



How does digital marketing contribute to business success?

October 30th 2003

Overview

- Introduction
- Digital Marketing
- Marketing Leadership
- Strategy
- Future
- Resources



Who is this guy?

Introduction

- Client & Results
- Industry & Mentors

Marketing – Jeff Schaeffler

Introduction



A screenshot of a Microsoft Internet Explorer browser window displaying the Bravo website's "Inside the Actors Studio" page. The browser's address bar shows "http://www.bravotv.com/Inside_the_Actors_Studio/". The website header includes the Bravo logo, navigation links (Home, Schedule, This Week's Features, Our Movies, Events & Specials, Store, Newsletter, FAQ), and a search bar. The main content area features a large image of host James Lipton at a desk, with the text "Inside the Actors Studio Hosted by James Lipton" and "8/7pm SUNDAYS". Below this are links for "PERSONALITY PROFILE GAME", "UPCOMING PREMIERES", and "FEATURED GUESTS". A section titled "NEXT ON INSIDE THE ACTORS STUDIO" highlights a segment with Sarah Jessica Parker, including a photo of her and a brief biography. A vertical banner on the right side of the page reads "IN THE CUT NOW IN THEATERS" with a photo of a woman. The browser's status bar at the bottom shows "Done" and "Internet".

Movie Personality

- Actors Studio
- Profile Game

Marketing – Jeff Schaeffler

Introduction



A screenshot of a Microsoft Internet Explorer browser window displaying the Bravo website for "Inside the Actors Studio". The browser's address bar shows the URL "http://www.bravotv.com/Inside_the_Actors_Studio/". The website header includes the Bravo logo, navigation links (Home, Schedule, This Week's Features, Our Movies, Events & Specials, Store, Newsletter, FAQ), and a search bar. The main content area features a large image of host James Lipton at a desk, with the text "Inside the Actors Studio Hosted by James Lipton" and "8/7pm SUNDAYS". Below this are links for "PERSONALITY PROFILE GAME", "UPCOMING PREMIERES", and "FEATURED GUESTS". A section titled "NEXT ON INSIDE THE ACTORS STUDIO" highlights a segment with Sarah Jessica Parker on 12PM 2003-11-01. A bio for Sarah Jessica Parker follows, mentioning her birth in Nalsonville, Ohio, and her roles in "The Sound of Music" and "Square Pegs". A vertical banner on the right side of the page reads "IN THE CUT NOW IN THEATERS" and features a photo of a woman. The browser's status bar at the bottom shows "Done" and "Internet".

Movie Personality

- Actors Studio
- Profile Game
- Antonio Banderas

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Introduction



Client & Results

- Industry Leaders
- Ad Agencies
- Business Results

Introduction



BUSINESS 2.0



Enter **IDEO**



Industry & Mentors

- Awards
- Speaker
- Articles
- Companies
- People



Target

Measurement

Speed

Digital Marketing

- Marketing Issue's
- Digital Defined
- The Opportunity
- Samples

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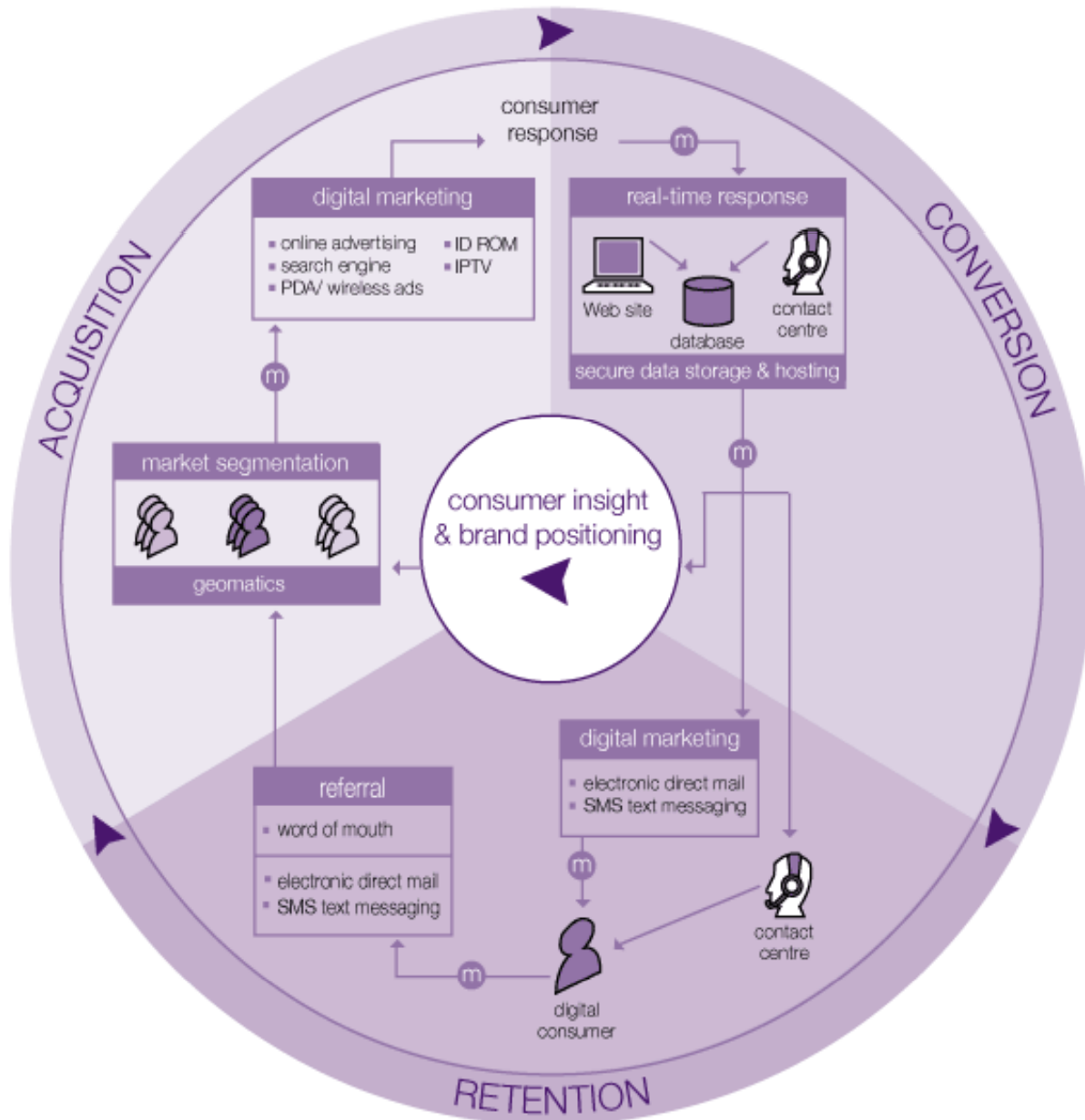
Digital Marketing



