Data as a Key Driver
To grow your business
March 7th 2017
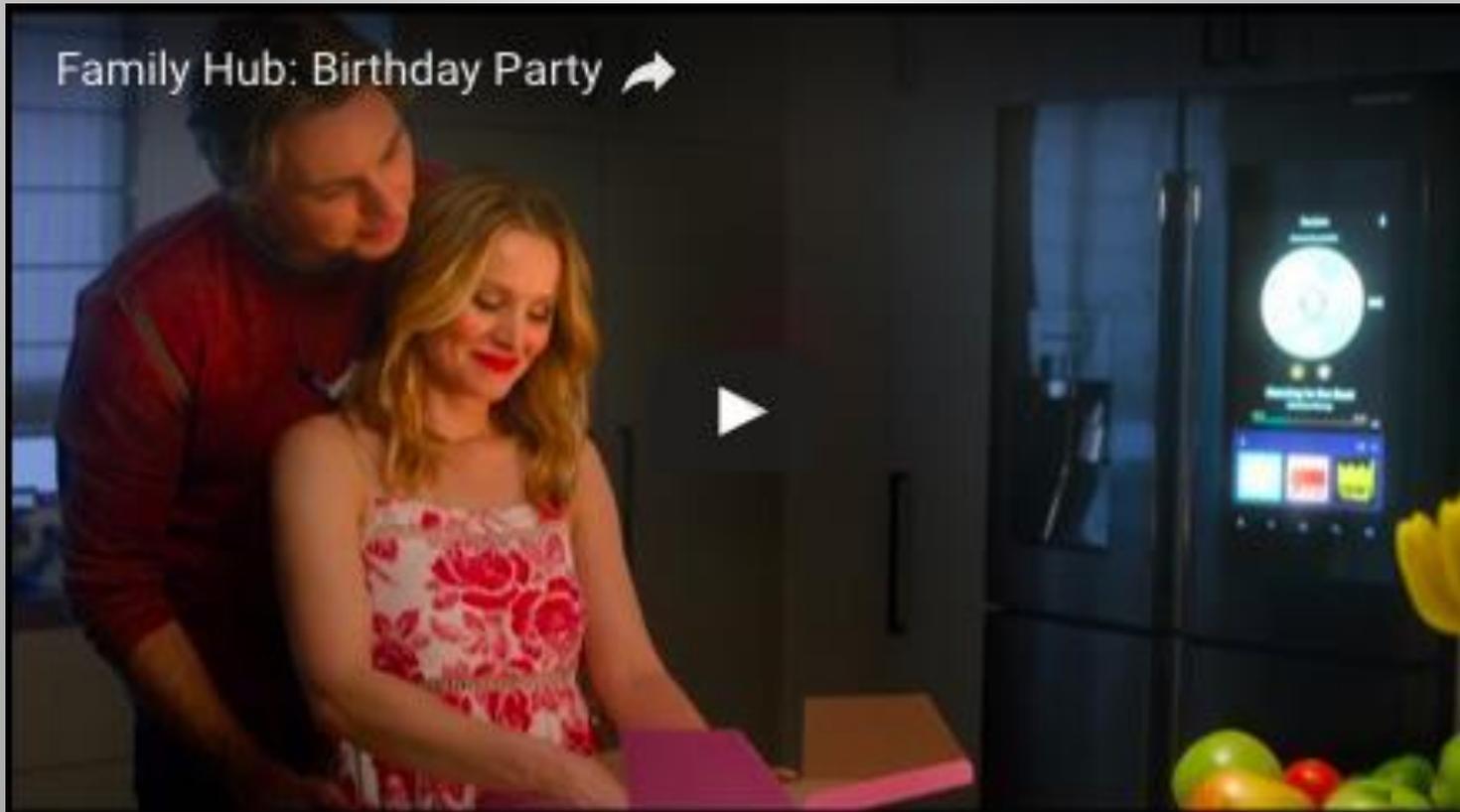
ICE BREAKER

FROM START TO FINISH…

- **THE BIG PICTURE ON DATA:** A GLIMPSE OF WHAT IS HAPPENING IN THE WORLD OF CONSUMER DATA

- **THE FUNDAMENTALS:**

- **WHY IS DATA IMPORTANT FOR BRANDS?**

- **WHAT TYPE OF DATA IS IMPORTANT TO BRANDS?**

- OWNED DATA, SOCIAL DATA, THIRD PARTY AFFILIATIONS – WHAT'S BEST?

- WHAT IS RELATIONSHIP MARKETING (RM) TODAY?

- 10 THINGS YOU NEED TO KNOW ABOUT RM AND DATA.

- TYPES OF RM RELEVANT TO YOUR BUSINESS

    - SHOPPER RM (PRECISION, CATEGORY LOYALTY),

    - SOCIAL CRM

    - ADVOCACY BASED LOYALTY (REACH AND ENGAGEMENT),

    - **WHAT IF I HAVE LITTLE OR NO BUDGET? A PRACTICAL WORKING SESSION ON HOW YOU CAN BE SMART WITH DATA + TWO OTHER CASE STUDIES**
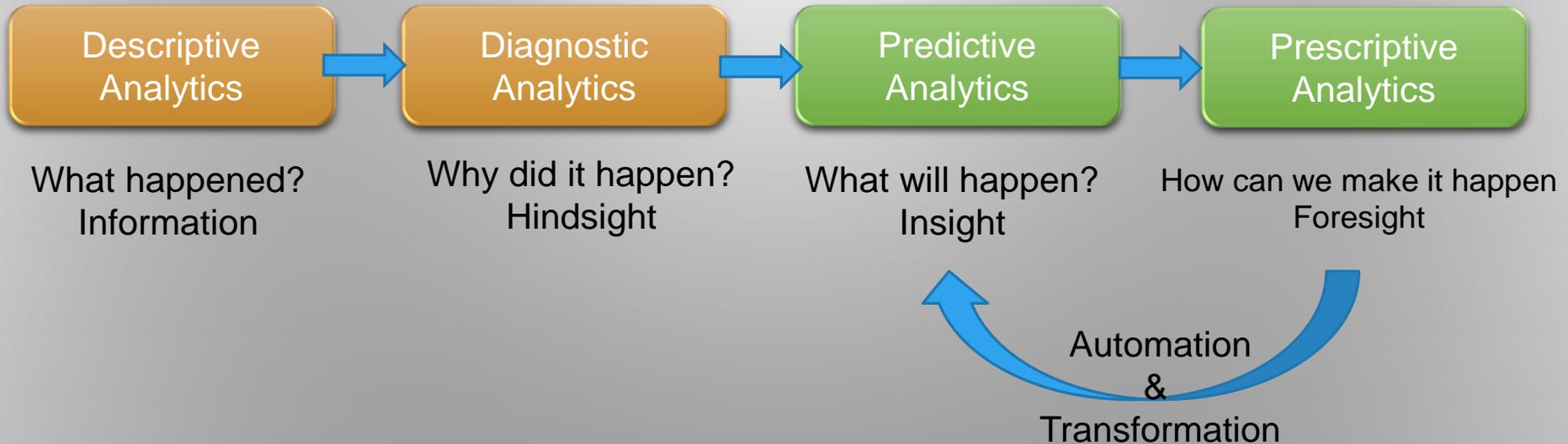
BREAKS; 11am Coffee, 12.30 Light lunch

CAROLE ANN CLARKE CONSULTING

THE BIG PICTURE ON DATA

CAST YOUR MIND BACK….

