"The corporate website of the future will be a credible source of opinion and fact, authored by both the corporation and community. The result? A true first-stop community resource where information flows for better products and services"
Jeremiah Owyang, *Forrester Research, 2007*

Digital Marketing

From monologue to dialogue

Martin Walsh
Group Manager Digital Marketing
Microsoft Australia

DIGITAL MARKETING IS marketing that leverages the interactive connections between seekers and providers ENABLED BY digital media and devices.

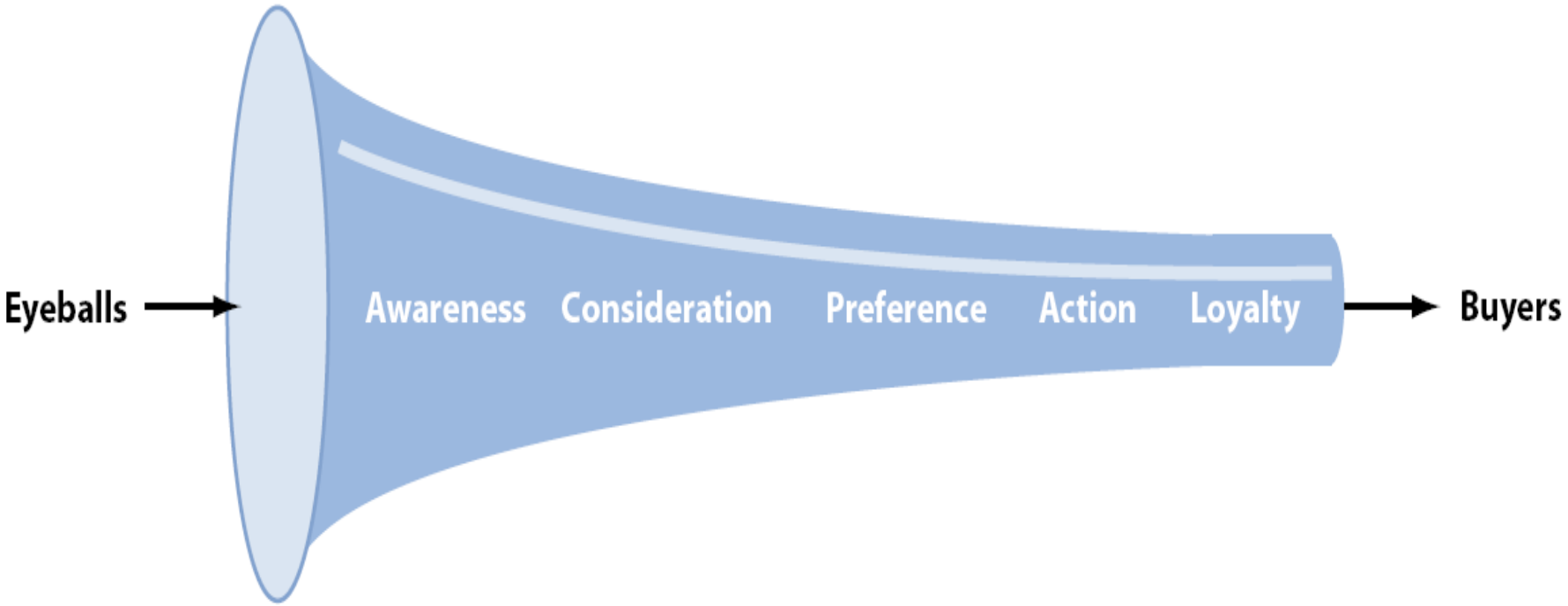
The marketing funnel

isn’t linear

(hell, it’s not even a funnel)

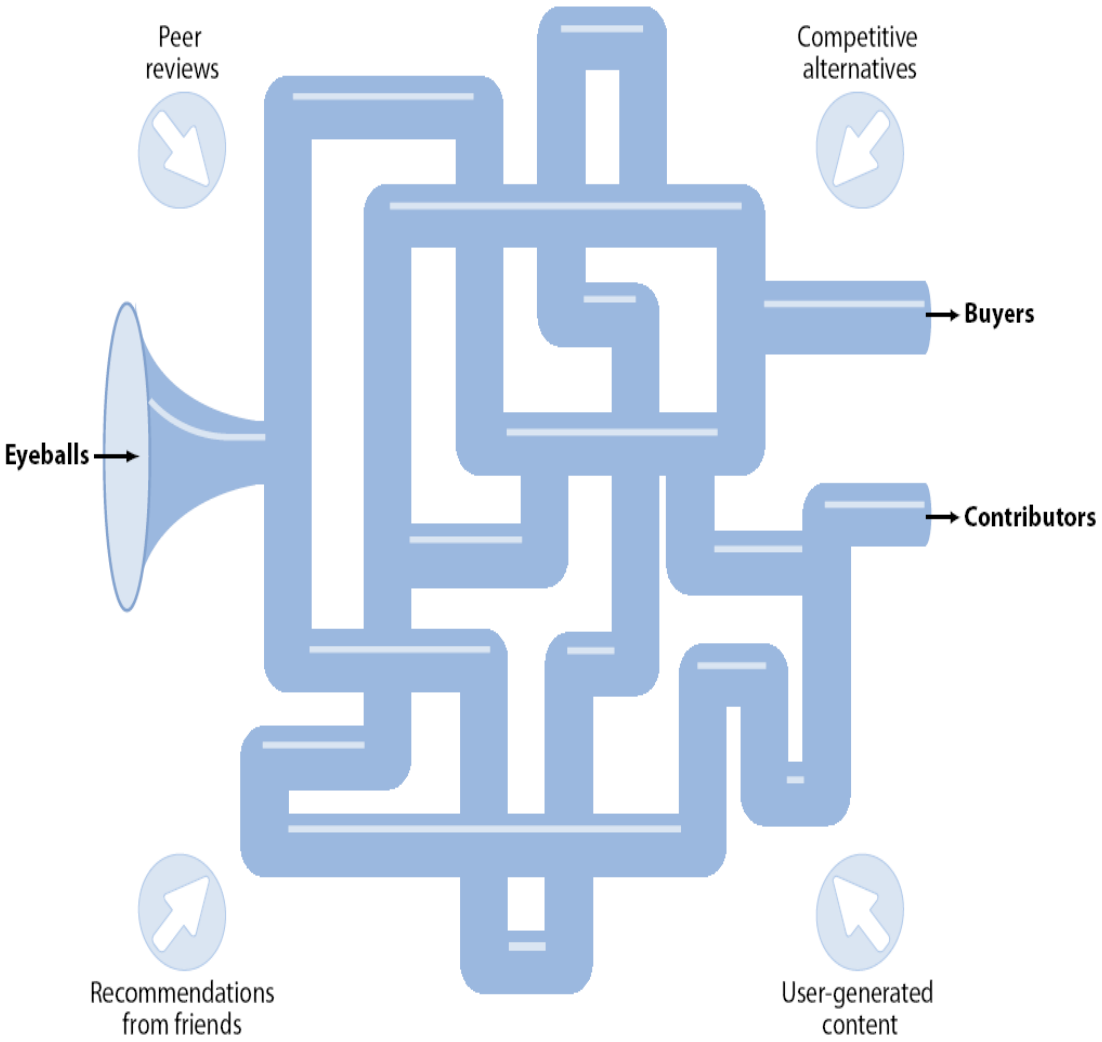
Traditional Marketing Models Fail to Model Complex Buying Paths

1-1 The traditional marketing funnel



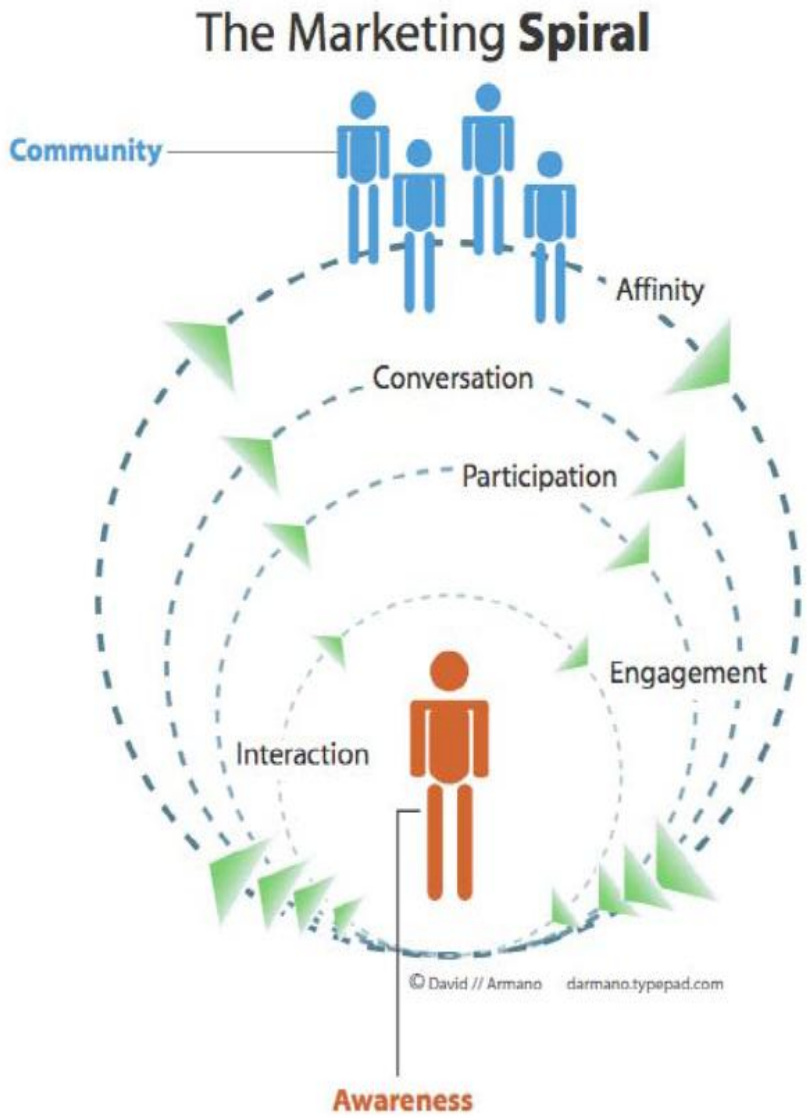
Today's Complex Buying Paths

1-2 Complexity lies at the center of the marketing funnel



Customer behavior is changing…

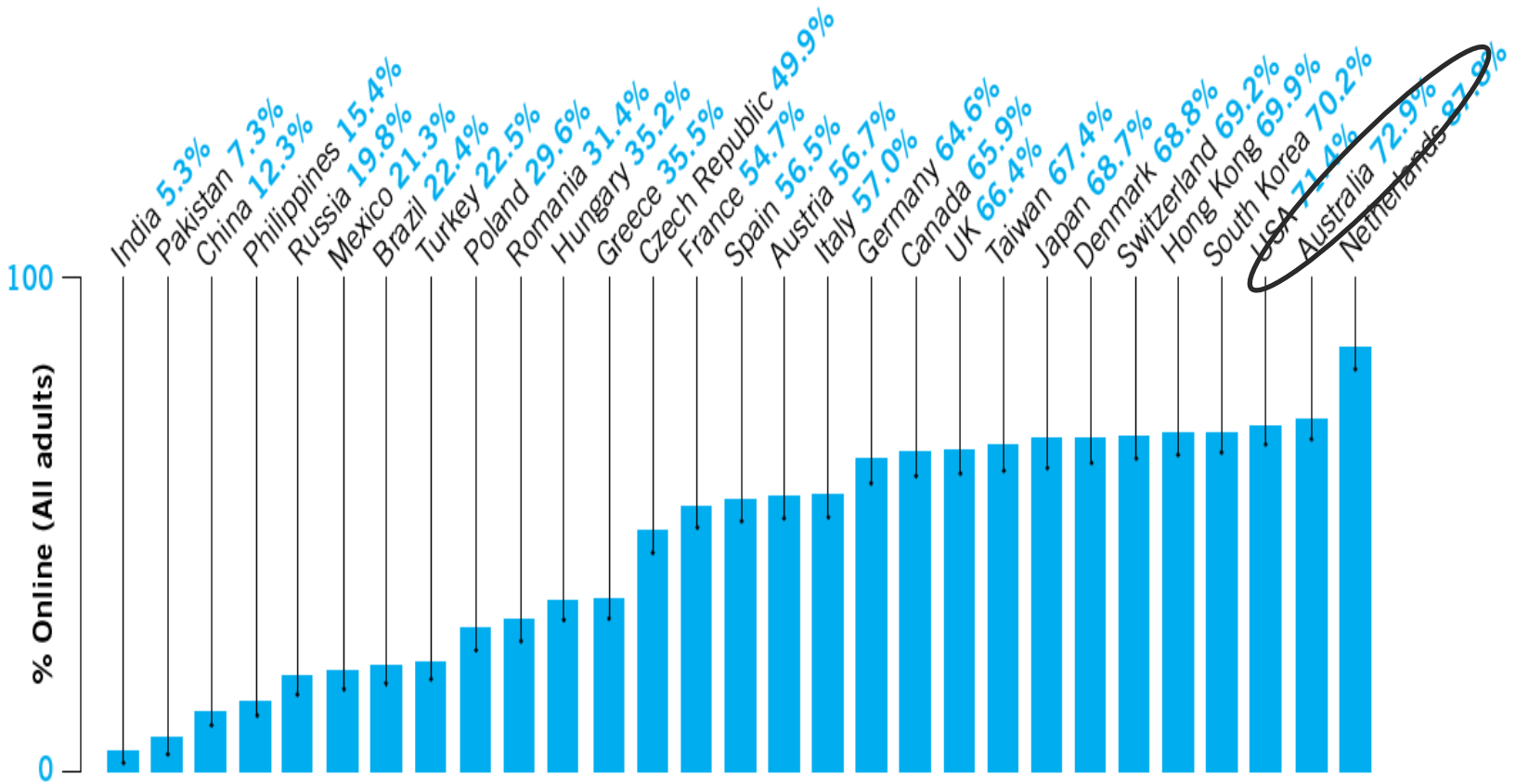
A digital world



A digital world

Internet Penetration by market

Internet Penetration, all adults. Figures sourced from Internetworldstats.com



Universal McCann Social Media Tracker Wave 3 – Mar 2008

Customer behaviour

Online activity

93% research products / services

55% visit message board / forum

38% post to message board / forum

48% read a blog

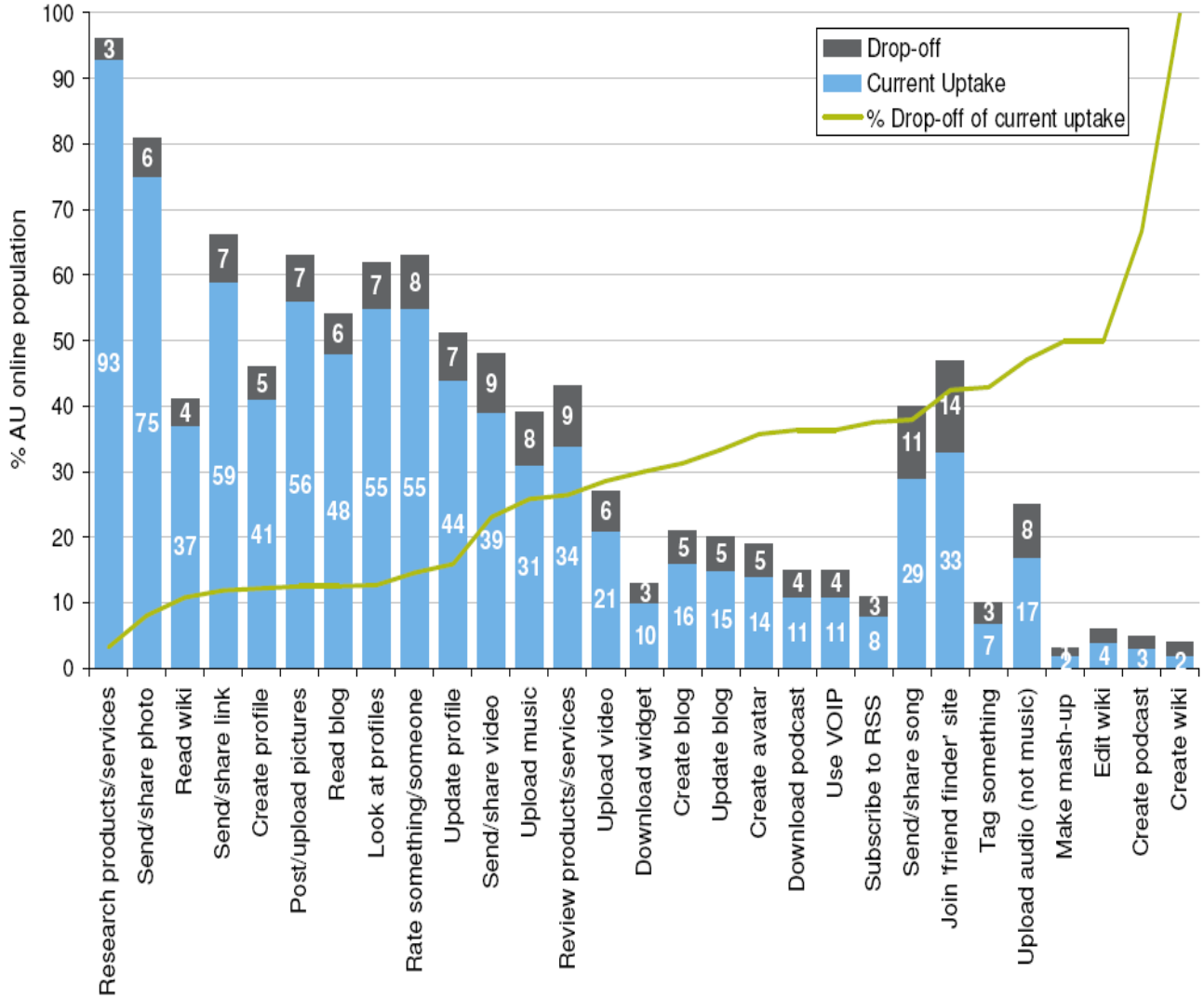
55% rate something / someone

59% send / share a link

nielsen online – Consumer Generated Media Report Jan 2008

FIGURES 1.2 & 1.3 – ACTIVITY INCIDENCE & DROP-OFF RATES – AU & NZ

Sample: Australian & New Zealand Internet Users (n=2589 Australia; n= 2059 New Zealand)



Customer behaviour

Reading online reviews

76% of customers use online reviews to help them make purchases.

