

THE DIGITAL CUSTOMER JOURNEY

IBM Connect 2015

@tomdebaere

02/06/2015



HappiFish

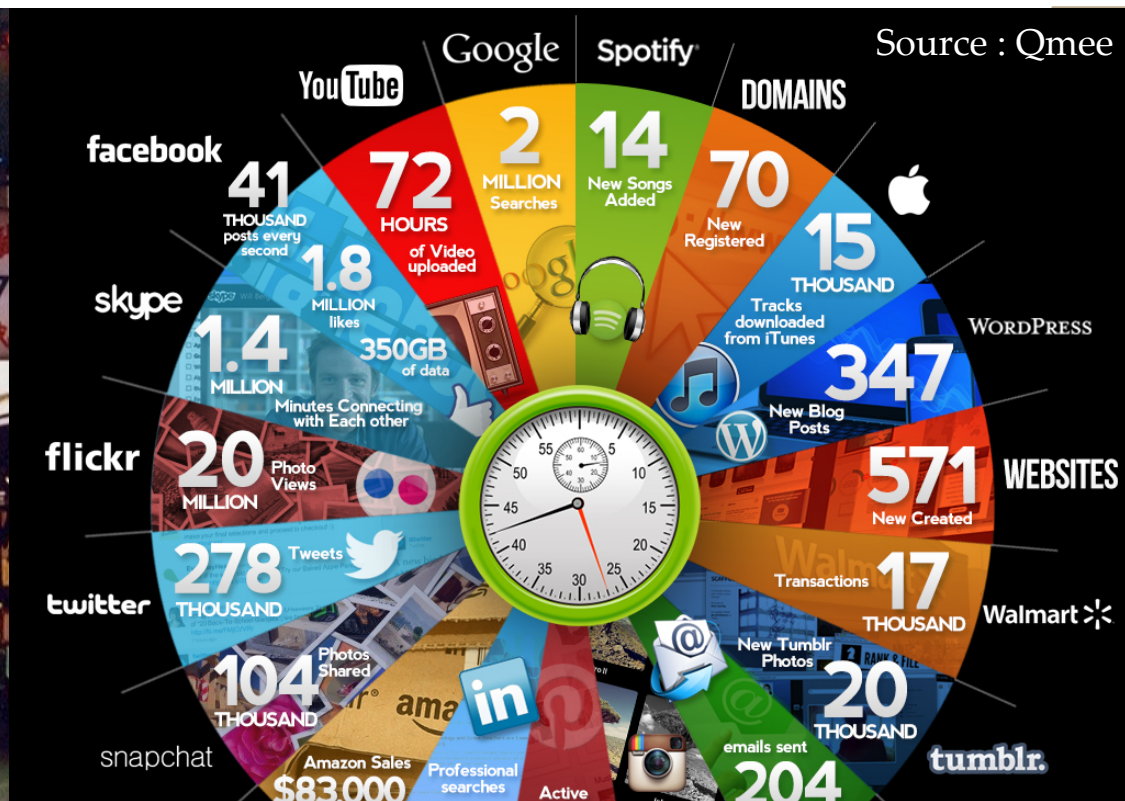


This is our world today.

Ad overload



Channel overload



Changing Buying Behavior



BUYERS **WAIT** UNTIL THEY
HAVE COMPLETED 60-80% OF
THEIR RESEARCH **BEFORE**
REACHING OUT TO VENDORS



watch inception



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About 12,400,000 results (0.18 seconds)

Ads Watch Inception



 [Google Play](#) from \$2.99

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 [Amazon](#) from \$2.99



Ongeveer 40.000 resultaten (0,31 seconden)

thermae.com - Thermae Hotel Grimbergen
Adv. www.thermae.com/grimbergen 02 270 81 96
Hotel En Wellness, De Ideale Combinatie! Verwen Uzelf En Geniet
U heeft thermae.com vijf keer bezocht. Laatste bezoek: vandaag

| | |
|--|--------------------------------------|
| Wellness Arrangementen | Massage & Beauty |
| Thermae Grimbergen | Sports Merchtem |
| Sauna Thermae Grimbergen | Grimbergen Hotel |

Thermae Grimbergen - Sauna, wellness en relaxatie
www.thermae.com/grimbergen/nl/home
Thermae Grimbergen is een charmant wellness centrum in een prachtige manoir uit begin 20ste eeuw. Je kan in de naakt- en badpakthermen eindeloos ...
3 Google-recensies · Een recensie schrijven - 79 € ▼

Wolvertemsesteenweg 74, 1850 Grimbergen
02 270 30 46
[Sauna - Arrangementen - Massage & Beauty](#)

Thermae Boetfort - Sauna, wellness en relaxatie
www.thermae.com/
Thermae Boetfort · Thermae Boetfort Hotel · Thermae Grimbergen · Thermae Grimbergen Hotel ... Wil jij al eens een virtueel kijkje nemen in Thermae Boetfort?

Thermae Hotel Grimbergen - Sauna, wellness en relaxatie
www.thermae.com/grimbergen-hotel/nl/home
Logeren in Thermae Grimbergen Hotel is genieten van alle hedendaags comfort op een boogscheut van Brussels Expo: zalige boxsprings met zijdezachte ...

Massage, Wellness en Spa | Thermae Grimbergen ...
www.thermae.com/grimbergen/nl/webshop/1210/massage-beauty
Thermae Grimbergen kan terugblikken op meer dan 15 jaar ervaring in wellness en alles wat daarbij hoort. Elke dag opnieuw staan onze professionele ...

Thermae Grimbergen - Onze centra - Unieke wellness
www.uniekewellness.be/NL/Onze_centra/Thermae_grimbergen
Thermae Grimbergen. Zalig genieten... alle dagen... zowel naakt als in badpak... In Grimbergen, op een boogscheut van onze hoofdstad, ligt één van de ...