Family Hub: Birthday Party

The current evolution of Data

Descriptive Analytics	→	Diagnostic Analytics	→	Predictive Analytics	→	Prescriptive Analytics

What happened?
Information

Why did it happen?
Hindsight

What will happen?
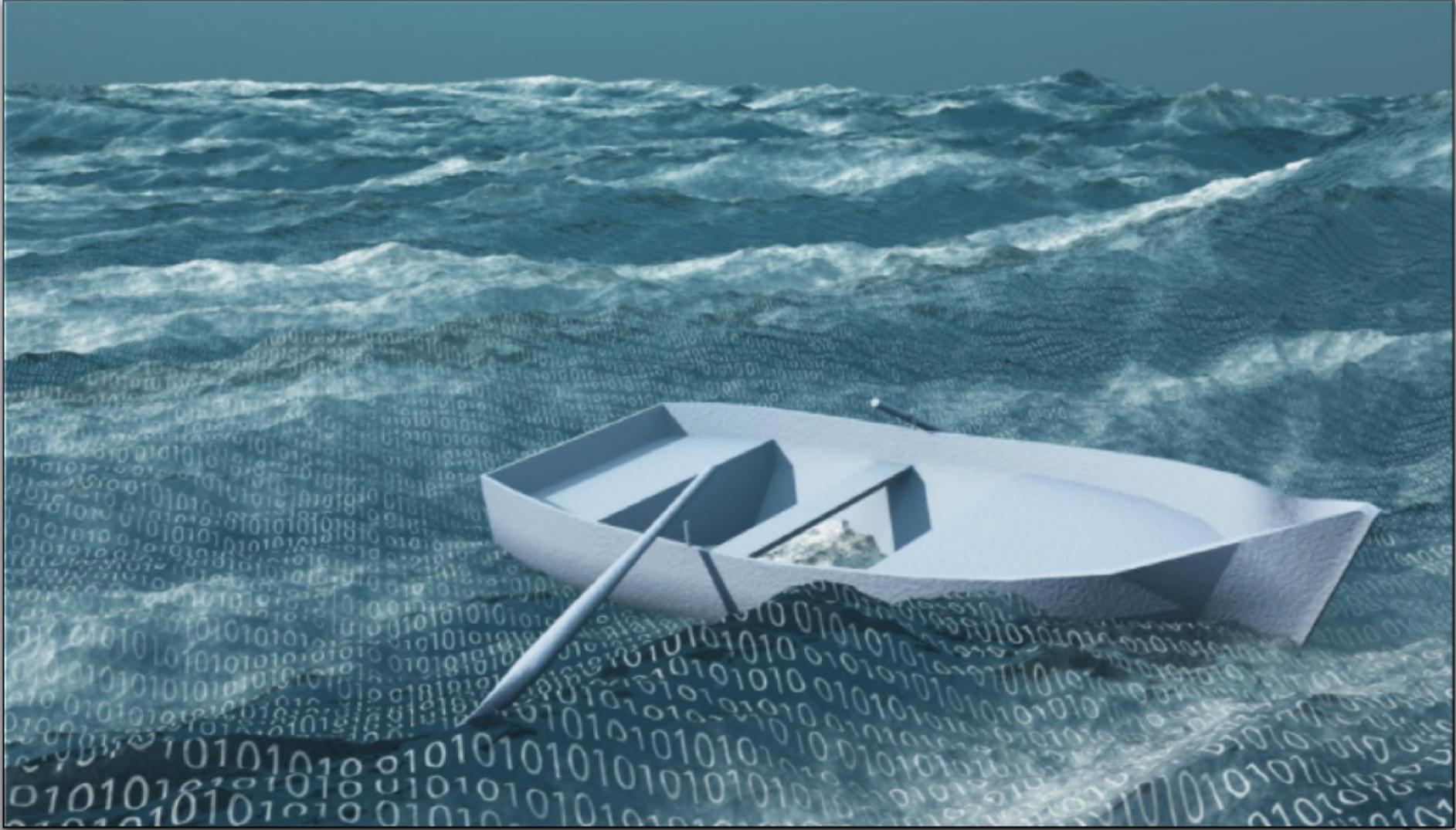Insight

How can we make it happen
Foresight

Automation
&
Transformation
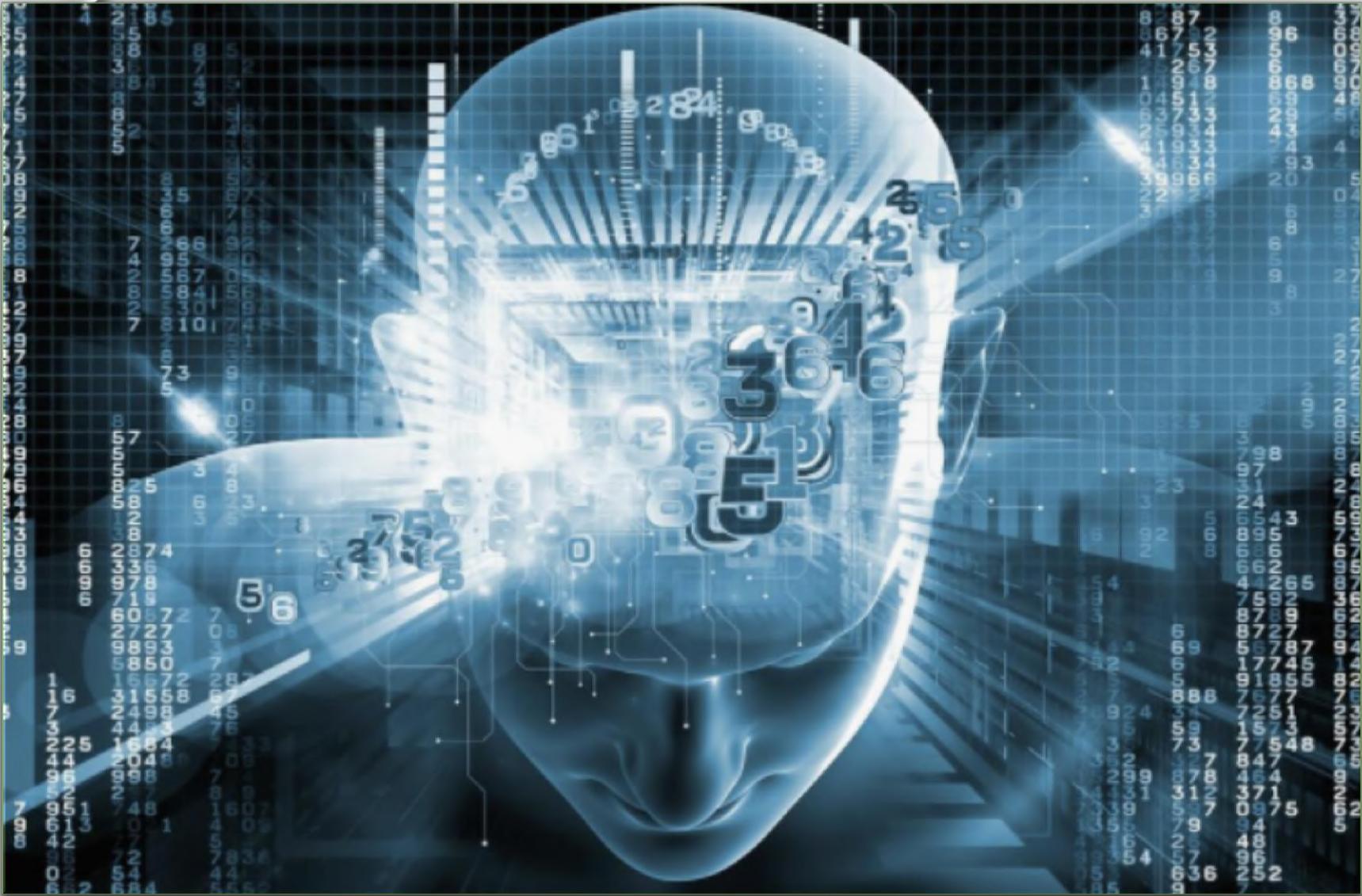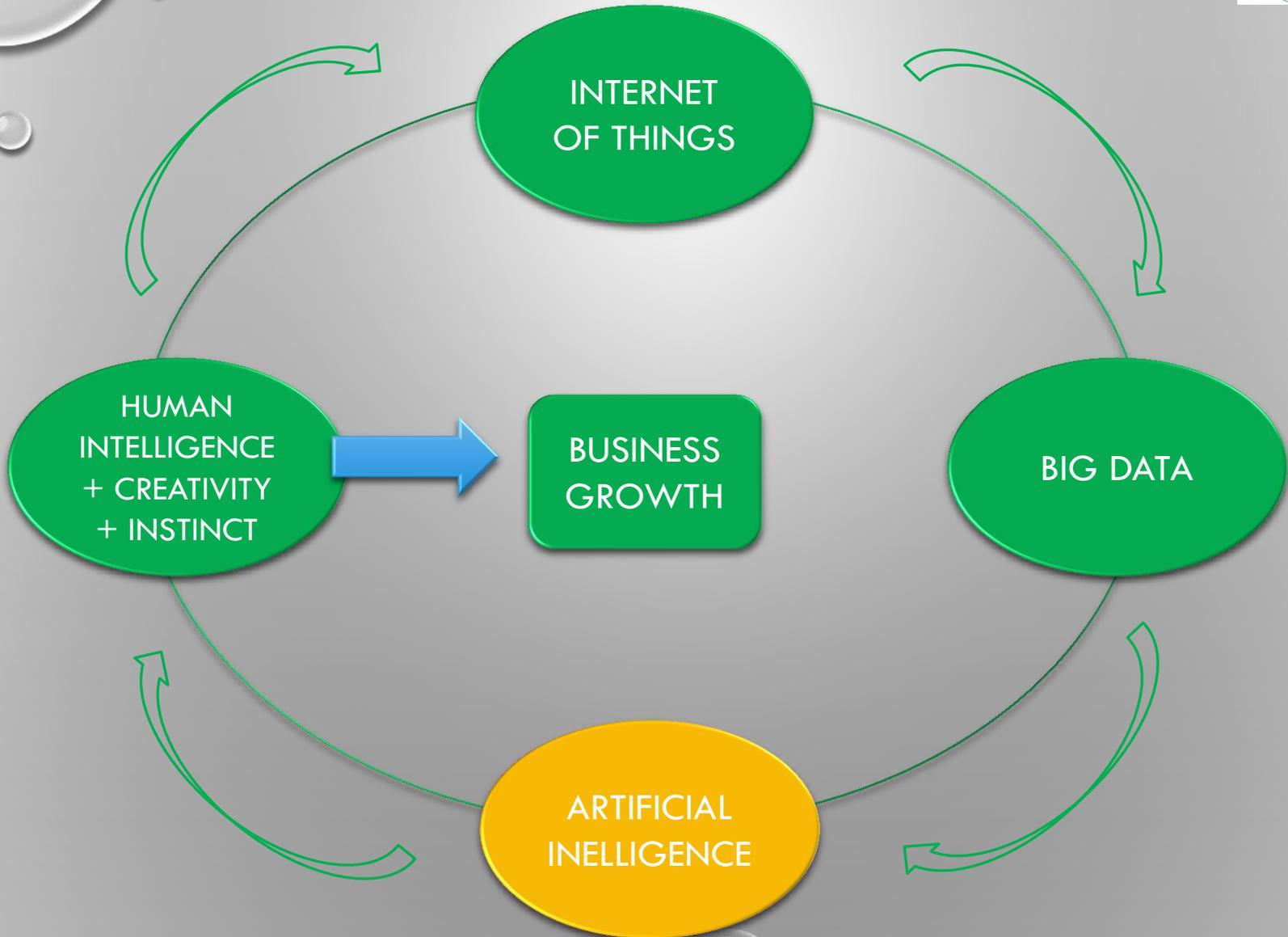
THERE ARE EARLY ADOPTERS OF BIG DATA ACROSS DIFFERENT INDUSTRIES…

Company	Industry	Area of Impact	Description	Total Impact
UPS	Shipping	Supply Chain	Monitors the performance of more than 46,000 vehicles in its fleet to optimize travel routes	*Achieved $30M in fuel savings in one year by cutting travel by 85M miles*
macy's	Retail	Marketing	Currently investing in big data analytics to create more granular pricing and market strategies that increase margin	*Achieving a "360-degree view" of the customer will allow Macy's to personalize and enrich the customer experience*
TESCO	Retail	Marketing	Collects customer data through loyalty program to send precisely targeted coupons	*Issues over 7 million coupons with redemption rates up to 50%*
		Supply Chain	Identifies opportunities to cut waste, optimize promotions and match stock to fluctuations in demand	*>$20M savings in one year; 30% fewer gaps on shelves; $50M less waste and $65M less stock*