Less than 25% of sites use them.

Ratings can increase sales / conversion rates from 20-49%.

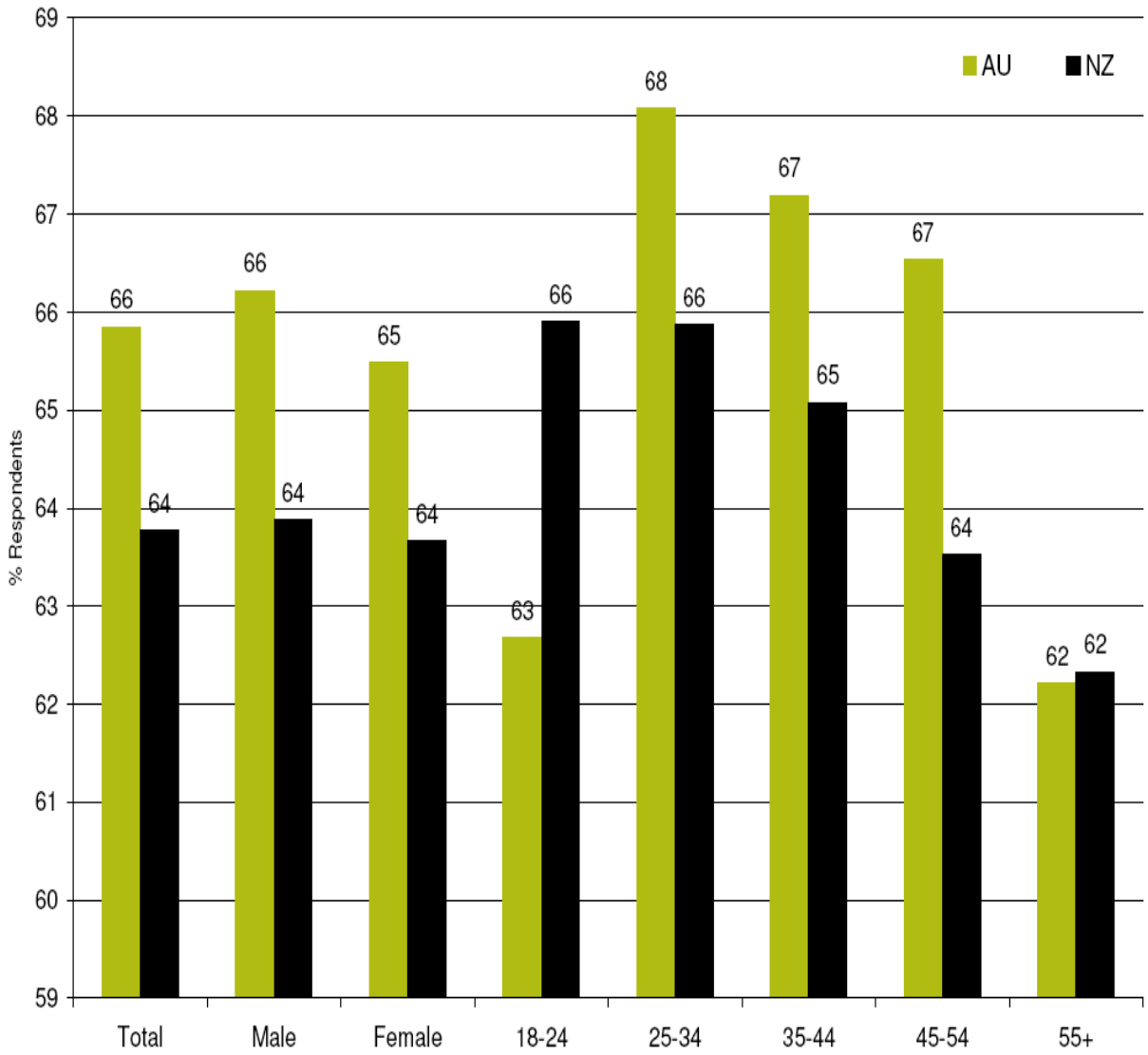
Research show that approx. 80% of reviews are positive.

Negative reviews are essential to the credibility of the site.

Groundswell, Harvard Business Press
nielsen online – Consumer Generated Media Report Jan 2008

FIGURE 5.1 – INCIDENCE OF READING ONLINE REVIEWS – AU & NZ

Sample: Internet users who research products and services online (n=2539 Australia; n=2016 NZ)



Trends

- Mobile is bridging the Digital Divide
- 5 billion mobile phone users by 2015. *Nokia report
- 50% of global mobile phone subscribers will go online with their mobile by 2011. *Informa Telecom
- Mobile will be at the centre of Social Networking and a key driver for User Generated Content.
- Mobile technology, network and devices are being designed for new uses rather than voice.

Customer behaviour

Mobile content and services

41% of Australians access the internet from their mobile

There is 102% mobile phone penetration in Australia

35% play games on their mobile

22% watch live TV on their mobile

There is an entire generation growing up with their mobile being their first connection to the Internet

Select Mobile Content and Services Used* by Mobile Phone Users in Select Countries in the Asia-Pacific Region, May 2007 (% of respondents)

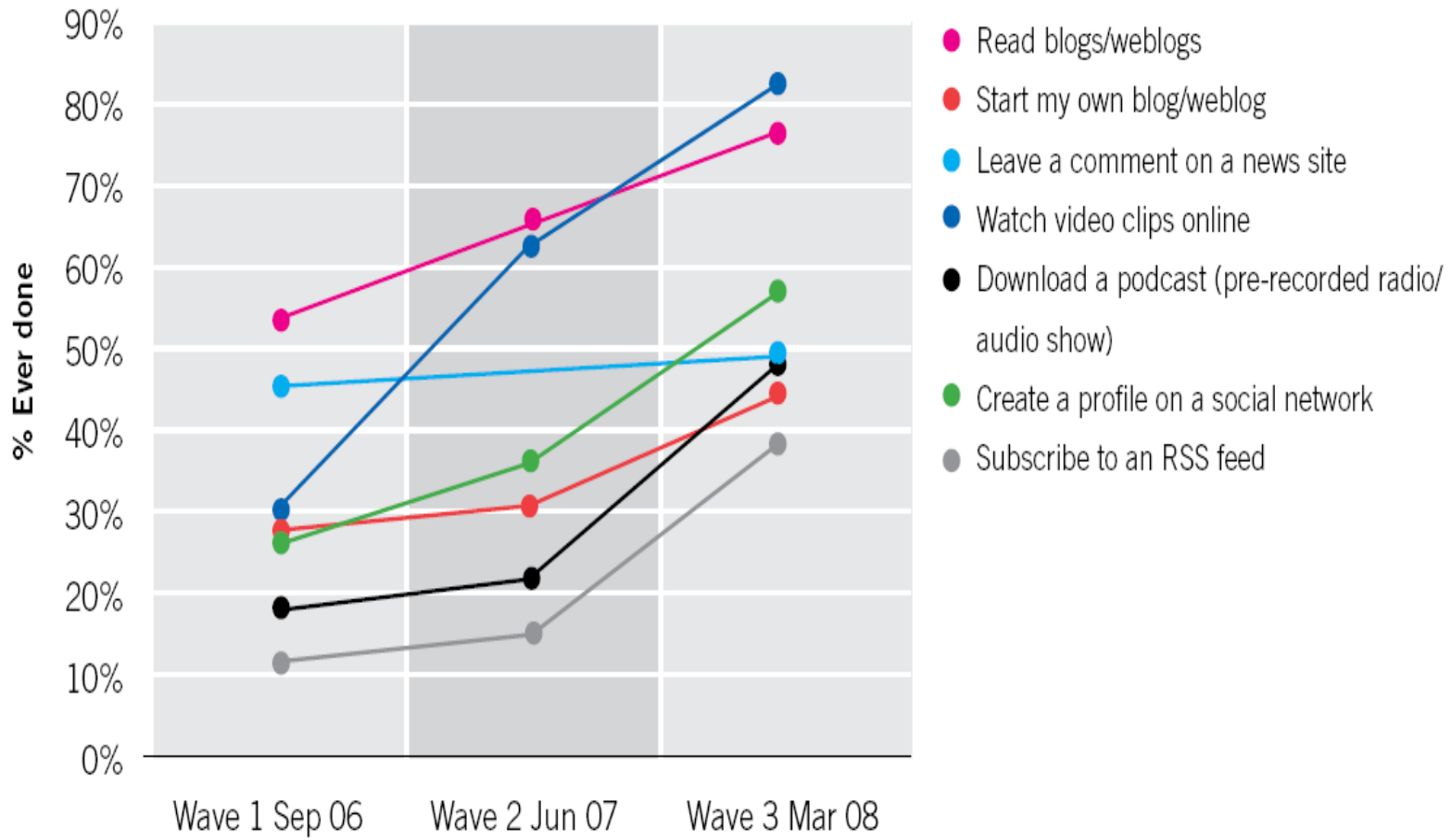
	Australia (n=255)	China (n=276)	India (n=311)	Singapore (n=692)	Taiwan (n=284)
Send/receive text messages	98%	95%	100%	99%	94%
Play and store music	24%	76%	47%	59%	47%
Play games	35%	60%	32%	56%	51%
Access the Internet	41%	64%	61%	46%	32%
E-Mail	16%	31%	55%	24%	25%
Instant messaging	4%	26%	34%	17%	17%
Check latest sport scores	29%	11%	49%	9%	4%
Check traffic reports or get directions	6%	13%	8%	6%	8%
Check bank balance	13%	9%	49%	6%	2%
Make payments via mobile	7%	34%	34%	4%	14%
Watch live TV	22%	1%	4%	1%	3%

*Note: *in the past three months*
Source: Sybase 365, "Nano-Economics: Mobile Opportunities for the Financial Sector" conducted by BDM Intelligence, August 22, 2007

Welcome to the future

Reach over time

"Thinking about using the Internet, which of the following have you ever done?" Active Internet Users



Universal McCann Social Media Tracker Wave 3 – Mar 2008

and speaking of the future…

Tomorrow's customers are today's "digital natives."

By 2010, Millenials / Gen Y-ers will outumber Baby Boomers.

They already wield $350 Billion per year in direct spending power.

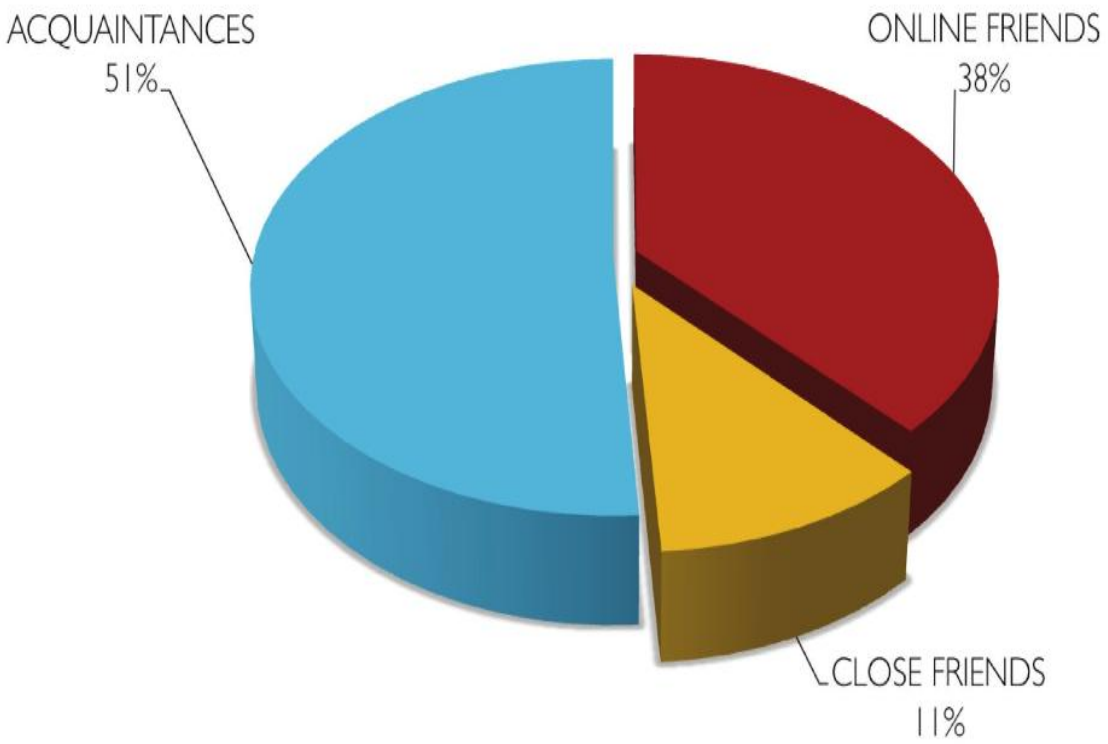
Millenials spend

> 16 HOURS / WEEK

ONLINE

96% **Of them have joined a social network.**

They have an average of 53 online friends.



And they don’t care about your ad.

They care what their friends and peers think.

It’s not a fad.

It’s a fundemental shift in the way we communicate.

But! I hear you say, what about B2B?

Well…..

An IT Professional is a …

A Business Decision Maker is a …

A Developer is a …

A Microsoft Partner is a …

Consumer!

Their fundamental behavior doesn't change, only their sources of information and decision making process

The old communication model was a monologue

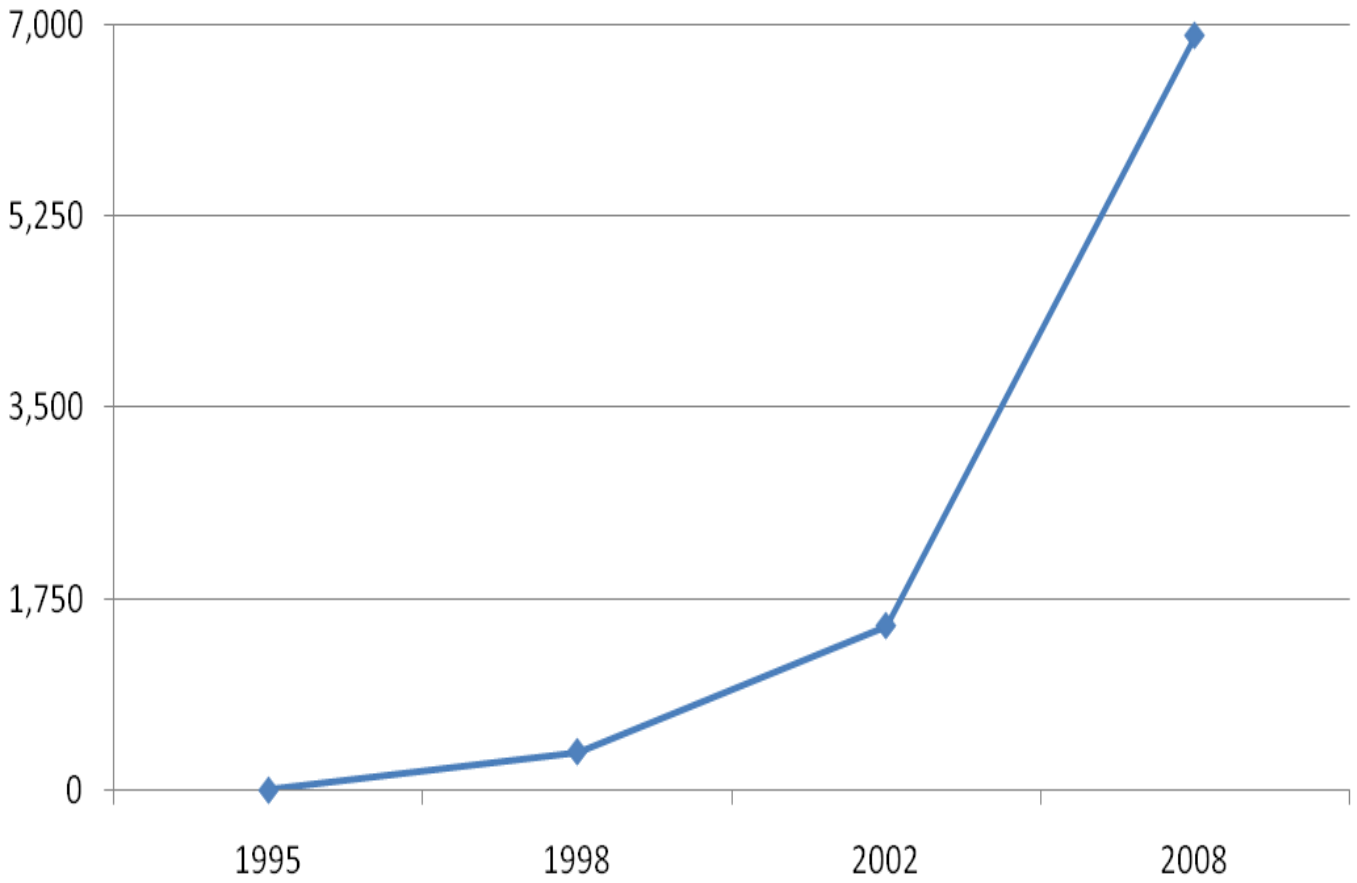
The rise of information democracy

From *information asymmetry*...