Thermae Grimbergen - Wellness - Grimbergen - Vlaams ...
www.relaxy.be > Wellness > Vlaams-Brabant > GRIMBERGEN
★★★★★ Beoordeling: 9/10 - 2 stemmen
Thermae Grimbergen - Wellness center - Alle informatie over Wellness Thermae Grimbergen in Grimbergen. Bekijk van Thermae Grimbergen de



Thermae Grimbergen

Hotel

Adres: Wolvertemsesteenweg 74, 1850 Grimbergen

Telefoon: 02 270 30 46

Advertenties Een kamer reserveren

Inchecken Uitchecken

[Booking.com](#) 81 € per nacht [Boeken](#)

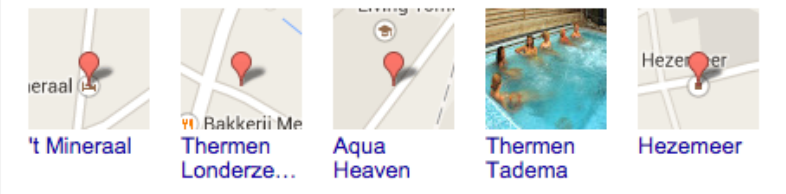
[Expedia.be](#) 79 € per nacht [Boeken](#)

[Meer prijzen weergeven](#)

Recensies

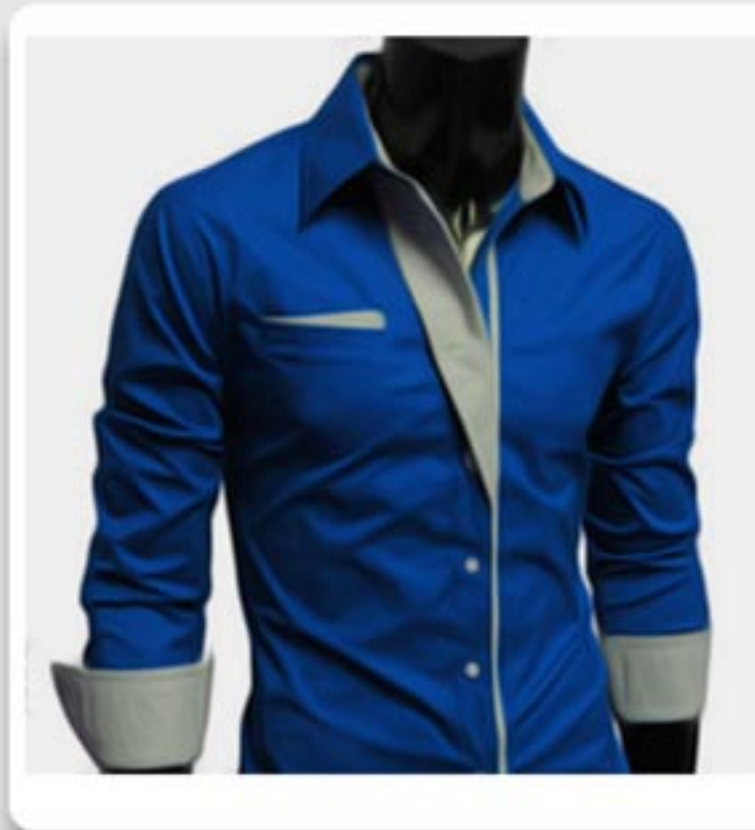
3 Google-recensies [Een recensie schrijven](#)

Mensen hebben ook gezocht naar



Feedback

Your Order



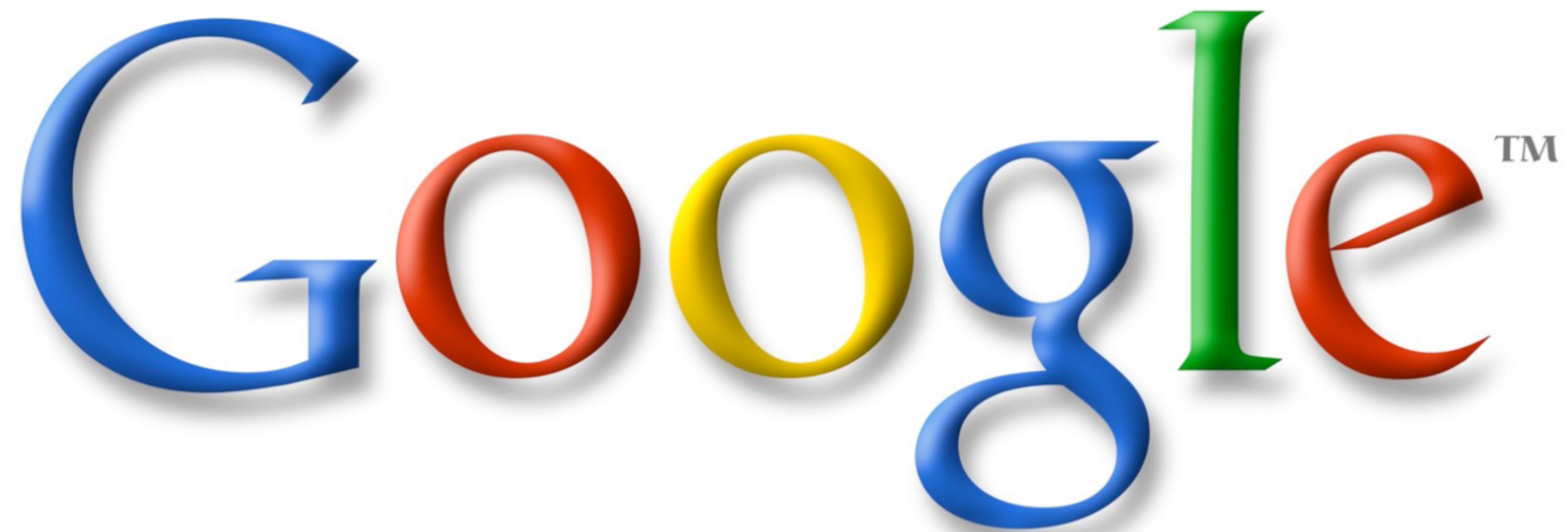
Quantity
 UPDATE



| | | |
|-------|----|--|
| Shoes | \$ | |
| Tax | \$ | |
| <hr/> | | |
| Total | \$ | |







“Content is key – clear,
concise, informative”

“Write for real people”

