



The Future of Marketing The Evolving Role of a CMO

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And late in 2010....



+



Enterprise Marketing Management



“The purpose of business is to create
and keep a customer”
— Peter Drucker

The purpose of marketing is to
generate demand and be the steward
of the corporate brand



The purpose of marketing and the
CMO continues to evolve.....



The challenge for CMOs

Corporate Brand

- No longer in marketing's control
- Only 14% of consumers trust advertising
- 25% of search results for the world's Top 20 largest brands are links to user generated content.

Demand Generation

- Customers demands relevancy and value
- Buyers armed with more information than company
- The traditional "funnel" model is broken, as buyers research online and hop channels



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The CMO Squawk Box

- I need to demonstrate that marketing is making a tangible business impact, and need to justify ROI.

Come to think of it, even the metrics to measure my success may not be right.

How can I leverage digital channels (mobile, web) to take advantage of changing buyer behavior?

How do I provide a consistent and superior customer experience across multiple channels and all touch points?



The CMO role needs to transform to remain relevant

Where we need to be

Where we are



Agenda:

- Deliver marketing results
 - Understand the market and the customer
 - Build awareness and demand
- Steward the company's brand experience
 - Drive brand strategy and execution

Agenda: Everything from yesterday plus

- Drive relevant messages across all channels
- Optimize marketing spend with engagement, affinity & demand
- Anticipate customer needs
- Steward the complete customer experience
- Monitor & harness customer evangelism

Managing the Brand in a new World



1.3
Billion

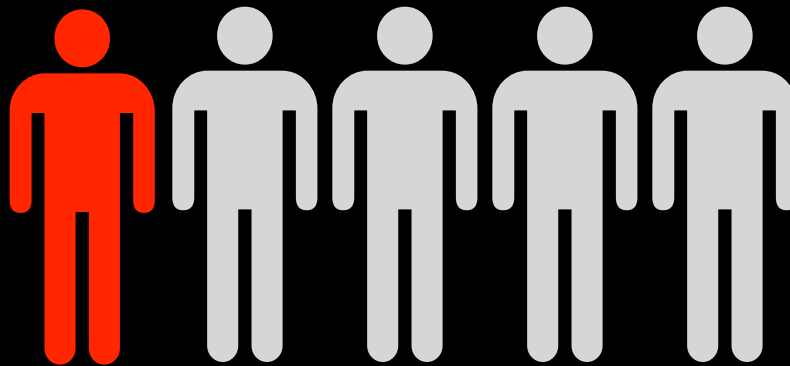
1.1
Billion

0.8
Billion

5.93 M Years
playing World of
Warcraft



1 in 5 of
global
workforce
lives in China



1.7
Billion



6.4
Billion



26 smart devices
per human 2020

200M/day



1.6B Search queries/day





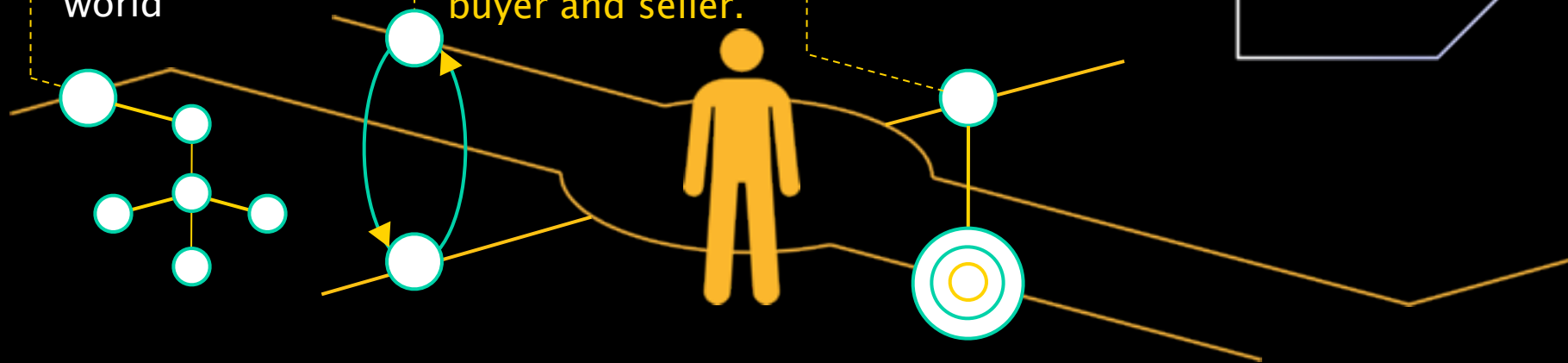
Social is empowering customers to own the brand

Customers now have unlimited access to information and can **instantly share** it with the world

Social networking and mobile commerce have dramatically changed **the dynamic between buyer and seller.**

Customer **expectations** of service, price and delivery are soaring.

Get it now
or go
elsewhere!



155 million

Number of tweets sent via Twitter each day

75%

Percentage of people who believe companies don't tell the truth in advertisements

