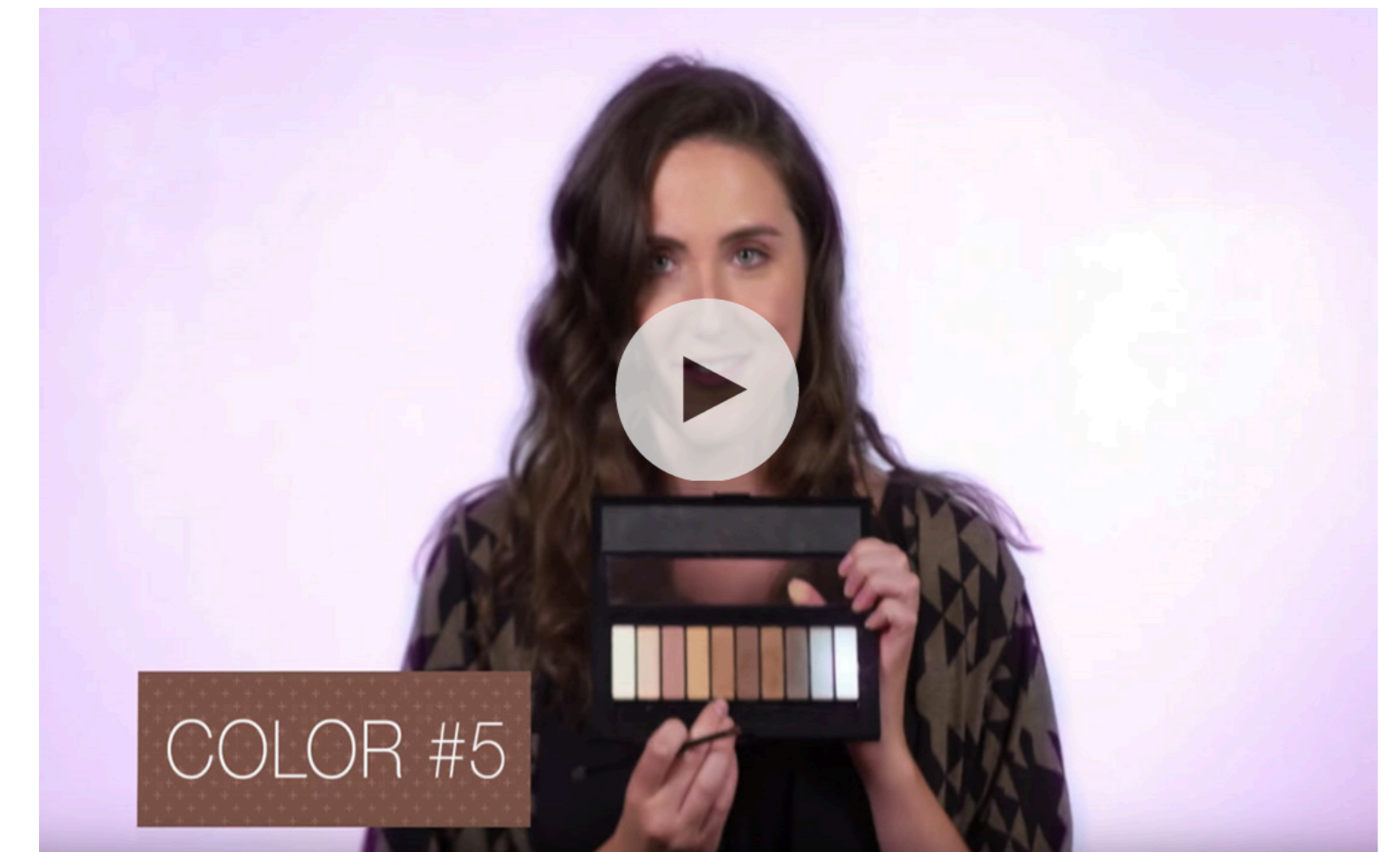
Loreal: Different content for different audiences



The Glam (branded ad 30sec)