… To information democracy

Starting in 1995 people became interested in online content…..

13 Years of Online Content Growth!



display impressions across the web (millions)

But a few years ago…..

…people started
to become more
interested in
each other.....

The average person is exposed to

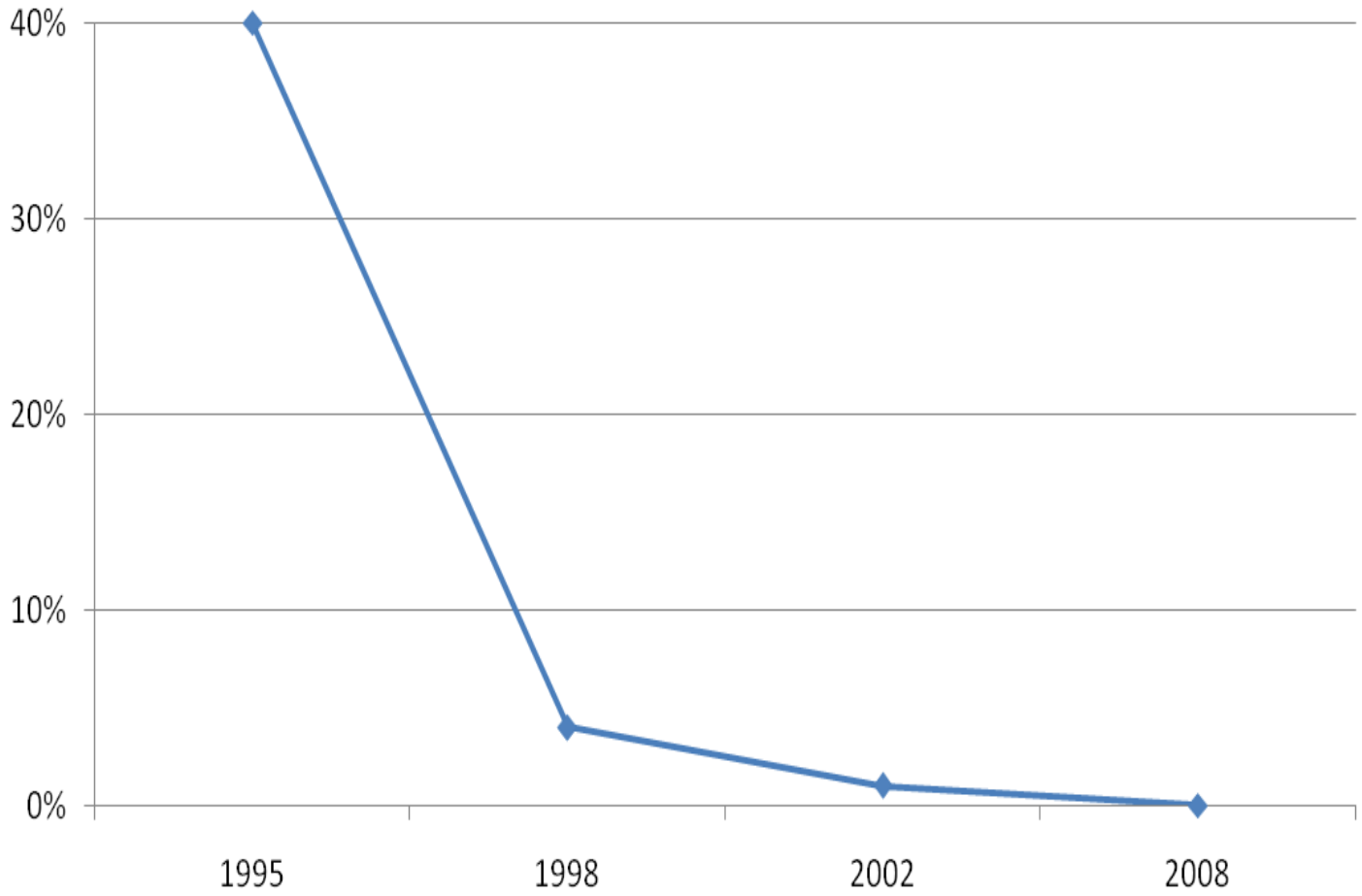
3,000 advertising messages / day.

Only 18% of TV ad campaigns generate positive ROI

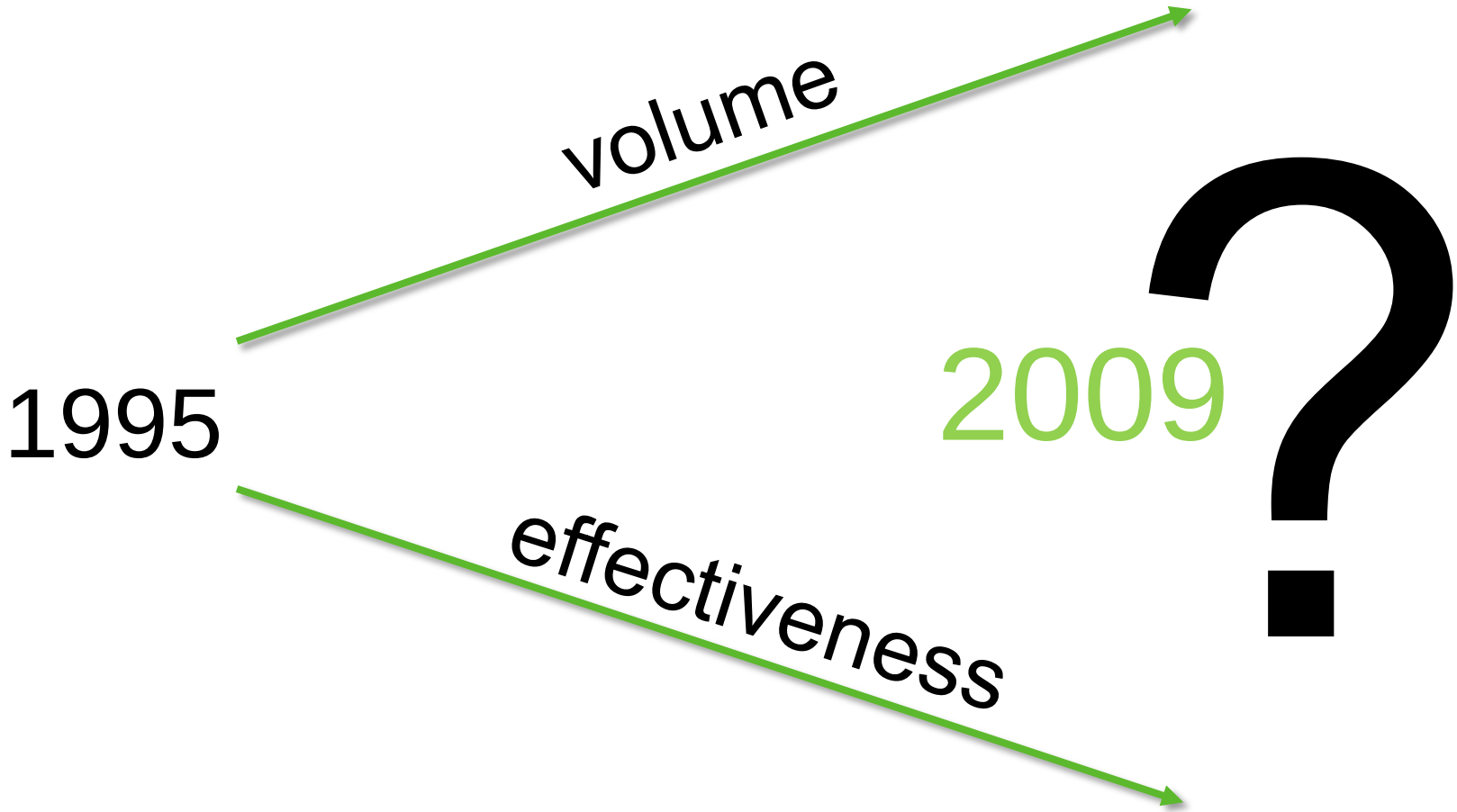
90%

of people who can skip TV ads, do.

And less interested in the ads



Click-through rates on display ads


volume
1995
2009
?
effectiveness

and only 14%
of people trust
advertisements.

Why should I care?

Reason #1

60%

Of australians trust the recommendations of other customers.

NIELSEN ONLINE CONSUMER GENERATED MEDIA REPORT JAN, 2008

14% vs. **60%**

hmm….

The new communication model is a dialogue

Which means it's….

TRANSPARENT

INCLUSIVE

AUTHENTIC

VIBRANT

CUSTOMER-DRIVEN

And it’s NOT….

CONTROLLED

ORGANISED

EXCLUSIVE

PRODUCT-DRIVEN

“ON MESSAGE”

"Content is the new democracy and we the people, are ensuring that our voices are heard."

Brian Solis, "The Social Media Manifesto.

Markets are conversations.

The Cluetrain Manifesto (www.cluetrain.org)

A brand is not what YOU say it is. It's what THEY say it is.

Source: Brand Tags

Marketing and customer behavior has changed

Mediocre experiences won't resonate with today's customers

- Aren't easily influenced.
- Care more about price.
- Use more channels.

Consumers want more from brands

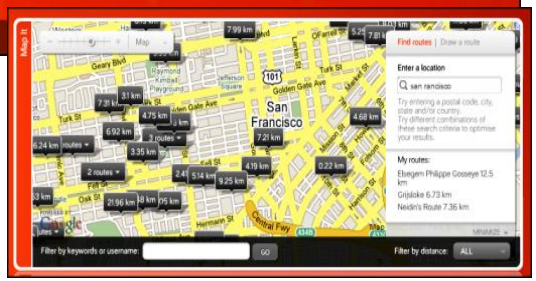
They want less promise and more experiences

From brochure-ware websites...

Consumers want more from brands

They want less promise and more experiences

To everyday experiences + interactions...



*Optimised for all devices & services

Services which can be mixed and mashed

Intel Mash Maker

Toolbar Buttons
Provide Access to other Mash Maker Features

Suggestions
Mashups I might want to apply to this page

Visualization Widget
Show a visualization of the data on the page

Annotations
Data added by a widget

Normal Page
Reached by normal browsing and enhanced by Mash Maker widgets

Translation:

The train is leaving the station.

WITH OR
WITHOUT YOU.

HOW DO I GET ON THE TRAIN

“It’s about conversations, and the best communicators start as the best listeners.”

Brian Solis, Social Media Manifesto

A.

Listen.

Immerse yourself in the conversations.

(any or all of the above are a good place to start!)

Messages are not conversations.

B.

Participate

IT'S A DIALOGUE, NOT A MONOLOGUE.

C.

Relinquish control.

REPEAT AFTER ME:

“The goal is not to control the conversation.”

THE GOAL IS TO:

Enable
Inspire
Influence
&.....

D.

Engage!

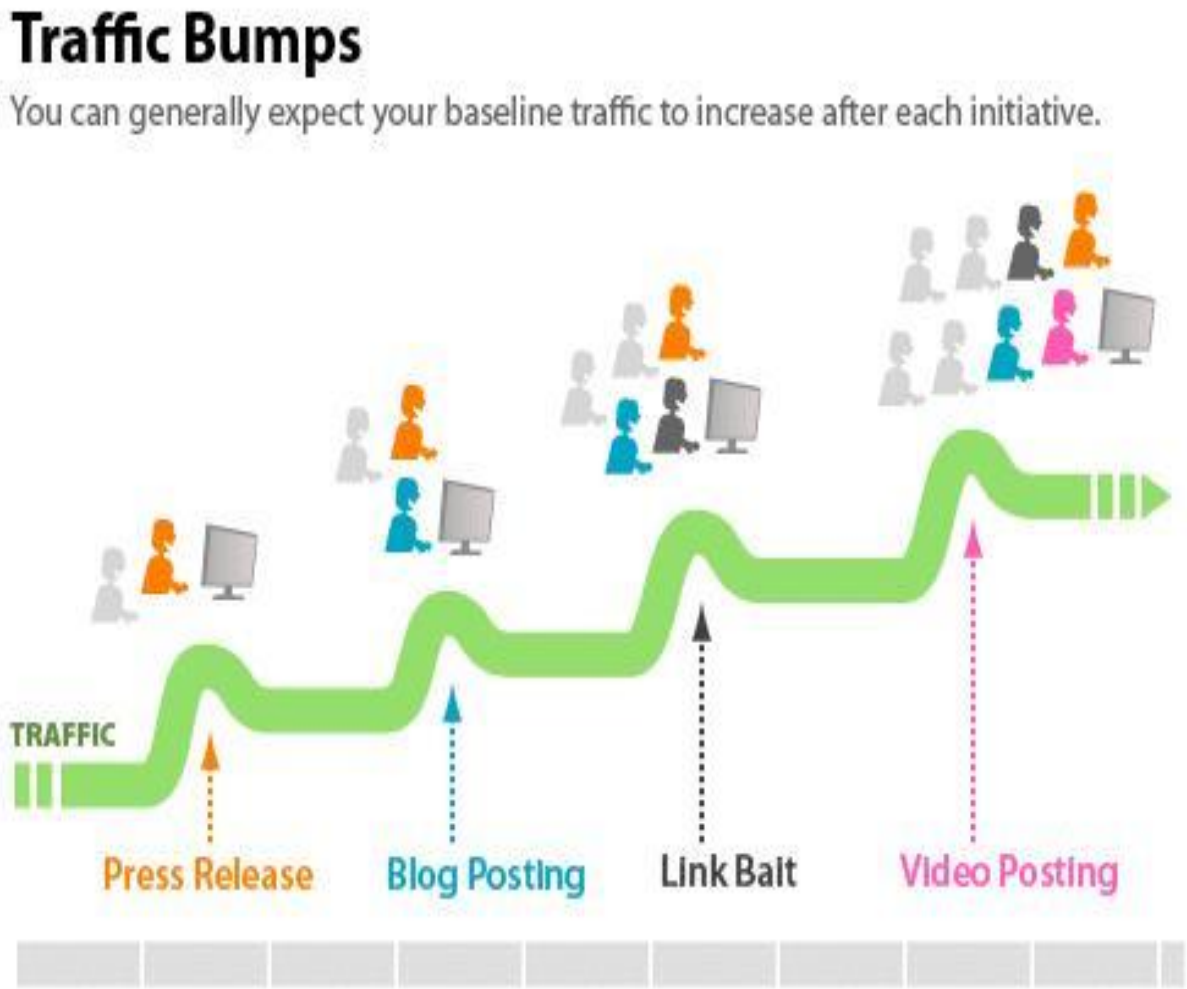
Search Engine Marketing

Search Engine Optimisation (SEO)

Search Engine Advertising (SEA)