Change in Total Engagement For Top Brands

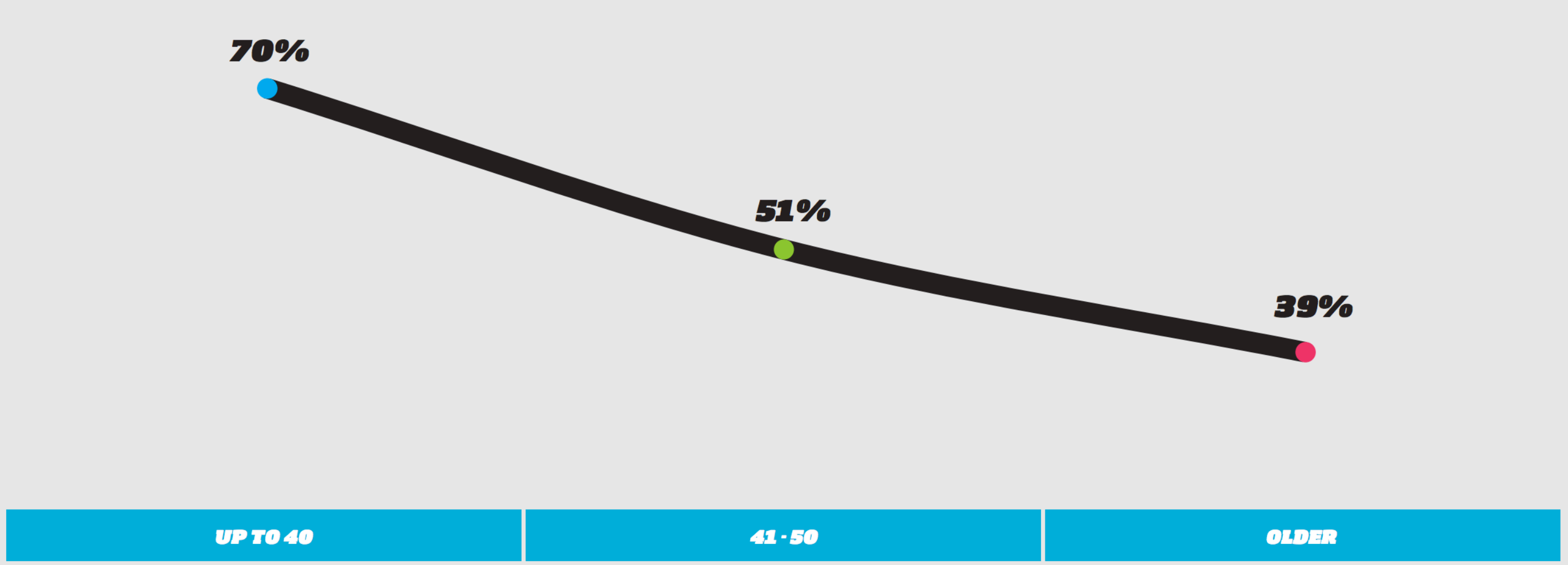
| Account Name | Total Engagement (May 2013) | Total Engagement (May 2014) | % Change |
|-----------------|--------------------------------|--------------------------------|----------------|
| Disney | 2,956,952 | 2,323,266 | -21.43% |
| MTV | 1,075,842 | 1,681,625 | 56.31% |
| Mercedes-Benz | 2,375,098 | 1,158,562 | -51.22% |
| Starbucks | 1,136,072 | 801,714 | -29.43% |
| Harley-Davidson | 1,192,871 | 1,404,503 | 17.74% |
| Intel | 2,081,358 | 1,325,047 | -36.34% |
| BMW | 2,217,697 | 949,977 | -57.16% |
| Ferrari | 3,253,944 | 594,585 | -81.73% |
| Tiffany & Co. | 1,045,260 | 584,991 | -44.03% |
| Audi USA | 909,748 | 47,570 | -94.77% |
| Total | 18,244,842 | 10,871,840 | -40.41% |



RELEVANCY FIRST
MOBILE FIRST
DIGITAL FIRST

THE MILLENNIAL EFFECT

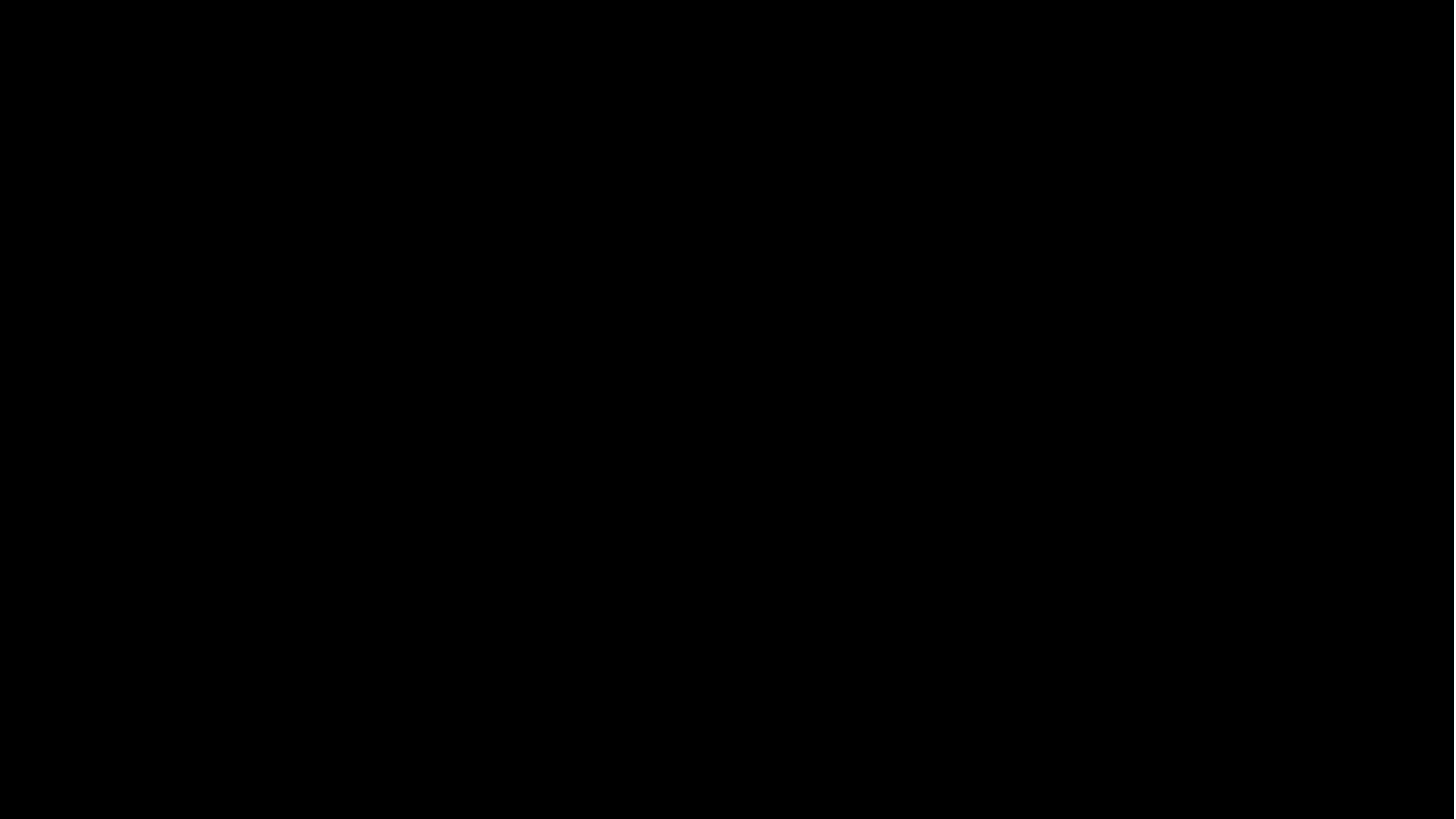
Use of social media for information or advice, by age