Digital Defined

- TV & Internet

digital consumer cycle

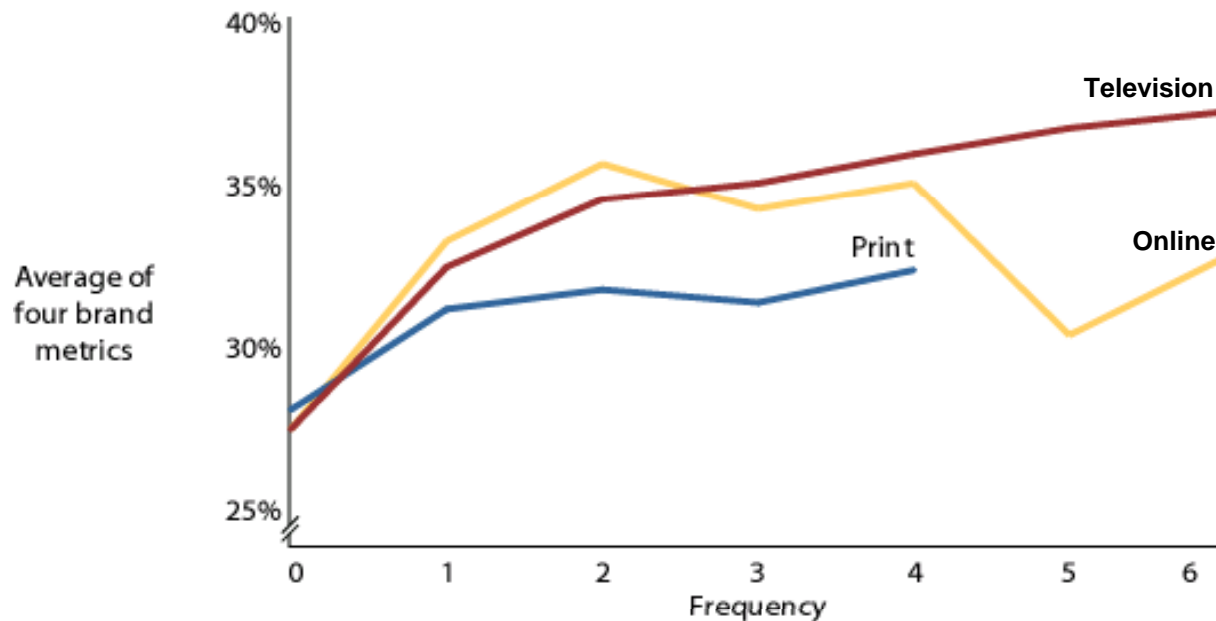


Digital Defined

- TV & Internet
- Definition



Digital Marketing



Base: consumers exposed to each medium in a mix of television/print/online, holding two constant and altering the third

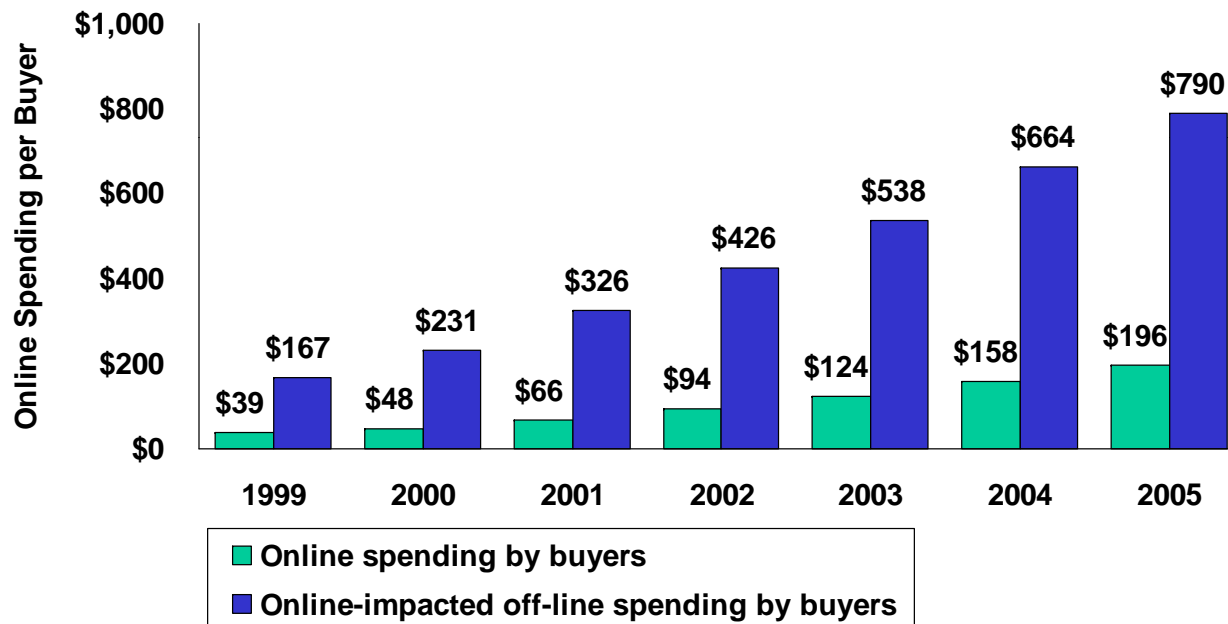
Source: The MSN, IAB, ARF Dove Nutrium Bar Case Study 2002; Forrester Research, Inc.