The value of SEM

Traffic Bumps

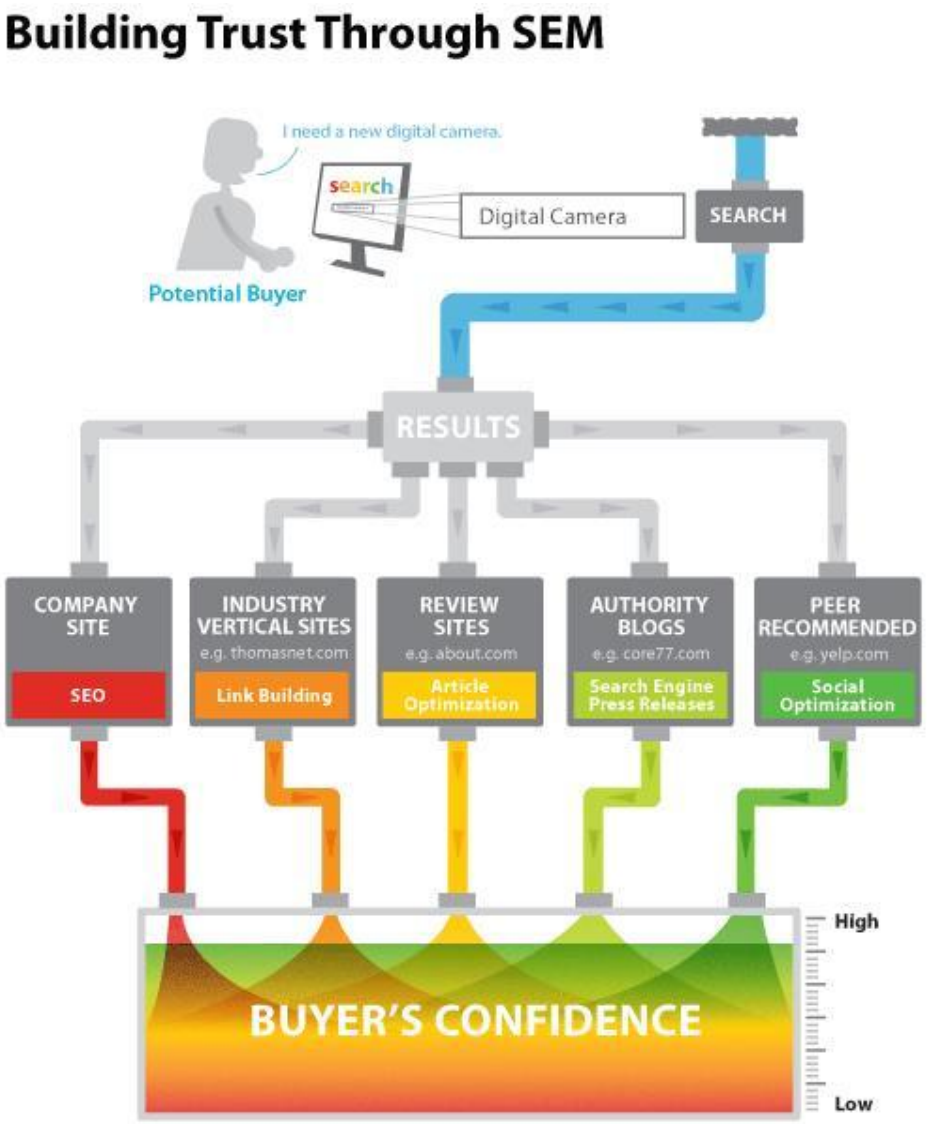


Search Engine Click-thru Behaviour

Source: 2006 iProspct Search Engine User Behavior Study

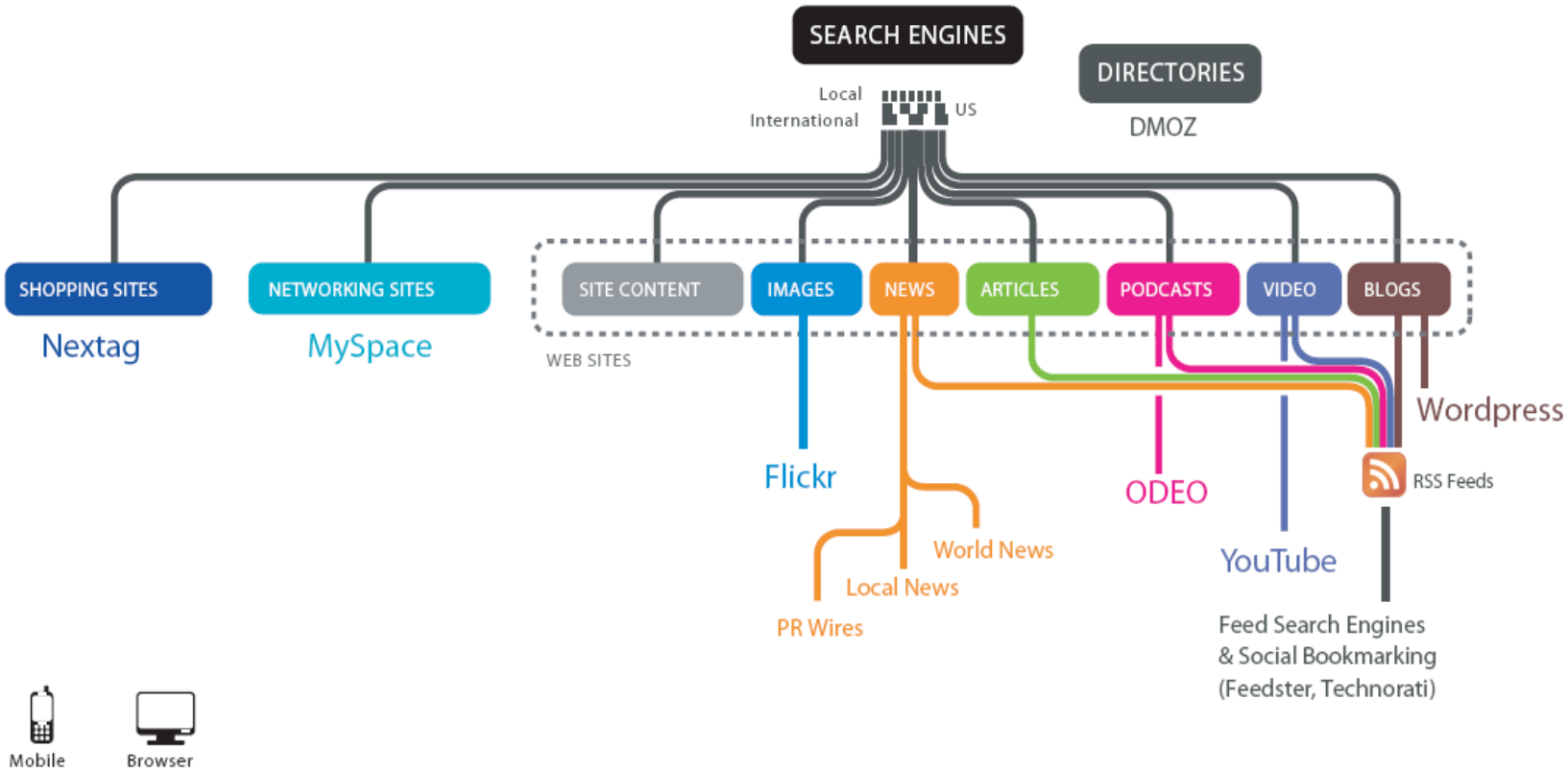
SEM Strategy Matrix

Building Trust Through SEM



The World of Search

SEARCH WORLD



Step 1: Keyword identification

Microsoft AdCenter keyword forecast

- Excellent set of fast, reliable tools
- Show the relative popularity of keywords
- Also provides demographic information

- ‘Laptop’ is more popular than ‘notebook’

Step 1: Keyword identification

Google AdWords tool

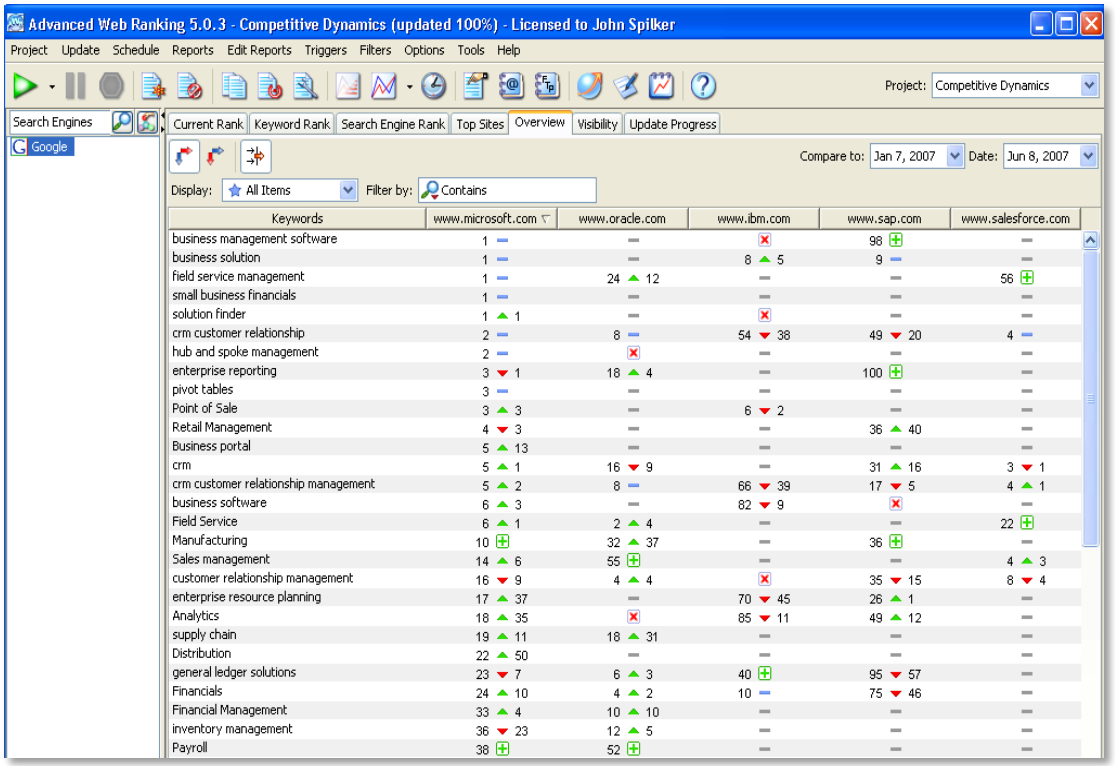
- Helps advertisers related identify keywords
- Very little documentation about the tool
- Generally believed that the terms at the top of the list are most identified with the keyword
- People who look for ‘Microsoft Dynamics CRM’ also look for:

Keywords	May Search Volume	Possible Negatives
microsoft crm		Add negative: -microsoft crm »
hosted microsoft crm		Add negative: -hosted microsoft crm »
microsoft crm training		Add negative: -microsoft crm training »
microsoft crm demo		Add negative: -microsoft crm demo »
microsoft crm partner		Add negative: -microsoft crm partner »
microsoft dynamics crm		Add negative: -microsoft dynamics crm »
microsoft crm software		Add negative: -microsoft crm software »
microsoft crm integration		Add negative: -microsoft crm integration »
microsoft crm pricing		Add negative: -microsoft crm pricing »
microsoft crm 3.0		Add negative: -microsoft crm 3.0 »
microsoft crm 4.0		Add negative: -microsoft crm 4.0 »
microsoft crm server		Add negative: -microsoft crm server »
microsoft crm outlook		Add negative: -microsoft crm outlook »
microsoft crm 3		Add negative: -microsoft crm 3 »
microsoft crm solution		Add negative: -microsoft crm solution »
microsoft dynamics crm 3.0		Add negative: -microsoft dynamics crm 3.0 »
microsoft crm small business		Add negative: -microsoft crm small business »

Step 2: Measure and improve

Track rankings on major Search Engines

- Perform a periodic check on the ranking of keywords on Google, Live and Yahoo with Advanced Web Ranking tool
- Check how well our competitors are doing
- Shows us what pages the Search Engines associate with a term



Keywords	www.microsoft.com	www.oracle.com	www.ibm.com	www.sap.com	www.salesforce.com
business management software	1			98	
business solution	1		8 ▲ 5	9	
field service management	1	24 ▲ 12			56
small business financials	1				
solution finder	1 ▲ 1				
crm customer relationship	2	8	54 ▼ 38	49 ▼ 20	4
hub and spoke management	2				
enterprise reporting	3 ▼ 1	18 ▲ 4		100	
pivot tables	3				
Point of Sale	3 ▲ 3		6 ▼ 2		
Retail Management	4 ▼ 3			36 ▲ 40	
Business portal	5 ▲ 13				
crm	5 ▲ 1	16 ▼ 9		31 ▲ 16	3 ▼ 1
crm customer relationship management	5 ▲ 2	8	66 ▼ 39	17 ▼ 5	4 ▲ 1
business software	6 ▲ 3		82 ▼ 9		
Field Service	6 ▲ 1	2 ▲ 4			22
Manufacturing	10	32 ▲ 37		36	
Sales management	14 ▲ 6	55			4 ▲ 3
customer relationship management	16 ▼ 9	4 ▲ 4		35 ▼ 15	8 ▼ 4
enterprise resource planning	17 ▲ 37		70 ▼ 45	26 ▲ 1	
Analytics	18 ▲ 35		85 ▼ 11	49 ▲ 12	
supply chain	19 ▲ 11	18 ▲ 31			
Distribution	22 ▲ 50				
general ledger solutions	23 ▼ 7	6 ▲ 3	40	95 ▼ 57	
Financials	24 ▲ 10	4 ▲ 2	10	75 ▼ 46	
Financial Management	33 ▲ 4	10 ▲ 10			
inventory management	36 ▼ 23	12 ▲ 5			
Payroll	38	52			

Top 20 Google placements for 55 non-branded business terms:

- Microsoft: 21
- Oracle: 15
- IBM: 3
- SAP: 3

Optimize meta data

- Focus on no more than 3 sets of keywords per page
- Make sure the keywords are repeated two or more times in the page body
- Put the most effort in the Title and Description meta tags
  - Most important keywords go to the start of the tag

Step 3: Improve the click-through rate

Good ranking isn't everything

Some pages work for search engines but don't work for readers. Take the example of Pair.com, which has a top 10 ranking for the term "good software".

Best practices for meta data:

- Title meta tags should be 65 characters or less
- Descriptions tag should be 155 characters or less
- Description should read as a complete sentence
- Description should include a call to action

Step 3: Improve the click-through rate

Better example of meta data in action

Microsoft Dynamics **Retail Management System (RMS)**
See how **Microsoft** Dynamics **Retail Management System** (**RMS**) helps retailers cut costs and improve customer service. Try it free for 30 days.
www.**microsoft**.com/dynamics/**rms**/default.mspx - 17k - Cached - Similar pages - Note this

Changes:

- Short call to action (Try it free for 30 days)
- Description starts with a verb
- Title stands on its own
- Description reads as a complete paragraph

Resources

Microsoft adCenter Labs (http://adlab.msn.com/)

- adCenter Labs Search Funnel
- adCenter Labs Keyword Forecast
- adCenter Labs Keyword Group Detection
- adCenter Labs Online Commercial Intention

Google

- Google Keyword Tool Selector

Yahoo!

- Yahoo Keyword Selector Tool
- Search Engine Marketing Inc. (Best book on the subject)

Social Media Marketing

Questions start conversations

Social media is an umbrella term that defines the various activities that integrate tehcnology, social interaction, and the construction of words, pictures, videos and audio.

Put more simply:

The conversations are powered by:

- Blogs
- Micro blogs
- Online chat
- RSS
- Widgets
- Social Networks
- Social Bookmarks
- Message boards
- Forums
- Podcasts
- Video sharing sites
- Photo sharing sites
- Virtual worlds
- Wikis

(…just to name a few)

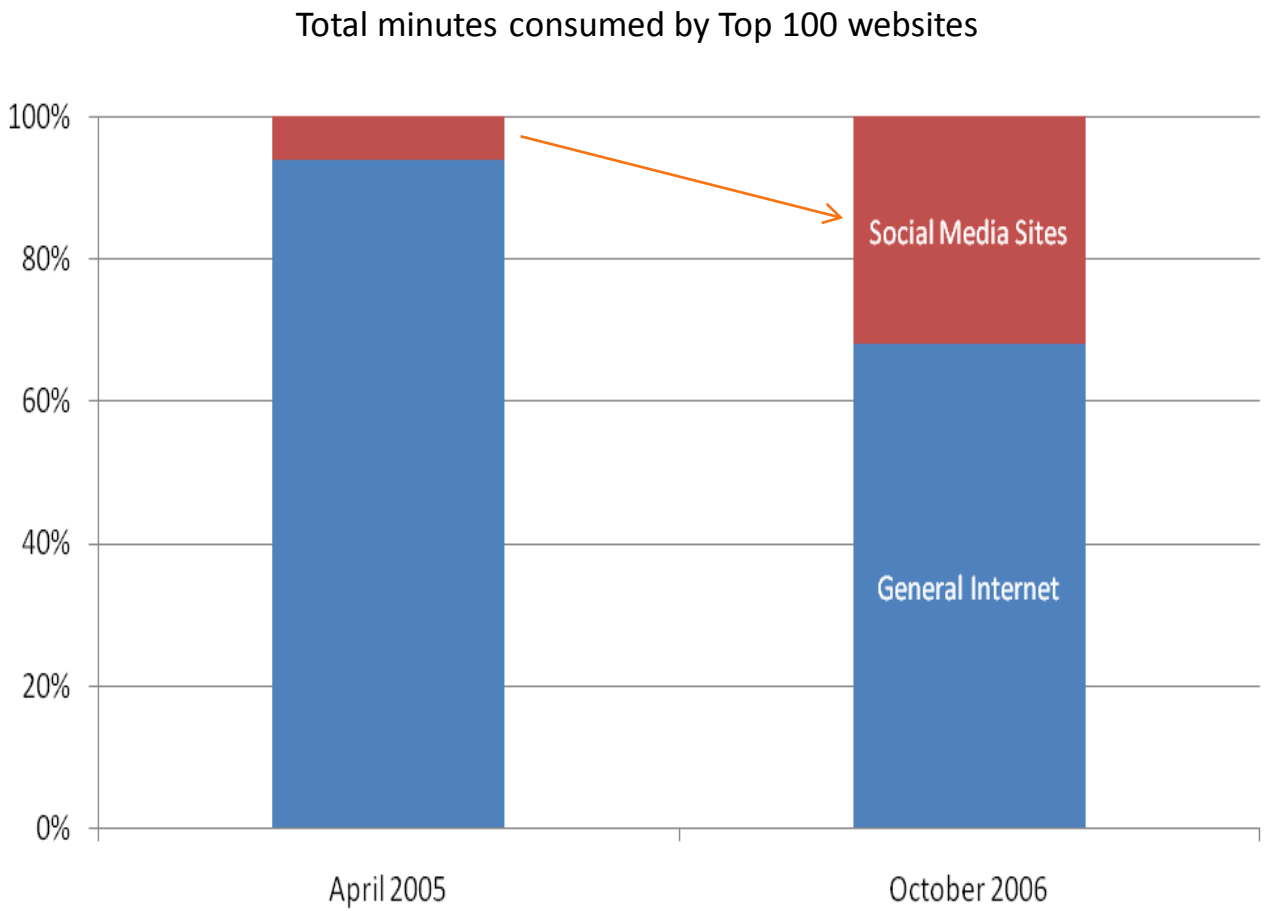
Why should I care?

Reason #2

Social networking sites are officially more popular than porn sites.

Time october 13, 2007

Social Media's Growing Importance



*Piper Jaffray & Co. "usites" used as proxy for Social Media sites Source: Arbitron/Edison Media Research Internet and Multimedia 2006; On Demand Media explodes; ComScore Networks and Piper Jaffray & Co.