Source: Buyersphere 2015

**I WANT
IT
NOW!**





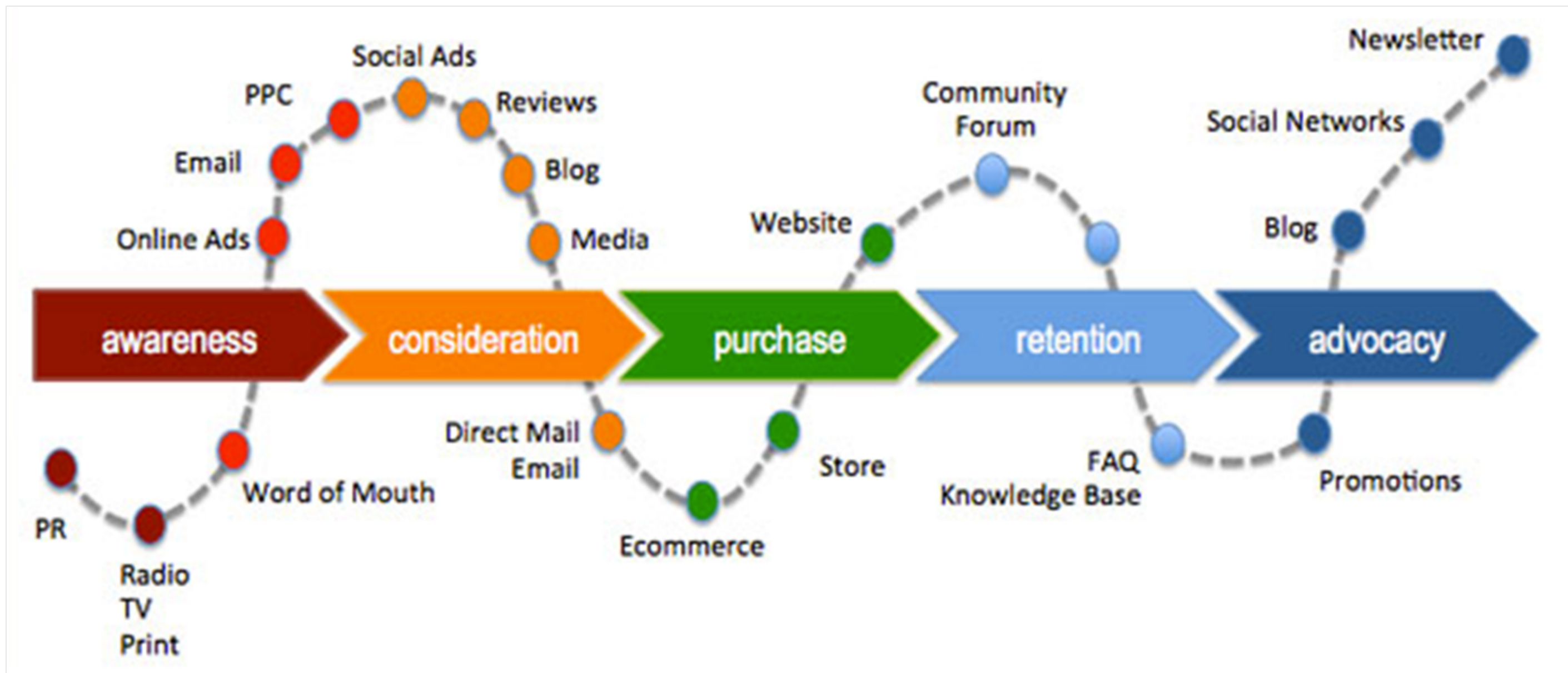
THIS IS ABOUT
A SHIFT OF
POWER

Site Centric → User Centric

Image → Transparency

Sales person → Buyer





RESEARCH PHASE INCREASING DUE TO ICT ADVANCES

Low involvement



32%

Medium involvement



44%

High involvement



64%

b2b

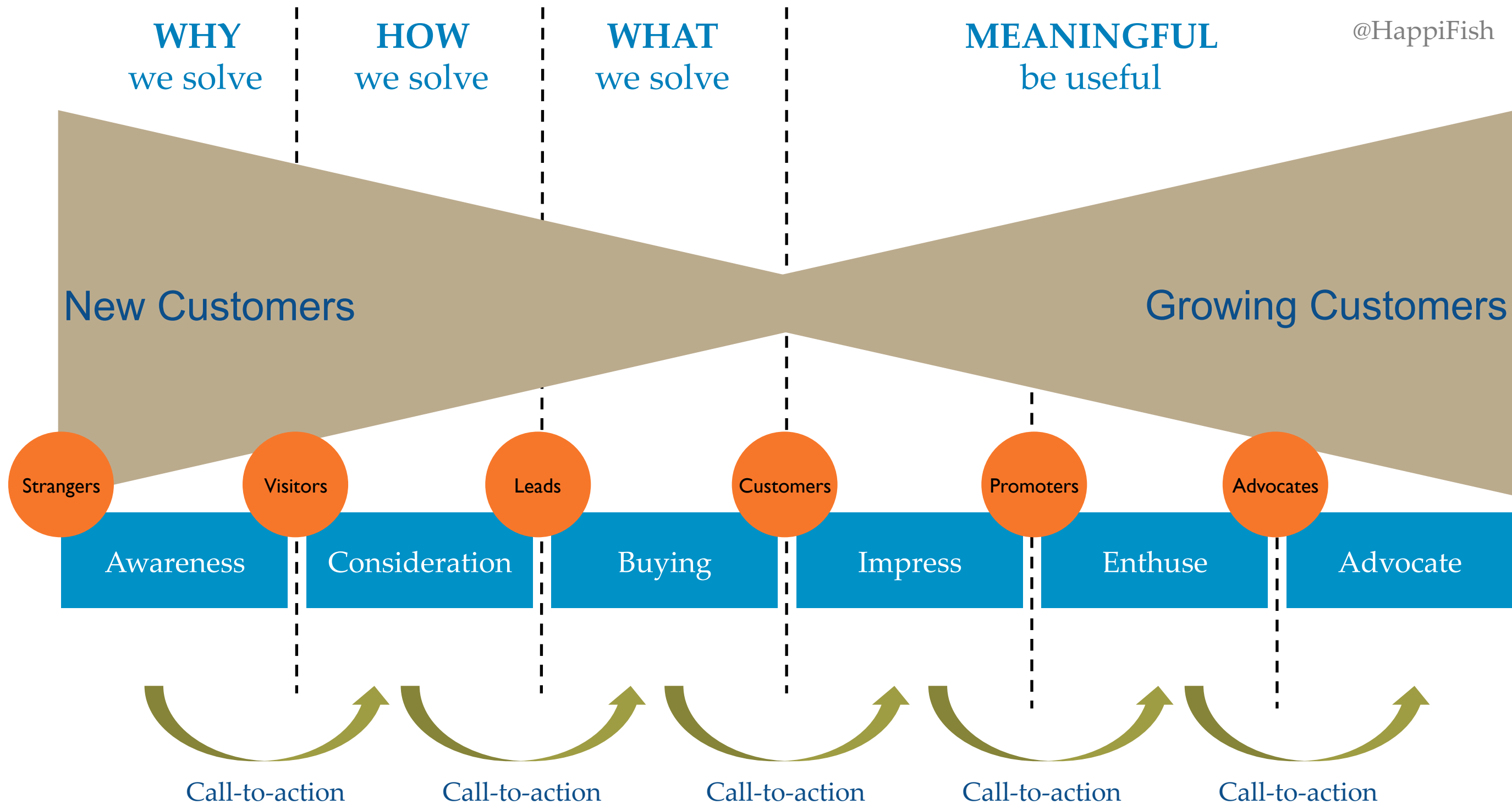


BY 2020 CUSTOMERS WILL
MANAGE 85% OF THEIR
RELATIONSHIP WITH A
BUSINESS WITHOUT TALKING
TO A HUMAN BEING.

Gartner

MAP THE THE DIGITAL CUSTOMER JOURNEY

@HappiFish



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42 % HAVE NO DIGITAL
CUSTOMER JOURNEY, BUT
UPDATED DIGITAL TOUCH
POINTS WITH NEW SOCIAL AND
MOBILE TECHNOLOGIES.