The Opportunity

- More Bang for \$



Digital Marketing



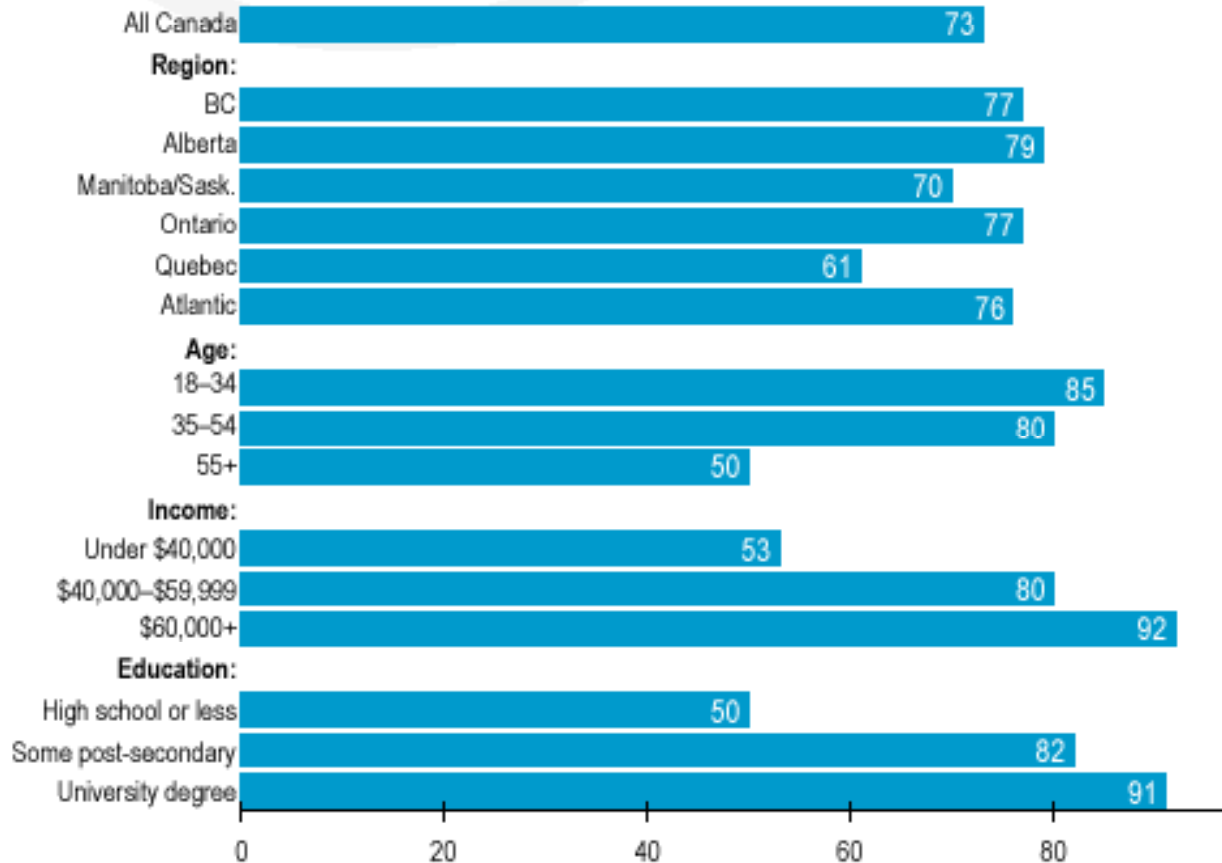
Source: Jupiter Internet Shopping Model, 10/01 (US only)

The Opportunity

- ☐ More Bang for \$
- ☐ Influence Purchase



Digital Marketing



The Opportunity

- More Bang for \$
- Influence Purchase
- Reach



Digital Marketing



The Opportunity

- More Bang for \$
- Influence Purchase
- Reach
- Target

Occupation

Interest

Time of Day

Area Code

Local/National

Gender

Age

Activity

Keywords



Digital Marketing



The Opportunity

- More Bang for \$
- Influence Purchase
- Reach
- Target
- Measure & Speed

Occupation

Interest

Time of Day

Area Code

Local/National

Gender

Age

Activity

Keywords



Digital Marketing

QuickTaxWeb Tip #47

Guaranteed refund or our service is free!

QuickTaxWeb

Have you hugged your eraser today?



