#21_ Managing Digital Communications: Online, social media and mobile

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Data & Trends: an overview

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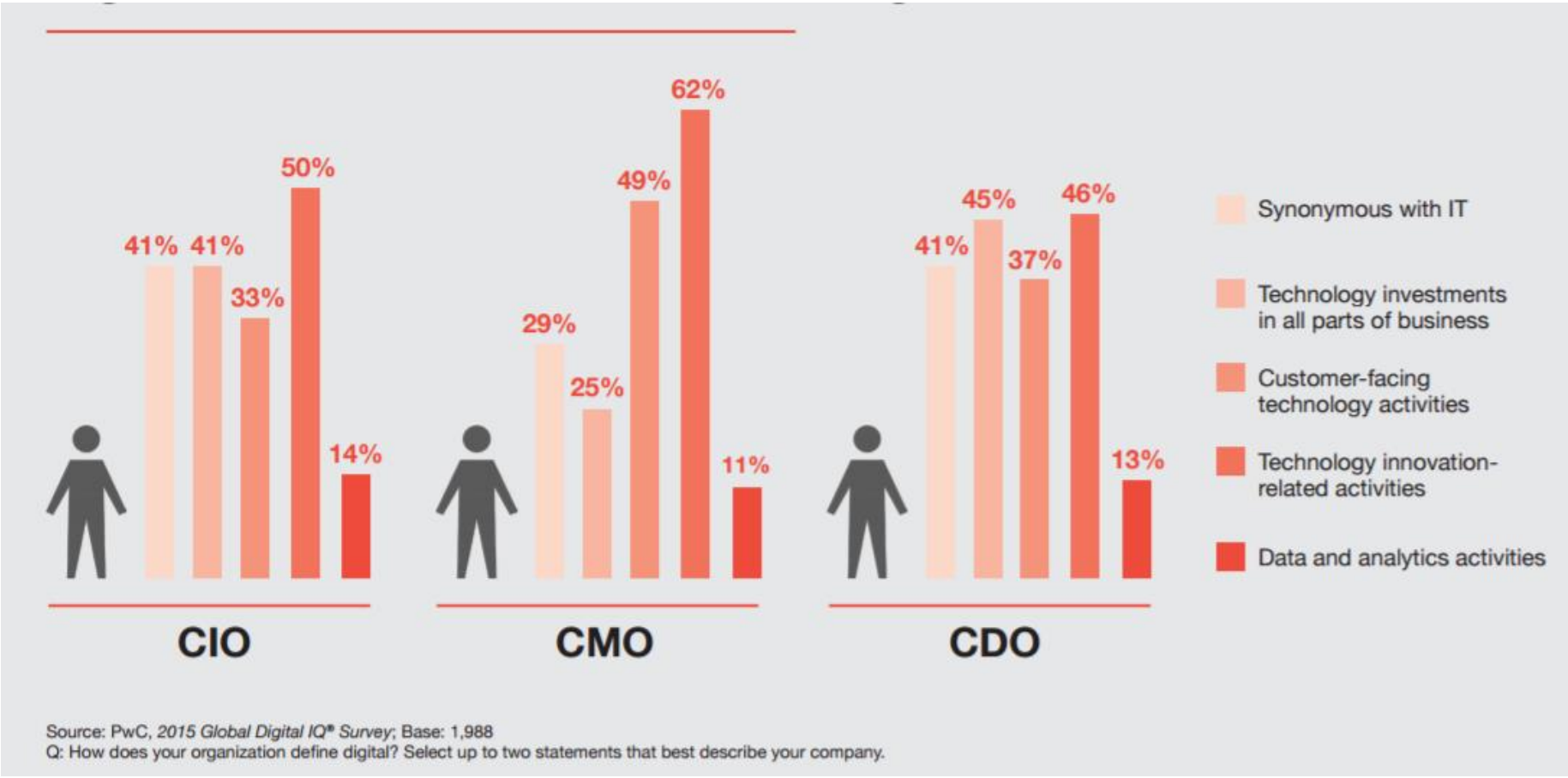
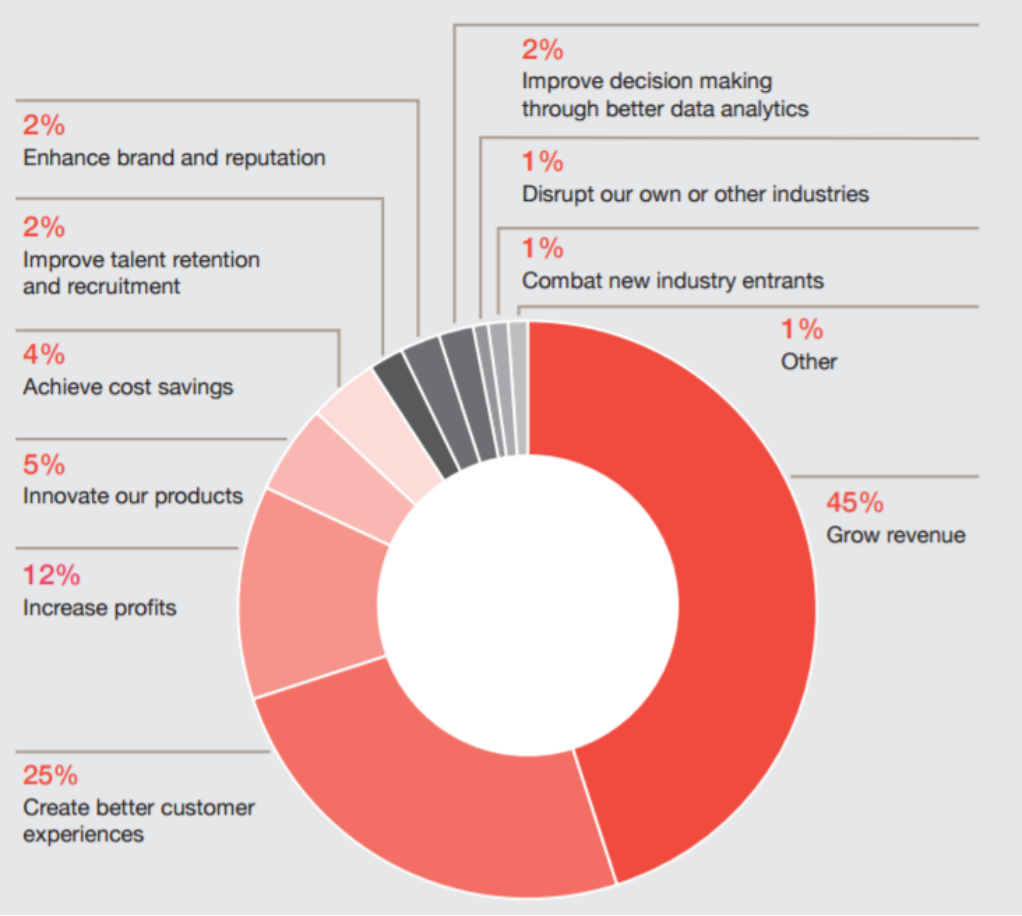
PWC: How leaders see digital



Source: PwC, *2015 Global Digital IQ® Survey*; Base: 1,988
Q: How does your organization define digital? Select up to two statements that best describe your company.

MANAGING DIGITAL COMMUNICATIONS: SOME DATA

PWC: Digital value (perceived by managers)