\$93 billion

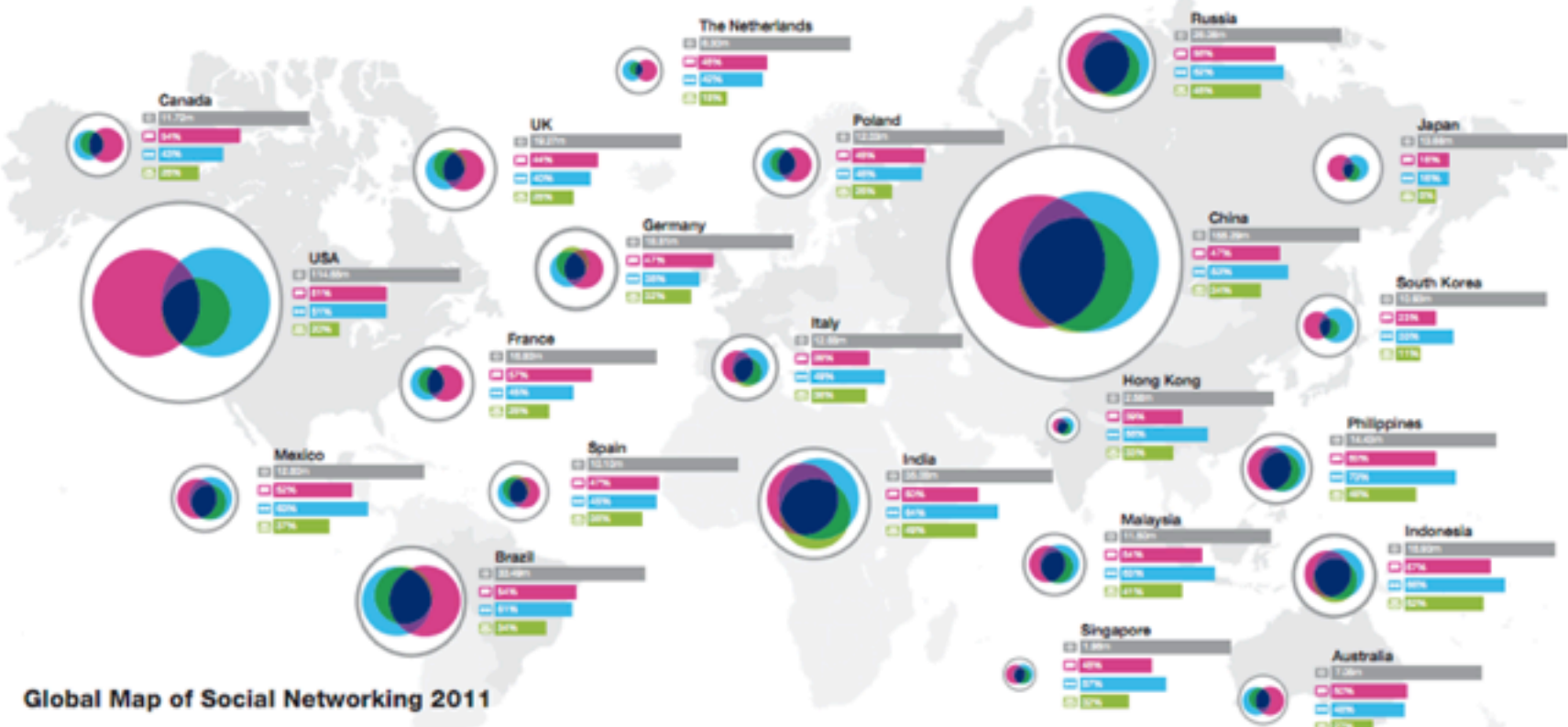
Amount in sales missed due to out of stock inventory





...even more so in Hong Kong

designed by: hardcorere@gmail.com



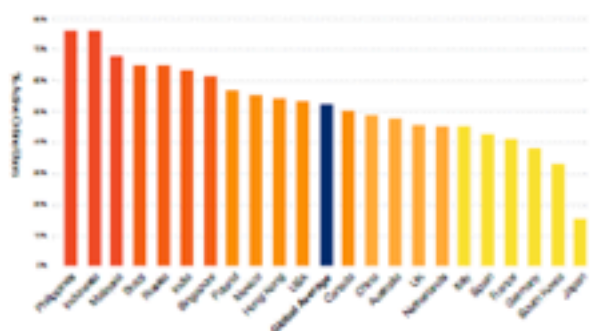
Global Map of Social Networking 2011

About the Map
 This shows the universe size of active social networks for each market and their segments users into three behaviour types: Messages, Groups and Content Shares. This behavioural data is based on a number of related questions we conduct into the way that consumers use social networks. Because social networking is now so big and becomes every aspect of our internet experience, this data is essential for the effective planning and implementation of marketing activity across social networks. This data reveals that users across the world are very different in how they utilize their networks, with more focus on messaging and less on content sharing in established markets like the US and UK but more focus on content and groups in fast growing markets like Indonesia and China.

Behaviour Types:



Global Social Network Penetration



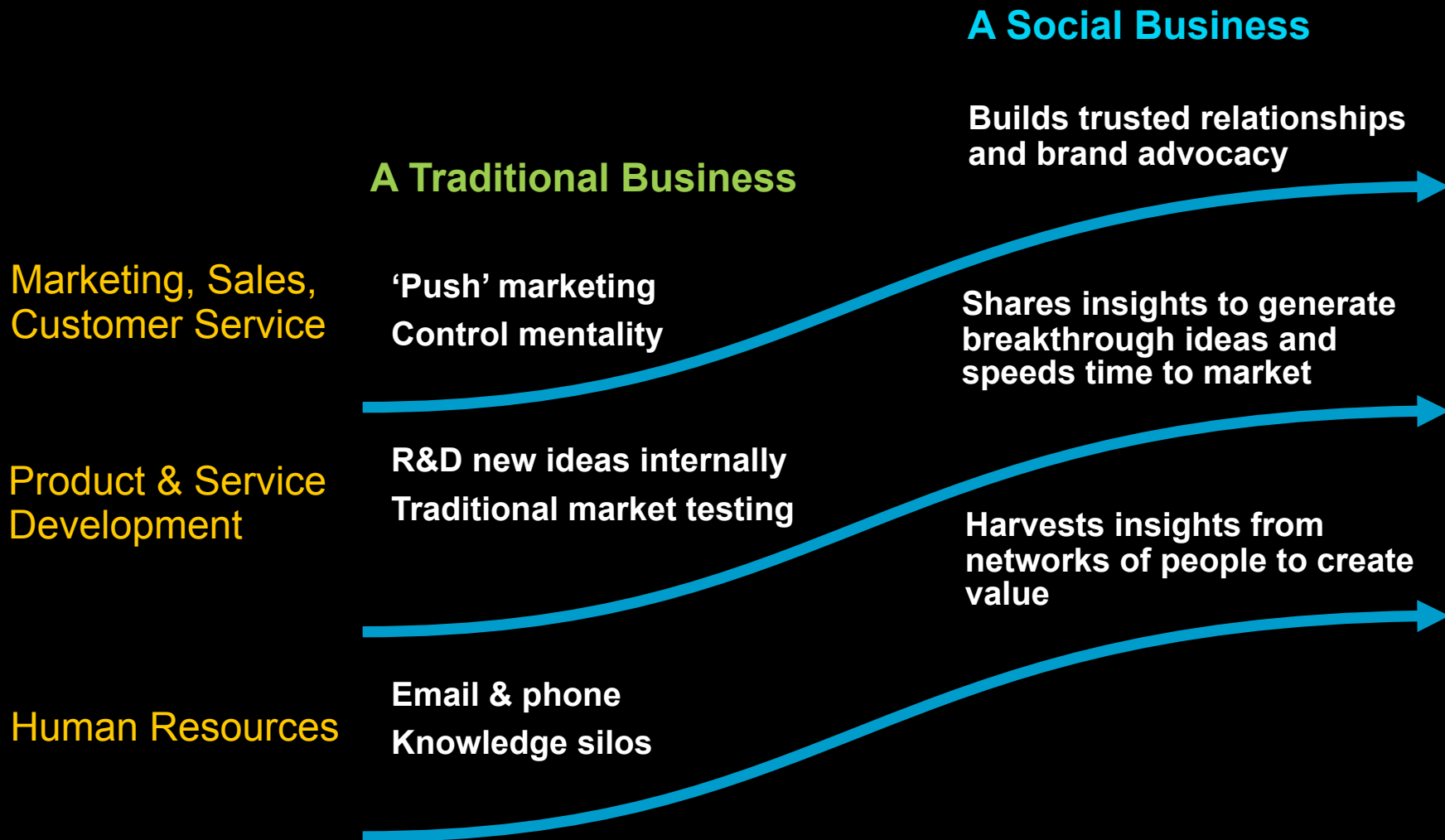
The most detailed study of the consumer adoption of the internet ever compiled.
 PC use: 80% Home use: 70% Tablets use: 10% TV sets: 10% Streaming: 100%+ Surveys a year: 10+ News a year: 10+ Friends