QuickTaxWeb

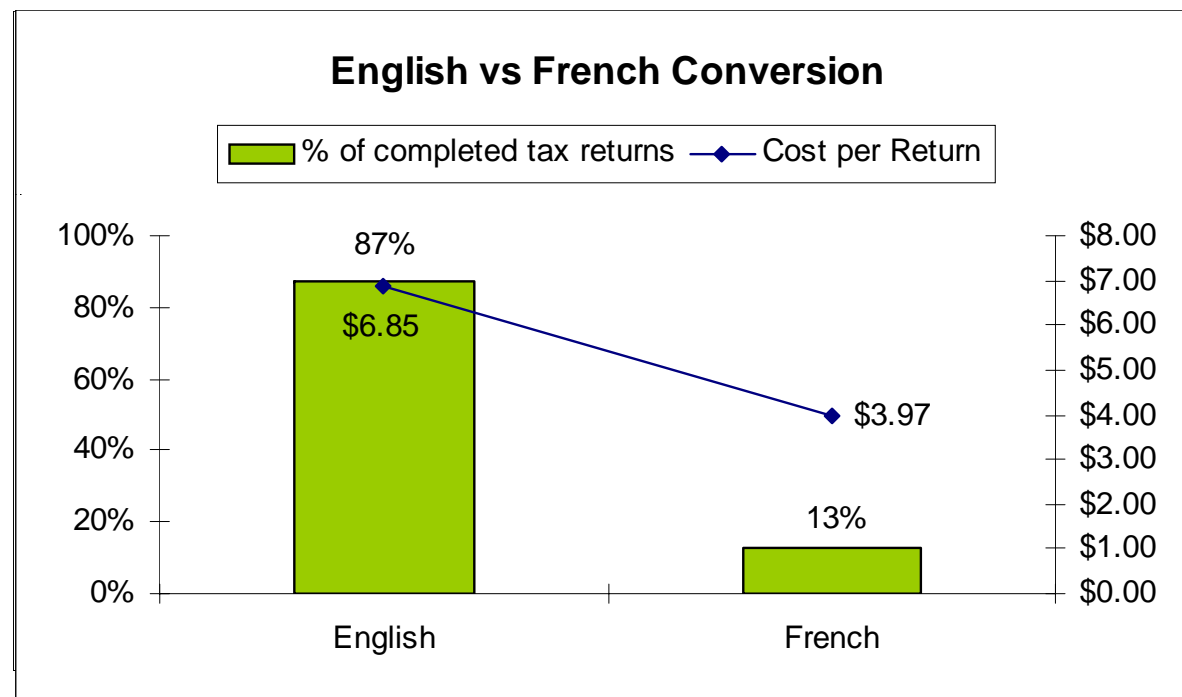


Know your refund

Samples: Ad Campaign

- Client Goal:** Acquire Quick Tax Web registered users
- Our Solution:** Create 10 ad themes in 5 ad formats.

Digital Marketing



Samples: Ad Campaign

- Client Goal:** Acquire Quick Tax Web registered users
- Our Solution:** Create 10 ad themes in 5 ad formats.
- Results:**
 - 2 billion ads
 - 1.265 million clicks
 - 14,675 tax returns
 - \$0.18 cost per visit
 - \$4.28 - \$9.28 roi



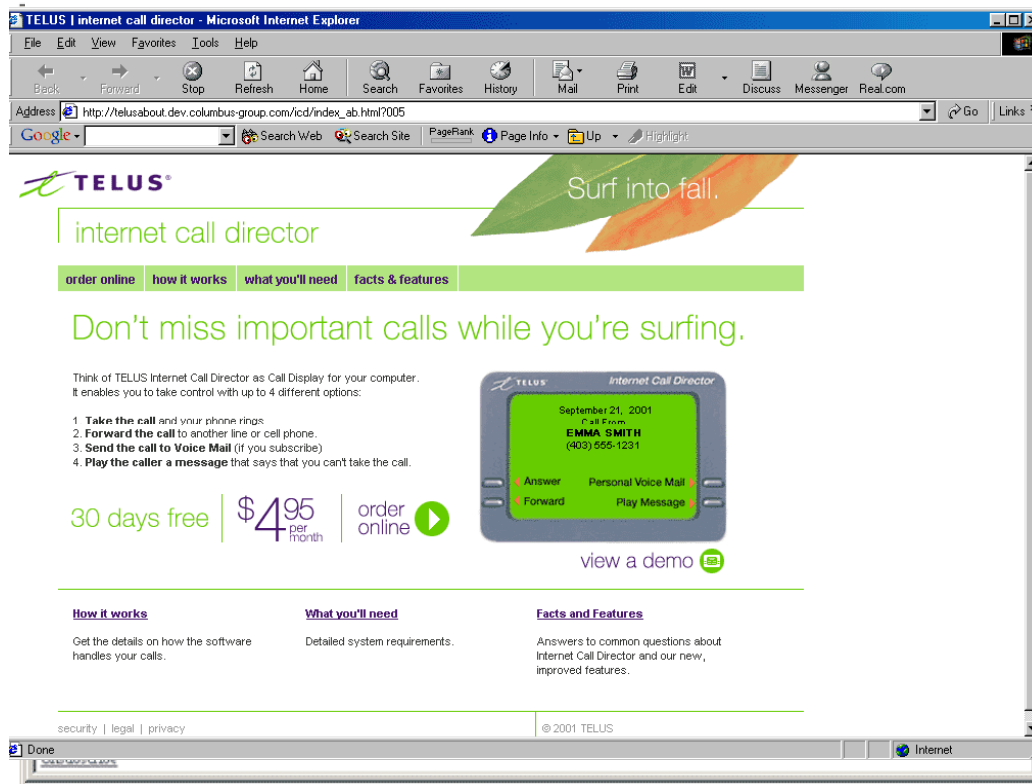
Digital Marketing

Keyword	Clicks	CPC	Total Cost
QuickTax	1645	\$0.05	\$ 77.92
income tax	1624	\$0.09	\$ 145.23
canada income tax	1502	\$0.06	\$ 87.24
Page 1 to 3 of Search Results			
Keyword	Ranking Engines		Listing Occurrences
	Supplier	Clicks	1 CPC Total Cost
Canada income tax	3778	\$0.06	\$ 226.68
Canada tax return	7211	\$0.11	\$ 80.66
Google income tax	8326	\$0.07	\$ 574.73
QuickTax Web	6202	\$0.05	\$ 30.89
Canada tax return	8095	\$0.06	\$ 476.43
Canada tax return	4891	\$0.06	\$ 28.36
Canada tax return	2834	\$0.09	\$ 249.48
Canada tax return	4213	\$0.08	\$ 34.01
Canada tax	3418	\$0.06	\$ 21.47
Canada income tax form	3108	\$0.05	\$ 16.88
Total	23,028	\$0.07	\$ 1,650.77
Canada tax	2710	\$0.11	\$ 80.66
Canada tax form	2681	\$0.05	\$ 13.49
Canada tax return	2671	\$0.05	\$ 13.64
Canada tax software	2509	\$0.07	\$ 17.37
Canada tax forms	2461	\$0.13	\$ 31.11
Canada tax	2276	\$0.05	\$ 12.16
Canada income tax form	2241	\$0.06	\$ 13.44
Canada tax return	2221	\$0.09	\$ 19.92
Total For Above Terms	17,686	\$0.07	\$ 1,271.81
Campaign Total	23,028	\$0.07	\$ 1,650.77