DANONE	CPG	Supply Chain	Analyzed shopper behavior through big data to improve trade investment decisions and forecasting process	*Increased accuracy of planning from 75% to 98%*
Walmart	Retail	Marketing	Launched the social, mobile and retail-focused @WalmartLabs to analyze big data for its eCommerce business	*Millions of tweets, Facebook messages, blog postings and more help detect purchase intent and drive eCommerce*
P&G	CPG	Supply Chain	Used data analytics "Business Spheres" to find excess inventory, understand why it was made and look for ways to eliminate it	*Effort has saved ~$250M through improved inventory management*

THERE ARE EARLY ADOPTERS OF BIG DATA ACROSS DIFFERENT INDUSTRIES…

Company	Industry	Area of Impact	Description	Total Impact
Coca-Cola	CPG	Supply Chain	- Demand modelling + Forecasting, - Procurement efficiency - - Real time fleet + route Management	*Confidential*
	CPG	Marketing	- Create 360 view of consumer - Create Advocacy programme to generate value and efficiencies in content creation	*Confidential*
Red Bull	CPG	Marketing		*Confidential*
P&G	CPG	Innovation	- New Product development based on analysis and iterative design	*Not disclosed but cost of NPD lower (zero need for physical prototypes)*

SO LET'S BRING IT BACK A NOTCH!

WHY IS DATA IMPORTANT TO BRANDS?

Over To you!

WHY IS DATA IMPORTANT FOR BRANDS? ONE EXAMPLE

BRAND FORUM
BE INSPIRED, BE INFORMED, CONNECT
BORD BIA

DATA ENABLES INSIGHTS, ALLOWING BRANDS TO;