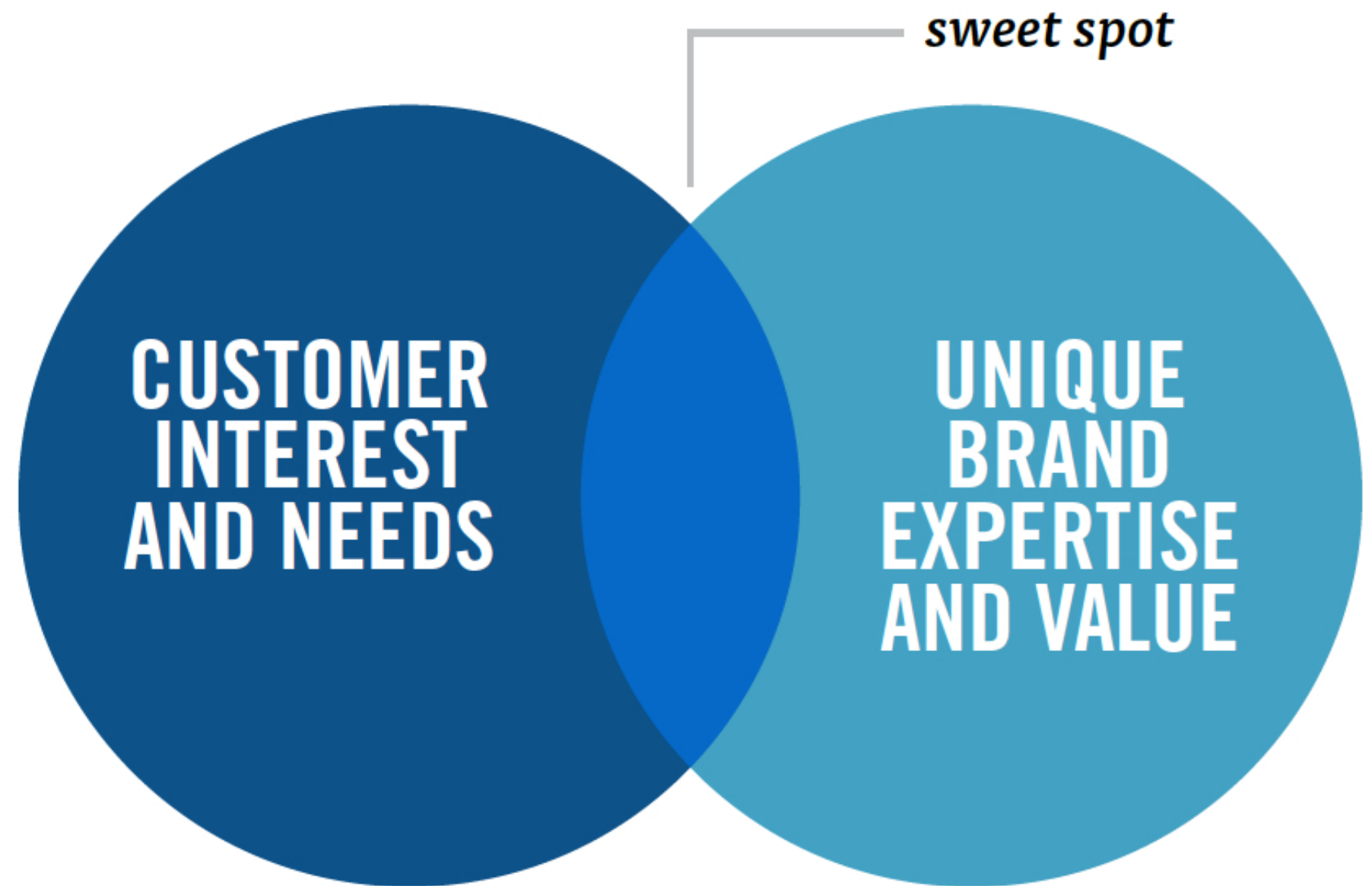
Brian Solis, Altimeter Group, 2014

KNOWING YOUR CUSTOMER

Customer at the center of your strategy

Not about more content, channels or apps

It's about creating **greater value** and **less friction**





Will it
BLEND?



Blendtec 80001



1-800-875-1111 • BLENDTEC.COM



MAGNUM
ICE CREAM

PLEASURED HUNT 2

ACROSS THE GLOBE

JURA IMPRESSA A5 ONE TOUCH

★★★★☆ 2 reviews | 311 accessoires

1.029,- ✓ Op voorraad

Alle koffiezetapparaten

Alle accessoires

Advies

Top-10

Advies over
koffiezetapparaten

Best getest

Nespresso Milk
Experience

Aanbiedingen

Espressomachines

Cup- en padmachines

Alle aanbiedingen

Merken

Bialetti

DeLonghi

JURA

Krups

Nespresso

Philips

Saeco

Siemens

Alle merken

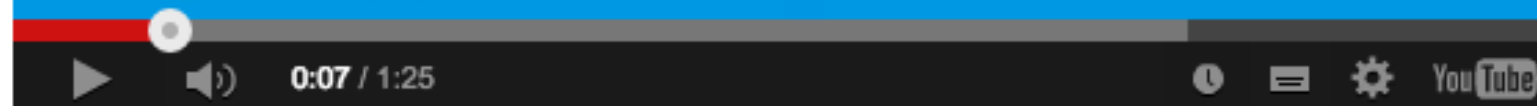
Accessoires

JURA IMPRESSA A5 One Touch

Jura Impressa A5 One Touch koffie volautomaat productvideo (NL/BE)



ACACIA.
Productspecialist Koffiecenter.nl



JURA IMPRESSA A5 One Touch

Actuele status: **op voorraad**

1.029,-



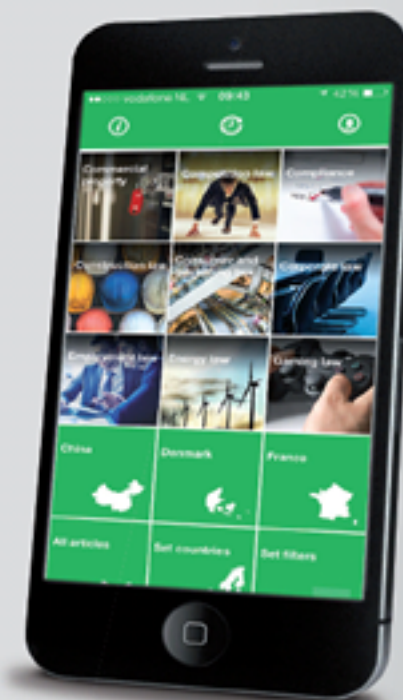
Kan uw cosmet
champag
markt br

Dirkzwager heeft een

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legalknowledgeportal.com



Dirkzwager
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de App store of kijk op www.kennisboek.nl.



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Enter your Twitter handle. Tweet. Cross your fingers!



@TwitterHandle

*

GO TWEET!

RISE OF INTERACTIVE MARKETING APPS AND “YOUTILITY”

IRON MOUNTAIN A/B TEST

One of these two Iron Mountain landing experiences significantly outperformed the other. Can you pick the winner?

