Marketing in the Digital Age
People are bombarded with up to 3,000 marketing messages per day, up from 1,500 in 1965.

But, we still only have the ability to process less than 100 of those messages each day.

Today’s competition = Clutter
What is Branding?
Our Premise

You don't own a brand, you manage a brand.

What Customers Want

What You Provide

The Brand

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What is Branding?
Our Premise

Branding efforts should create a strong bond.

The Brand
The challenge has always been getting sign off on an artifact you can’t deliver.”

Jill Hewitt, Schematic
Chris Bernard, All Access Olympics
“Digital is a mindset, not a medium.”

Andrian Ho and Christian Erickson
Creativity: Bridging Traditional to Digital
There is an increasing demand for social networking in the corporate environment. (Valeria Maltoni, MIMA Summit 2008)

- 85% of people believe that companies should have a social media presence online.
- 53% of people say they would interact with companies with that presence.

But...

58% of Adults worldwide don’t know “what social networking is.”
Changes in the Marketing Landscape

Expect $4.6 B in spending by 2013 as large organizations embrace Web 2.0

![Graph showing total annual sales (US$ millions) for different technologies from 2007 to 2013]

<table>
<thead>
<tr>
<th>Technology</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networking</td>
<td>$149</td>
<td>$258</td>
<td>$437</td>
<td>$701</td>
<td>$1,063</td>
<td>$1,514</td>
<td>$1,997</td>
</tr>
<tr>
<td>RSS</td>
<td>$78</td>
<td>$120</td>
<td>$182</td>
<td>$262</td>
<td>$357</td>
<td>$463</td>
<td>$563</td>
</tr>
<tr>
<td>Blogs</td>
<td>$64</td>
<td>$118</td>
<td>$201</td>
<td>$290</td>
<td>$341</td>
<td>$355</td>
<td>$340</td>
</tr>
<tr>
<td>Wikis</td>
<td>$63</td>
<td>$108</td>
<td>$177</td>
<td>$259</td>
<td>$342</td>
<td>$410</td>
<td>$451</td>
</tr>
<tr>
<td>Mashups</td>
<td>$39</td>
<td>$61</td>
<td>$98</td>
<td>$165</td>
<td>$285</td>
<td>$458</td>
<td>$682</td>
</tr>
<tr>
<td>Podcasting</td>
<td>$33</td>
<td>$50</td>
<td>$76</td>
<td>$111</td>
<td>$158</td>
<td>$214</td>
<td>$273</td>
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<tr>
<td>Widgets</td>
<td>$29</td>
<td>$47</td>
<td>$75</td>
<td>$118</td>
<td>$175</td>
<td>$250</td>
<td>$340</td>
</tr>
</tbody>
</table>

Total: $455, $764, $1,246, $1,906, $2,721, $3,664, $4,646 (numbers have been rounded)

©2008 BrandExtract, LLC  G. Oliver Young, Forrester Research
The Benefits are Hard to Gauge

Depending on which tactic companies use, between 30 and 36% of respondents said it was “Too early to tell” whether using social media translated into marketing success.

In contrast, 25% said landing pages and Webinars successfully helped them generate leads in a measurable way.
The World of Web 2.0
The World of Web 2.0

- 94% of respondents used the tools for **internal use** and included things such as managing knowledge, fostering collaboration and enhancing company culture.

- 87% said they used Web 2.0 tools to **interface with customers** in areas such as customer services, acquiring new customers and facilitating customer interaction.

- Seventy-five percent of people said they used the tools to **interface with partners and suppliers**.
Which Brands Use Social Media Marketing?

Examples:
• Accenture
  – Blogging, Nine corporate blogging
  – Podcasting: Five corporate podcasts
• American Express
  – Blogging: OPEN Forum
• Bank of America
  – Online video and Social networks: Medal Me! Facebook application
• Dell
  – Blogging, Brand Monitoring: Uses conversation monitoring from Visible Technologies, Crowdsourcing, Microblogging: 22 corporate accounts on Twitter and Virtual Worlds: Second Life island
Do You Think You’re Too Conservative?

Consider IBM.

- Blogging: 125 corporate blogs
- Forums: developerWorks
- Microblogging: Smart SOA SocialNetwork ((S3N)) Team on Twitter
- Online video: Rational Heroes Machinima videos and Meet Mr. Fong on YouTube
- Podcasting: developerWorks72 and Social Networking Now
- Social networks: Rational Heroes community space
- Strategy: Internal social computing guidelines
- Virtual Worlds: IBM Business Center and Rational Software Conference/Hipihi in Second Life
- Wikis: developerWorks
Examples of huge brands using Twitter for business

- To update customers of the company deals and coupon codes:
  - Dell has created a number of Twitter profiles, each meant for different types of deals (e.g. DellOutlet posts recent refurbished Dell computer offers).
  - Starbucks posts new offers and also participates in threaded discussions of these offers with their Twitter-followers.

- To offer an alternative customer support option:
  - JetBlue offers Twitter-based customer service (notice, they even provide the customer support employee’s name currently on duty).
  - TheHomeDepot “moonlights on Twitter to help their customers.”
Examples of huge brands using Twitter for business

- To get closer to customers:
  - Via their Twitter profile Southwest Airlines run non-official, entertaining discussions with their customers.
  - Whole Foods Market asks what their clients like to read and watch, recommends new food podcasts and invites them to the company upcoming events.

- To react to customers’ feedback:
  - Popeyes answers their clients’ feedback in an entertaining tone and also updates their Twitter listeners of the current deals and discounts.
Twitter for Business

Examples of huge brands using Twitter for business

- To post company news:
  - BreakingPoint posts updates of the company and industry news and also discusses it with their Twitter-listeners.
  - Ford posted the company internal news

- To promote the corporate blog:
  - Kodak Chief Blogger both posts the company blog updates and discusses them with the company customers.
Second Life

Transforming the way we transform our clients

- A virtual world that aims to be a 3D version of the internet
- “Getting Real about Business in Second Life”
- 80% of internet users will visit sites like Second Life by 2011
- Advantages include:
  - More interaction - the ability to see people standing around you and you can interact with those people looking at the same information
  - Virtual conferences and product launches online - guide participants
Big companies are increasing using virtual communities to promote their brands

- To test market future product lines
- Foster brand loyalty
- Generate buzz
- A few companies include:
  - Sun Microsystems
  - Reuters
  - Adidas
  - Toyota
Facebook Business Pages

A unique experience where users can become more deeply connected with your business or brand.

- Same functionality and features as an individual's pages
- Company overview, mission and product text boxes
- Ability to plug in an RSS feed
- Viewable outside Facebook's walled content garden
- Search engine readable & optimizable
- External links to website(s)
“As the pace of business quickens and the number of Brands multiplies, IT IS CUSTOMERS, NOT COMPANIES that decide which Brands live and which Brands die.”

Marty Neumeier, ZAG
Integrated Marketing Campaigns

• Uson, LP
• Total Safety
• Varel International
• Fulbright & Jaworski
• Chevron Heavy Iron
Conclusion

For more about our work and culture:

http://www.brandextract.com
http://brandextract.blogspot.com

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