Social media sites are mushrooming

Almost

4,000,000

articles

> 100,000,000 videos

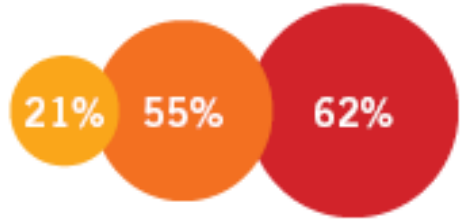
(65,000 new videos / day)

200,000,000

blogs

Social Media Activities

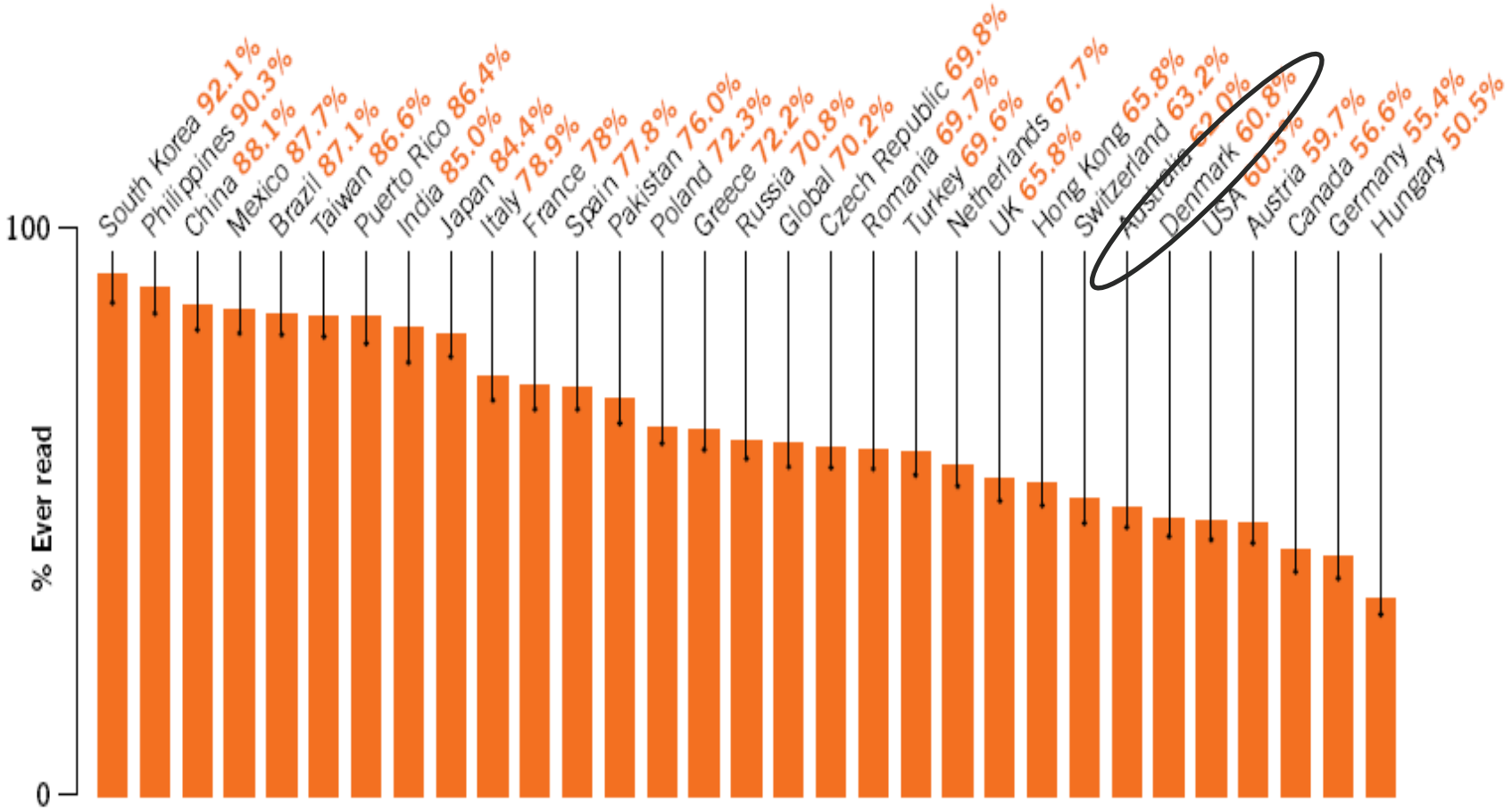
Australia



Sep 2006 June 2007 Mar 2008

Blog readership Wave 3

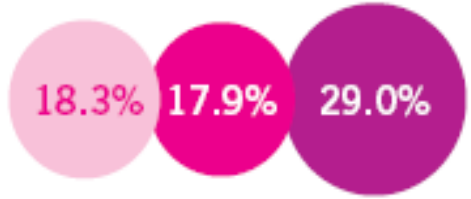
"Thinking about using the Internet, which of the following have you ever done?" Active Internet Users



Universal McCann Social Media Tracker Wave 3 – Mar 2008

Social Media Activities

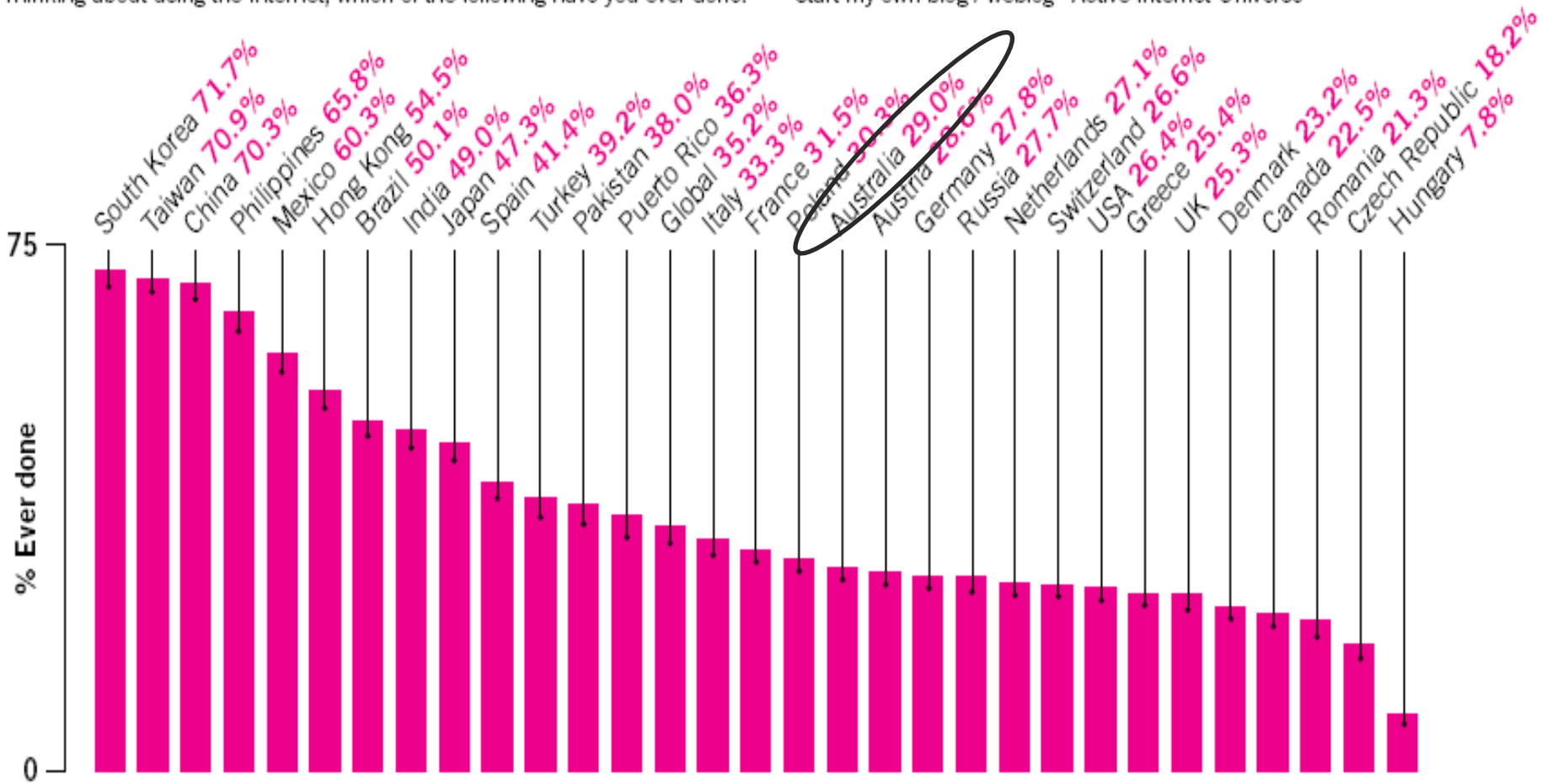
Australia



Sep 2006 June 2007 Mar 2008

Starting a blog: Wave 3

"Thinking about using the Internet, which of the following have you ever done?" – "Start my own blog / weblog" Active Internet Universe



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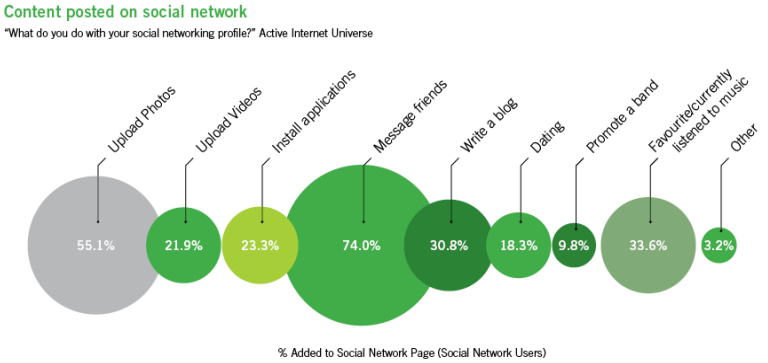
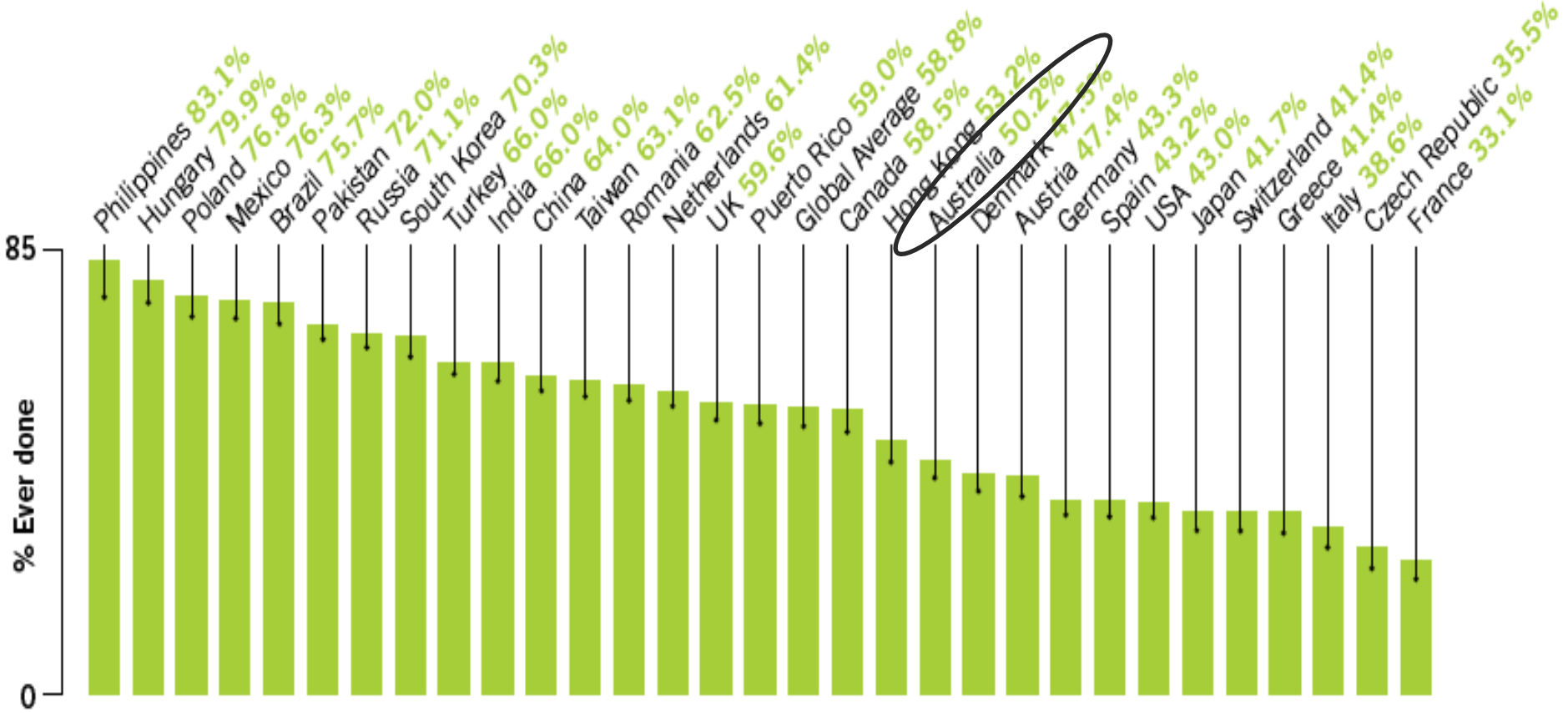
Social Media Activities



Belong to a Social Network Wave3

"Thinking about using the Internet, which of the following have you ever done?" – "Create a profile on a new social network" Active Internet Universe

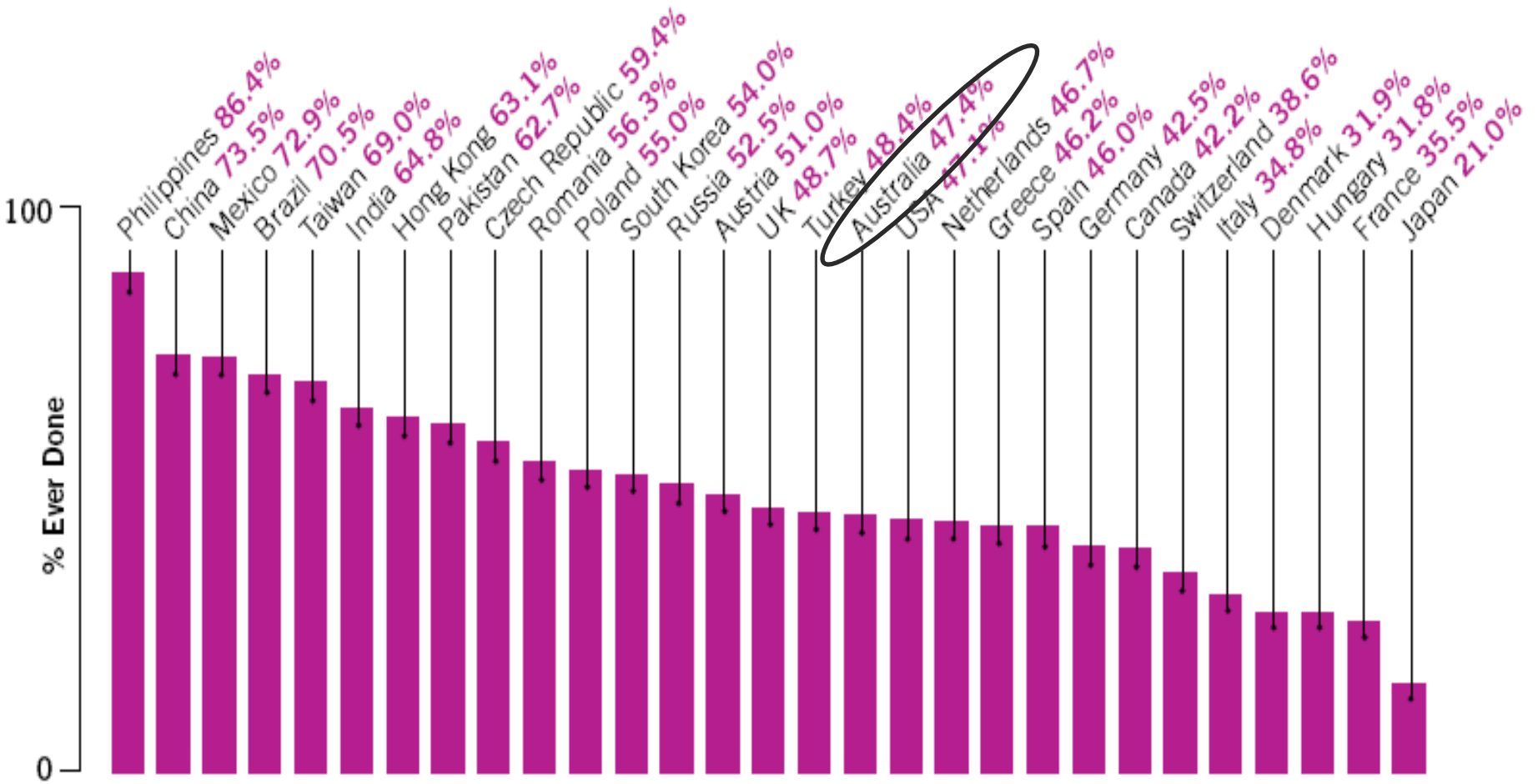


Universal McCann Social Media Tracker Wave 3 – Mar 2008

Social Media Activities

Sharing photos Wave 3

"Thinking about using the Internet, which of the following have you ever done?" – "Upload my photos to a photo sharing website" Active Internet Universe