Find out more: www.globalwebindex.net/
 mail: globalwebindex@trendstream.net





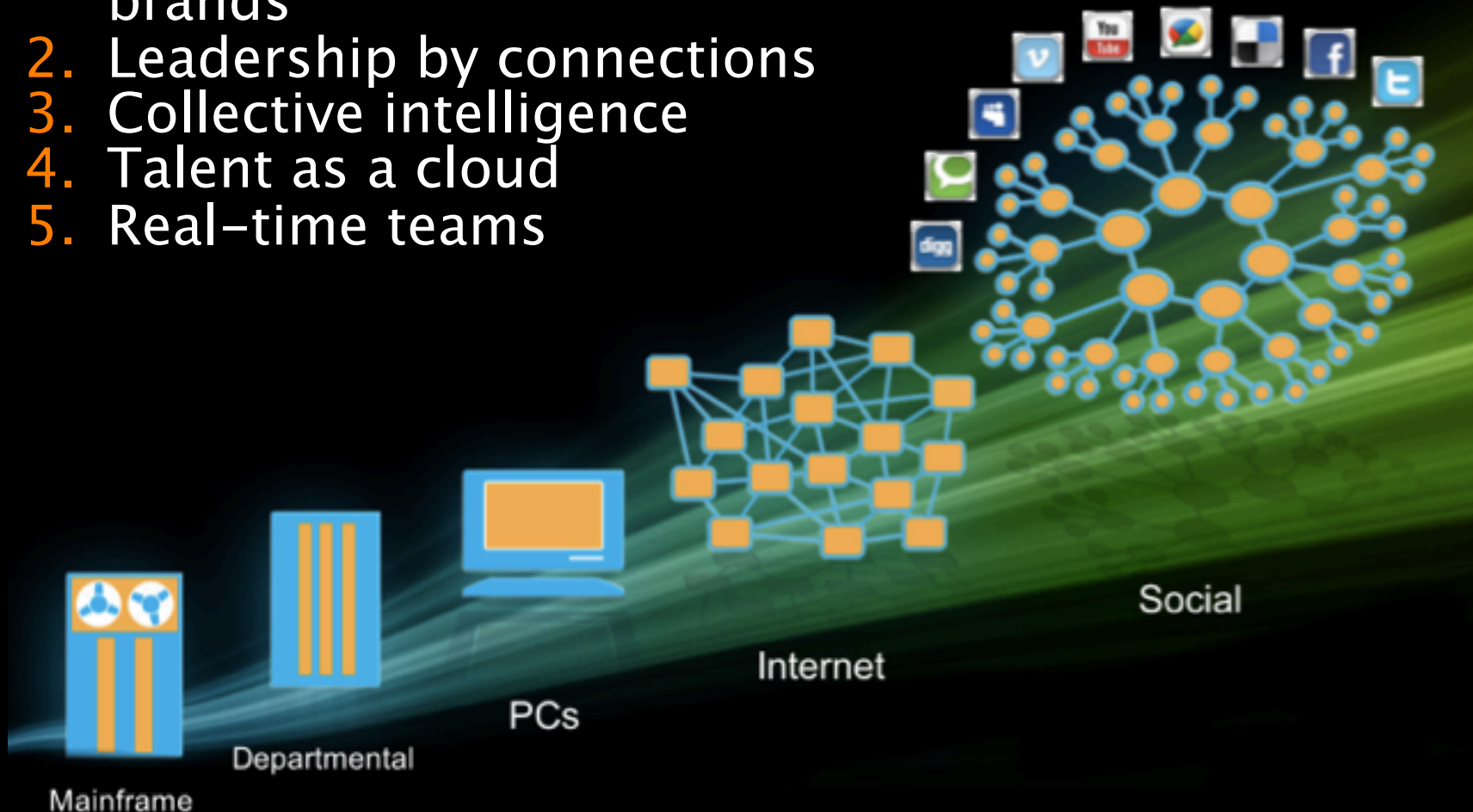
The CMO contributes to the **Social Fabric** of a Business





What does Social mean for business?

1. Digital reputation and individual brands
2. Leadership by connections
3. Collective intelligence
4. Talent as a cloud
5. Real-time teams





Harvests insights from networks of people to create value

Track online behaviors for visitors from social sites

Listen and track communications from social channels

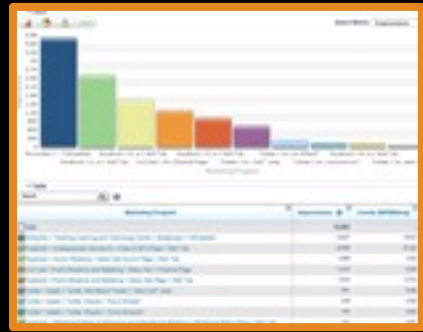


Optimize social presence & communication

Term / Tweet	Count	Feed Name
furniture	17	
ashley	2	
chocolate	2	
skin	2	
thursday	1	
11	1	
alergic	1	



Analyze the downstream impact of social media impressions



Measure social ROI relative to other digital marketing efforts

Social Products

Period: 11/01/2010 - 11/30/2010

Social Site	Product Name
Facebook	THE WHITE GOLD RING AQUAMARINE 1.10 CT. 14K AND DIAMOND ACCENT
Facebook	RICHARD MICHAEL HORN HANDBAG LARGE WAXLTON DAWN TOTE WITH SILVER HARDWARE
Facebook	KENNETH COLE REACTION COAT LONG SLEEVE WITH FULL FUR HOOD
Facebook	LE POUX 14K GOLD RING CHOCOLATE DIAMOND 7.14 CT. 1.00 CARAT WHITE DIAMOND FLAKE 1.4
Facebook	KENNETH COLE REACTION COAT LONG SLEEVE WITH FULL FUR HOOD