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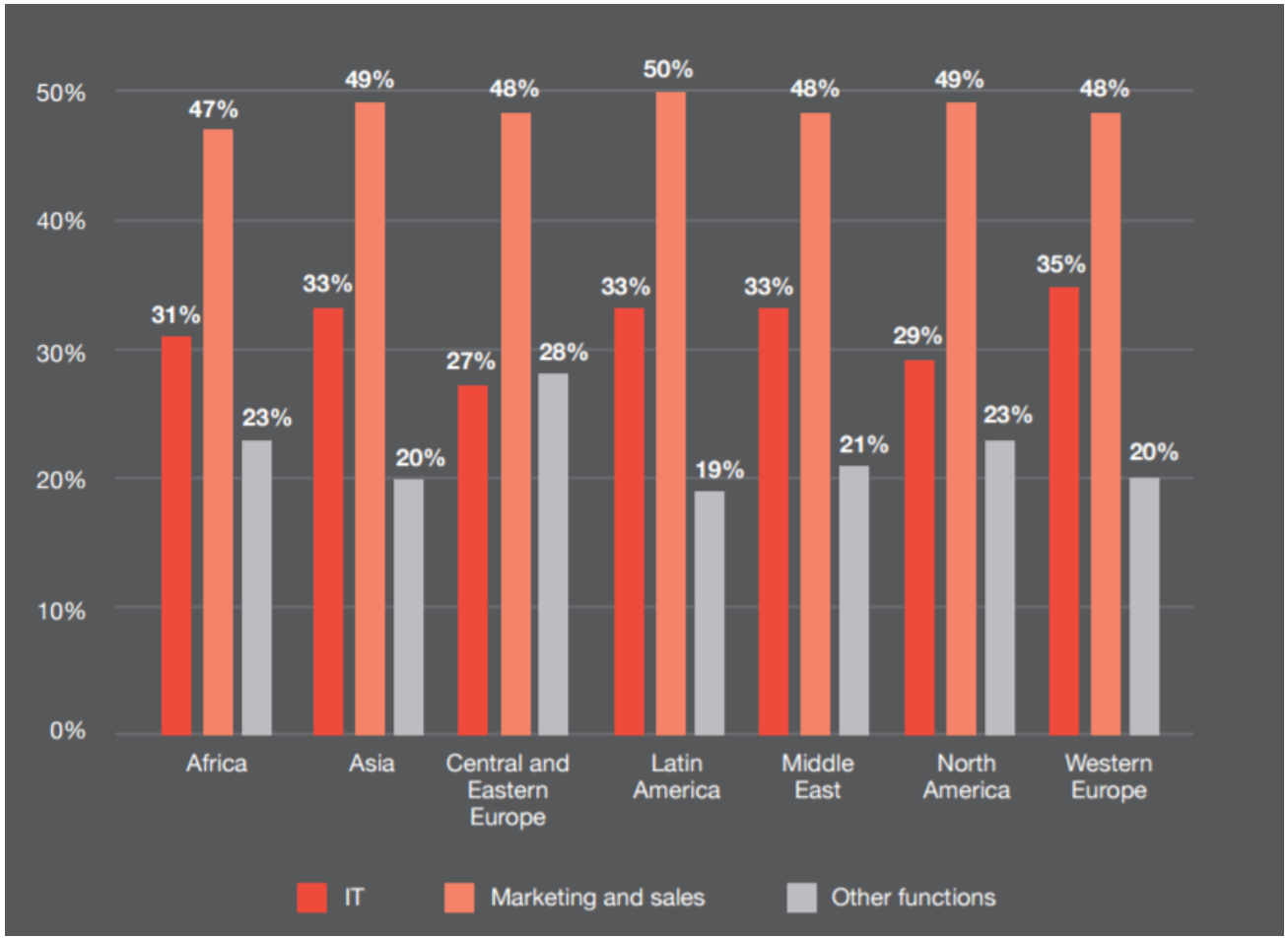
PWC: Digital spending for customer efforts surpasses IT



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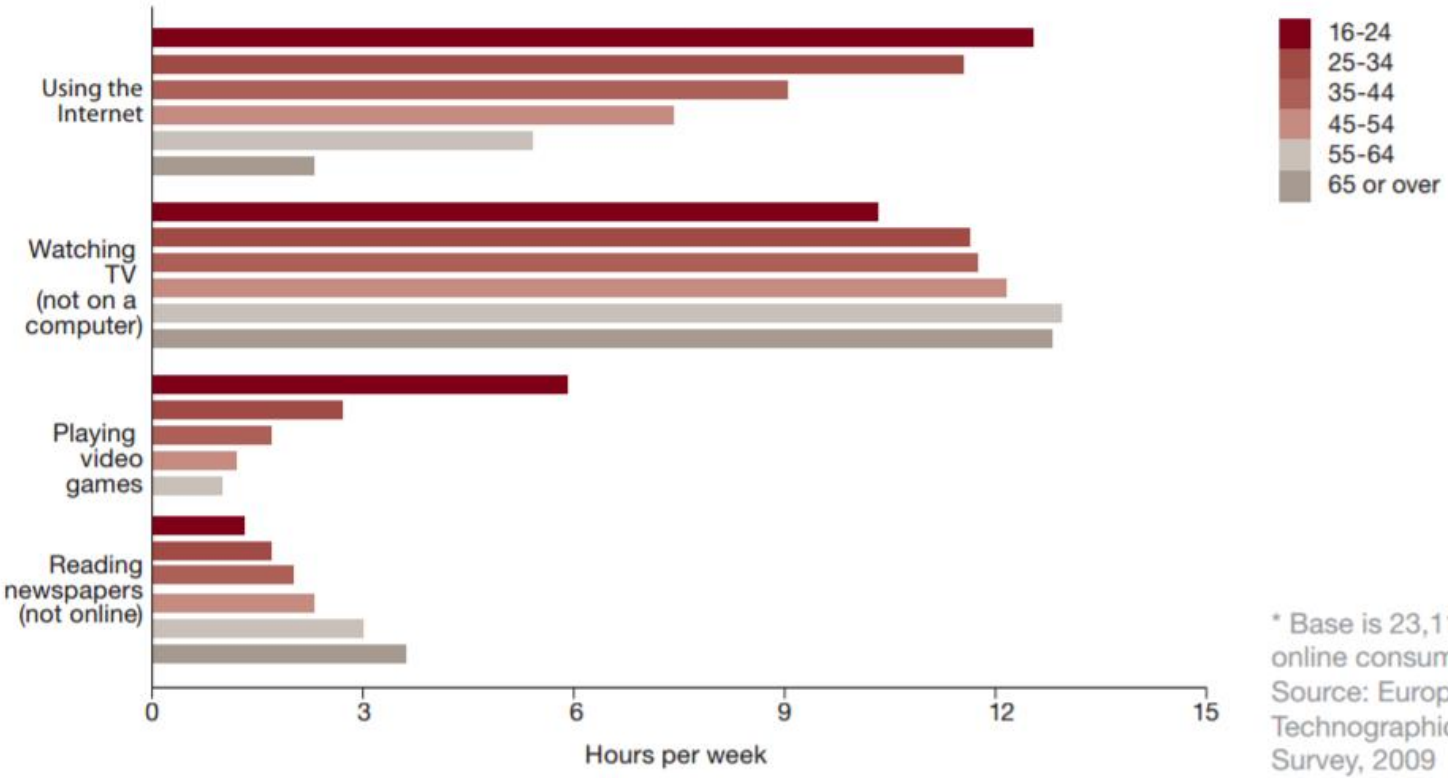
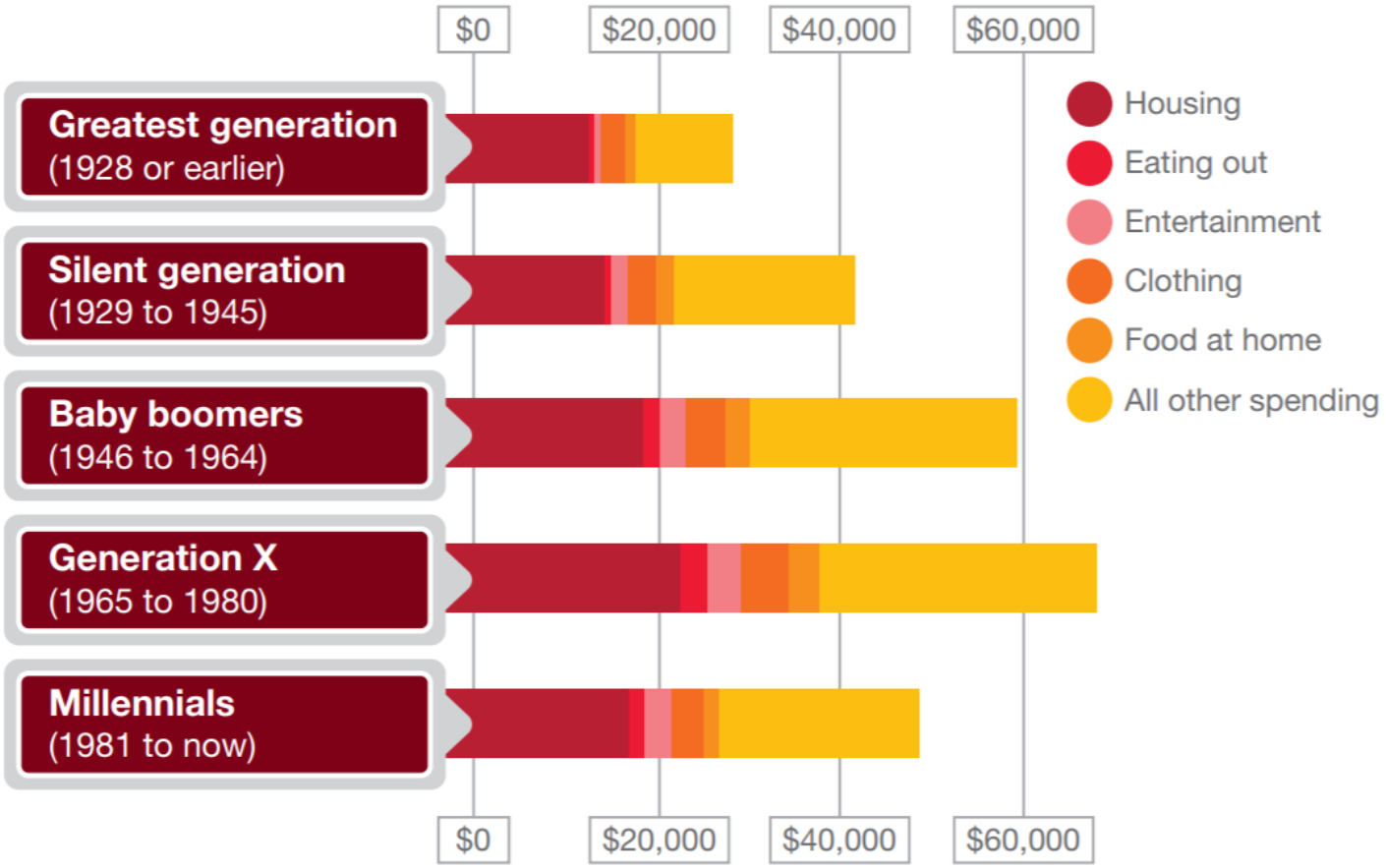
European Internet usage by age