Universal McCann Social Media Tracker Wave 3 – Mar 2008

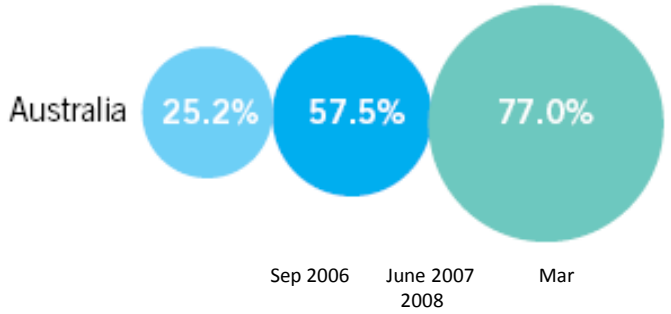
Social Media Activities

Uploading Videos Wave 3

"Thinking about using the Internet, which of the following have you ever done?" –
"Upload my videos to a video sharing website" Active Internet Usage

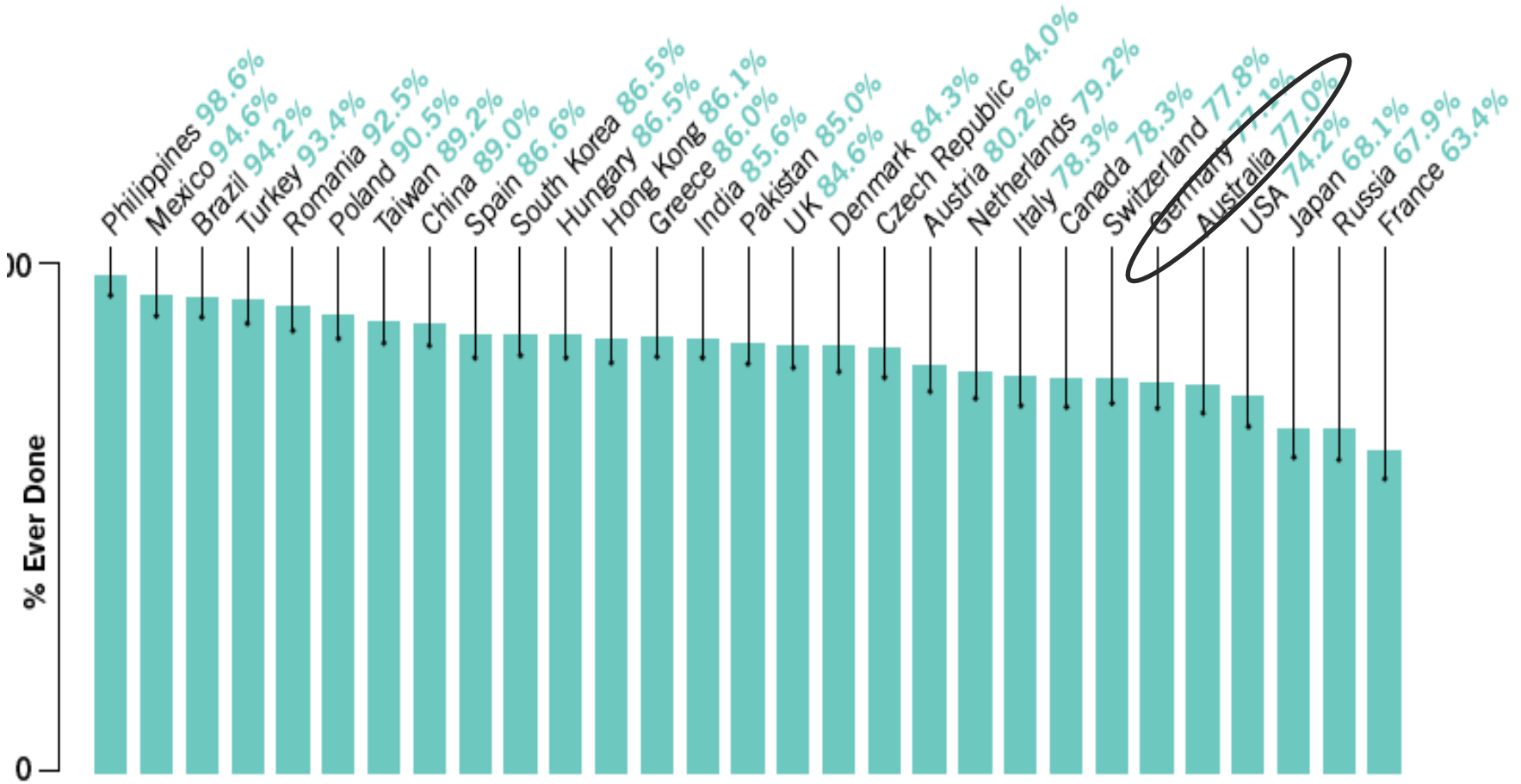
Universal McCann Social Media Tracker Wave 3 – Mar 2008

Social Media Activities



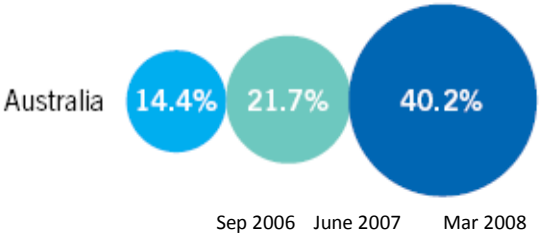
Watching Video Clips Wave 3

"Thinking about using the Internet, which of the following have you ever done?" –
"Watching Video Clips" Active Internet Universe



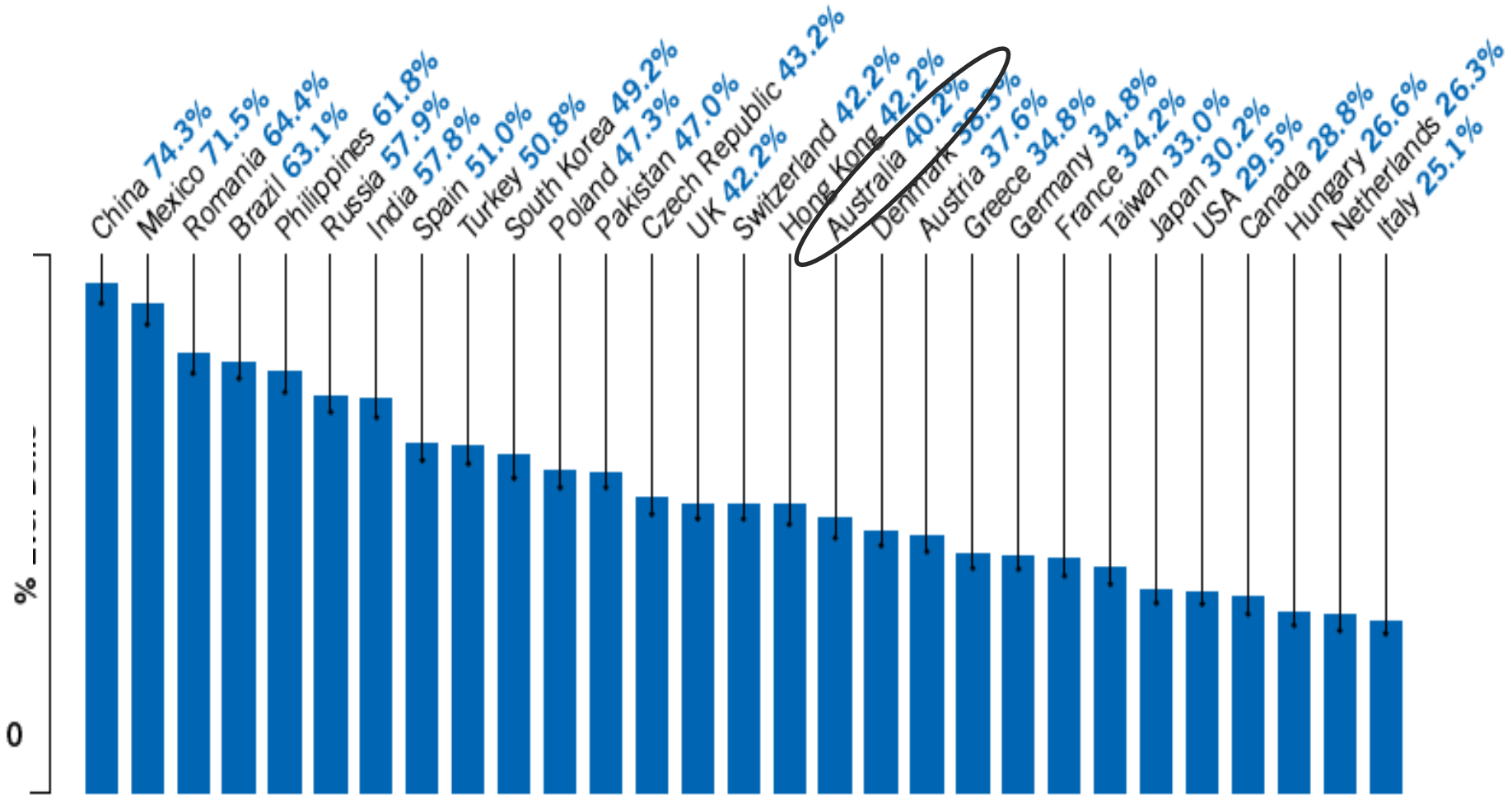
Universal McCann Social Media Tracker Wave 3 – Mar 2008

Social Media Activities



Downloaded a podcast

"Thinking about using the Internet, which of the following have you ever done?" –
"Downloaded a Podcast" Active Internet Users

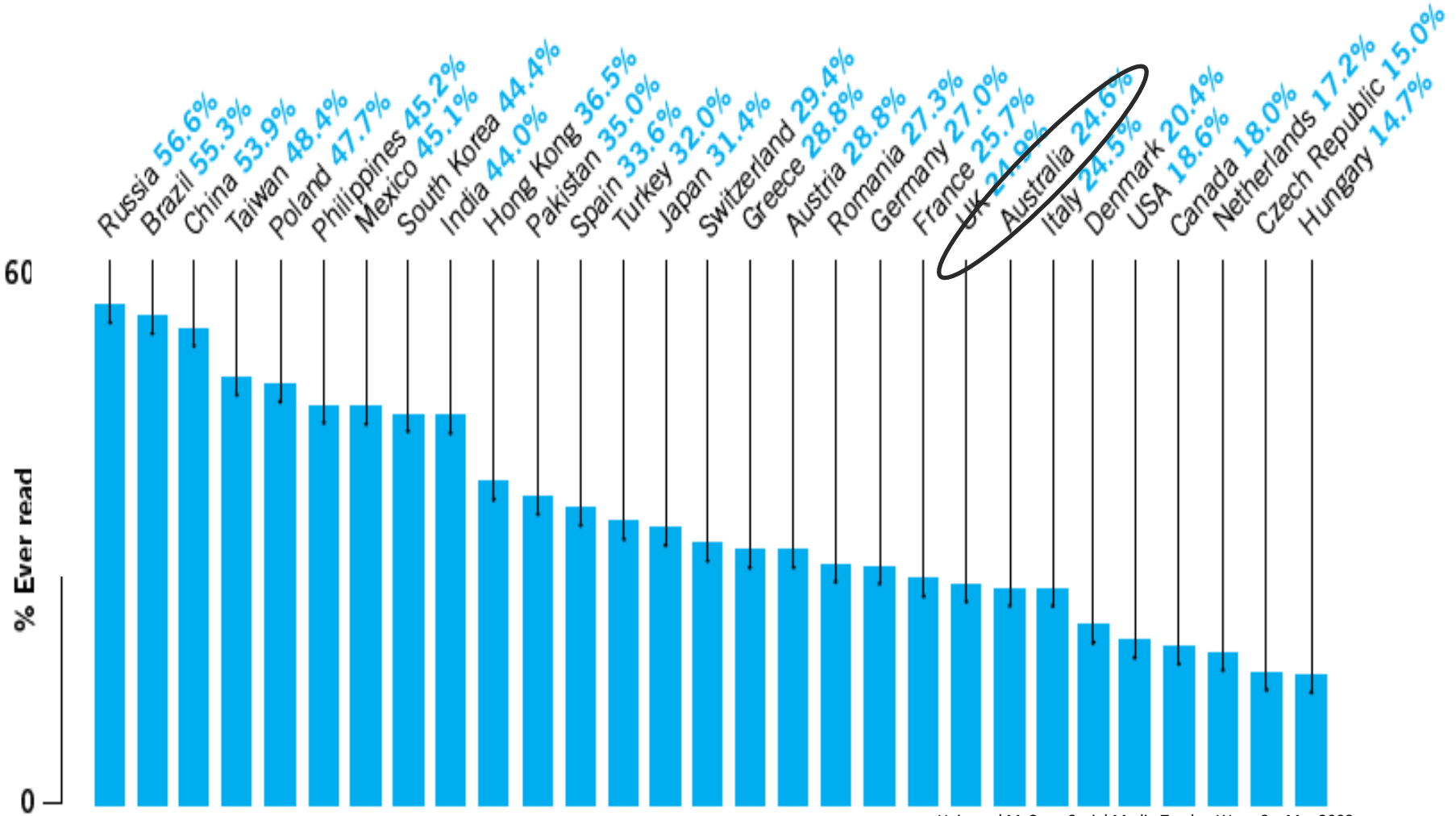


Universal McCann Social Media Tracker Wave 3 – Mar 2008

Social Media Activities

Subscribed to an RSS feed

"Thinking about using the Internet, which of the following have you ever done?" – "Subscribe to an RSS feed" Active Internet Users



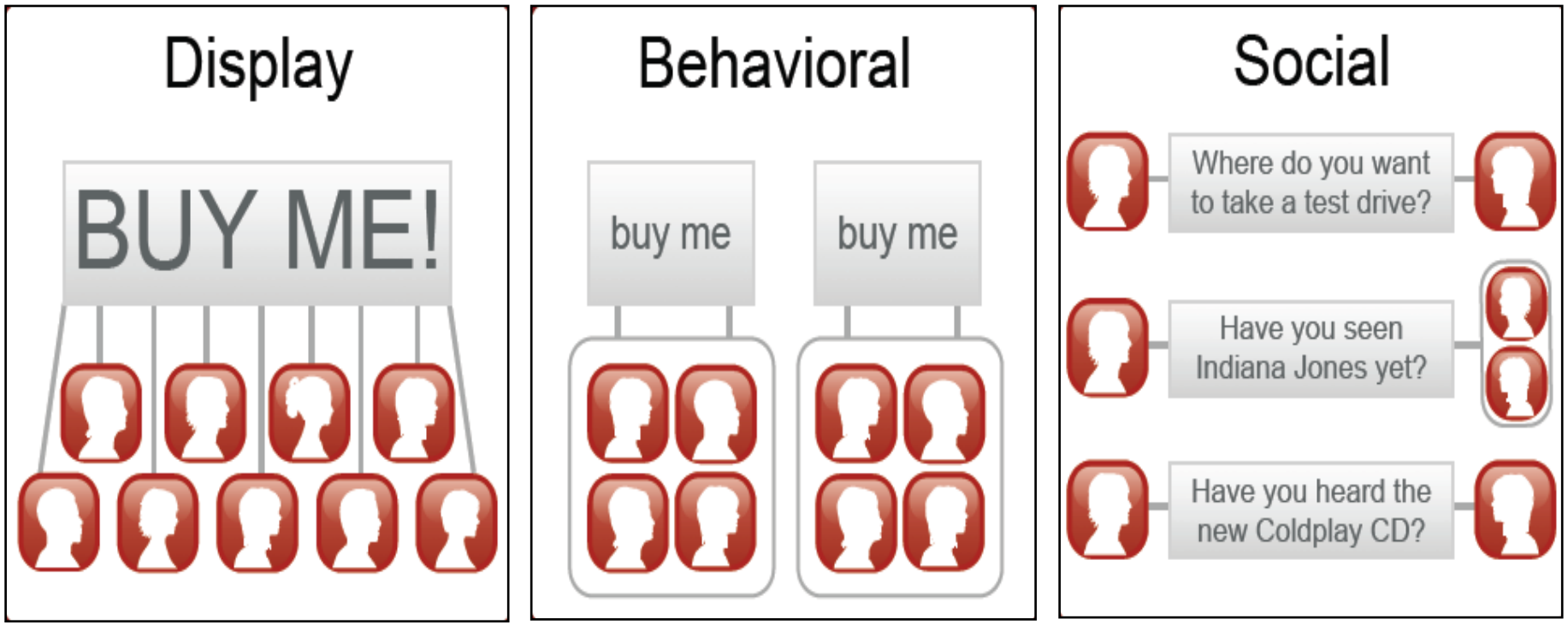
Universal McCann Social Media Tracker Wave 3 – Mar 2008

Why users participate in Social Networking

Why audiences engage in social networking:

- **Meet people - 78%** join to *communicate with existing colleagues or develop new acquaintances*
- **Be entertained - 47%** join in order to find entertaining *content such as photos, music or videos*
- **Learn something - 38%** join to get *information from other people about topics that hold particular interest to them*
- **Influence others - 23%** join to *express their opinions in a forum where their ideas can be discussed or acted upon*