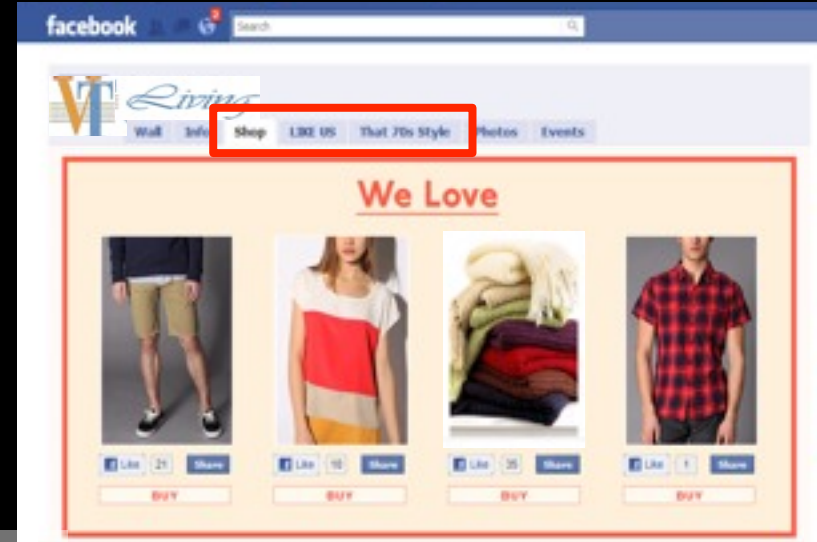


Many Ways to Track and Test Performance

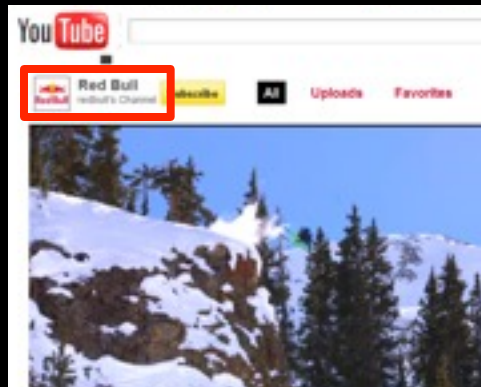
Wall Content



Custom Tabs & Apps



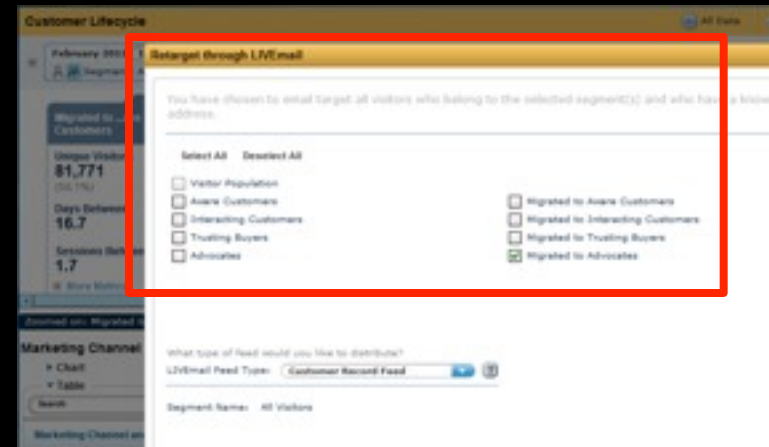
YouTube Channel



Facebook Ads



Social Visitor Re-Targeting



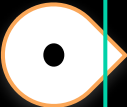


The evolving role of the CMO

Corporate Brand

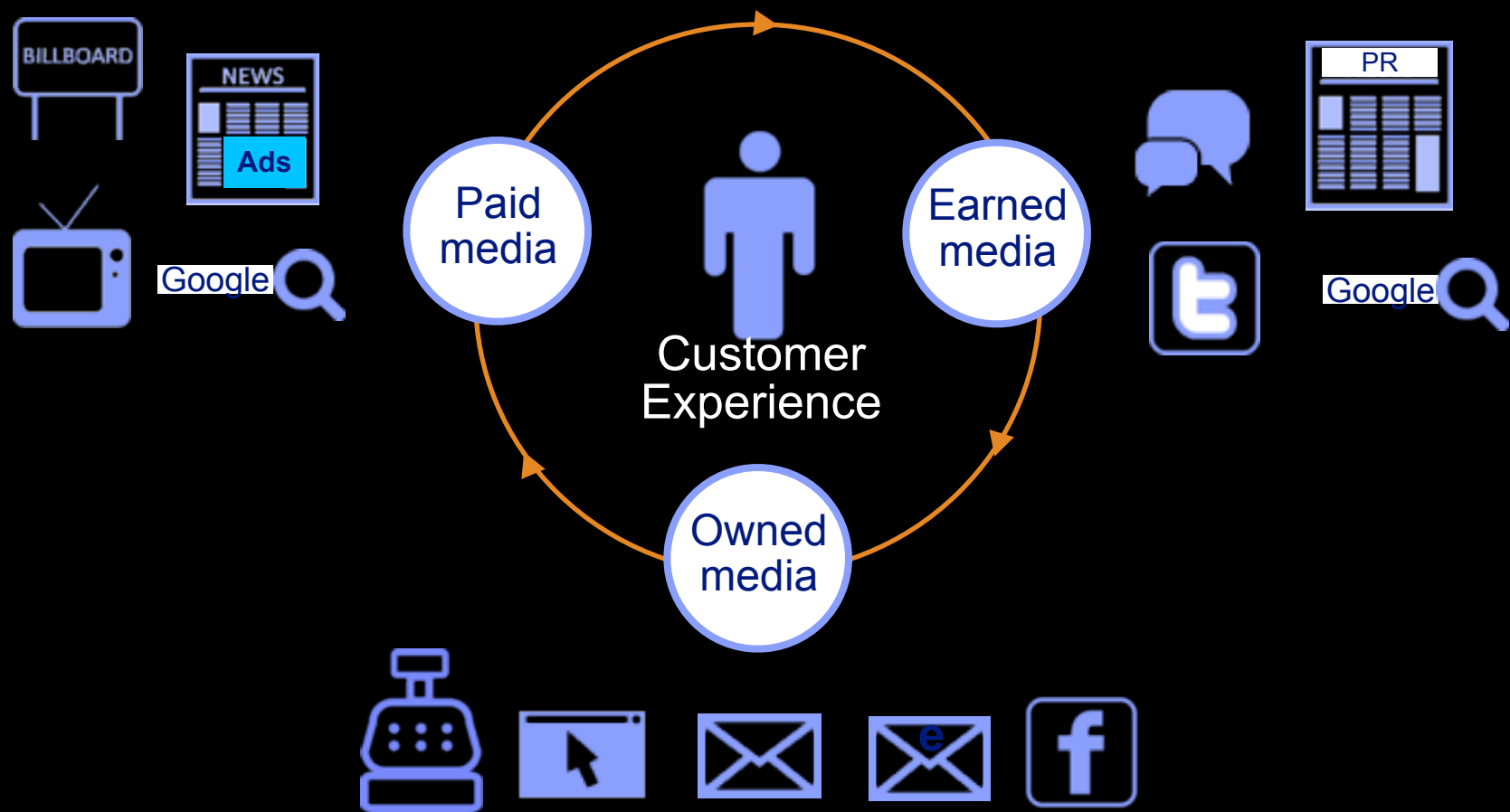
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Going Beyond Traditional Channels and Media