Typical weekly hours spent on each activity*



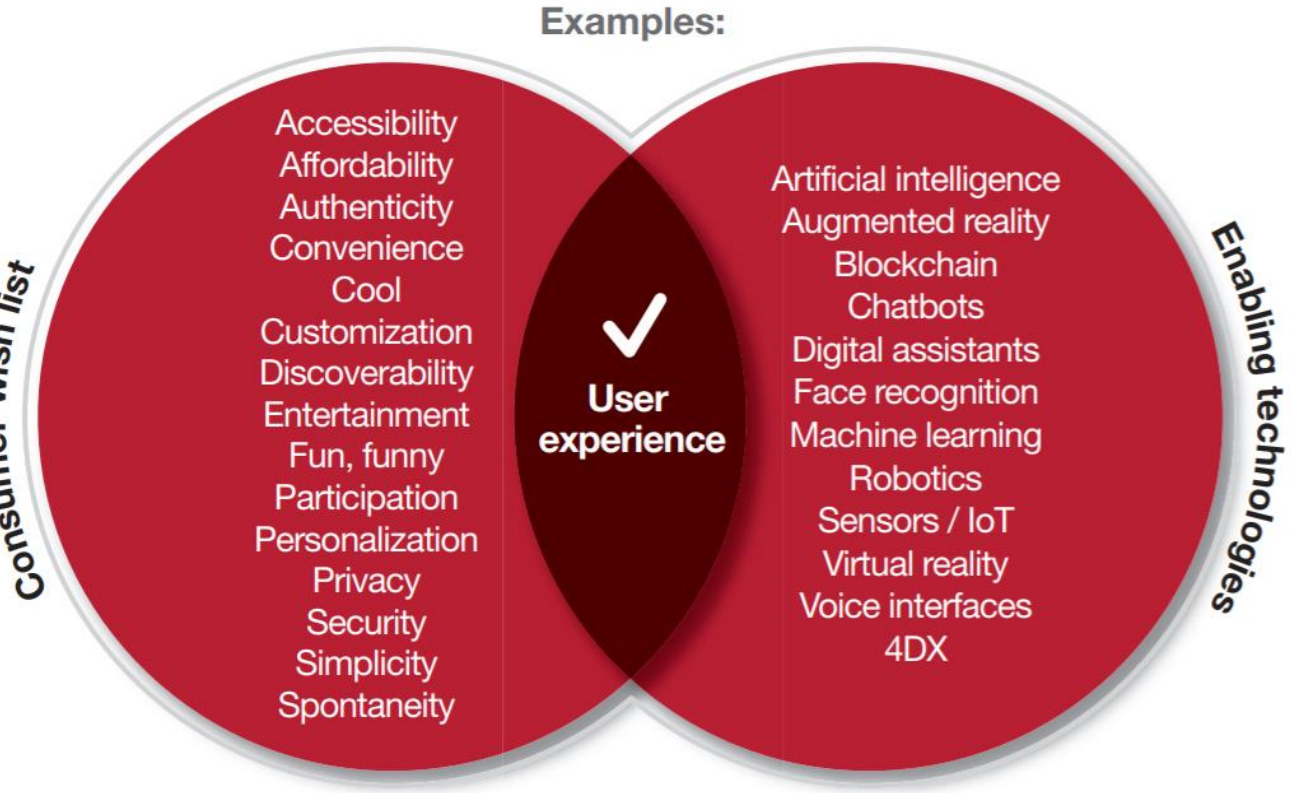
* Base is 23,119 European online consumers.
Source: European Technographics Benchmark Survey, 2009

PWC: Going beyond advertising. Household spending on generation



Source: U.S. Department of Labor, Nov. 2016 (based on analysis of generational data from the Bureau of Labor Statistics)

PWC: User experience is the king



What about advertising and the difference between old and new media?

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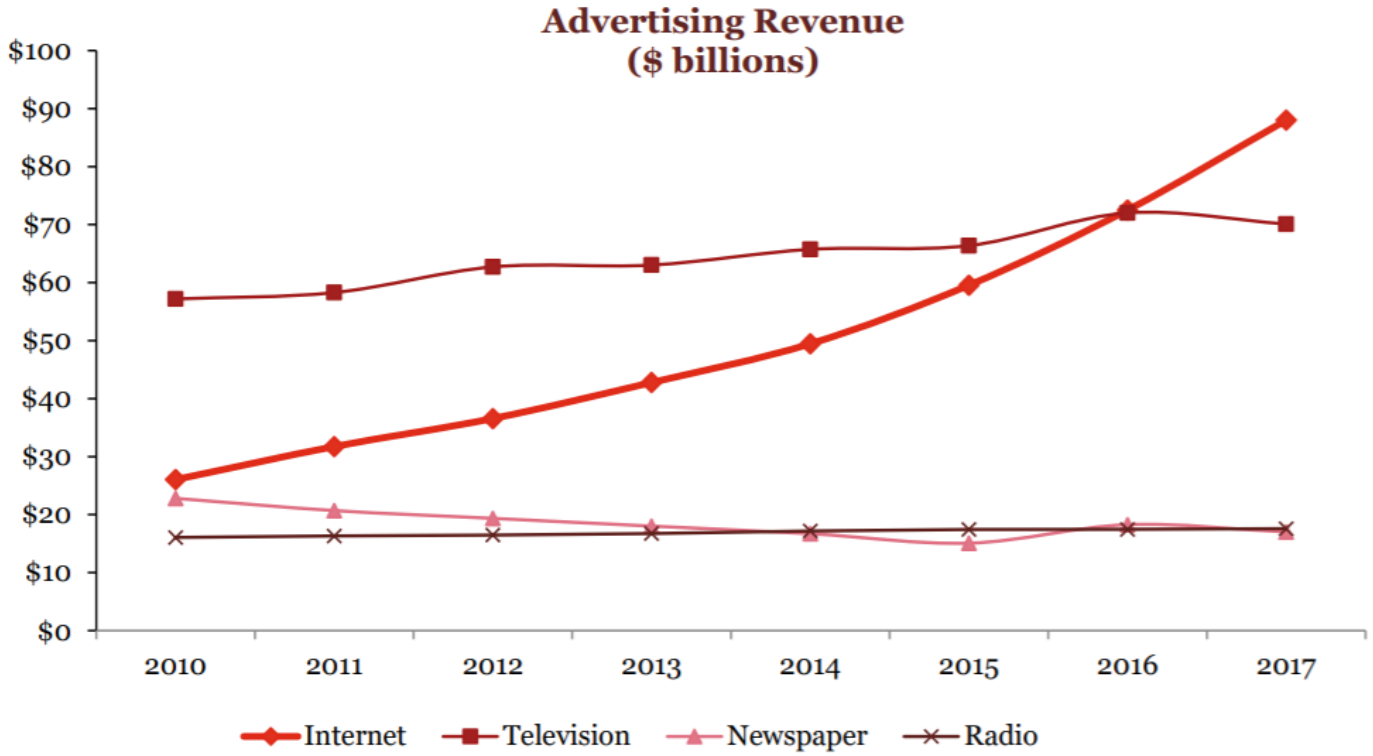
Historical advertising market share