Evolution of online advertising

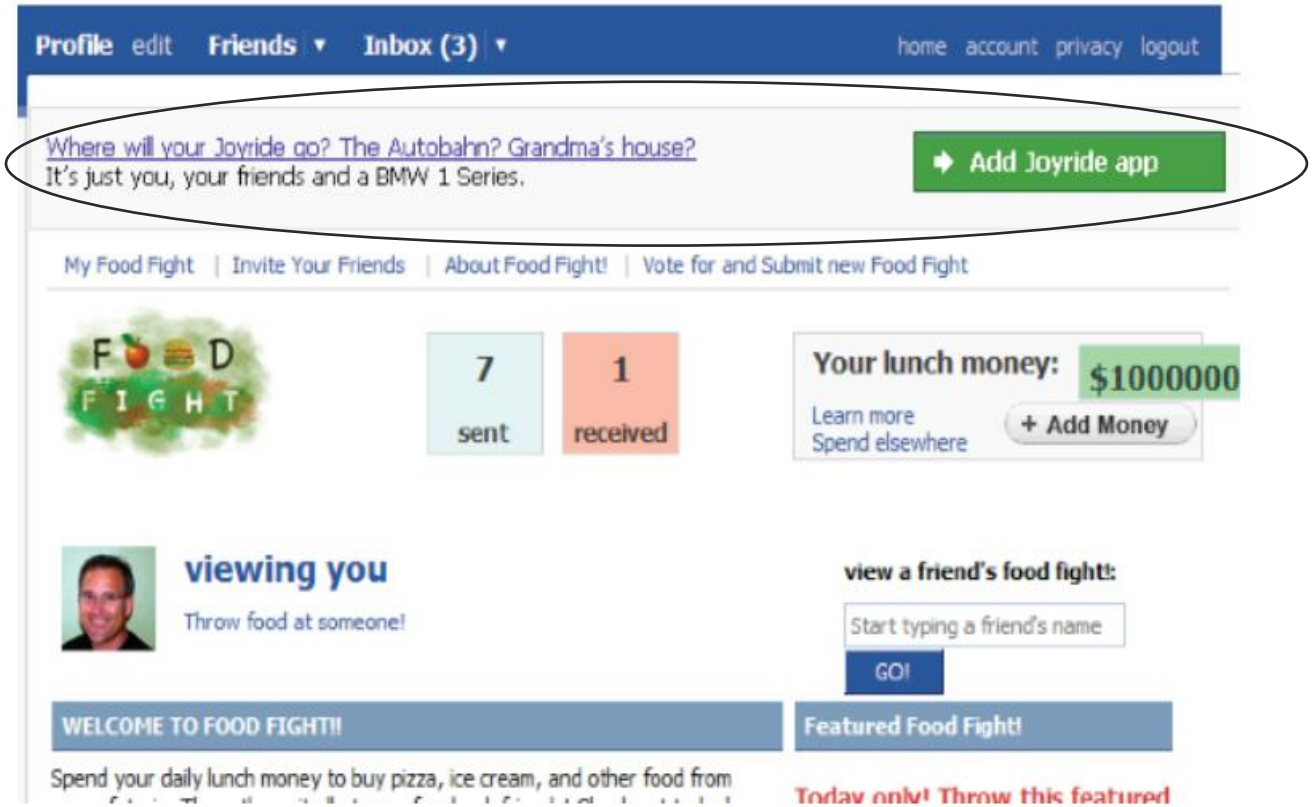


Loud — Medium — Quiet

Case Study:

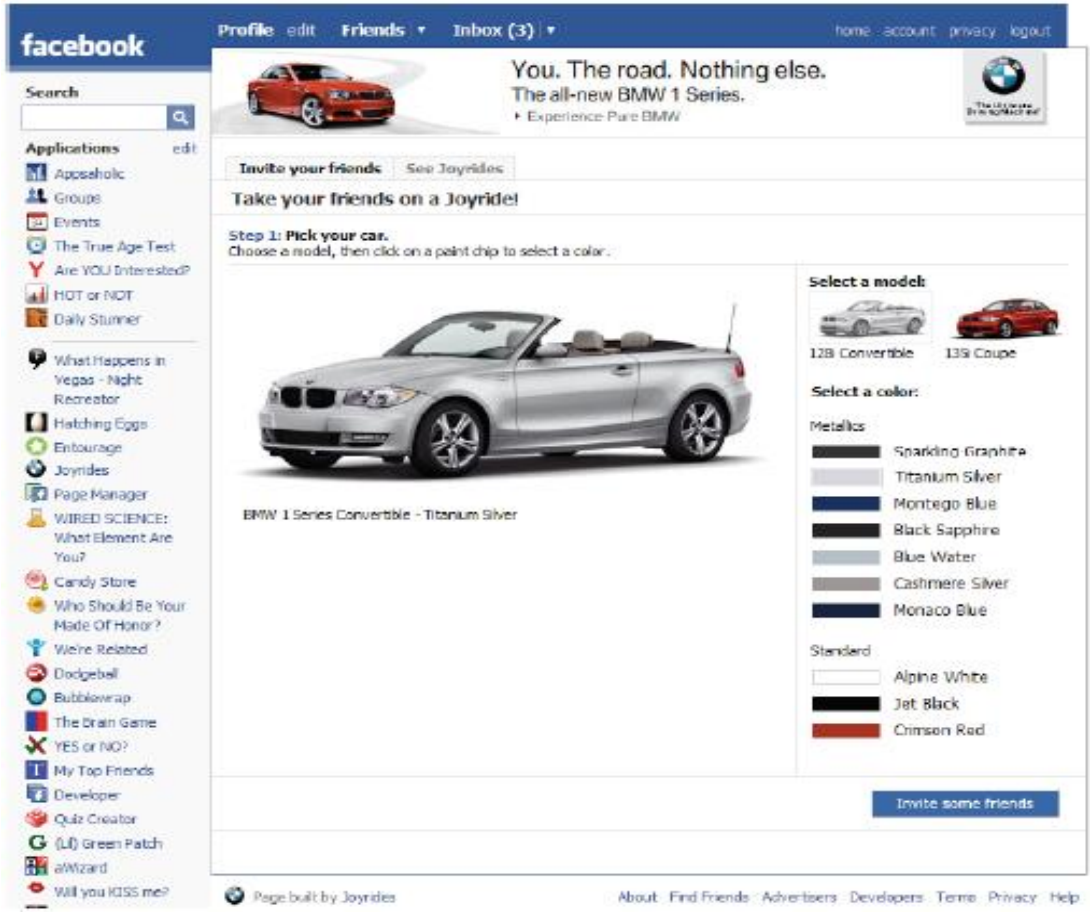
How Brands Can Inspire Conversations
BMW 1 Series Joy Ride

Advertise application

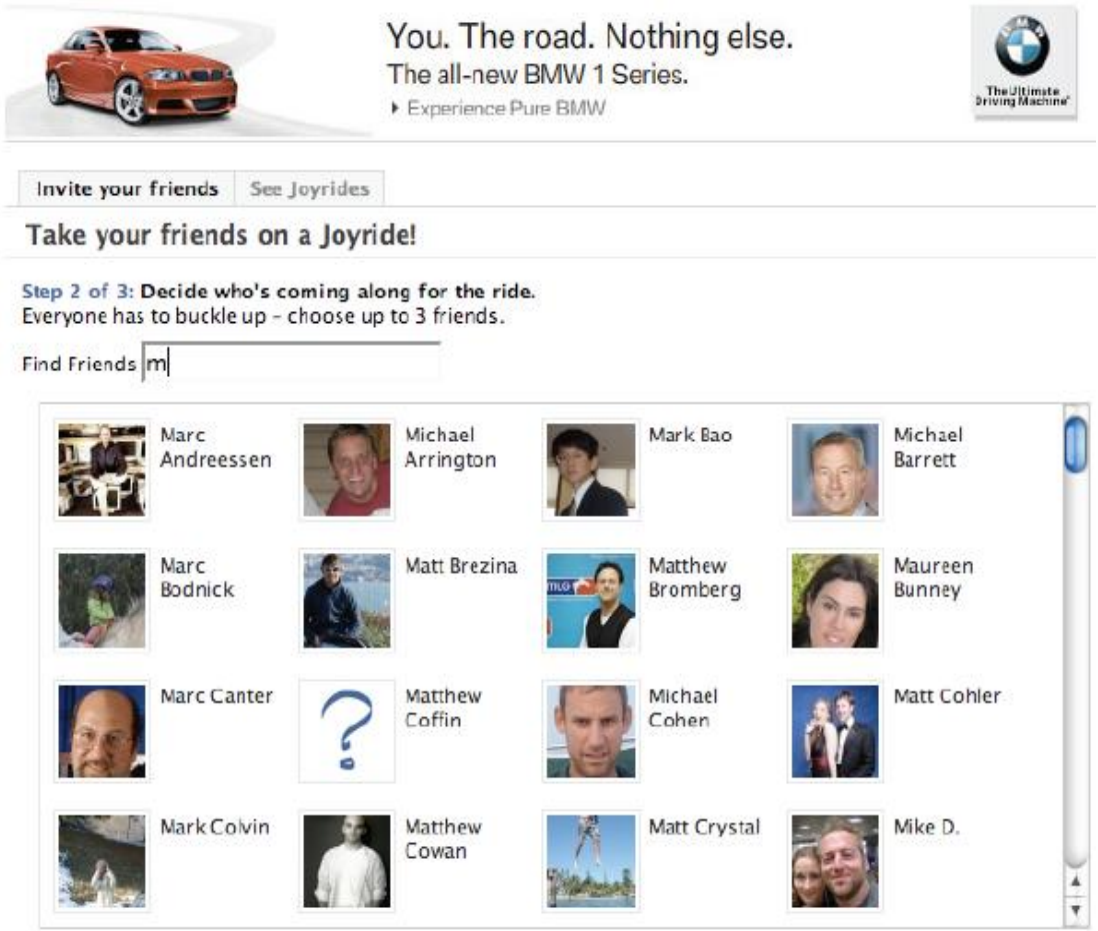


Install application

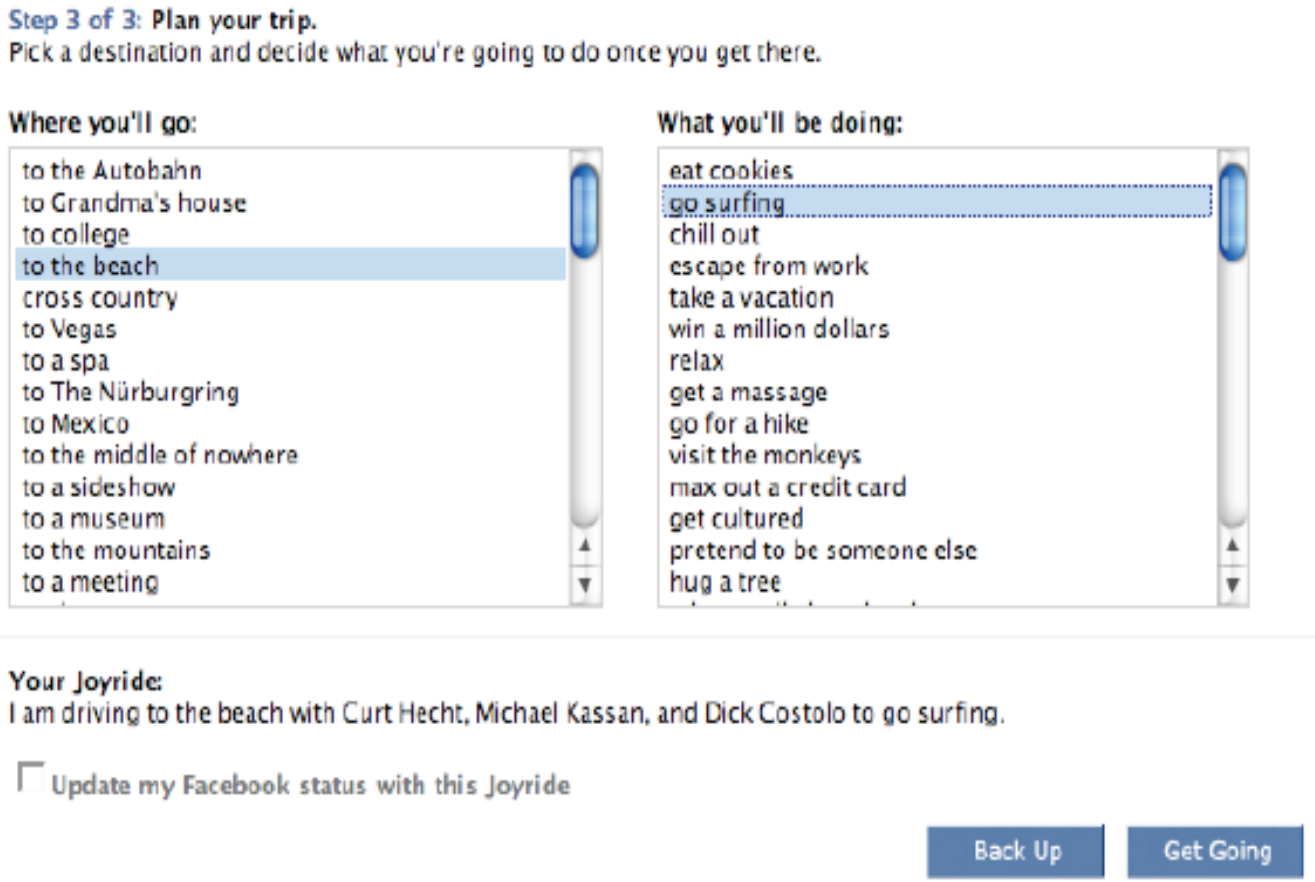
Configure the car



Invite friends



Choose activity



Newsfeed…

Ryan Lackey left the group Blackhawk Partners, Inc.

Sourabh Niyogi is driving a BMW 1 Series Convertible to the beach with Shom Biswas and Brennan Beyer to take a vacation.

Take your own Joyride >

Ted Leonsis and Matt Radek are now friends.

Friend lists

May 16

Sourabh Niyogi is driving to the beach with Shom Biswas and Brennan Beyer to take a vacation.

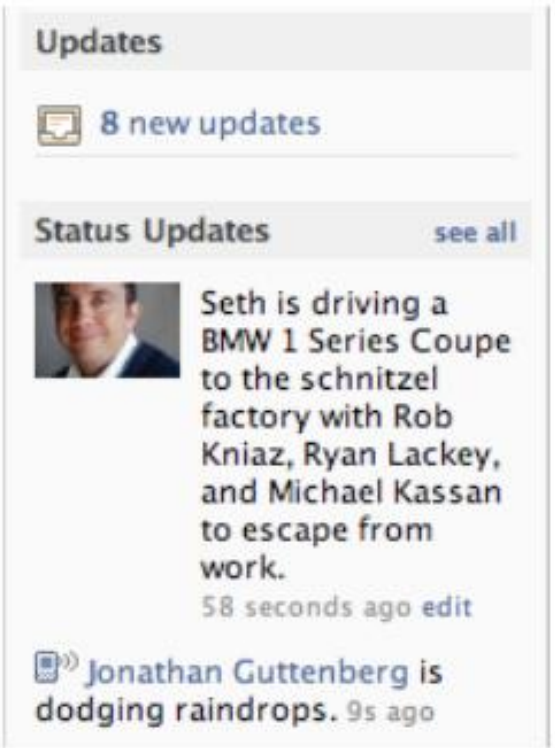
May 16

Brett Keintz is driving to Grandma's house with Matt Monahan, Robert Fan, and Tracy A Chou to take a vacation.

May 15

Kathleen Bagley Formidoni is driving to the '60s with David Barlin, Bryan Formidoni, and Dan Broughton to go surfing.

Status update



Profile pages

Seth Goldstein

is driving a BMW 1 Series Coupe to the schnitzel factory with Rob Kniaz, Ryan Lackey, and Michael Kassan to escape from work.

Updated 32 seconds ago edit

View Photos of Me (26)

View Videos of Me (3)

View My Friends (756)

Networks:	San Francisco, CA Columbia Alum '92
Sex:	Male
Relationship Status:	Married to Tina Sharkey (UPenn)
Birthday:	August 14, 1970
Hometown:	Newton, MA
Political Views:	Moderate

“In 2008, if you’re not on a social networking site, you’re not on the internet.”