- Understand drivers of brand love
- Increase brand love and or advocacy
- Boost engagement
- Use segmentation models to track and evaluate Purchasing behaviour
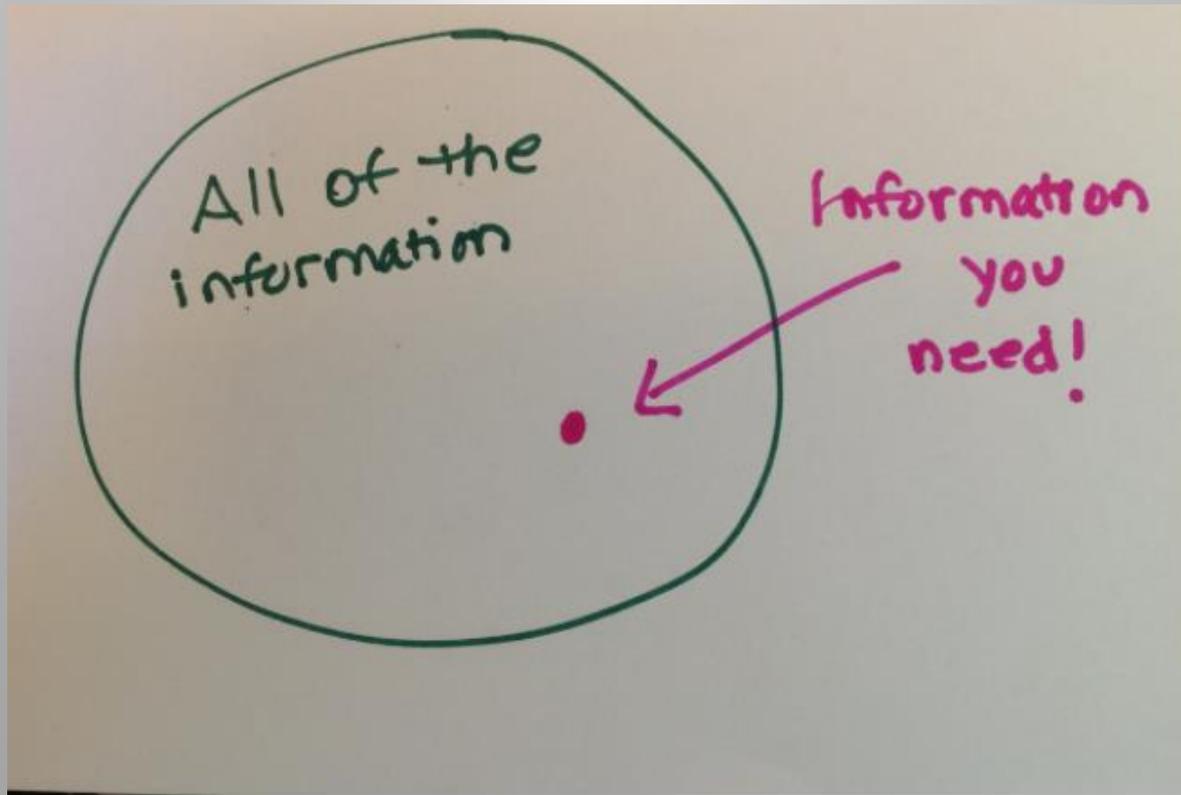
EFFECTIVE CONTENT STRATEGIES

- Connect behaviours demonstrated on data ecosystems
- Tailor , customise and personalise marketing plans to more effectively reach targets - not just the masses
- Create opportunities to recruit into your closed database
- Increase promotional effectiveness

DIRECT ENGAGEMENT

- Multi channel contact approach
- Test more sharable and relevant content as well as marketing tactics aimed at recruitment, retention and frequency of purchase
- Connect data to pull through fans from open communities into an ongoing engagement program
- Drive digital media
- React to changing , real time dynamics
- Track behaviour change

BRANDFORUM
BE INSPIRED, BE INFORMED, CONNECT
BORD BIA

All of the information

Information you need!

OVER TO YOU!

IT DEPENDS ON YOUR BUSINESS AMBITION SO REMEMBER THE BUSINESS BRIEF DICTATES WHAT YOU DO LONG TERM AND IN THE SHORT TERM

THINK ABOUT YOUR BROAD DATA BUCKETS AND PRIORITISE WHAT YOU NEED AND WHAT YOU HAVE THE RESOURCES TO DO..
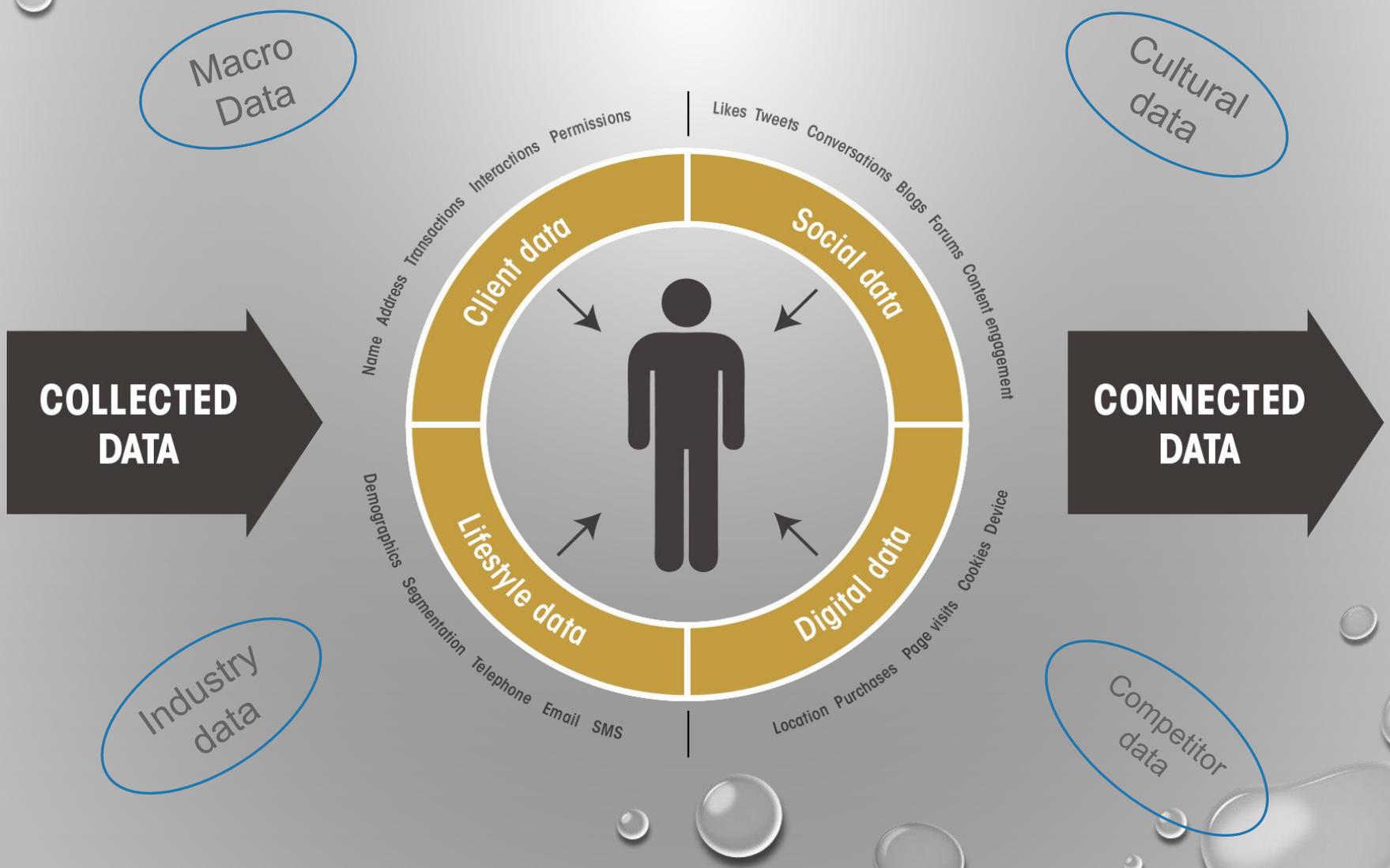
WHAT IS RM?

- **IT'S THE IDEA OF UNDERSTANDING MORE ABOUT PEOPLE, THEIR PASSIONS AND BEHAVIOURS AND THEN SPEAKING TO THEM ON A MORE PERSONAL LEVEL; USING PERSONALISED CHANNELS LIKE EMAIL, TEXT MESSAGING, SEARCH AND SOCIAL ECOSYSTEMS.**

10

things

we need to

know

about RM

1

THINK BIG, START SMALL!