Samples: SEO

- Client Goal:** Acquire Quick Tax Web registered users
- Our Solution:** Develop SEO campaign focusing 4 categories of paid placement.
- Results:**
 - 23,000 clicks
 - \$0.07 cost per click
 - First 3 pages of top 19 search engines

Digital Marketing



Samples: SEO

- Client Goal:**
Awareness and 2 to 3% response
- Our Solution:**
Created TELUS' first HTML e-mail campaign
- Results**
 - 8% response
 - 14% post click
 - BC top click
 - AB top sale



How will you get more people, spending more money to buy more stuff?

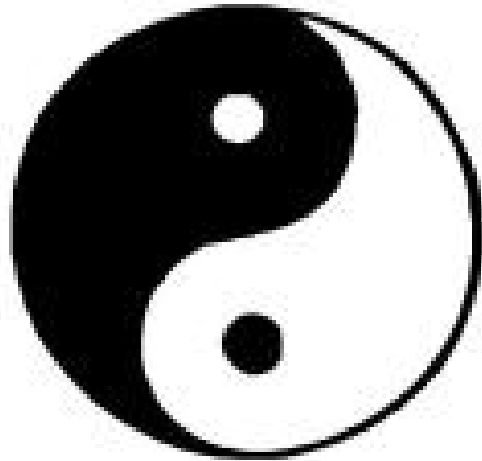
Marketing Leadership

- Analytics & Creativity
- Integrated Model
- Business Objective

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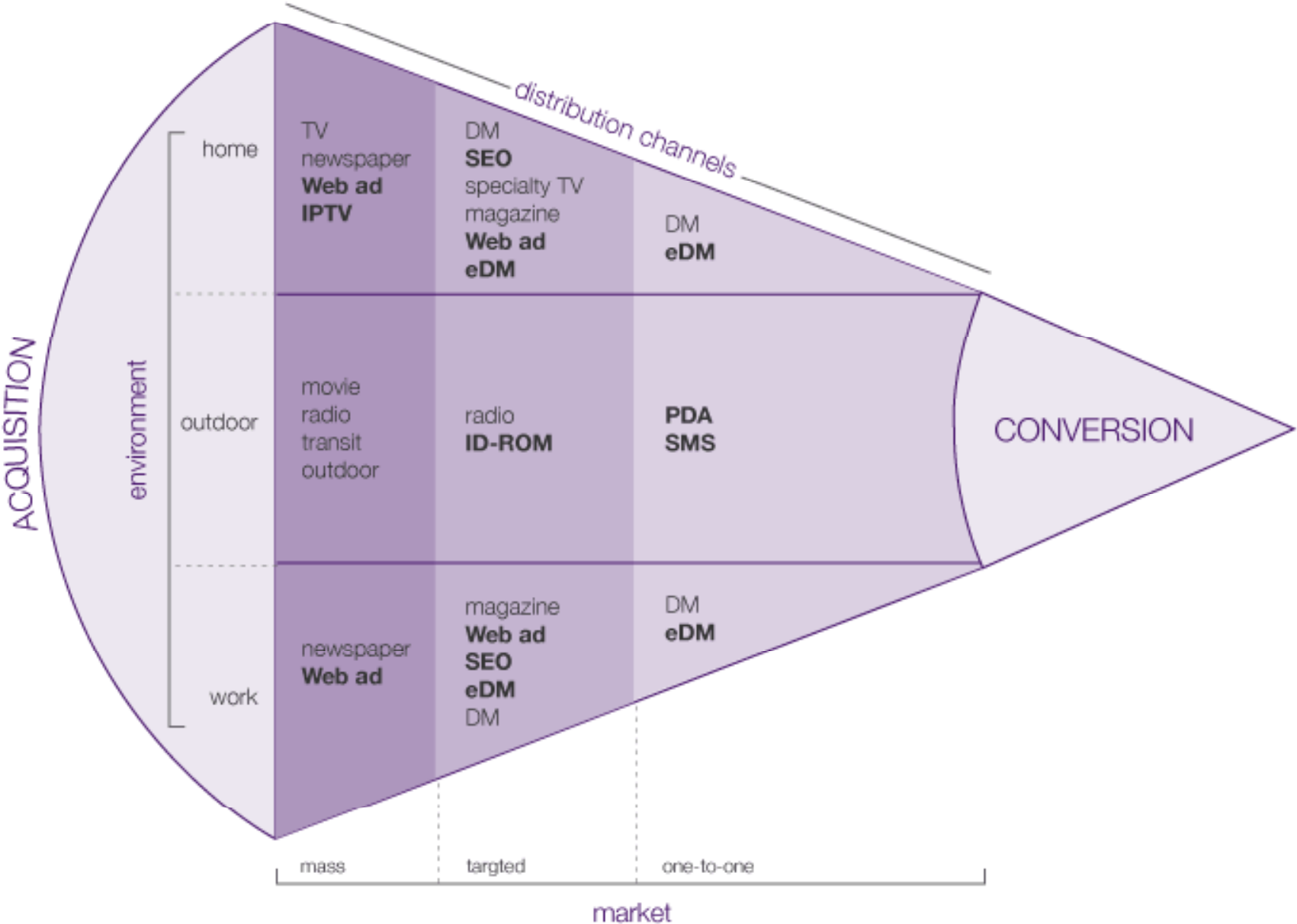
Marketing Leadership