Generate Demand





Demand Generation is about Delighting Customers

Good Marketing is Service



Awareness

Demand Generation
(Consideration, Preference, Transact)

Energize Customers

(Delighted, Fans, Broadcasters)

Customer

Customer Experience

(Quality, Consistency, Convenience)

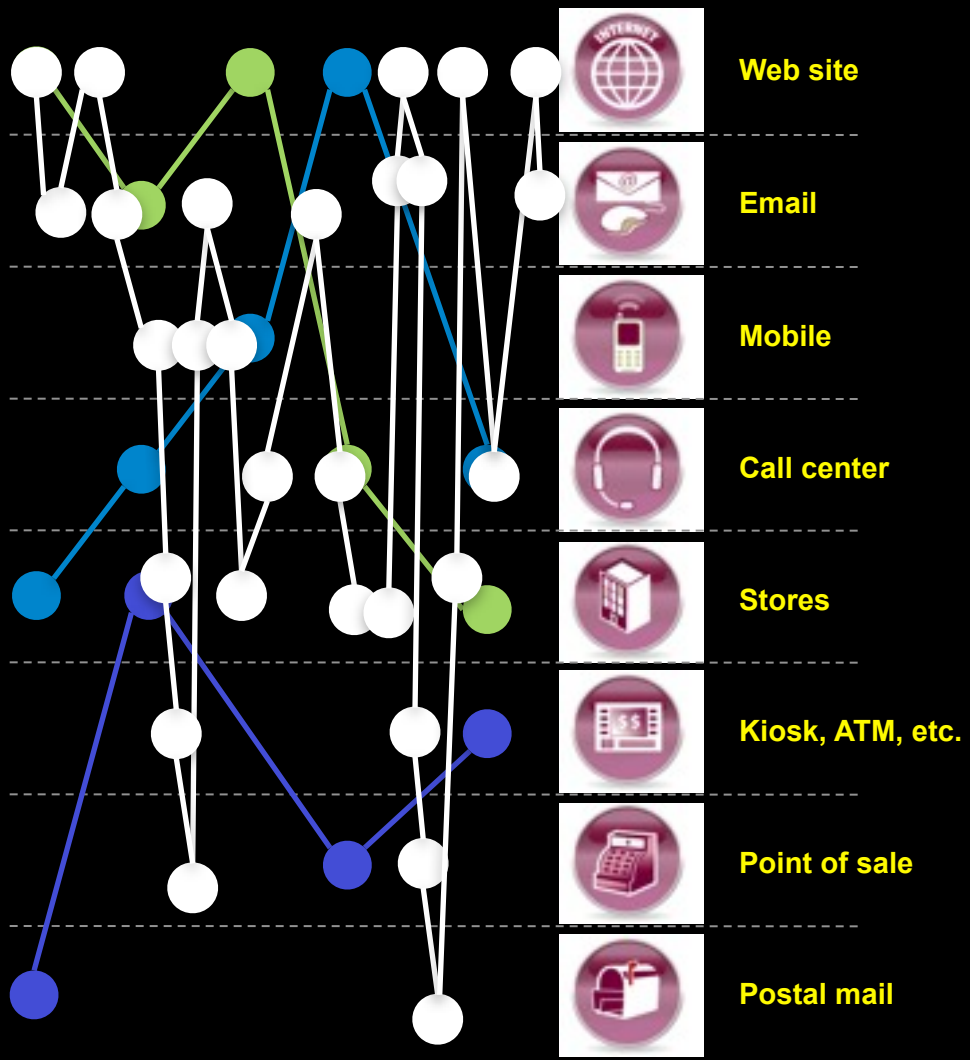
Good Service is Marketing



How customers and prospects behave...