RM is a Marathon not a sprint and requires the right planning , resources and systems to enable your RM vision - it's about constantly learning and putting that new information to the test and evolving your strategy and capability to stay ahead of trends

EARLY ENGAGEMENT PROGRAMME – WHERE YOU MIGHT START

Phase 1: Discovery & Definition phase - Weeks 1- 12

- Understand business, customers, consumers
- Identify customer and consumer needs
- Explore systems/processes/platforms/partners
- Plan development
- Value proposition & strategic route map

Outputs
Strategy Document (stakeholder interviews, research, etc.)
Data Audit, data analysis
Contact strategy
Communications plan
Measurement plan

Phase 2: Implementation set-up – Weeks 4 – 14

- Reporting
- Systems and software discovery (can be basic)
- Content matrix creation (
- Develop market contact plans
- Set-up & testing of campaign management & reporting

Outputs
Fixed Monthly Report
Process mapping & business rules set-up
Creation of top line localised CRM plans
Testing & experimentation environment

Phase 3: Campaign Management (Go-live) - Week 12 on-going
- Campaign management
- Reporting – monthly (can be weekly throughout events/promotions etc)
- Reviews – monthly update sessions and quarterly reviews
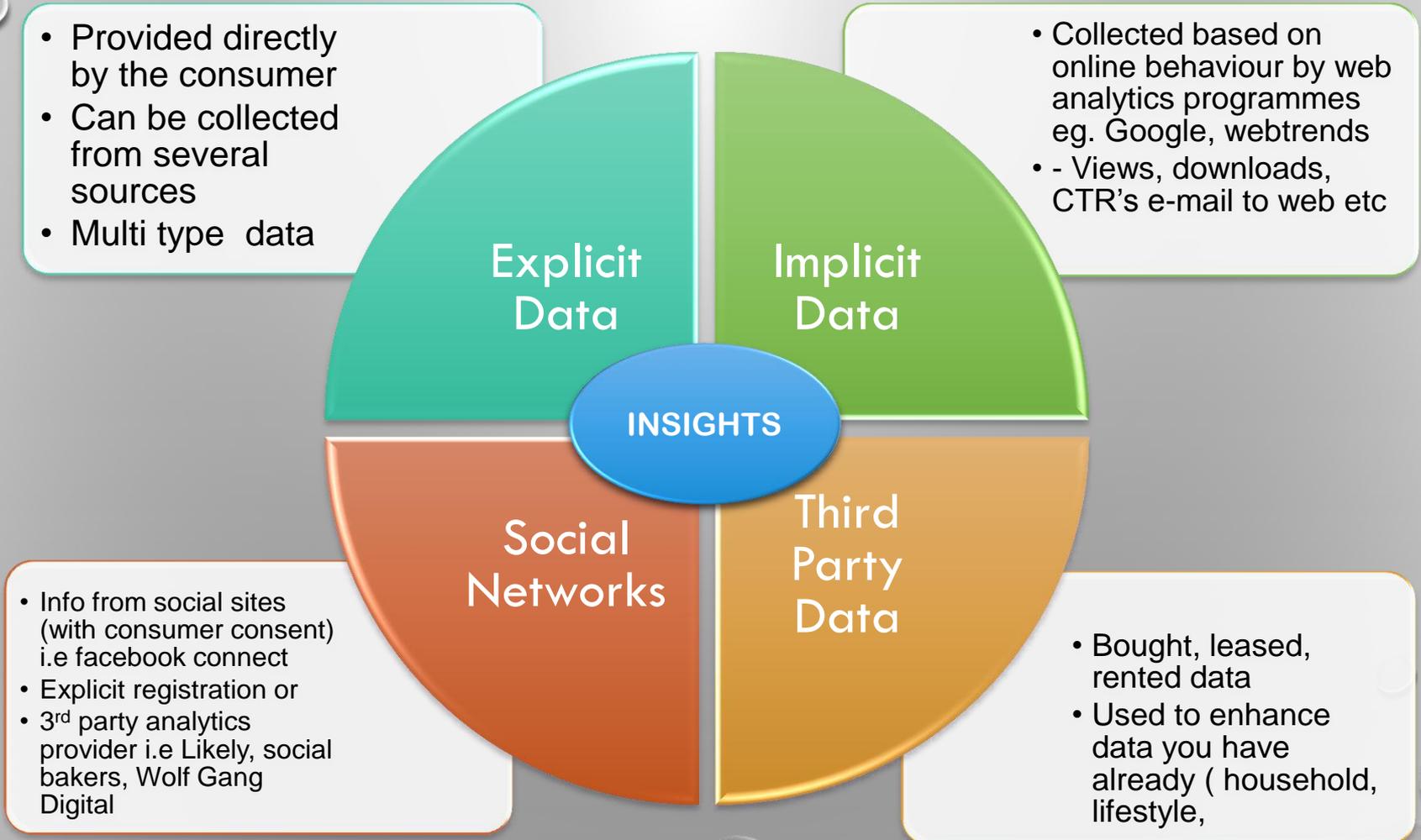- Optimisation

All costs exclude VAT

2

DON'T MISS AN OPPORTUNITY

Capture information wherever possible - data's not just for Christmas – it's for life

We mustn't waste the opportunity to talk to our consumers and shoppers so let's make sure we get just enough information to do it again, only better each time
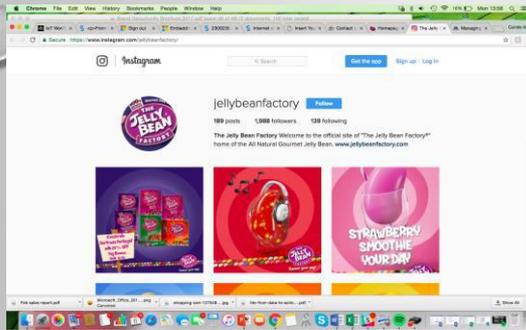
THINK ABOUT 4 TYPES OF DATA...

BRANDFORUM
BE INSPIRED, BE INFORMED, CONNECT
BORD BIA

- Provided directly by the consumer
- Can be collected from several sources
- Multi type data

Explicit Data

Implicit Data

- Collected based on online behaviour by web analytics programmes eg. Google, webtrends
- - Views, downloads, CTR's e-mail to web etc

INSIGHTS

Social Networks

Third Party Data

- Info from social sites (with consumer consent) i.e facebook connect
- Explicit registration or
- 3rd party analytics provider i.e Likely, social bakers, Wolf Gang Digital

- Bought, leased, rented data
- Used to enhance data you have already (household, lifestyle,

WHERE CAN YOUR BRAND CAPTURE DATA?
OVER TO YOU

AR on Pack?

Social pages to drive consumers to your site – incentivise Subscription?

Clever mechanics throughout the site to encourage registration e.g – tell a friend about this page (personalised page) and incentivise

Competitions to share newsletter (with redemption code for sender and receiver)

Engaging mechanics at events

Incentivised display advertising

HOW DO YOU TRANSITION DATA FROM FACEBOOK INTO A CLOSED DATABASE?

- BEING A FAN OF YOUR BRAND ON FACEBOOK INVOLVES A SIMPLE 'LIKE' AND YOU HAVE NO ACCESS TO THEIR DATA

- TO BRING YOUR FANS INTO THE CLOSED DATABASE YOU NEED TO ENSURE YOU HAVE THE RIGHT CONTENT SITTING BEHIND A PERMISSION SCREEN FOR A FACEBOOK APPLICATION

- THROUGH ACCEPTANCE OF THE PERMISSION ON THE FACEBOOK APP YOU CAN CAPTURE THEIR DATA AND BRING THIS INTO YOUR OWNED DATABASE

Request for Permission

Developer is requesting permission to do the following:

Access my basic information
Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've made public.