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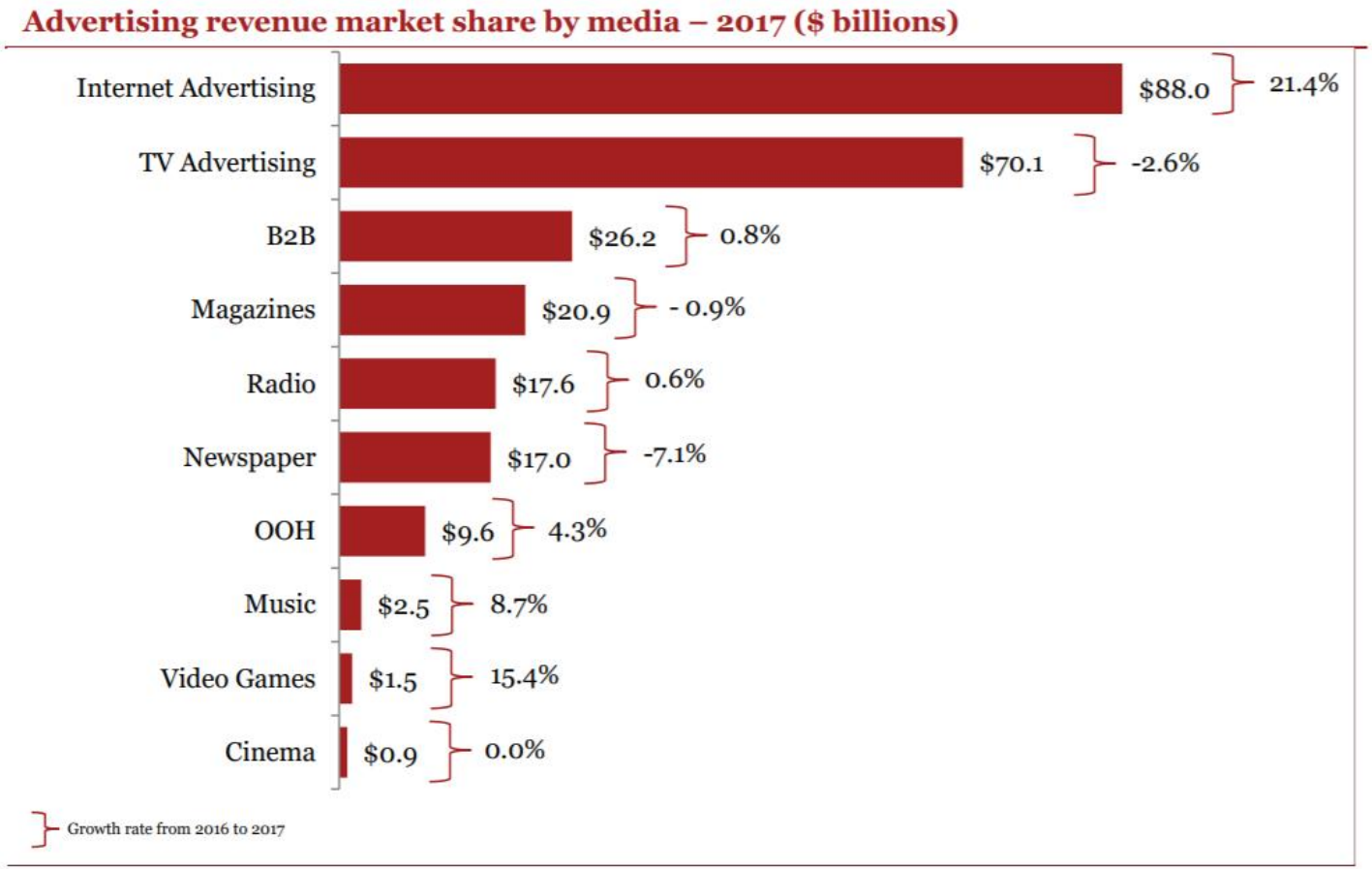

IAB internet advertising revenue report
2017 full year results
An industry survey conducted by PwC and sponsored by the Interactive Advertising Bureau (IAB)

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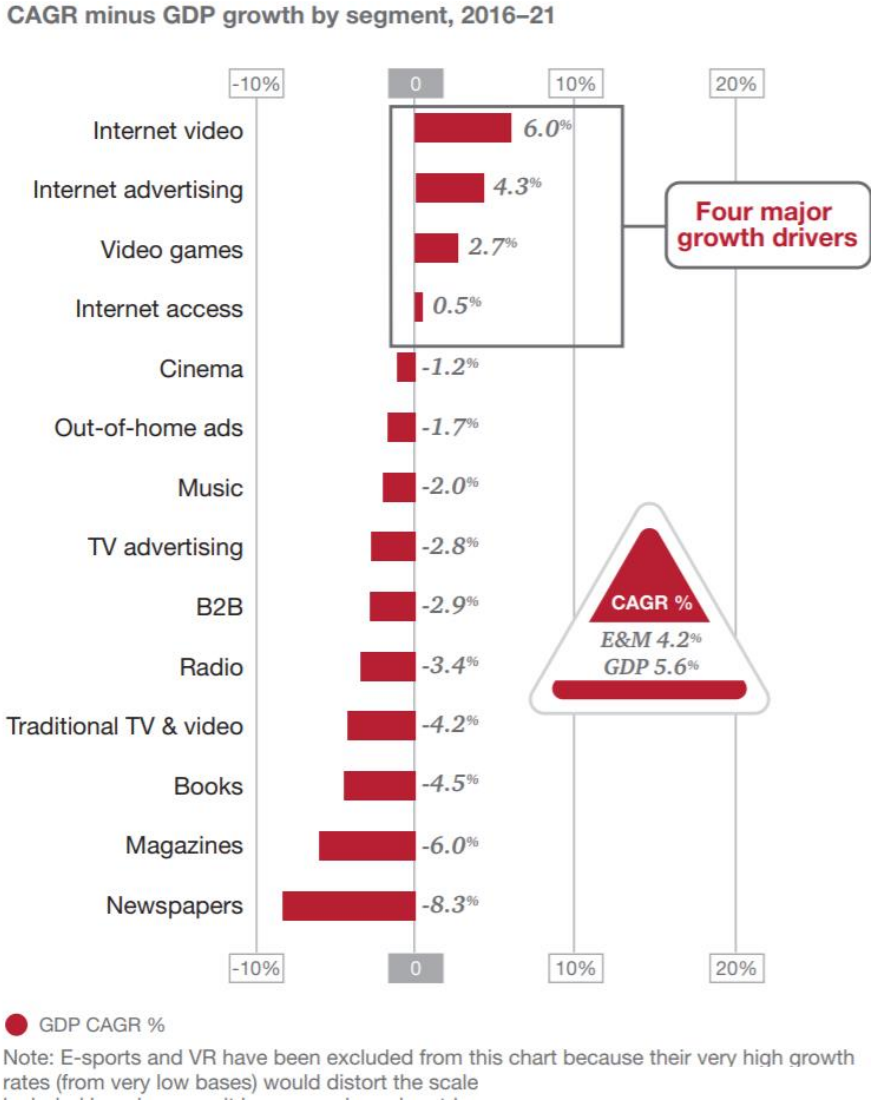
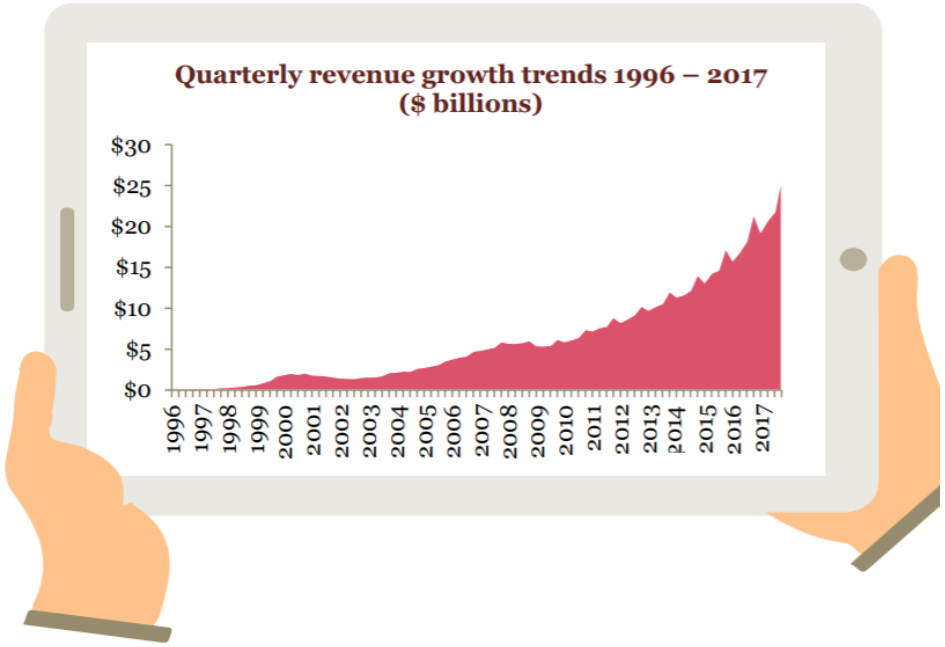
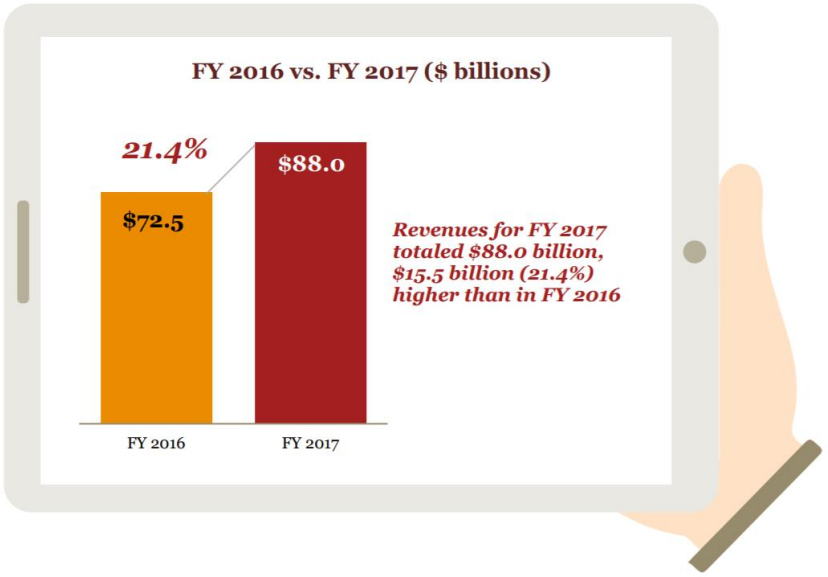
What happens if we focus on the E&M industry?