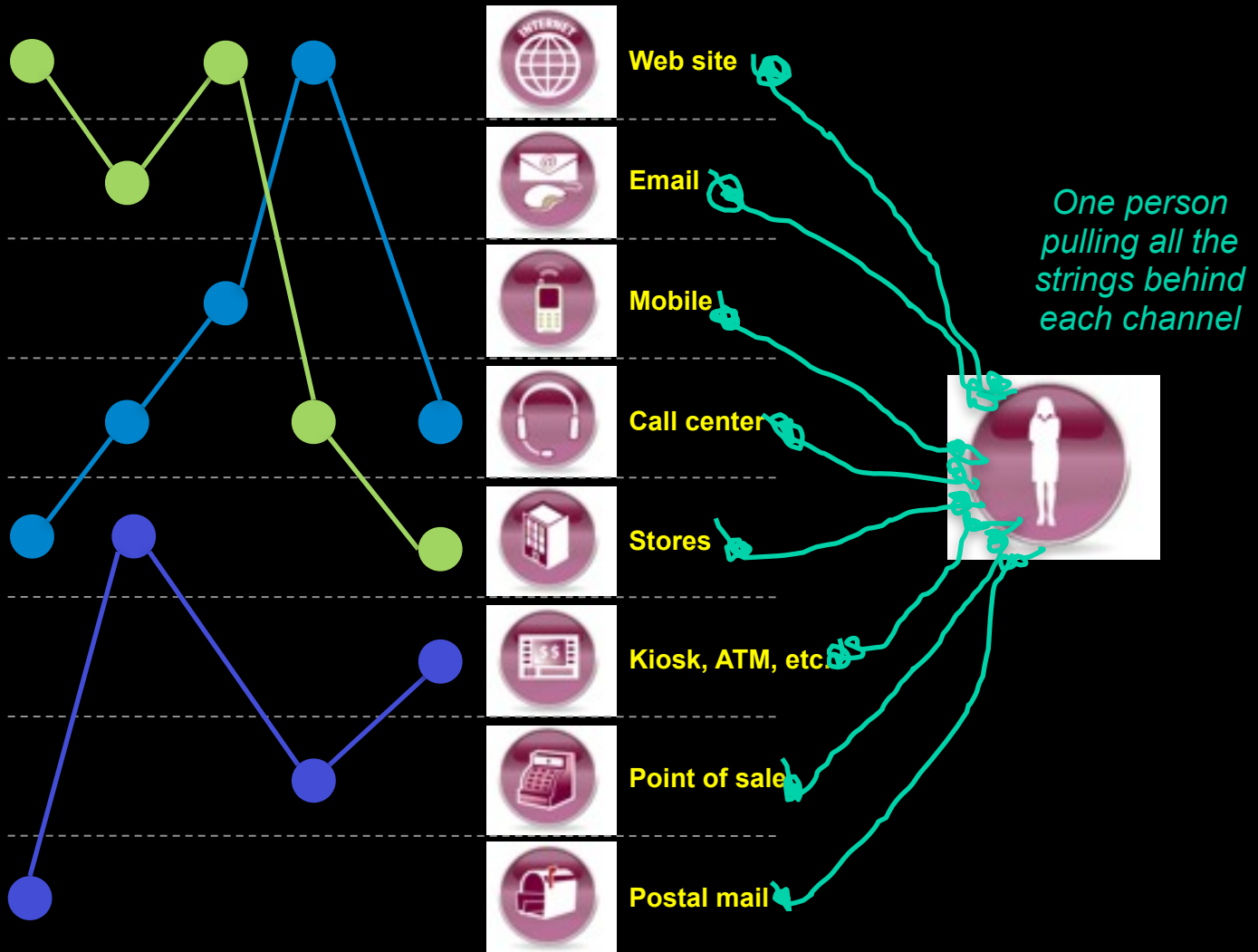
CUSTOMERS & PROSPECTS



...and what they EXPECT

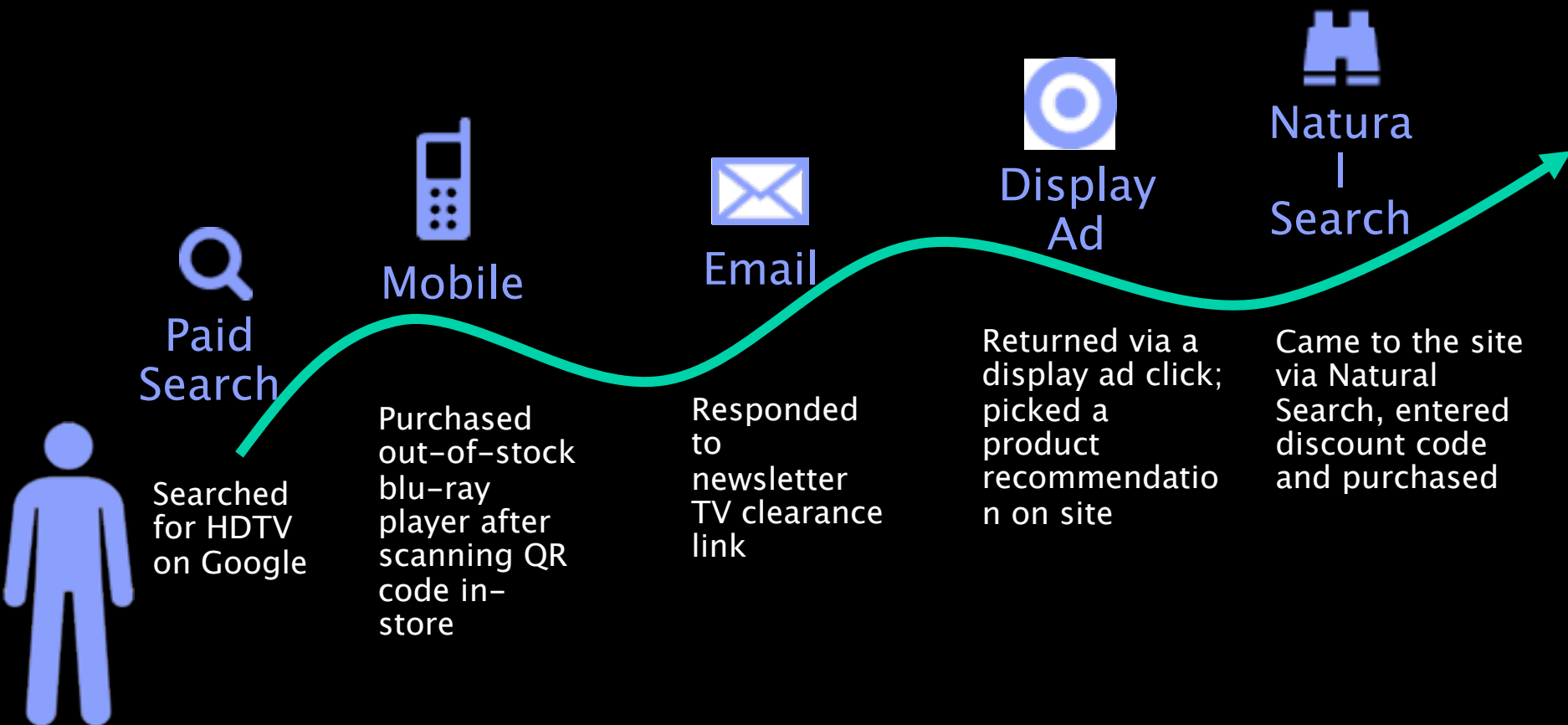


CUSTOMERS & PROSPECTS



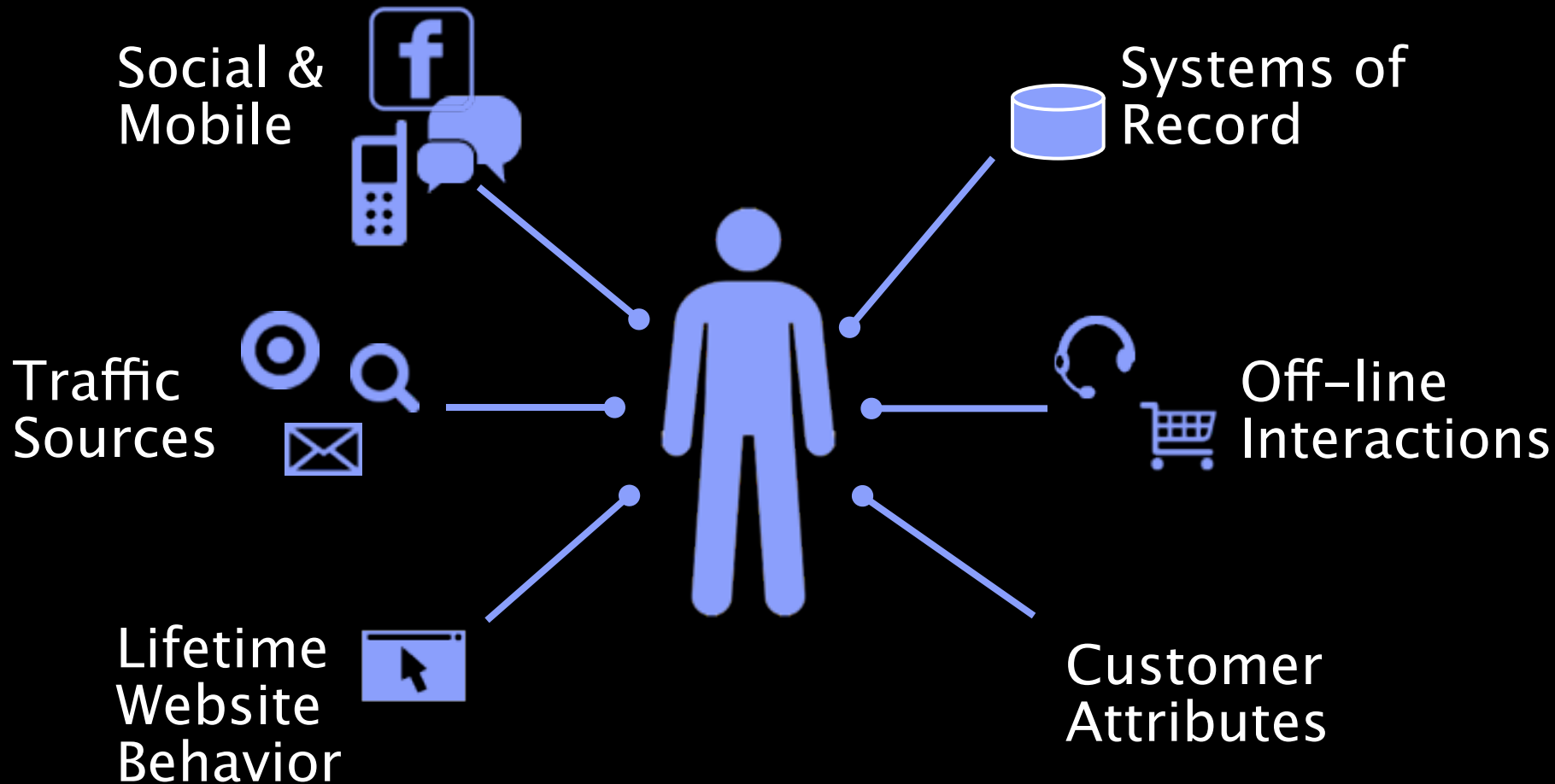


Today's customers expect a consistent and relevant experience across multiple channels





Develop deep insights into customers' interests and lifetime interactions





Take advantage of the new ways customers are interacting with your brands

Today = Broadband and Mobile

- The Internet is expected to contribute about \$18.8 billion--7.2% of the total--to Hong Kong's economy by 2015, driven by a surge in mobile use and online shopping, (source: Google Inc.)
- Growth by an average 7% every year to reach an estimated HK\$146 billion (\$18.8 billion) by 2015 (HK Monthly Statement of Industry Trends - May 2011)
- Hong Kong's Online ad spend = US\$91M in 2010, more than the combined digital ad spend for entire Southeast Asia region (Asia Digital Marketing Asso)