Developer
★★★☆

Report App

Logged in as ████████ Rakesh · Log Out

[Allow] [Don't Allow]
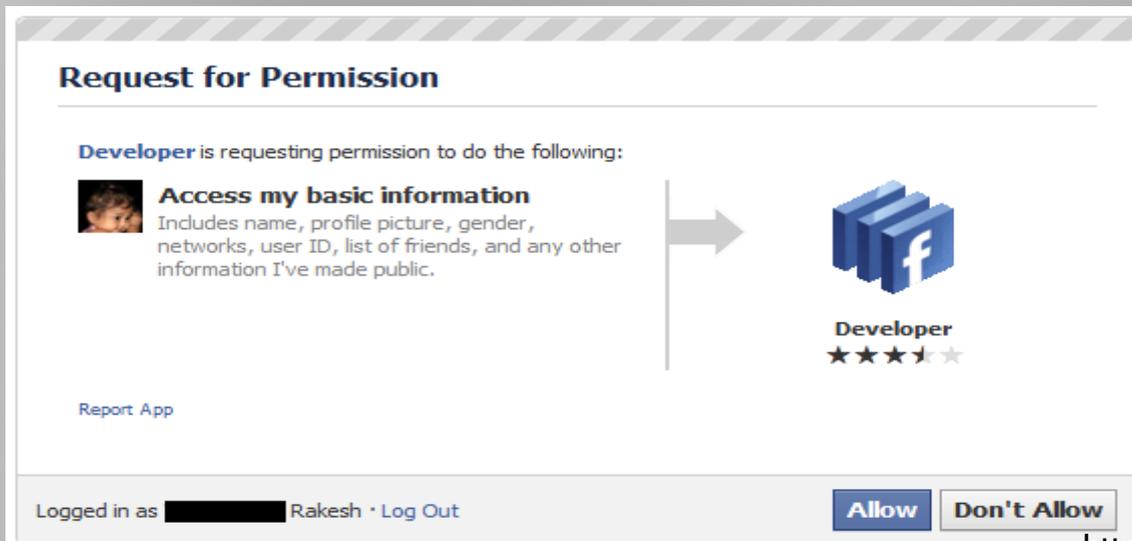
https://developers.facebook.com/docs/facebook-login/permissions#reference-public_profile

HOW CAN YOU GROW OUR CLOSED DATABASE FROM OPEN COMMUNITIES

JELLY FACTORY example 1

- Fan on Facebook sees a post for the chance to win a case of product
- Fan clicks on link and goes through to a JELLY FACTORY page
- User clicks on button to enter and in doing so accepts permissions, including permission to market
- This data is then pulled into YOUR database
- YOU CAN then gain insights on this consumers across all channels (where they have same email address)

JELLY FACTORY example 2

- Consumer on Facebook sees post from a friend about how you can upload your photos into a fun JELLY FACTORY personalisable pack (Virtual and physical)
- User clicks on link and goes through to a promotions page
- User clicks on button to share their photo with the app, in doing so they accept permissions, including permission to market
- This data is then pulled into your database
- You then gain insights on this consumers across all channels (where they have same email address)

3

ONLY ASK WHAT YOU NEED TO KNOW

"NOBODY EXPECTS THE SPANISH INQUISITION" least of all our consumers

Keeping our questions short, relevant to your brand and, of course, non intrusive will make it easier (and less creepy) for them to answer

CREATE A CORE DATA SET FOR YOUR BRAND AND ENRICH OVER TIME

Core Set	Mandatory	Optional (2nd touch)	Optional (3rd touch) +
Name	✓		
Date of Birth	✓		
Email (can be usier name)	✓		
gender	✓		
Mobile	✓		
password	✓		
e-mail opt in - yes or no	✓		
SMS opt in - yes or no	✓		
Country of Residence	✓		
Legal t's and c's + Privacy Policy - acceptance	✓		
language		✓	
Home Address		✓	
Interests		✓	
Rewards preference			✓
Product Preference			✓
Direct Mail opt in - yes or no			✓

Personally Identifiable data! - PII

4

WE'RE NOT ALL THE SAME!

One size doesn't fit all – clearly… Whether directly via email or out in the social space, we don't need to blast the same message to everyone anymore because we don't want everyone

We have the technology and the know how to segment and be relevant – let's use it

McKinsey has reported in 2016 that
Personalised advertising delivers 8x more ROI
than non personalised advertising
and sales uplift of 10%

5

THINK QUALITY & REACH V QUANTITY

you want consumers who love your brand, talk about it, create content for it, share your content with large networks or people and encourage others to consume
You want to move your fans to being collaborators not an audience but that means you have to know them well and give them the content and the tools that the need

6

DON'T JUST BROADCAST, LISTEN & ENGAGE TOO

Blah blah blah blah – if we never listen and have a two way dialogue how can we possibly build a relationship?

Open up the channels – be approachable – and show you listened. Social & CRM combined are great ways to create an authentic dialogue. There are lots of free tools out there to help you

7

OBEY THE LAW!!

**Data protection is a growing concern and we must lead by example.
Permission data correctly so we can talk to people again and stay on the right
side of the Law. Tell our consumers how we will use their data – be explicit**

**If we get this wrong the data is useless, pointless, unusable – in fact we've just
wasted all our time.... Yeah, thanks for that**

DATA PROTECTION

WHAT DOES DATA PROTECTION LAW DO?
THE LEGAL DEFINITION

APPLIES TO AND CONTROLS THE

"**PROCESSING**"

OF "**PERSONAL DATA**"

BY "**DATA CONTROLLERS**"

& BY "**DATA PROCESSORS**"

WHAT DOES DATA PROTECTION LAW DO?

CONTROLS ANY & ALL USES OF PERSONAL INFORMATION BY [INSERT COMPANY NAME]

- GOOD INFORMATION HANDLING

- PERSON'S RIGHTS ARE PARAMOUNT

- THE INFORMATION BELONGS TO THE PERSON, NOT TO THE ORGANISATION

- PUBLIC & STAKEHOLDER CONFIDENCE

- REPUTATION

DATA CONTROLLER

- all of the obligations under the acts fall on the "data controller"
- "*a person who, either alone or with others, controls the contents and use of personal data*"
- e.g. employer is the data controller of its employees' personal data, even if data is held by a 3rd party, e.g. outsourced payroll administration
- can be more than one data controller, e.g. companies in the same group

DATA PROCESSSOR

Persons who process data on behalf of data controller (excluding controllers' employees)

DATA SUBJECT

The person ("living individual" whose personal data is processed

8 MAIN RULES TO CONSIDER

1. Obtain & process personal information fairly & lawfully

2. Collect personal information only for limited, identified purposes

4. Obtained data should be **adequate**, **relevant** & **not excessive** for the identified purposes

3. Only process personal information when <u>compatible</u> with the purposes for which it was originally collected

5. Personal information must be accurate & kept up-to-date

6. Retention: do not keep personal information for longer than necessary

7. Keep personal information safe & secure from unauthorised access

8. RIGHT OF ACCESS TO PERSONAL DATA

DATA BREACHES

- what is a breach? dpc: any situation where personal data is "put at risk" of unauthorised disclosure, loss, destruction or alteration

- dpc code of practice

- immediate consideration to informing those affected

- involve other organisations that can assist, e.g. gardai, financial institutions

- report to dpc within 2 days except:-
  - full report made to people affected, and
  - affects less than 100 people, and
  - not include sensitive or financial data (surname, account/card number)

- if in doubt, report to dpc

- contents of required report outlined in code

- dpc may investigation and use enforcement powers

- even if no report to dpc, organisation should keep summary record of incident (including why consider not necessary to report)

- if data protected (e.g. high level of encryption) so that cannot be accessed, then may conclude no risk

- code not apply to providers of publicly available electronic communications networks or services

PROPOSED SANCTIONS UNDER NEW EU DATA PROTECTION REGULATION

- BASED ON EU PARLIAMENT VOTE ON DRAFT REGULATION IN MARCH 2014

- WRITTEN WARNINGS FOR FIRST, NON-INTENTIONAL NON-COMPLIANCE

- REGULAR, PERIODIC DATA PROTECTION AUDITS

- FINES OF UP TO **€100M** OR UP TO **5% OF ORGANISATION'S ANNUAL WORLDWIDE TURNOVER**, WHICHEVER GREATER

DATA PROTECTION REFERENCES

- HTTP://WWW.COMPUTERWORLDUK.COM/SECURITY/10-THINGS-YOU-NEED-KNOW-ABOUT-NEW-EU-DATA-PROTECTION-REGULATION-3610851/

- HTTP://EC.EUROPA.EU/JUSTICE/DATA-PROTECTION/DATA-COLLECTION/INDEX_EN.HTM

- HTTPS://WWW.DATAPROTECTION.IE/DOCS/A-GUIDE-FOR-DATA-CONTROLLERS/696.HTM

8

HELP CONSUMERS FIND YOU or YOUR PRODUCT

RM provides the traffic to the right experiences and whether it's brand experiences or promotions or trial - it's not meant to be a secret now is it??