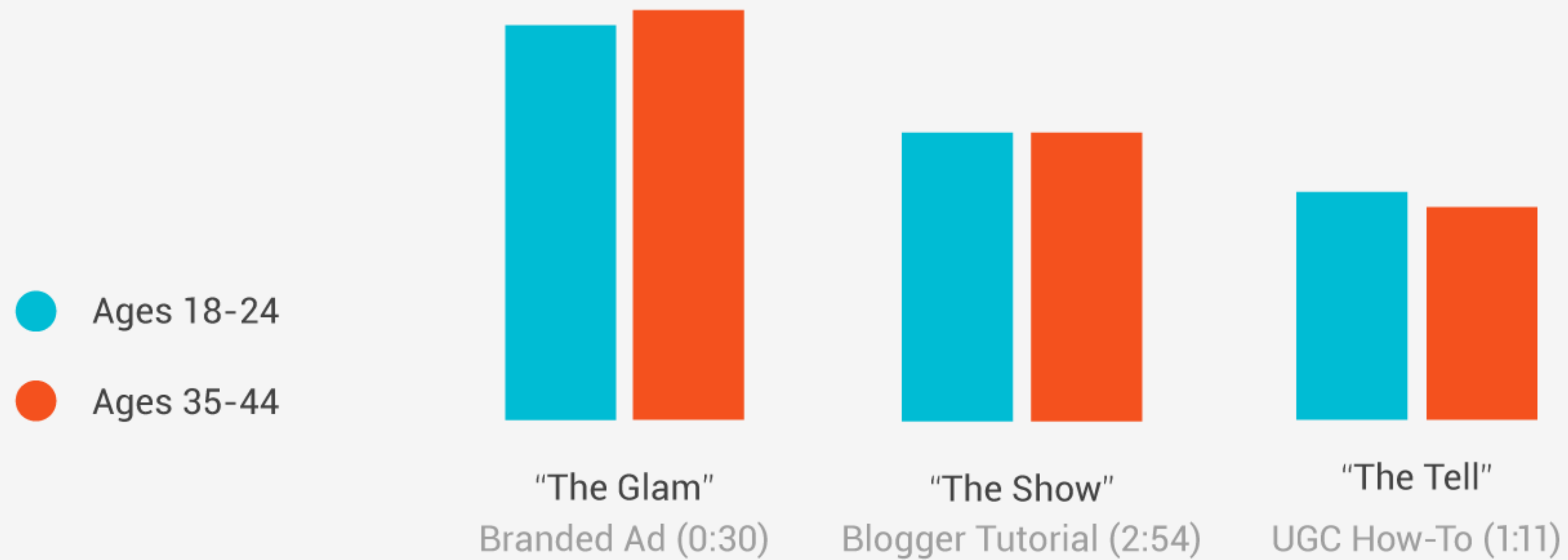
The Show (blogger tutorial 2:54)