- Hong Kong has more than 4.87M internet users = 69% penetration rate (Asia Digital Marketing Asso)
- Mobile subscriber penetration rate = 199.6% (June 2011, OTA)
- Household broadband penetration rate = 84.9% (June 2011, OTA)



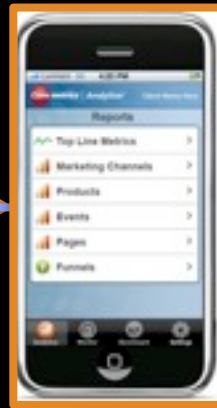


Evaluate mobile opportunities, execute campaigns, and measure and optimize performance

Track online behaviors for mobile visitors



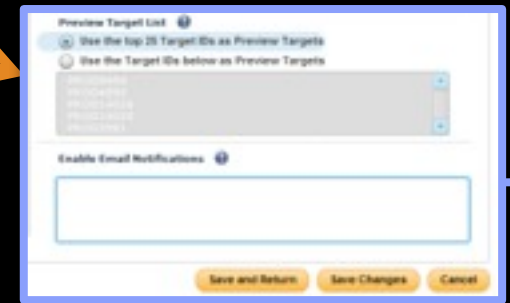
Optimize digital presence for mobile compatibility



Execute search campaigns catered to a mobile audience



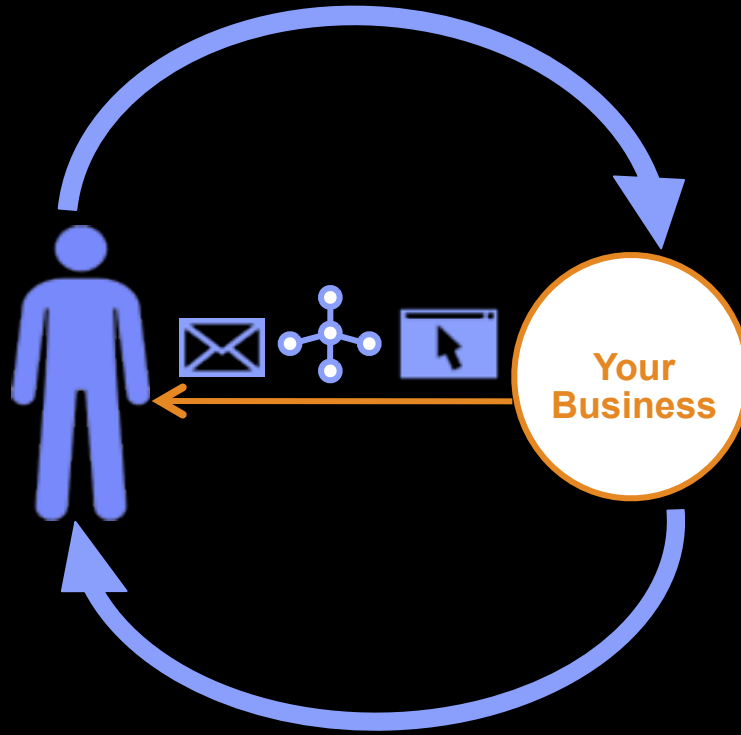
Continually optimize mobile presence to refine and execute marketing efforts



Use personalized recommendations in mobile web sites, applications and kiosks



Recapture customers who **abandon** and stay top of mind



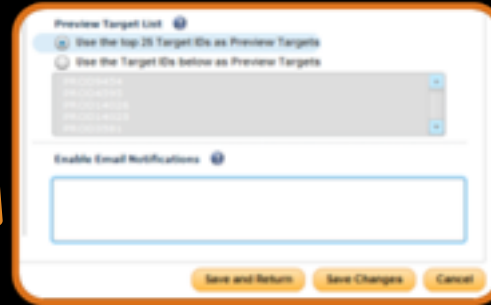
It takes an average of 6.8 digital interactions before conversion.