9
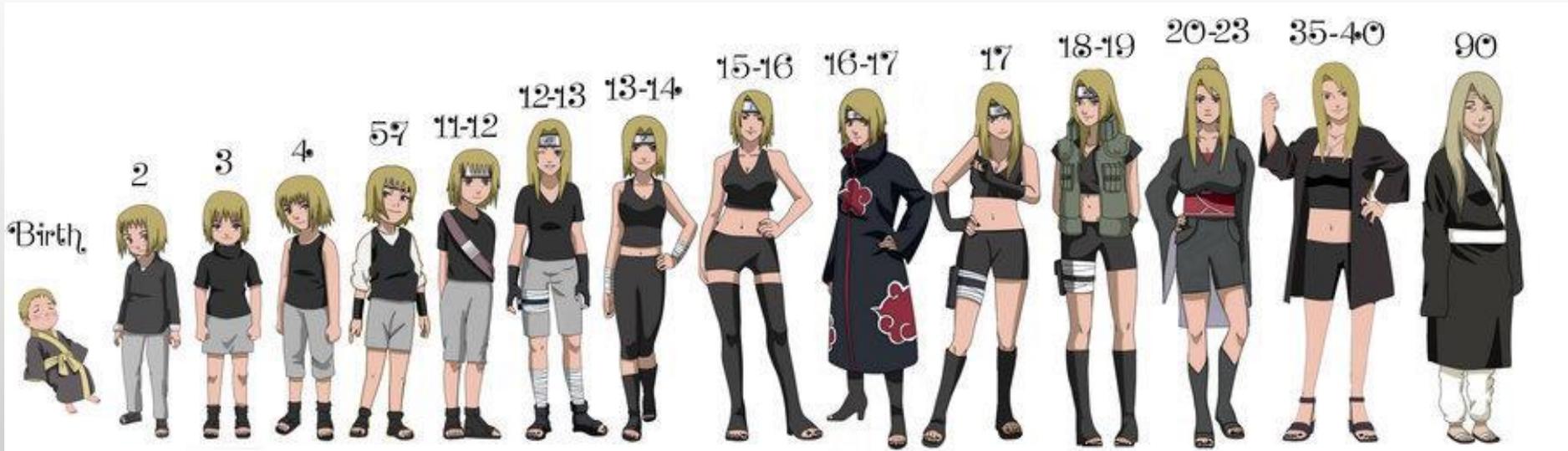
KEEP IT CLEAN

Ok so people change – so that means our data needs to update

Continuous engagement helps us to keep things fresh and sparkly clean – so if things change, you can change your approach too

DON'T FORGET MEASUREMENT

Work out how you are going to track and measure from the get go. Make sure that your RM programme is a profit centre for the Business

Setting our campaigns up right proves success – and builds a robust business case
Go on, make your leadership team smile

PILLARS OF MEASUREMENT

BRAND	**Consumer sentiment Brand Love, etc.**
ENGAGEMENT	**Responding to offers, redeeming coupon, sending feedback, visit frequency, email opens & clicks, etc.**
SALES	**Purchasing TCCC products**
ROI	**Total Incremental Revenue from CRM minus cost of CRM**

■ These are the four pillars that typically relate to the business objectives of a CRM programme

■ Each pillar will have a set of KPIs which will allow the measurement of the business objective

IT ALL STARTS WITH THE BRAND

BRAND stimulates engagement → ENGAGEMENT leads to volume → Sales leads to ROI → ROI is the point of CRM

BRAND is how customers perceive your brand – this affects engagement

ENGAGEMENT is what/how our customers communicate and respond to us

Sales is the effect of a strong brand and engaging CRM programme

ROI is the justification for spend on a CRM programme

72

GO A LEVEL DEEPER FOR EACH PILLAR AND EACH ELEMENT IN THE PILLAR – KPI'S EXAMPLE

IMPRESSION METRICS

No. of emails sent
No. of emails delivered
Social media impressions
No. of fans registered in closed database
No. of fans in social media channels
Fans migration to advocates

EXPRESSION METRICS

Email open rate
Email CTR
Opt in rate
Unsubscribe rate
Social shares
Likes
Number of comments
Sentiment (positive vs. negative)

IMPRESSION METRICS

No. of fans
Fan growth rate
No. of advocates
Advocates growth rate
Changing composition of advocate segments

EXPRESSION METRICS

Brand Engagement Derived from:
- Sentiment (positive vs. negative)
- Frequency of interactions with brand
- Quality of interactions (e.g. video, blog, post, etc.)

WHAT IS SHOPPER RELATIONSHIP MARKETING (SRM)?

Shopper Relationship Marketing (SRM) is a strategy to build **long-term relationships** with **high-valued shoppers** that results in increased **brand love** and **transaction value**

SRM is achieved with:

- **data** that identifies brand specific shoppers, and insights into their needs and behaviours
- that informs compelling propositions, **content,** offers and rewards
- delivered through right **communications** channels at the right time & place
- to affect the desired shopper **behaviours**

Identify right shopper segments in database. And send them relevant communications to influence desired behaviour *(push)*

- Traditionally this is email marketing, but also includes mobile /web dynamic messages or triggered content based on rules. Can be owned database or 3rd party

Business objectives addressed

- Amplify volume promotional mechanics
- Drive trial for new products
- Protect share with fast response to switcher HHs
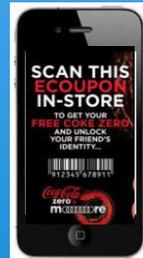
✓ **Easy to execute / scalable**
✓ **Drives immediate, short-term response and value (great for promotions**
✓ **All retailers doing it (good if no database of your own**
✓ **Addresses specific target segments with messages, impacting behaviour**

– Pay for every contact (retailers + 3rd party)
– Less likely for long term change
– One comms drives one respons

SUPERVALU

Very focused on segmentation and personalisation to deliver better results;

a. 108 Segments within 6 lifestyle shopper segments, 6 price sensitives and 3 loyalty types
b. 25 personalised events
c. 16 different types of mailers
d. Omni Channel approach
e. Extends into Centra
f. Mobile couponing in Centra
g. Cost between €2.5k & €120k

BENECOL YOGURT DRINKS SPRING 2016 MAILING

What?
- €1.00 off Coupons offered on **Benecol Yogurt Drinks**

To whom?
- delivered to **16,281** SuperValu Real Rewards Members

Impact
- *4,170* Coupons Redeemed – **25.6%** Redemption Rate
  - **2.85%** Household Penetration rate

- *6,072* mailed shoppers engaged with the offer – **37.3%** Engagement Rate
  1,902 mailed shoppers bought the Benecol Spread offer with out using coupon

- *An additional* **1,523** *mailed member purchased the Benecol Yogurt Drinks during the coupon period vs comparison period.*

- Mailed Members generated sales of **€194,171** growing by **€15,401 +8.6%** vs comparison period