Analytics & Creativity

- Left & Right Brain

integrated marketing model





Marketing Leadership

Purchase Cycle	Marketing Tactic	Conversion Rate	Result
Awareness	Ads, SEO, CD-Rom, e-Mail	Cost per Ad, Open Rate, Cost per Click	Ad Display # Clicks to Jump Page
Interest	Jump Page	% from Jump Page to Web site, Call Centre or Store Visit	Click to Web site, Phone Call Centre Visit Store
Decision	Web site, Call Centre, Store	% from Web site, Call Centre or Store Visit to Purchase	Purchase Product
Loyalty	e-Mail, Wireless Notification	Cost per Ad, Open Rate, Cost per Click	Ad Display # Clicks to Jump Page

Analytics & Creativity

- Left & Right Brain
- Integrated Model
- Business Objective



“Unalterable Changed”

“Earth Shattering

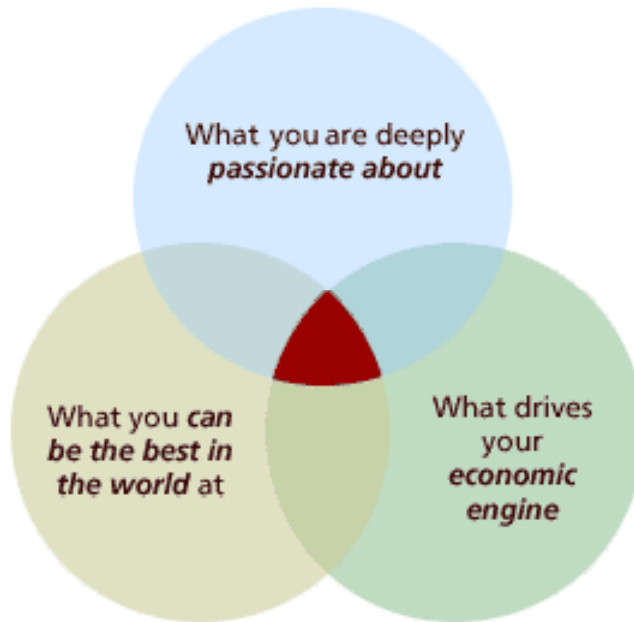
“Seismic Change”

Marketing Strategy

- Team Passion
- Experience
- Customization
- Creativity



Marketing Strategy



Three circles of the Hedgehog Concept

Team Passion

- Flywheel Concept

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Marketing Strategy



Team Passion

- Flywheel Concept
- Coach

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Marketing Strategy



Team Passion

- Flywheel Concept
- Coach
- Build Momentum

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Marketing Strategy



Experience

- Experience Economy

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Marketing Strategy



Experience

- Experience Economy
- Purchase Cycle



Marketing Strategy



“Fun, Family Entertainment”

1920: Cartoons
1930: Feature animations
1950: TV & Mickey Mouse Club
1960: Theme Parks
1980: International
1990: Cruise Line

Experience

- Experience Economy
- Purchase Cycle
- Brand Mantra

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Marketing Strategy



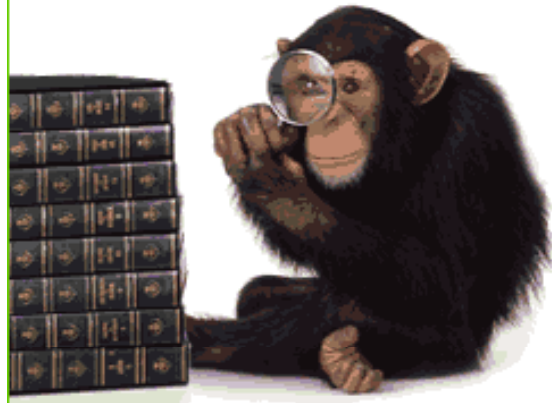
Customization

- Awareness & Interest

playing around?

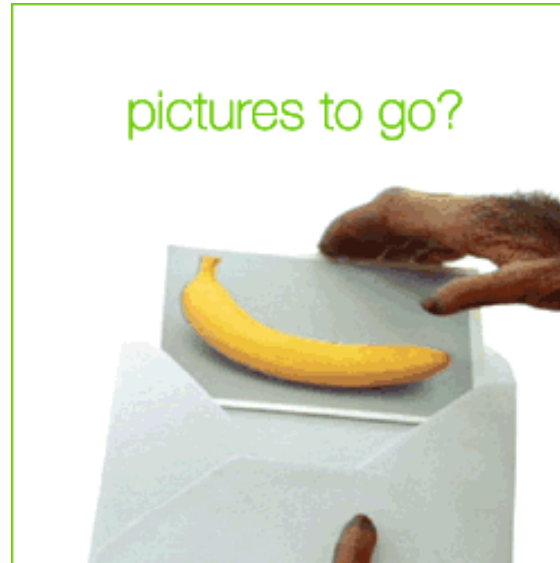


need to know?