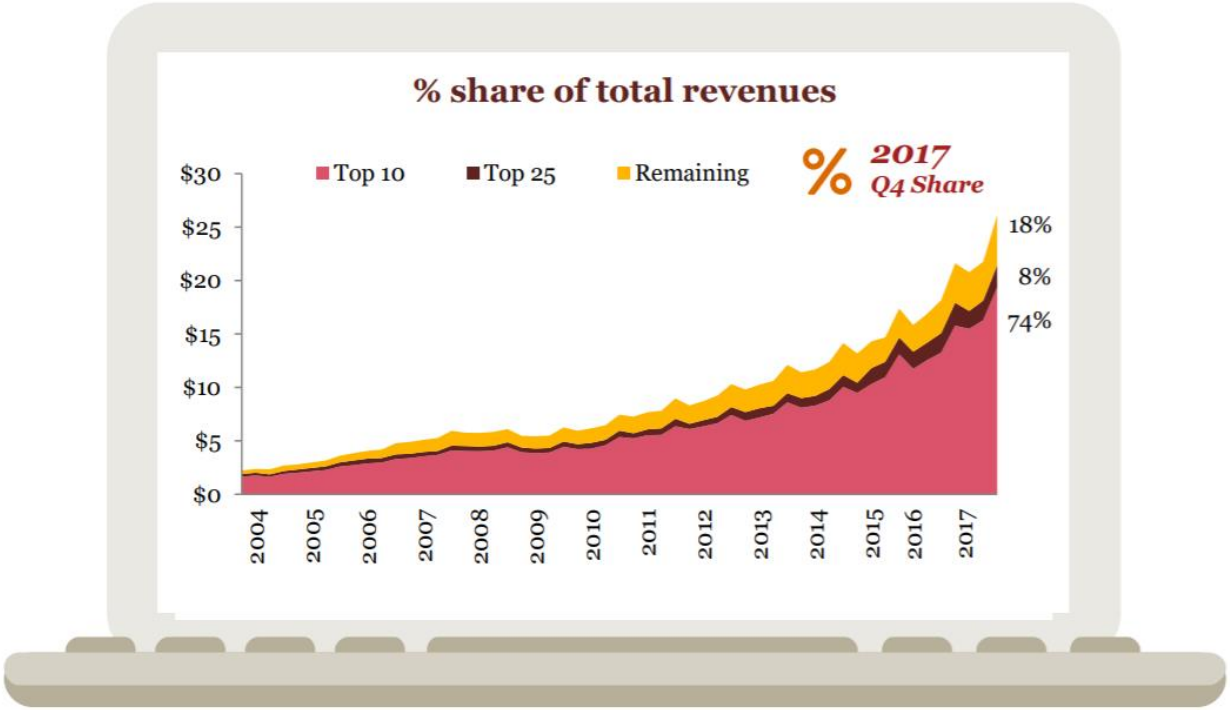
What are the ads data trend if we focus on digital?

PWC: growth trends internet advertising





PWC: Drivers of the growth



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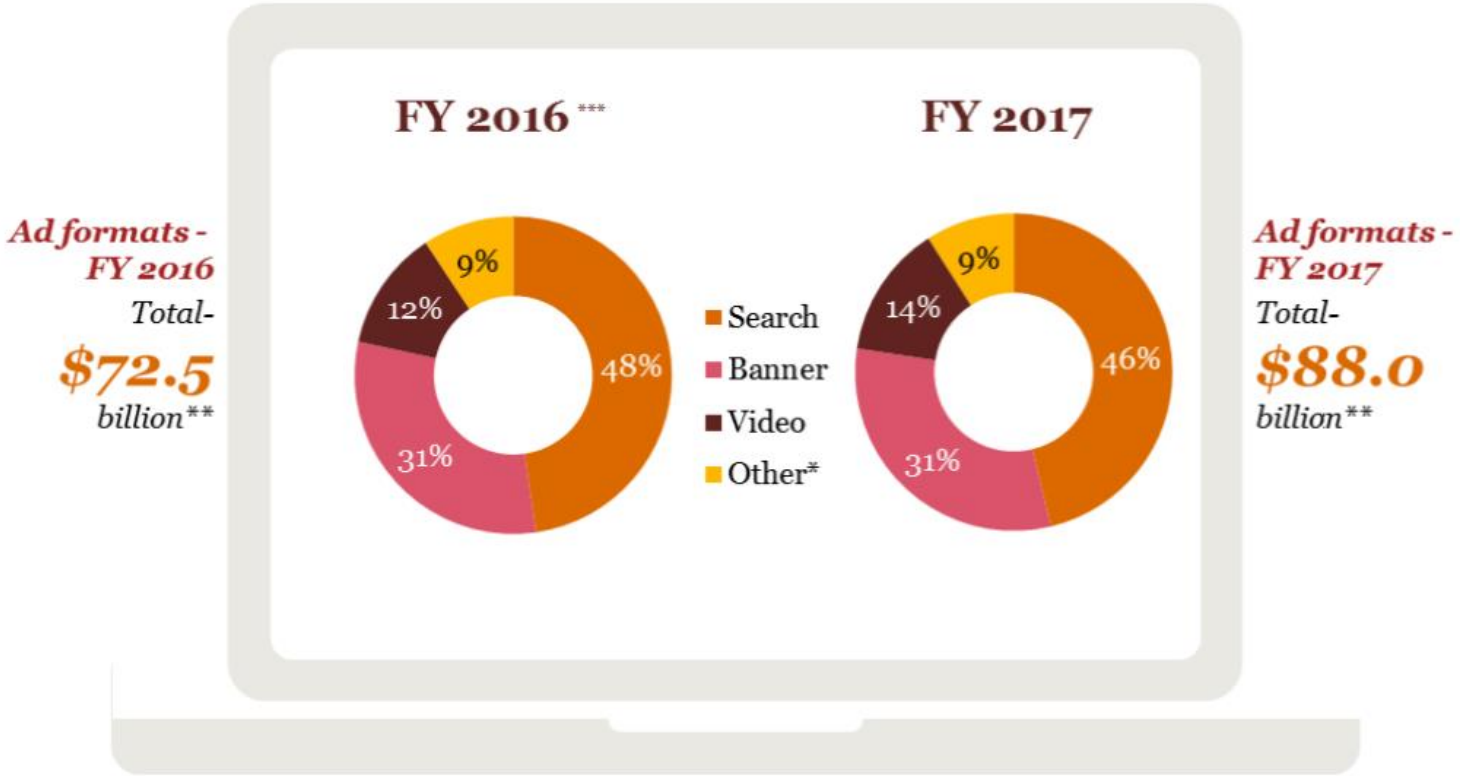