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

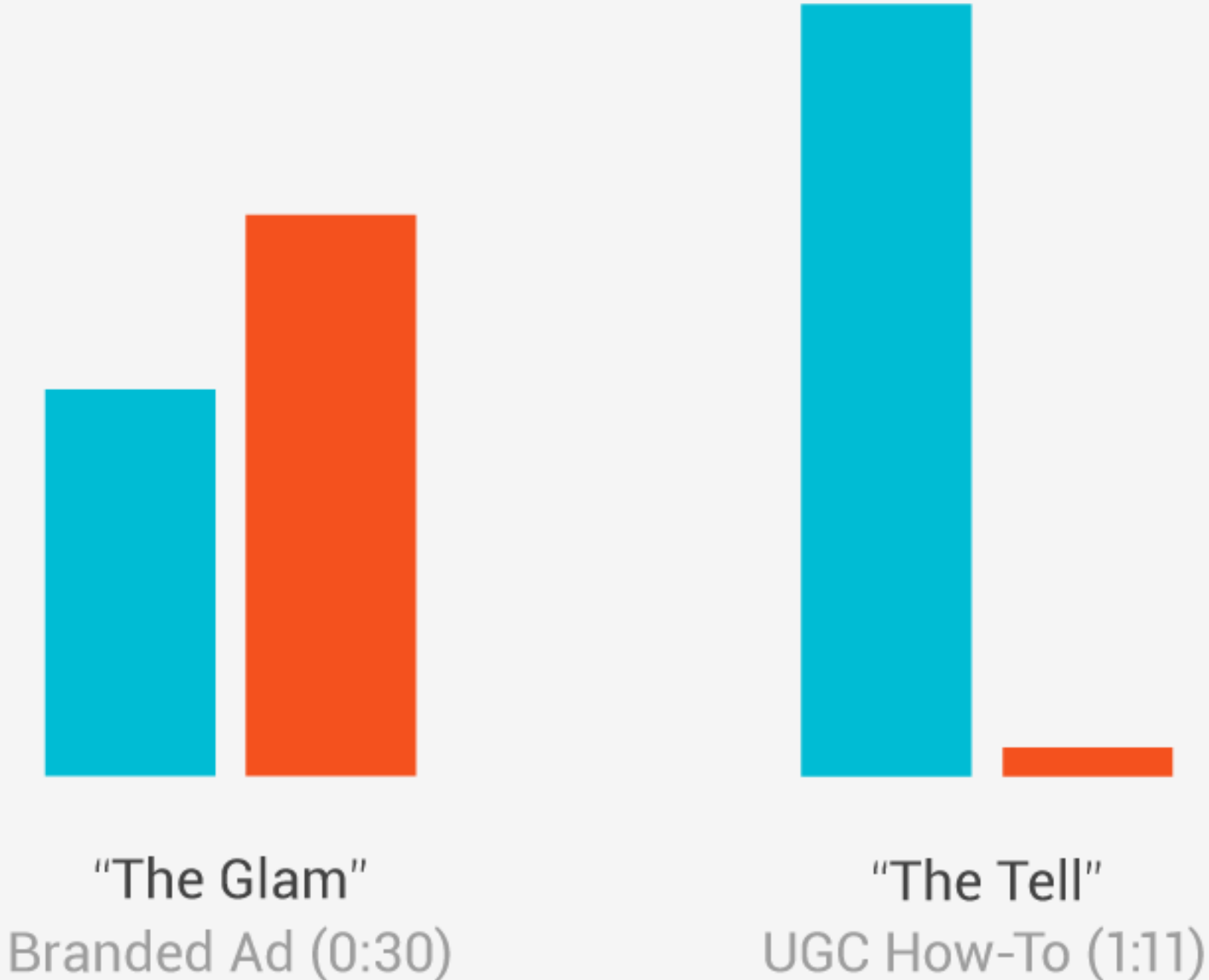


View-through rates were about **82% higher** for "The Glam" vs. "The Tell."

Source: Think with Google

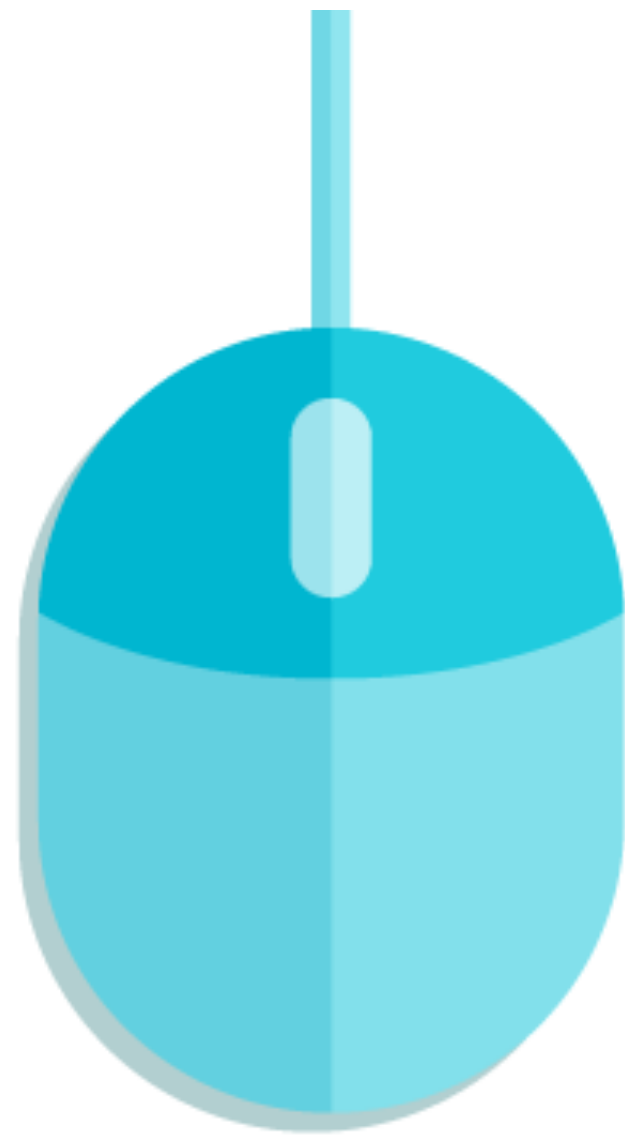
Ad Recall Across Age Groups

- Ages 18-24
- Ages 35-44



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

roister[®] WE
CREATE
DEMAND

ROISTER.FI

@ROISTERMKTG

#ROISTERMARKETING