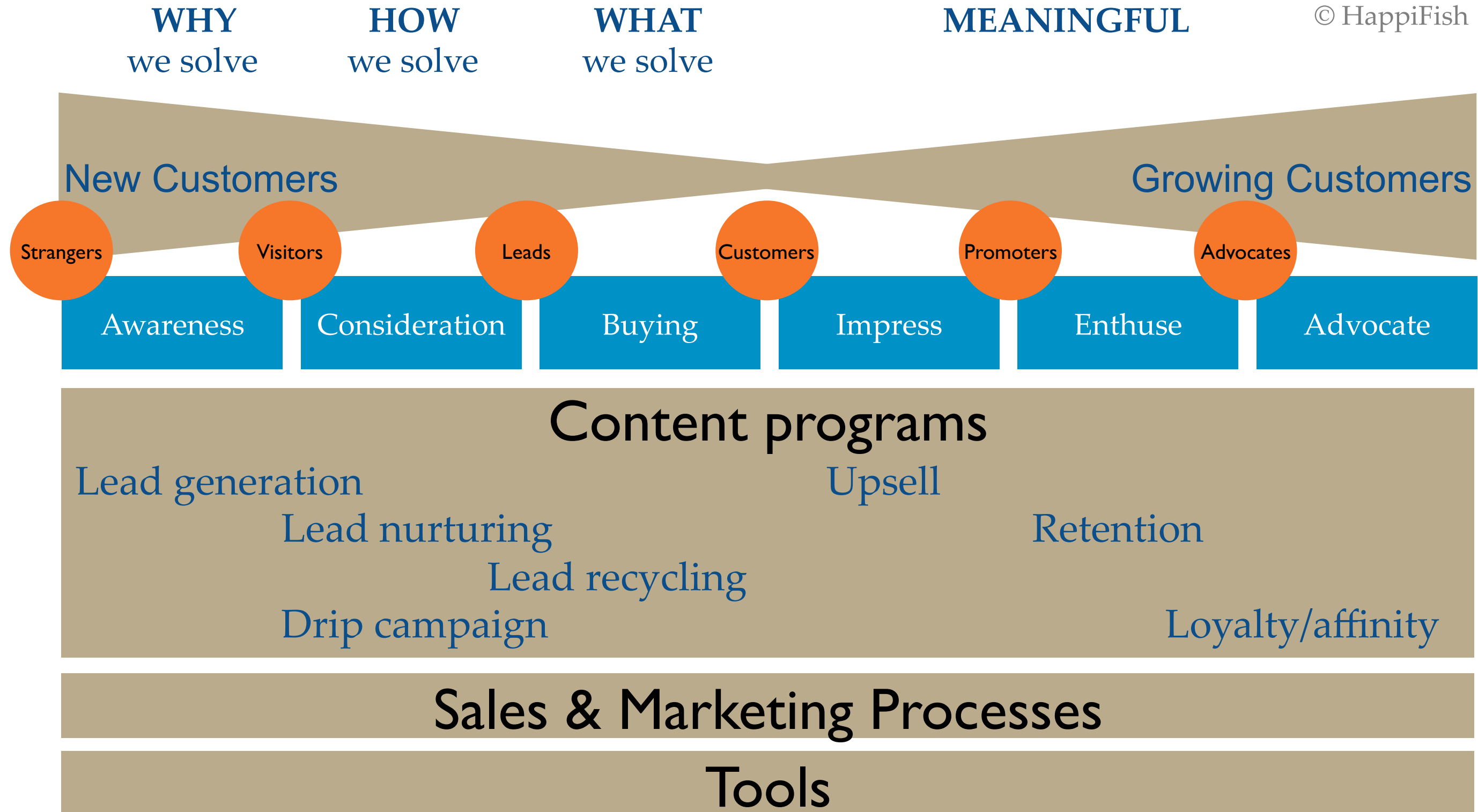
Version A: Features a dark blue header with the Iron Mountain logo and contact number. The main heading is "Secure Shredding Services" with sub-points "Secure • Convenient • Compliant". A prominent call-to-action asks "Looking to save on shredding?" with a "GO" button. The layout is dense with text and includes a testimonial, a map of the U.S., and a grid of service options at the bottom.

Version B: Features a white header with the Iron Mountain logo and contact number. The main heading is "DON'T LET YOUR DOCUMENTS BECOME A LIABILITY." with the word "SHRED" in large, 3D block letters. Below this are four service icons: "JUST ONE TIME SHREDDING", "WE PICK IT UP GET SHREDDING TO GO", "WITNESS IT WE SHRED IT ONSITE", and "RESIDENTIAL SHRED NEAR HOME". The layout is clean and uses high-contrast colors.