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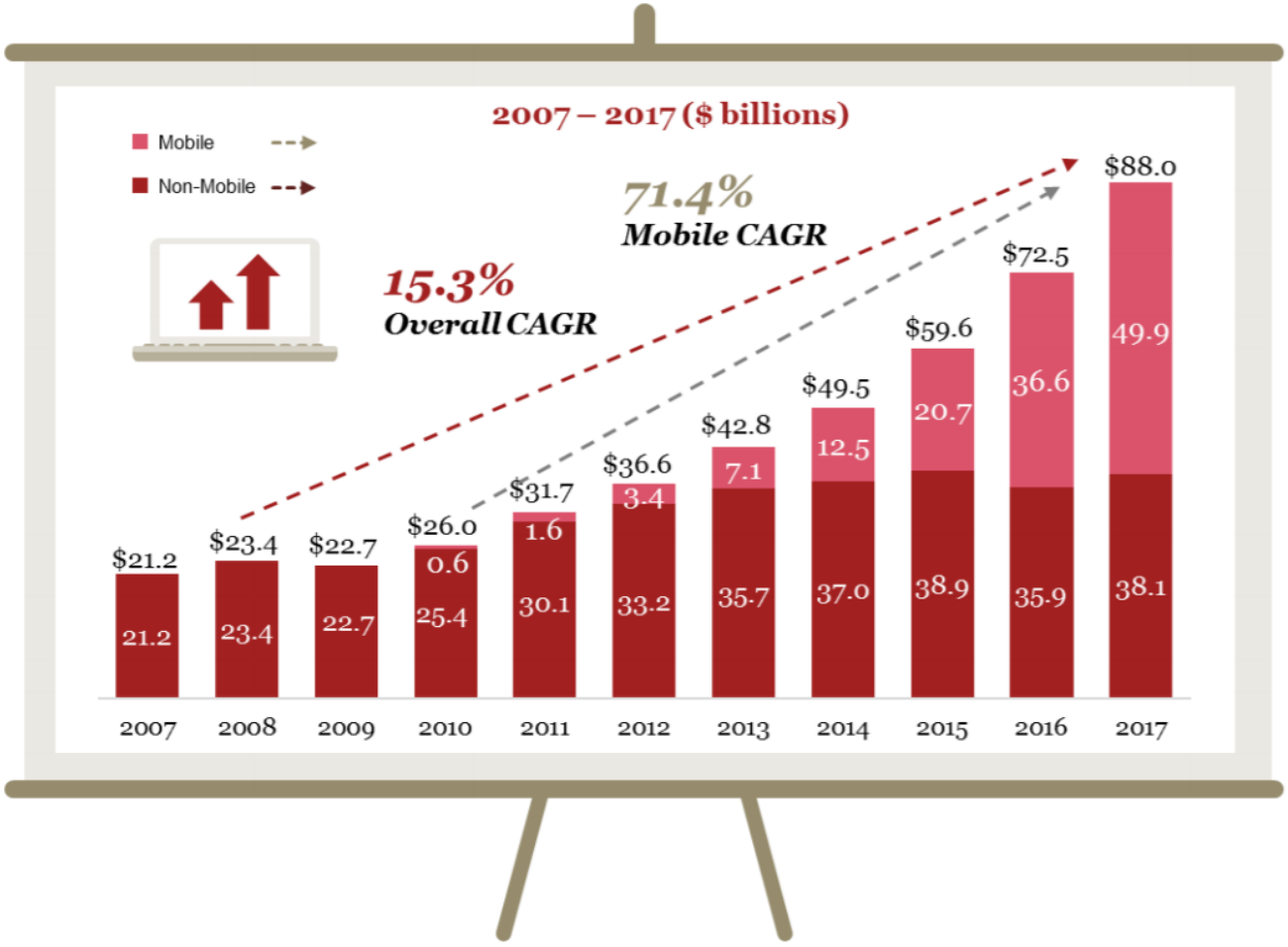

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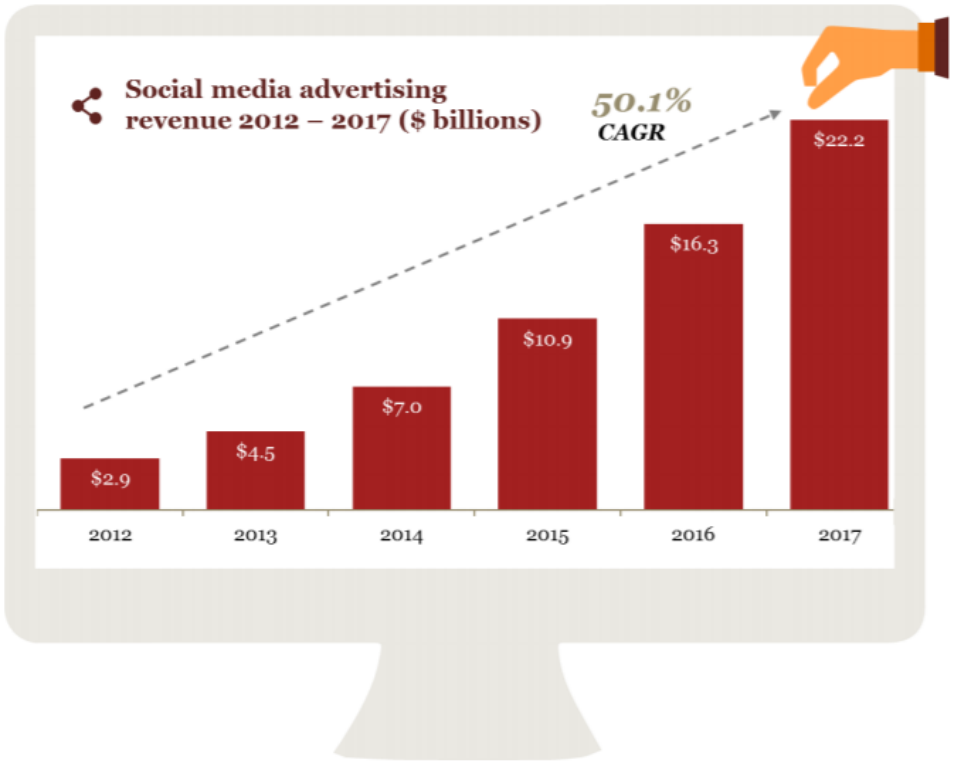
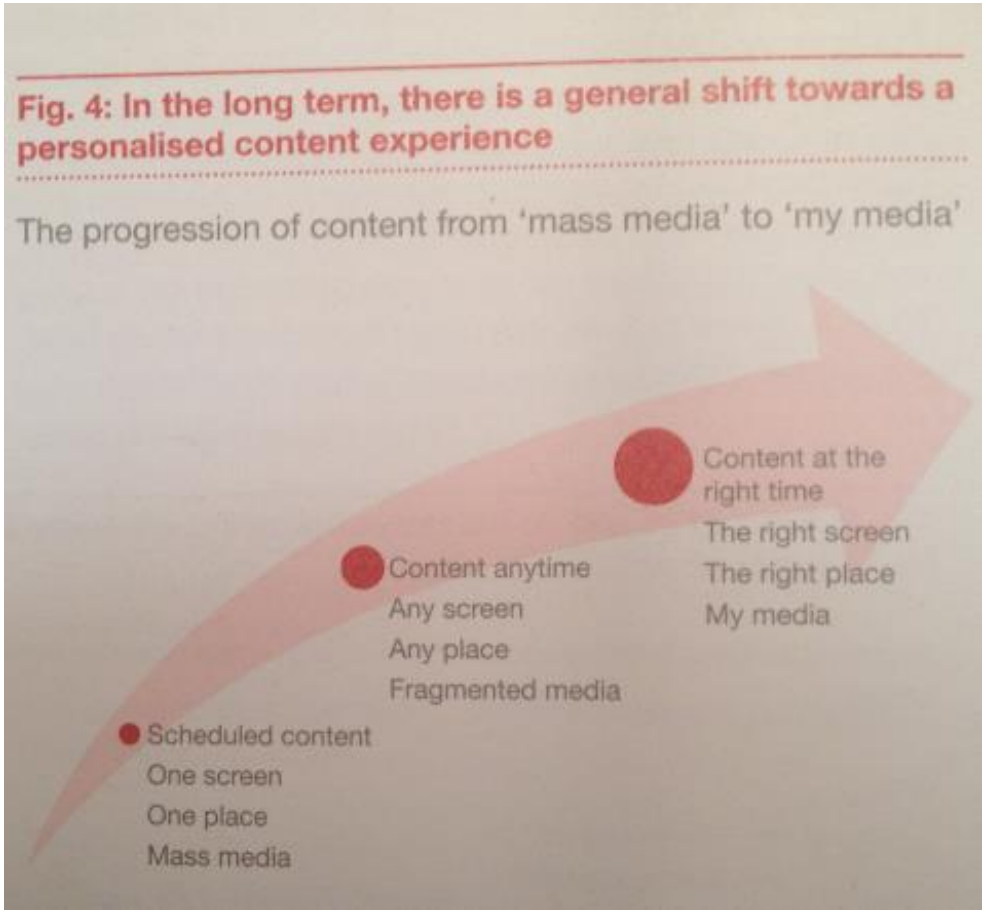


PwC | IAB internet advertising revenue report

From mass media to my media (PWC)



Online marketing communication

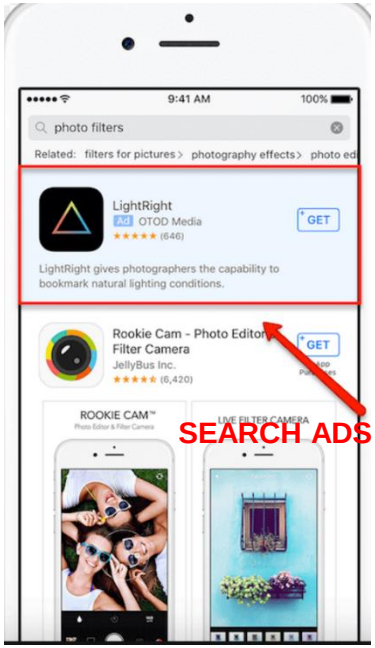
Advantages

- Can offer or send tailored messages
- Can trace effects or insights
- Contextual placement
- Can place advertising based on search engine keywords
- Allows for co-creation with consumers (co-creation of ads: Superbowl)