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Marketing Strategy



Customization

- Awareness & Interest

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Marketing Strategy



Customization

- Awareness & Interest



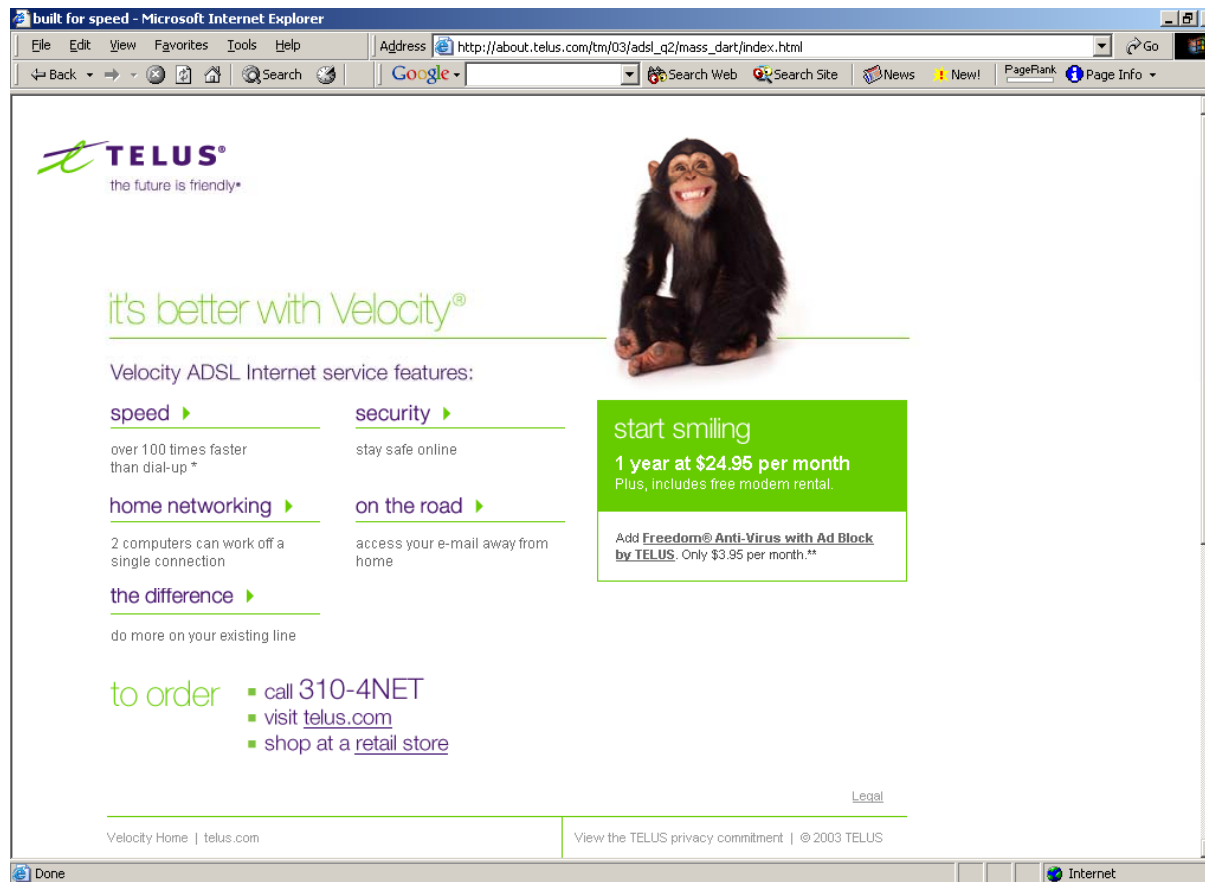
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Marketing Strategy



Customization

- Awareness & Interest
- Decision





Marketing Strategy

Spiders & Crawlers - What they Search?

- Content– Body Text; at top and throughout page
- META Information – hidden info, Keywords & Description
- HTML-based information – ALT tags, headers, file names, comments, Titles...
- Links In – Popularity
- Links Out – Don't be an island