CREATE “ALWAYS ON” MARKETING PROGRAMS

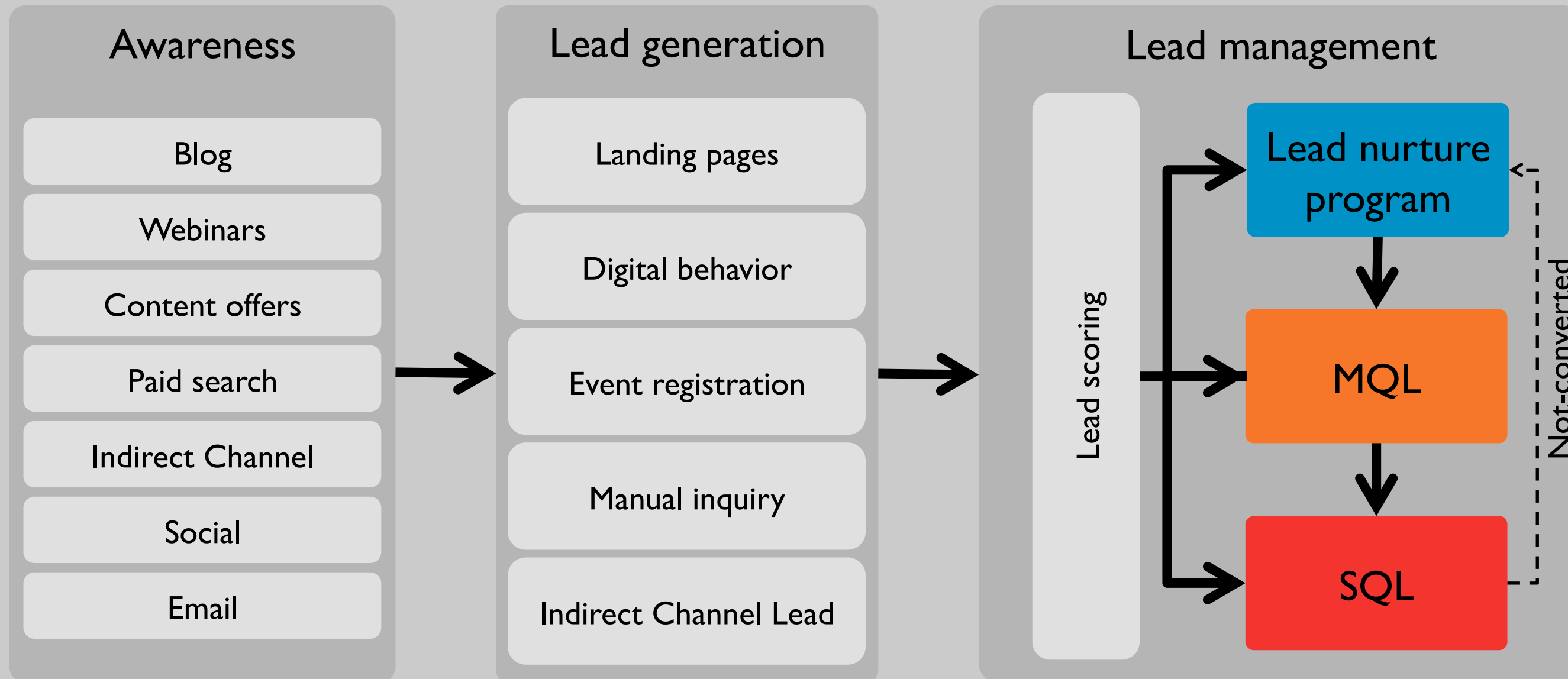
© HappiFish





ESTABLISH A CULTURE OF DIGITAL OPTIMIZATION

Demand Generation Program Framework



© HappiFish

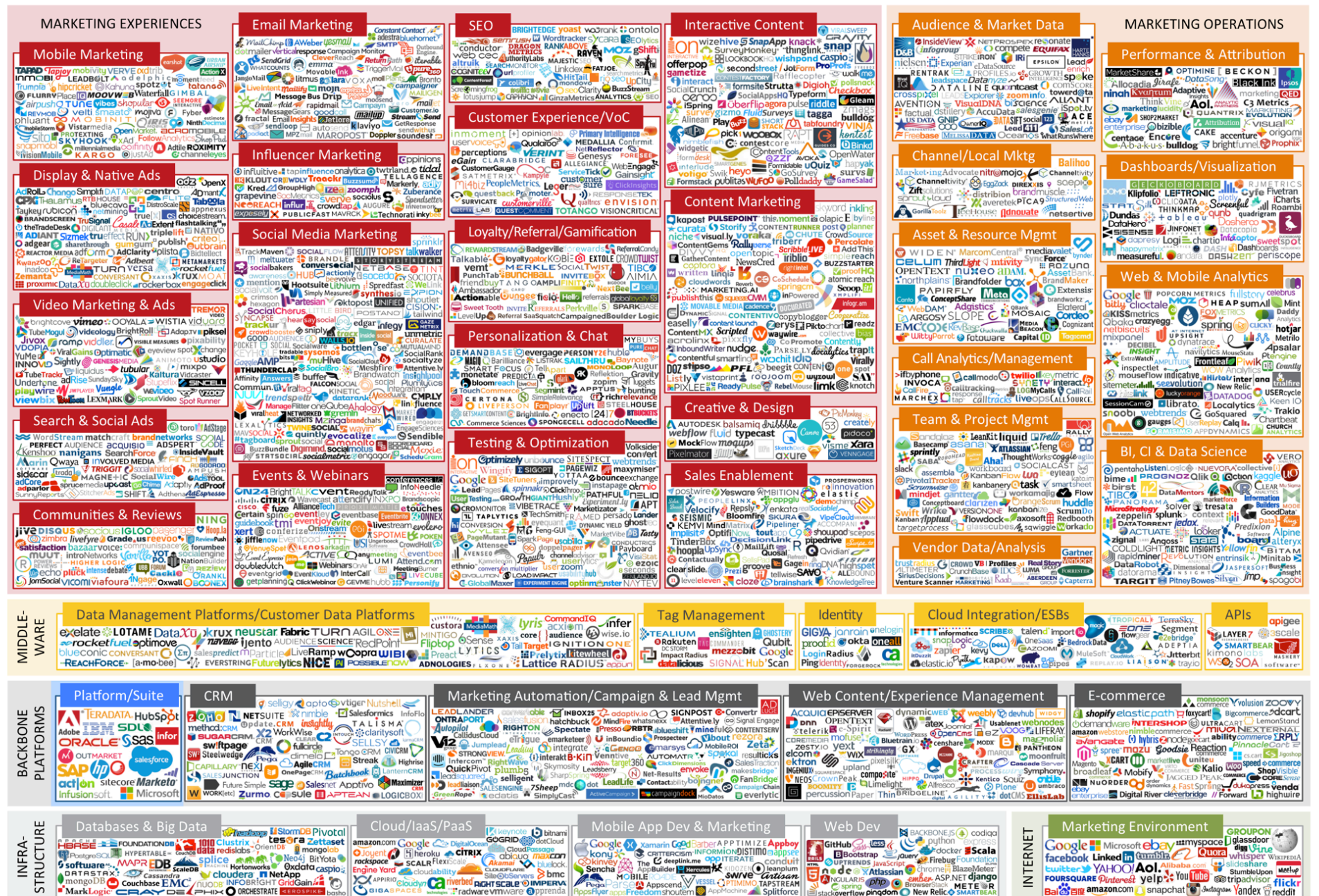


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ADOPT BACKBONE DIGITAL MARKETING TECHNOLOGY



- Behavioral segmentation
- Single customer view
- 1-1 marketing
- Integrated channels
- Data-driven automation
- End-to-end reporting



NEW MARKETING ROLES - ENABLING AGILE MARKETING

| | |
|---------------------------|--|
| Chief Content Manager | Content Strategy, Editorial board, Overall Planning & Execution, Quality assurance, Reporting coordination |
| Content program Mgmt | Project management, Editor, Creation support, End-to-End responsibility + reporting |
| Marketing automation | Overall management of automation programs (lead generation, nurturing, data, scoring) + sales alignment (lead hand-over & reporting) |
| Online digital copy | In-house staff, creating small & micro-copy (SEA, emails, landing pages, graphics, layout...), editor support & quality assurance |
| Digital Optimizer | Acquisition Optimization, Continuous Optimization (SEO/SEA/Email/Landing Page/Website & mobile/Retarget/Test/Dynamic content) |
| Head of digital marketing | Vision development for mobile first & digital first, life-cycle management digital applications & channels, horizontal customer centric strategy (de-silo) |
| Digital communication | Digital marketing excellence in creating, publishing, distributing and promoting content across all communication channels + reporting |

WRAP UP