Disadvantages

- Consumers can screen out most messages
- Ads can be less effective than they appear
- Lost control over online messages via hacking/vandalism

Communication options



Web sites

Ease of use
Physical attractiveness
Microsites

Search ads

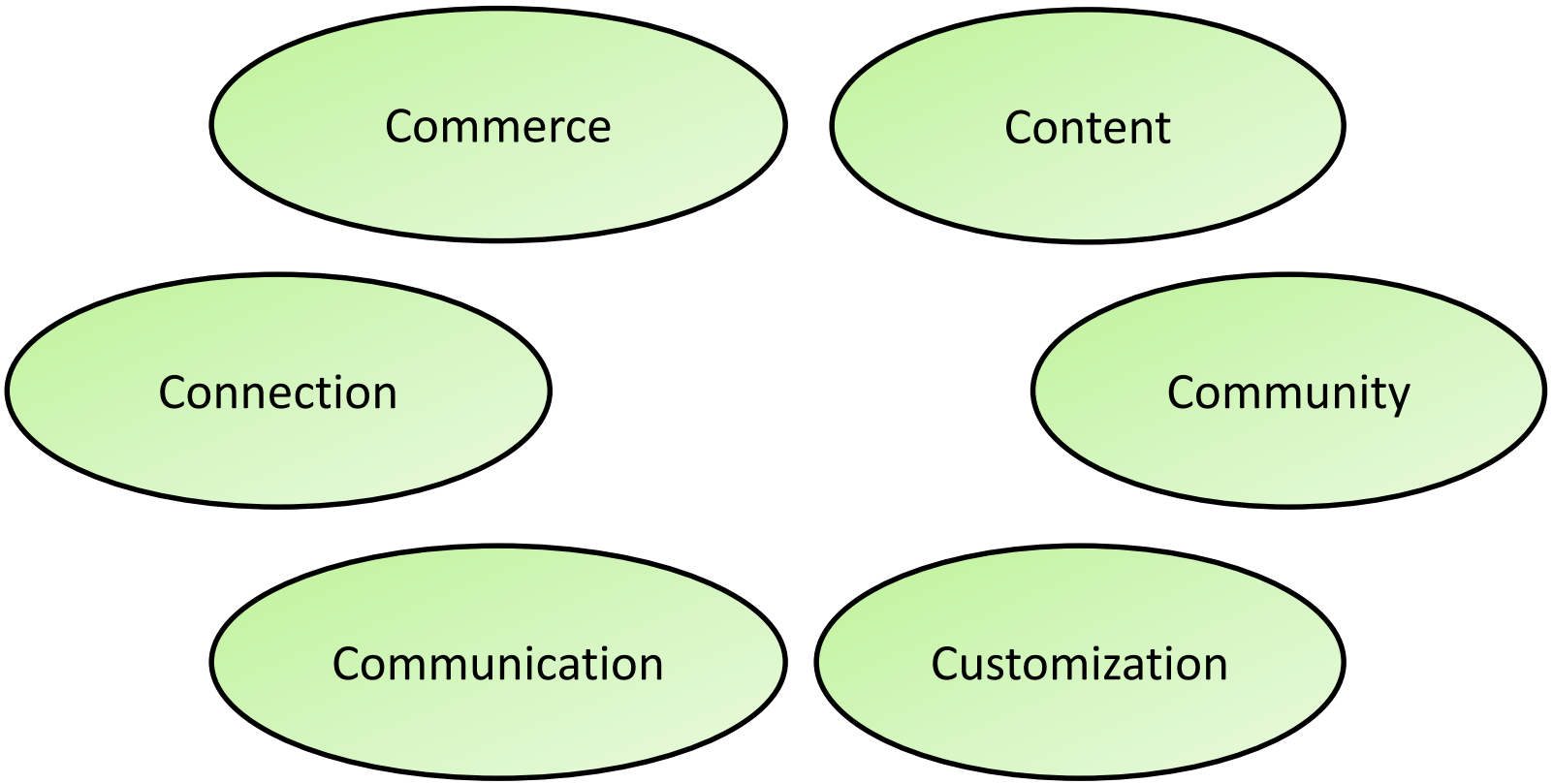
Paid search or pay-per-click ads
Search engine optimization (SEO)

Display ads

E-Mail

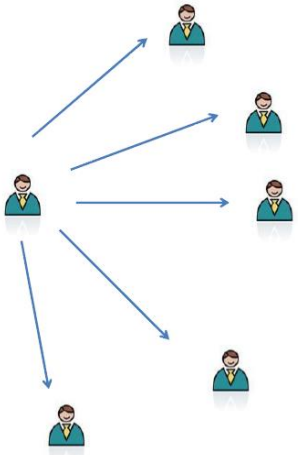
Personalize the content of your e-mails
Offer something instead of direct mail
Make it easy to opt and unsubscribe
Combine e-mail and social media

Key Elements of a Web site

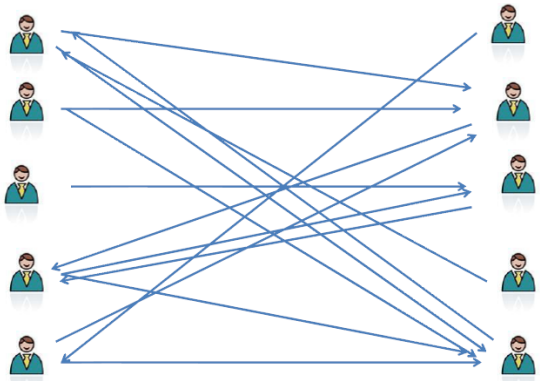


Media Laws

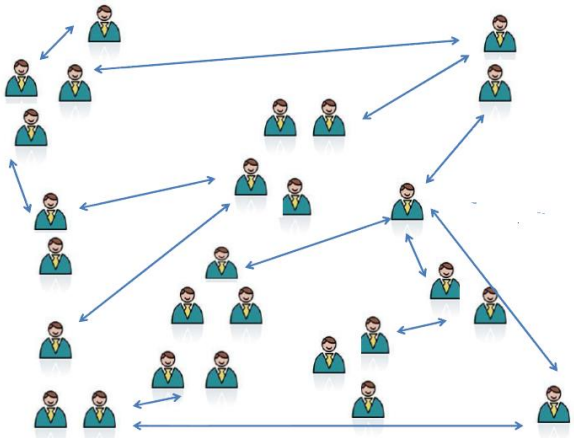
Sarnoff's Law
(Mass media)



Metcalfe's Law
(Mail marketing)



Reed's Law
(Social media)



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Social media

Means for consumers to **share** text, images, audio, and video **information** with each other and with companies, and vice versa. They are **rarely** the **sole source** of marketing communications for a brand (only *some* **consumers** want to engage with some brands, and, even then, only ***some* of the time**)

- Online communities/forums
- Blogs
- Social networks

Word of Mouth

- Face-to-face and phone
- Online
  - Viral marketing (“word of mouse”)

How to start a buzz fire

☺ Be (usefully!) original
☺ Be smarter, easier, faster, direct
(& cheaper if possible!)
☺ Identify and devote effort to influential

Mobile marketing

Is uniquely tied to one user

Is virtually always “on”

