Reklama je navoněná zdechlnina

Co s tím?
Is this modern marketing?
A) Technology Trend
mobile as main medium

Most social media usage will be on mobile devices
B) Demographic Trend
there will be less young people, but they will be more online

Digital natives
C) Shopping Trend
shopping anytime, anywhere and now

Distributed now
D) Marketing Trend
shift many to many, content marketing

Brain is the battlefield
Shift to many-to-many

CHANGING CONSUMER ENGAGEMENT

1980’s
1 to Many

1990’s
1 to X

2000’s
1 to 1

2010’s
Many to Many

https://www.youtube.com/watch?feature=player_embedded&v=x0EnhXn5boM
Fragmented attention
Marketing 3.0

Key to consumer hearts and minds
A) Content Marketing

B) Listen & Create & Optimize

3.0 marketing

C) Omnichannel Strategy & Content Management Platform
1. Listen, create, engage, optimize

CRM 3.0

2. Content marketing

3. Omnichannel strategy and content management platform
Content doesn’t interrupt, it attracts
Content marketing is a pull, rather than a push, strategy
What would you do if you found a wallet?
From peaks to long-term engagement

Traditionally we put content up and take it down fragmenting traffic

Building Evergreen content builds sustainable traffic
Conversational Marketing
Listen & Create & Engage

- Customer center
- Bloggers
- Monitoring

Listening

Conversational Marketing

Content creation «feeding system»

Assets

Messaging

365 engagement «integrated interfaces»

CRM

Measurement

From: Fragmented tracking systems
To: Integrated KBI tracking
New approach

- Use tools for listening and engaging
- Creation of content
- Benchmark metrics of engagement levels, audience numbers, competitor activity etc.

Management and Strategic capability

Listen  ➔ Create  ➔ Engage and Analyse

Digital Capability: Social media team

Subject matter experts
Coca-Cola's Journey website launches its own blogger contributor network

Coca-Cola continues to transform its corporate website into a full-fledged media publication, and now it is launching an invite-only network of bloggers to share their content on it.

In a new section called "The Opener," Coca-Cola's Journey website will now host content from popular bloggers, photographers and other creative publishers. The content will focus on three categories for now, namely food, culture and innovation. The initiative works sort of like LinkedIn's Influencer program, but instead of getting big names to contribute to their platform, Coca-Cola says it is trying to unearth new talent and give them access to its resources.

"LinkedIn recruits influencers to provide content for LinkedIn," says Ashley Brown, Coca-Cola's head of digital communications and social media. "We've designed Opener to be a two way street, giving bloggers the 'Coca-Cola' megaphone so they can grow their blogs."
Welcome to the Coca-Cola Recyclometer

Get started

Calculate how much energy you could save by recycling everyday household waste

Recycling facts

Recycling tips

Calculations based on statistics provided by WRAP and mid-2009 whole population figures from the Office of National Statistics
Scoping CRM 3.0

One voice (CRM)  
Multiple channels  
Tailormade to audience

- sms
- email
- call
- web
- ...

Search for facts
Complain
Express pov
Advocate
Engage
Interest

- provide facts @ search engines
- provide direct link @ complaint sites
- provide pov @ social media
- engage @ social media
- initiate dialogue via e-mail/phone
- inform via e-mail/phone
DESTINATION: Solution integrating CRM, Social media and Customer center

Control & Reporting Console (CIC Agents, Marketing, Agencies, PAC, K&I)

- **CRM Phase 1**
  - Tibco

- **CIC** (SalesForce)
  - CTI

- **Email/SMS** (TIBCO)

- **Social** (Sysomos)

- **Guidelines**
- **Agenda**
- **Blog, Facebook, Twitter, Other**
- **Listen**
- **Filter**
- **Report**
- **React**
- **Proactive**
- **Measure**

**Web Self Serve**
- **Widgets**
- **EG FICO**

**CIC Data** (SalesForce)
- Consumer & Customer

**EG Data** (FICO)
- Consumer

**Bottler Customer**

**Knowledge Management**

**Query Complaint**

**Reporting**

**Self Serve**

**Control & Reporting Console (CIC Agents, Marketing, Agencies, PAC, K&I)**

**CRM Phase 1**
- Self Service Campaign Management & Analytics (TIBCO)

**Email/SMS** (TIBCO)
## 3.0 Benefits

Better insights lead to more relevant and inspiring content that drives interactions via new social/mobile platforms which result in higher engagement, loyalty and ultimately drive purchase interest.