IAB PATFORM STATUS REPORT USER GENERATED CONTENT SOCIAL MEDIA AND ADVERTISING, APRIL 2008

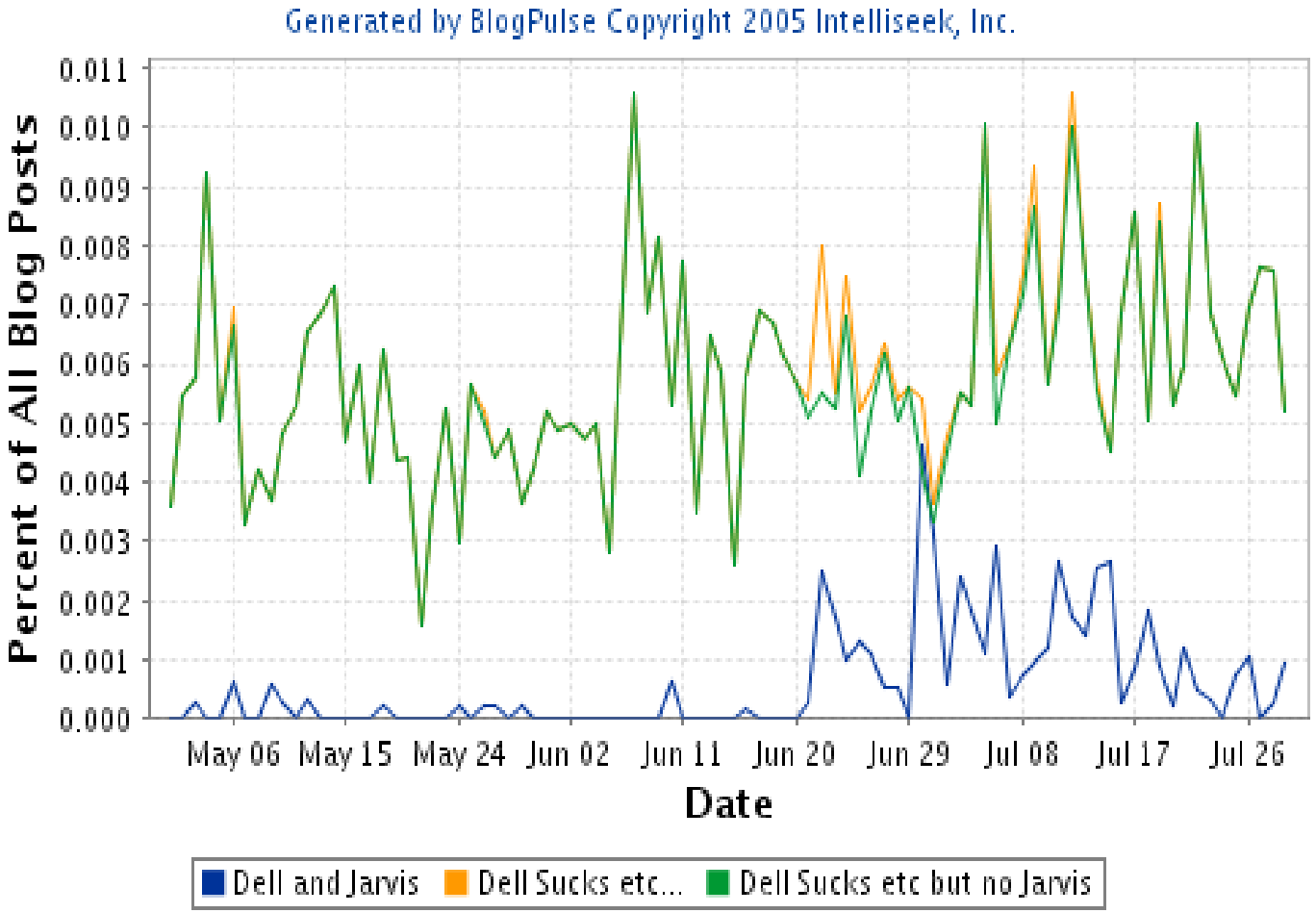
When brands stumble …

Do you remember

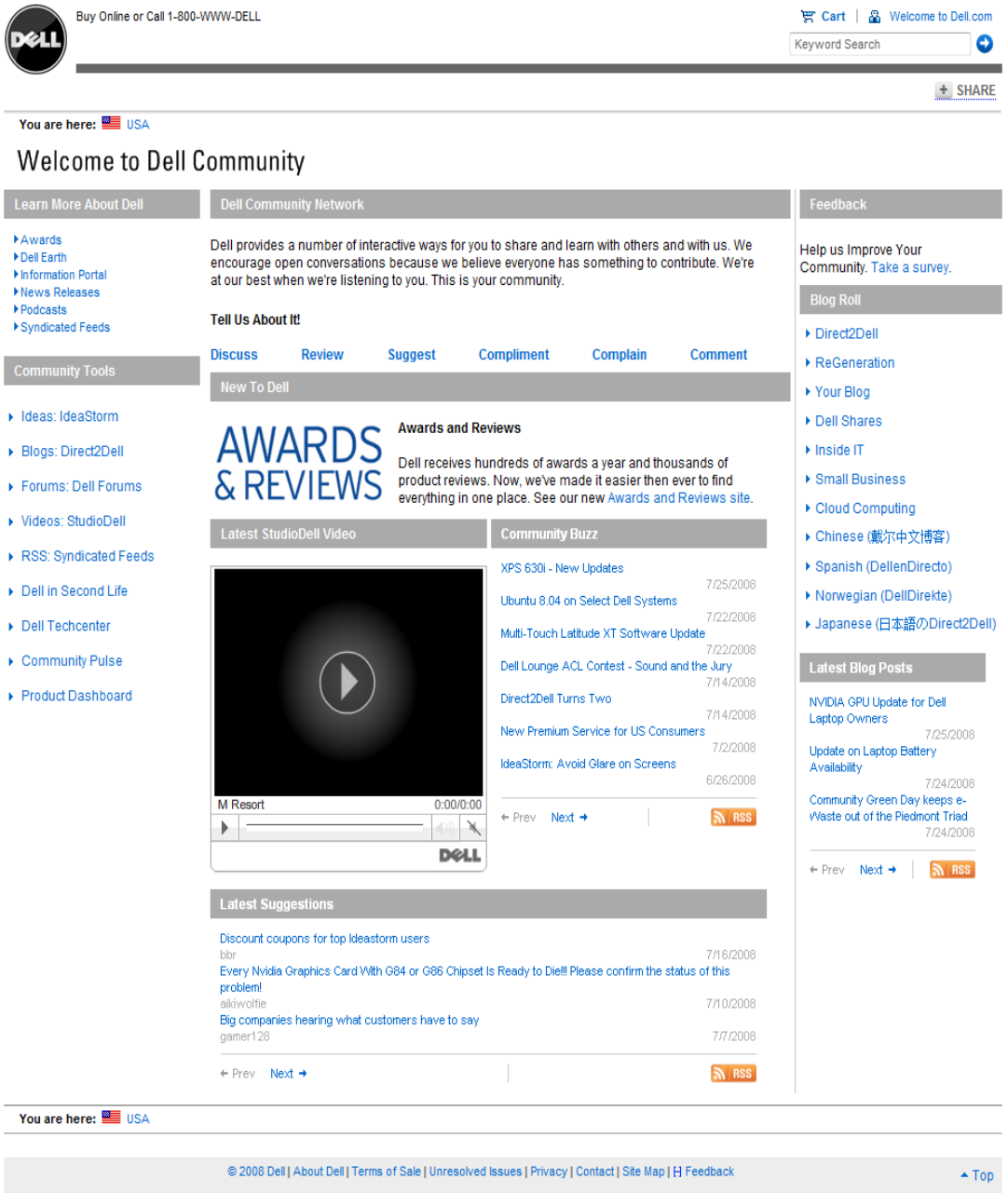
Dell Hell?

June 21, 2005

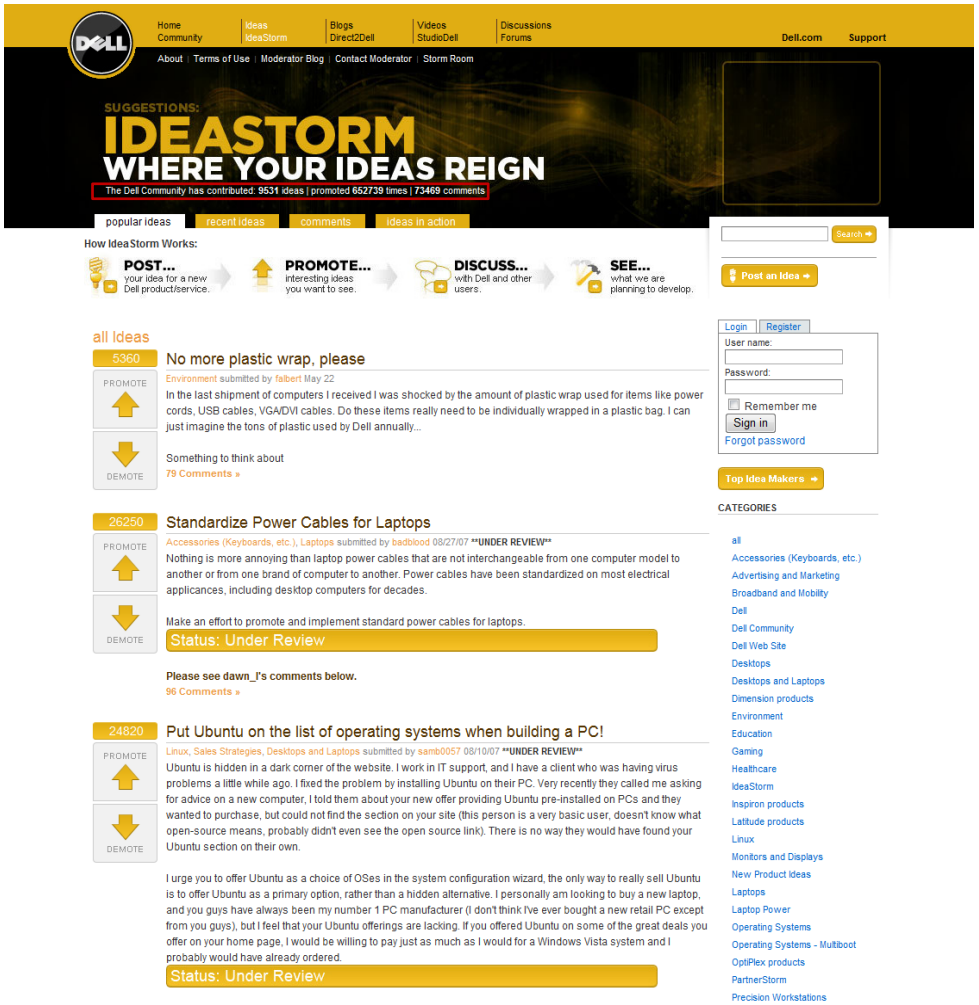
Dell lies. Dell sucks.

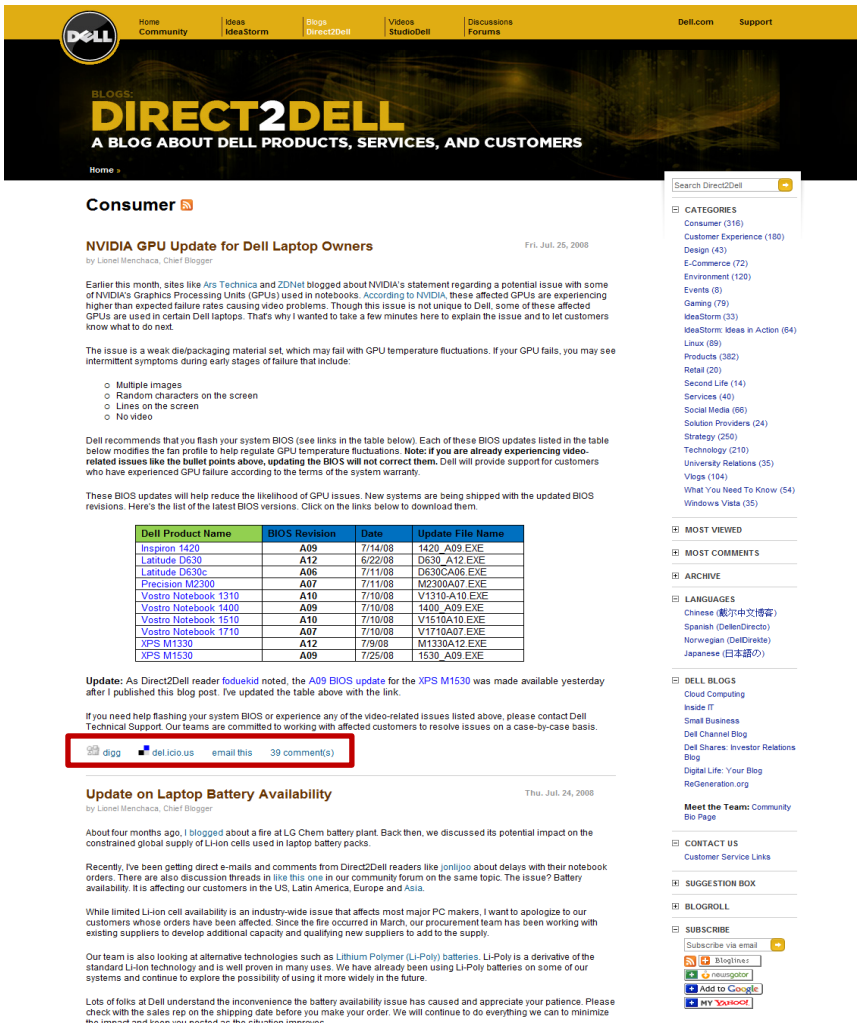

Generated by BlogPulse Copyright 2005 Intelliseek, Inc.
Percent of All Blog Posts
0.011
0.010
0.009
0.008
0.007
0.006
0.005
0.004
0.003
0.002
0.001
0.000
May 06
May 15
May 24
Jun 02
Jun 11
Jun 20
Jun 29
Jul 08
Jul 17
Jul 26
Date
Dell and Jarvis
Dell Sucks etc...
Dell Sucks etc but no Jarvis

Some brands are adapting ...

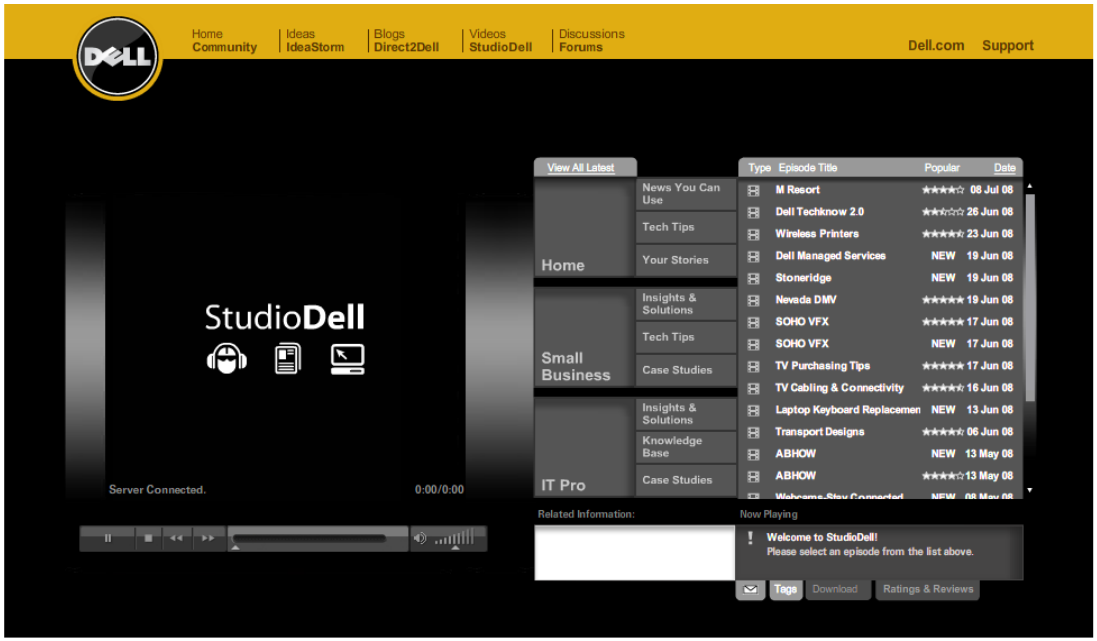


- At start of program, 49% of blog posts were negative. Today, overall tonality is 22% negative.
- Direct2Dell currently ranked 700 on Technorati, among the highest corporate blogs.
- Direct2Dell gets more than 5m unique views per month.
- Over 7,000 ideas have been submitted via IdeaStorm.
- Studio Dell gets more than 200,000 views per month.





nature OF BUSINESS opportunities for growth AUSTRALIA PARTNER CONFERENCE 5-7 AUGUST 2008 | PORT DOUGLAS
Microsoft | Partner Program



Looking for Studio laptops? Click here.

Watch the Studio laptop videos.

Welcome to StudioDell

Learn about new technology. Watch. Download. Share.

StudioDell is designed to help you get the most from your Dell experience. Through videos and podcasts, we'll share Dell's expertise on emerging technologies and use interactive tools to communicate directly with you.

Tell us what you think!

Do you have any comments for StudioDell or our other community sites? We'd love to hear from you through this survey.

Channel Feature

Dell Turns Up the Volume of the Customer Voice
Join Michael as he announces two new digital media tools designed to foster two-way communications with customers and have fun too!

Dell IdeaStorm allows customers to participate in the development and enhancement of Dell's products and services by sharing their ideas online, and Your Stories now lets customers upload their own home-grown videos to StudioDell.

StudioDell Channel Descriptions

Home

News You Can Use – Get the latest on popular technology trends, special topics and celebrity stories.
Tech Tips – Pick up useful tips and find solutions for common tech issues at home.
Your Stories - Check out how other Dell users have tricked-out their products and tell us how you're using your Dell.

Upload Your Videos

Small Business

Insights & Solutions – Learn about the hottest technology trends.
Tech Tips – Get the answers you need to help set up your systems and keep them running smoothly.
Your Stories - Hear from real-life small business owners about the Dell products that have helped make their business a success.

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Knowledge Base - Get help with your product and technical challenges.

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Small Business - Tech Tips
Small Business - Your Stories
IT Pro - All
IT Pro - Insights & Solutions
IT Pro - Knowledge Base
IT Pro - Case Studies

PEOPLE'S VOICE WINNER
2007 WEBBY

Faceless Companies Now Have Faces

=

DELL

Digital PR

Examples: Social Media/PR Newsrooms

How can Microsoft help you?

- Get ready
  - Practical Search Engine Marketing course- free to all partners!
  - Partner Learning Center: **https://training.partner.microsoft.com/plc**
- Use online resources for partners to create demand around Microsoft technology solutions: www.partner.microsoft.com/onlinemarketingresources
  - Website copy
  - Website banners/buttons
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