Allows for immediate consumption

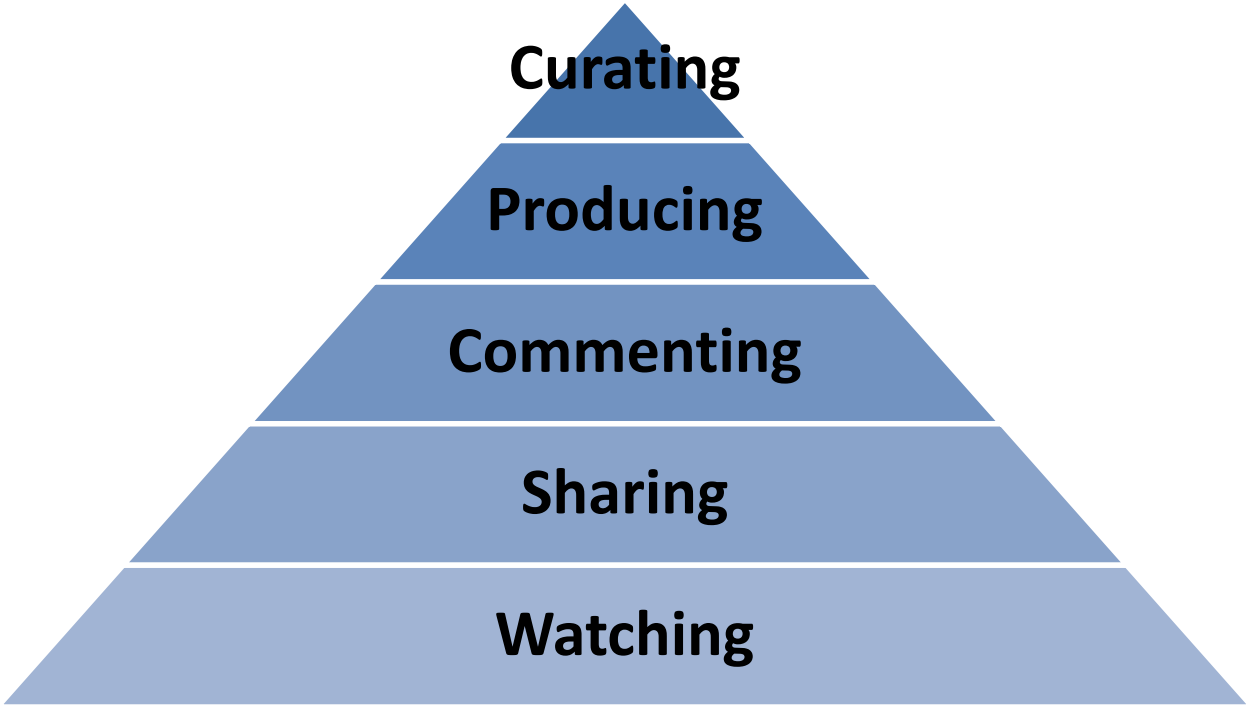
Is highly interactive

☺ Copy should be only 50% of the screen
☺ Brands should limit ads to phrase pair
☺ Put the logo in the corner of ad frame
☺ Use only 1 or 2 bright colors (call to action)

Mobile apps make the difference!

Crucial tool to engage Millennials

Engagement Pyramid

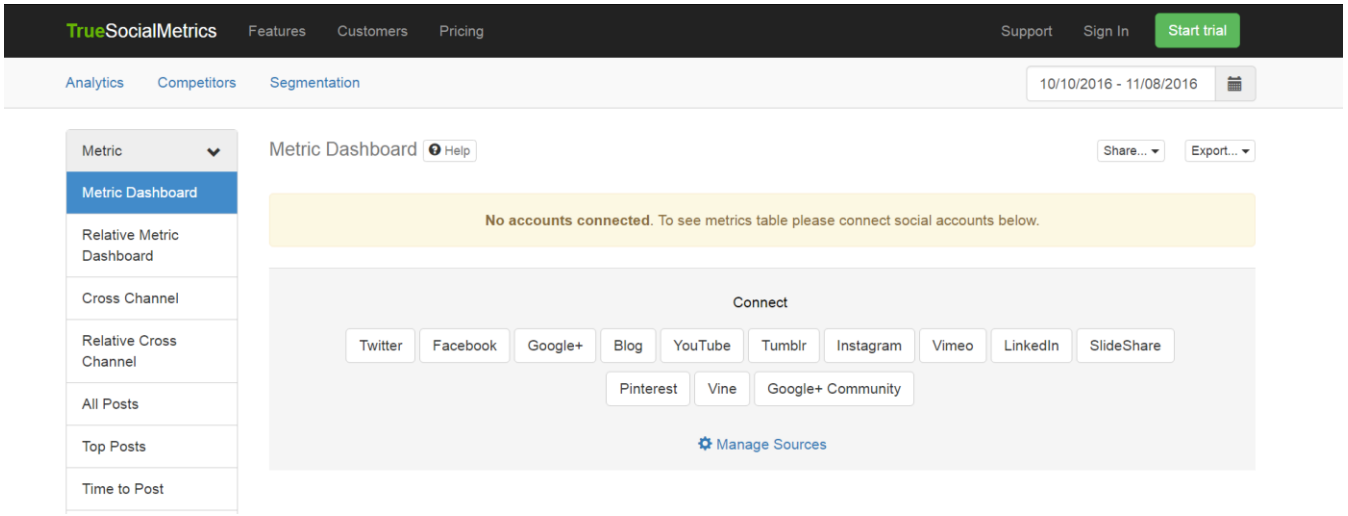


Some indexes

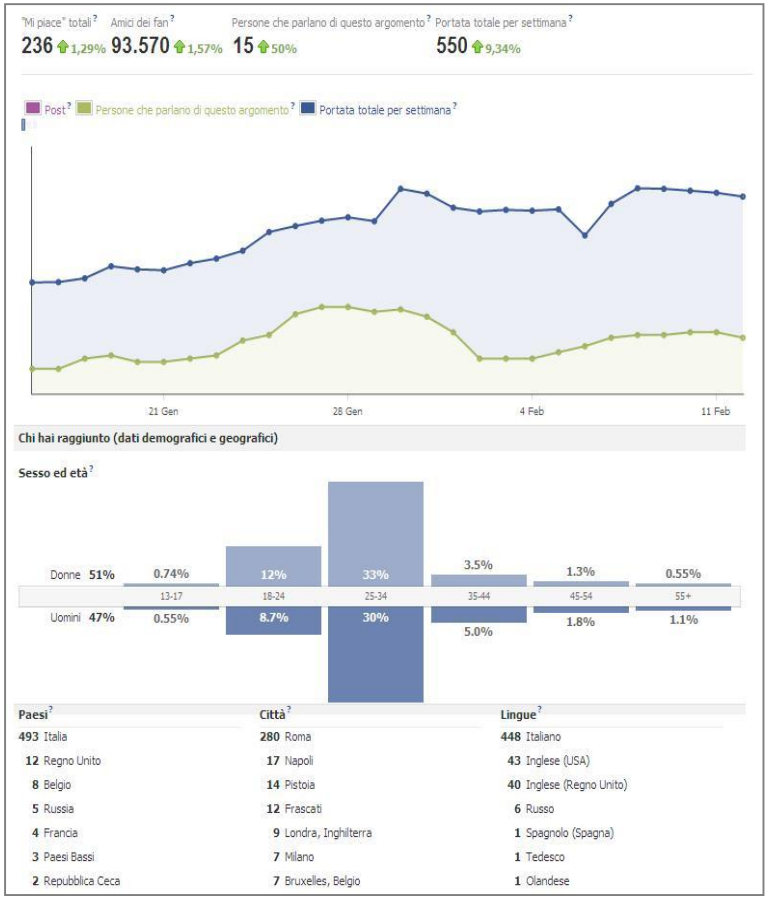
@ **sentiment index** (fans likes/brand posts)

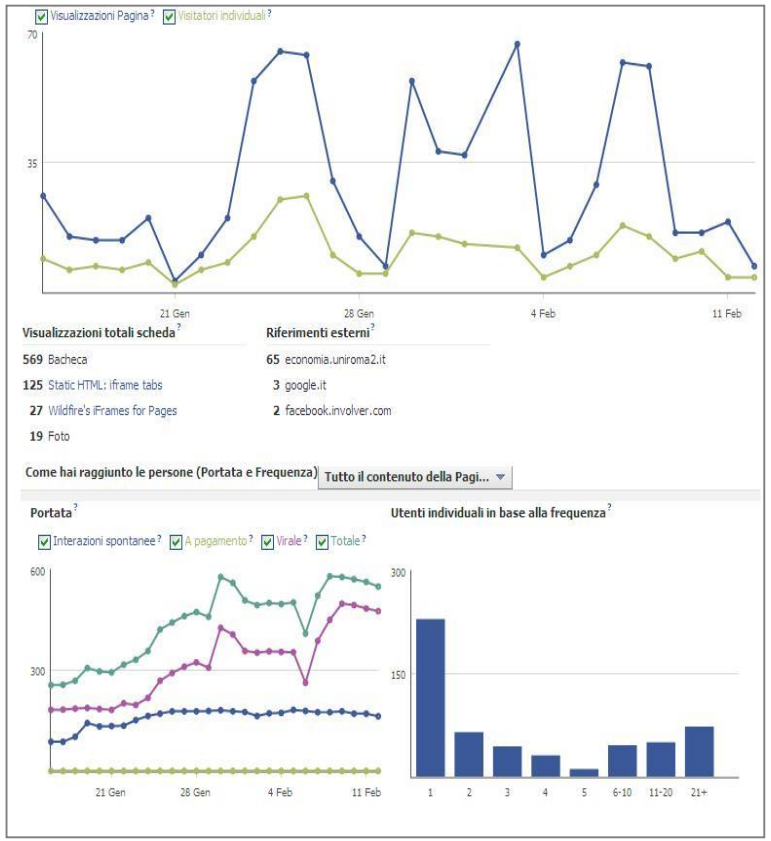
@ **engagement index** (fans comments/brand posts)

@ **action index** (fans posts/brand posts)



Example: Facebook insights





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Thank you for your kind attention!