Customization

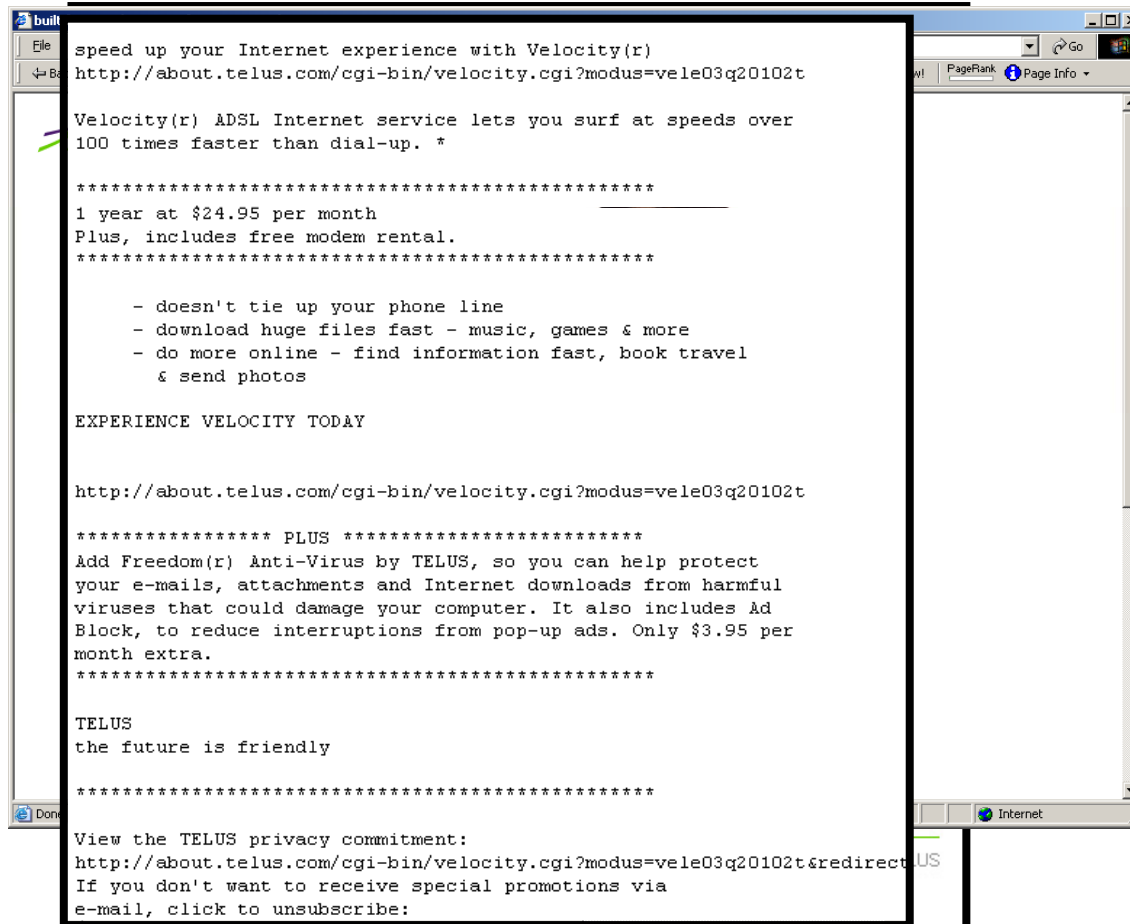
- Awareness & Interest
- Decision

Marketing Strategy



Customization

- Awareness & Interest
- Decision
- Loyalty



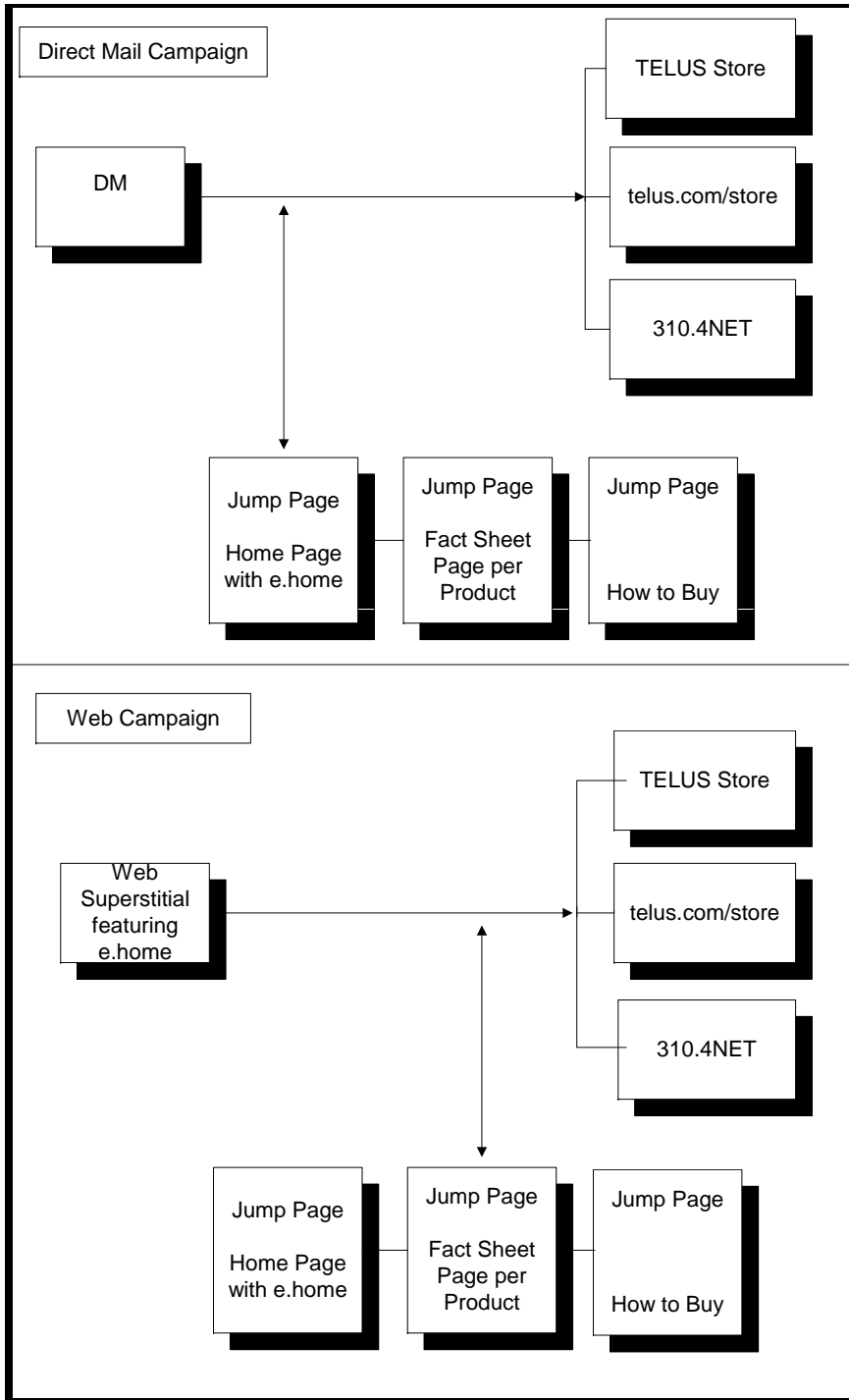
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Marketing Strategy



Creativity

- Inspire



Creativity

- Inspire
- Integration



Marketing Strategy



Getting the Hedgehog Concept
An Iterative Process

Creativity

- Inspire
- Integration
- Evaluation



Simple

Future

- Live the Future
- Simplicity
- Observe
- Customization
- Mkt. As Business



- Inspiration - - - - -

Resources

- Discipline
- Information
- Books



Resources



<http://searchenginewatch.com>



www.howdesign.com

useit.com

www.useit.com



www.mediapost.com



www.clickz.com



www.internet.com

Discipline

- Search Engine
- Web Design
- Usability
- Digital Media
- Digital Marketing
- Internet



Resources



www.emarketer.com



www.iimaonline.org



www.iab.net



www.jupiterevents.com



www.ad-tech.com



www.howconference.com

Information

- Research
- Organizations
- Conference



Resources

The Art of Innovation

Author: Tom Kelley

The Creative Priority

Author: Jerry Hirshberg

A New Brand World

Author: Scott Bedbury

Good to Great

Author: Jim Collins

The Tipping Point

Author: Malcolm Gladwell

Confessions of an Advertising Man Author: David Ogilvy

The End Of Marketing As We Know It Author: Sergio Zyman

Books

- Research
- Organizations
- Conference

Marketing – Jeff Schaeffler



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Thank You



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Digital Business Nirvana

8 Reasons Why Companies Fail to Reach Digital Business Nirvana.

- Do not stop to breath
- Focus on company suffering & not consumer
- Believe technology will solve all problems
- No integration, people working independently
- No clear, single call to action
- Lack Corporate Executive Support
- Don't ask, learn or listen to customer
- No quantifiable objective

Thank You

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