If you don't convert a visitor, someone else likely will.



Improve relevancy through Personalization

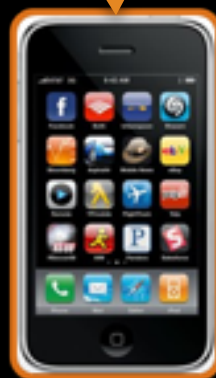
Capture and analyze visitor behavior over time



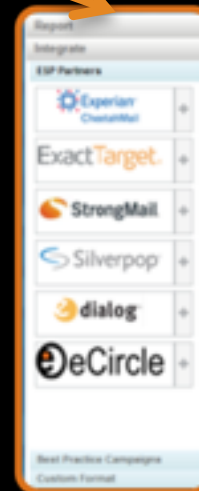
Automate personalized product recommendations on-site



Use personalized product and content recommendations in display advertising



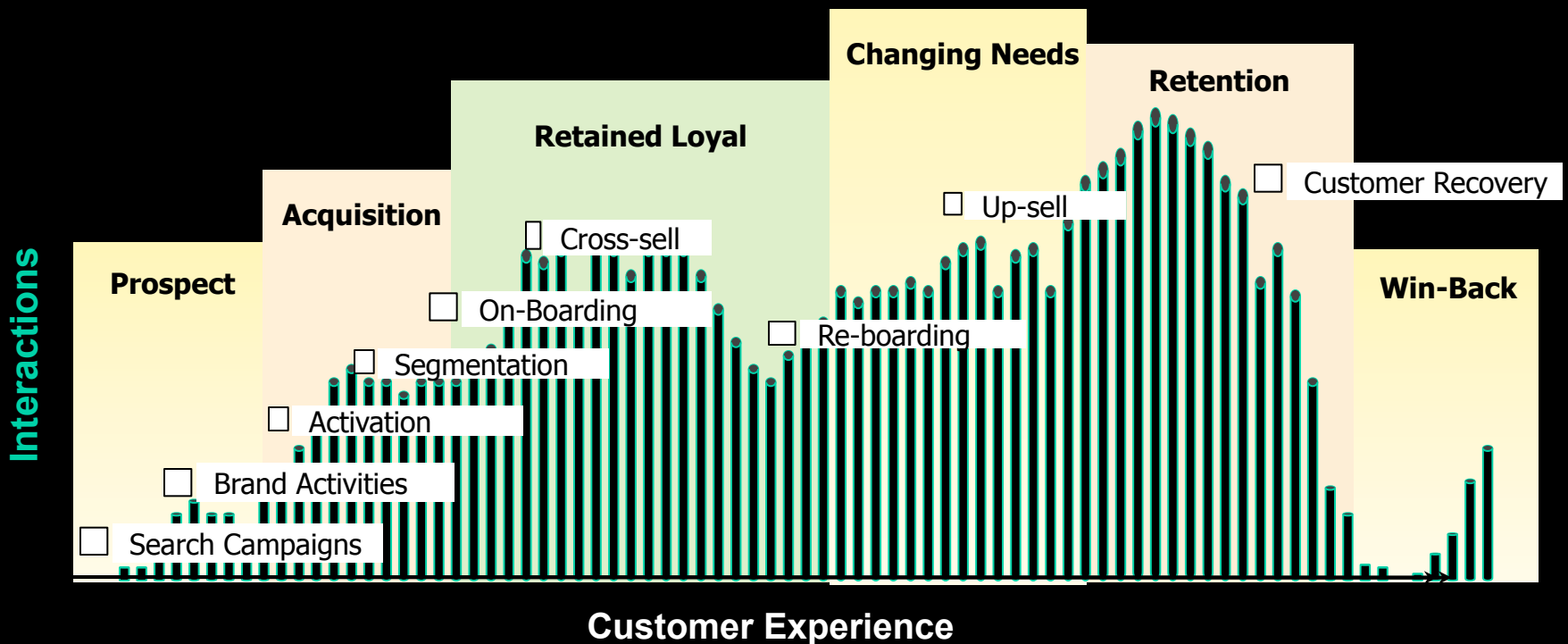
Use personalized product recommendations specific to mobile devices



Send targeted emails with compelling content and products



Leverage all opportunities during the lifetime of a customer





Improve marketing efficiencies and effectiveness

Is this you?

Many marketing tasks are manual

Reliance on IT

Challenges in measuring results/ROI

Consider

Tools that marketers can manage rather than IT to produce faster more efficient campaigns

Tools to measure and track ROI

Tools to analyze customer behaviors and future patterns

Tools to detect events and tie into automated marketing actions



The Evolving Role of the CMO

1. Understand deep insights into customers' interests and lifetime interactions
2. Builds trusted relationships and brand advocacy
3. Harvests insights from networks of people to create value
4. Justify budgets and demonstrate the impact of their investments
5. Take advantage of the new ways customers are interacting with their brands
6. Recapture customers who abandon and stay top of mind
7. Leverage all opportunities during the lifetime of a customer
8. Reinforce a consistent, personalized message across digital channels
9. Respond quickly when new opportunities arise or changes need to be made
10. Improve effectiveness and efficiencies



How can we help YOU?



Gartner Leader: 2007 – 2010
Marketing Resource Mgmt

The Leader: 1999 – 2011
Multi-Channel Campaign Mgmt

FORRESTER Leader: 2007 – 2010
Web Analytics

The Leader: 2006 – 2010
Cross-Channel Campaign Mgmt

The Leader: 2004 – 2010
Enterprise Marketing Mgmt



THE 2010 CRM MARKET AWARDS

Market Winner: 2005 – 2010
Marketing Solutions Category Winner

FROST & SULLIVAN

Market Share Leadership 2010
Marketing Process Optimization Solutions, Global