<table>
<thead>
<tr>
<th><strong>A</strong>ttention</th>
<th>Extending the reach of traditional paid/push advertising -&gt; increased penetration of young cohort</th>
<th>New mobile, social channels</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>I</strong>nterest</td>
<td>Content confidence, higher engagement of target audience</td>
<td>Viral conversational content</td>
</tr>
<tr>
<td><strong>D</strong>esire</td>
<td>Driving interactions and <strong>loyalty</strong> Protecting the brand from bad publicity</td>
<td>Ambassadors, community</td>
</tr>
<tr>
<td><strong>A</strong>ction</td>
<td>Triggering <strong>purchase</strong> interest and incidence</td>
<td>Topical, geolocated content</td>
</tr>
</tbody>
</table>

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CRM 3.0 BUSINESS NEEDS

TO LISTEN IN AND LISTEN TO (where, when and who says what, whose words are of importance)

ANSWERING AND GETTING INVOLVED IN CONVERSATION (how, when and who should answer on behalf of the brand, by using which platform)

INFLUENCING AND SETTING THE TOPIC (getting involved actively, thematising, offering sticky stories, optimization both for search engine and social media)

DRUMMING UP FOLLOWERS (who are our evangelists, in which fields and how we should manage our relations with them)
3.0 Business case

Effectiveness
broader reach
higher engagement

Efficiency
more content with
less production costs

http://heidiwoolf.com/Infographic-how-to-make-the-case-for-content-marketing/

CONTENT MARKETING BENEFITS

"No one goes there anymore. It's too crowded." Yogi Berra
Consumers trust content not ads.

PROOF:
- 92% of consumers trust recommendations from people I know.
- 78% of consumers trust consumer opinions posted online.
- 58% of consumers trust editorial content.
- 50% of consumers trust emails I sign up for.

Source: Nielsen

"Life is uncertain. Eat dessert first." Ernestine Ulmer
Consumers actively seek product information and reviews first.

PROOF:
- 36% of consumers start purchase research on Amazon while 13% start purchase research on a search engine.

Source: Forrester

"Insanity: doing the same thing over and over again and expecting different results." Albert Einstein
Consumers need to see marketing messages multiple times.

PROOF:
- 63% of consumers need to hear a marketing message 3-5 times to believe it.

Source: Edelman

"Money is usually attracted, not pursued." Jim Rohn
Consumer purchases influenced by content.

PROOF:
- 51% of consumers seek deals or coupons
- 42% of consumers seek product information
- 36% of consumers seek reviews
- 31% of consumers seek news
- 30% of consumers seek how-to’s and styling

Source: Shop.org, comScore & the Partnering Group

CONTENT MARKETING COSTS

"A penny saved is a penny earned." Benjamin Franklin
Content marketing requires human and finance resources for content creation, distribution and promotion.

PROOF:
- 65% lower average lead cost for inbound marketing ($135) versus outbound marketing ($346).

Source: Hubspot

Infographic created by Heidi Cohen of HeidiCohen.com
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How the Coca-Cola company will evolve its approach to the agenda on its brands

https://www.youtube.com/watch?v=G1P3r2EsAos
https://www.youtube.com/watch?v=LerdMmWjU_E
https://www.youtube.com/watch?v=fiwlq-8GWA8
Coca-Cola dojímá s novou reklamou, (ne)známým tvářím přirazuje jména

Potkáváte je denně, každý den jim děkujete, ale neznáte jejich jméno. Prodavačka v obchodě, řidič autobusu nebo třeba vrátný v práci. Podle Coca-Coly je to trošku nezdvořile, a tak se rozhodla ve svém novém videu udělat těmto známým-neznamým radost. Jak jinak, než láhví proslulé limonády s jejich pravým jménem.

Děj tříminutového spoutu se odehrává na Filipínách, kde lidé zažívají podobné situace. Místo jmen dostávají denně vídané tváře přesdivky - řidič je "brácha", balič tašek v obchodě je "kluk", securiták v práci je "šťť". Nikdo nezná jejich skutečné jméno - až na Coca-Colu, samozřejmě.


Xmas:
https://www.youtube.com/watch?v=EtvVxcEsojc
https://www.youtube.com/watch?v=x_9fQEqZCWs
https://www.youtube.com/watch?v=hDiqy-XrRFI

Happiness in tough times:
https://www.youtube.com/watch?v=60Qi4NGQvhw

Valentines:
https://www.youtube.com/watch?v=RjMhZFhD0tl