Key learnings:
- *Recruitment of shoppers grew overall households penetration +10.4% and TOTAL SALES +6.5%*
- *Middle Loyal shoppers responded most positively to the offer*
- *Health & Wellbeing ShopStyle reacted best to offer*
- *Price Insensitive shoppers positive reaction to offer – indicating strong brand credentials*

Comparison Period: 18/2/2016 to 16/3/2016

SuperValu.ie
Dedicated Landing Page

- COMPETITIONS ENTRIES 7121
  - CONVERSION RATE 68%

- LARGE TRAFFIC SPIKE CREATED BY
  - WEEKLY EMAIL ON 15TH DECEMBER
  - SOLUS EMAIL ON 16TH DECEMBER

Page	Pageviews ↓	Unique Pageviews
	21,424 % of Total: 0.45% (4,719,566)	16,424 % of Total: 0.84% (1,963,217)
1. supervalu.ie/real-people/competitions/hunky-dorys	14,026 (65.47%)	10,494 (63.89%)
2. supervalu.ie/real-people/competitions/hunky-dorys/thank-you	7,398 (34.53%)	5,930 (36.11%)

Friday, December 16, 2016
Pageviews: 9,259

Thursday, December 15, 2016
Pageviews: 1,790

Pageviews

WIN A HUNKY DORYS HOLIDAY OF A LIFETIME!

- EMAILS SENT
  - 346,290
- OPEN RATE
  - 30.29%
- CLICK TO OPEN RATE
  - 11.34%
- VERY HIGH OPEN RATE & CLICK TO OPEN RATE

- EMAILS SENT
  - 78,155
- OPEN RATE
  - 37.81%
- CLICK TO OPEN RATE
  - 25.62%
- VERY HIGH OPEN RATE & CLICK TO OPEN RATE
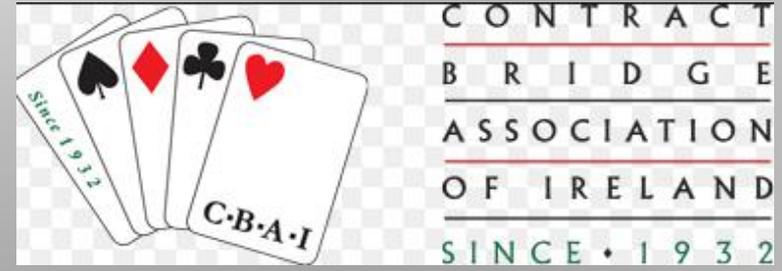
TESCO

- Biggest Database
- No personalisation
- Omnichannel approach
- 12 packages available
- Big focus in store but increased focus on tesco.ie due to growth (up 12% and now accounting for 85k shoppers, spend 78% more online then in store)

• MOD TAKEOVER
• AISLE ARCH

ONLINE SAMPLING – NEW PRODUCTS

TESCO CLUBCARD MAILER SAMPLE
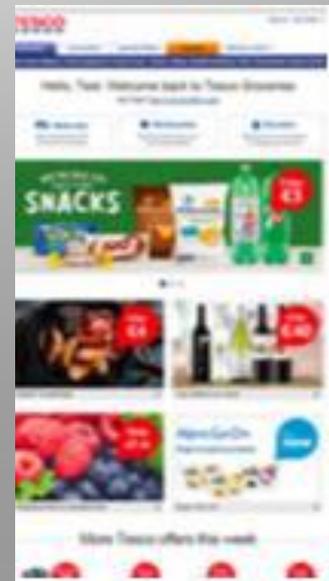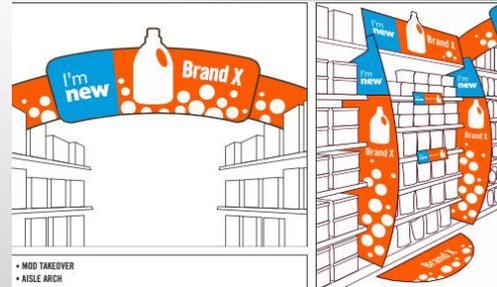
IT DOESN'T ALWAYS HAVE TO BE A BIG RETAILER

CATEGORY SOLUTION/LOYALTY PLATFORM

A broader proposition that the shopper signs-up to and chooses to proactively engage *(pull)*

- Typically a lifestyle or category proposition
- Also includes precision targeted comms
- Does <u>not</u> have to be points/rewards program
- Many FMCG companies successfully executes program

Business objectives addressed

- **Recruit** new shoppers
- Change **category perceptions**
- Drive new **trial** across portfolio
- Generate **long-term change** in brand preference and shopper behaviours

- ✓ **Lower cost per contact over time**
- ✓ **Good recruitment vehicle**
- ✓ **Creates behaviour change /routines**
- ✓ **Generates more insights**
- ✓ **Less disruptive – pull v push**

- Needs leadership buy in and has to be part of business ambition
- Can be costly to set up
- Can be timely to set up

NESTLÉ PURINA – CRM PROVEN RESULTS

The Challenge:

In a highly promotions driven marketplace it was imperative for Nestlé Purina Petcare to ensure they had an emotional relationship with their consumers that would live beyond discounting.

The Approach:

A key vehicle to doing this was their consumer database and they had to use it to prove that CRM really did pay back. The insight needed to affirm the theory that their **analysis, insights** and **segmented** approach to **regular relevant communications** could make a difference to volume sales.

The CRM database registrants on the Gourmet brand were compared to regular shoppers at Sainsbury's who also bought Gourmet (those who were <u>not</u> on the database).

Results:

The results were conclusive:

- All who had registered showed a **6%** increase in sales vs other Gourmet shoppers

- All who had been communicated to once within a 12 month period showed a further **6%** increment (**12%** in total)

- And an additional 5% (**17%** in total) uplift was seen if they had been communicated to twice in a 12 month period

This exercise supported further **investment in CRM** and a group wide accelerated focus on **increasing a fit for purpose engaged consumer database** over time was kicked off **across all brands** (extending to parent company Nestlé)**.**
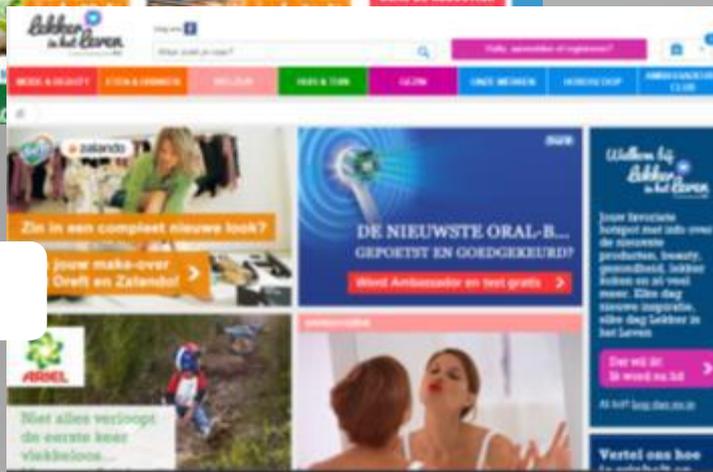
MOST FMCGS HAVE SRM/LOYALTY SOLUTIONS

Mondelez

Danone

P&G

Learnings:

- Long-term engagement is created by connecting with people's lifestyle and providing a real benefit
    - Danone & You Healthy lifestyle
    - P&G A good life
    - Mondelez Life in Colours
- Promotional discounts play only a small part in the overall engagement

- Capture best practices and learnings

Cow and Gate Recruitment Campaign

Personalised letter

Voucher Booklet

Pregnancy Nutrition DVD

Mothercare + GP's leaflet

Online display Sponsorships

Main Page recruitment

+ TV endframe +Press + Radio

+ Grew Volume + took share from competitors
Data analysis over a year gave us the insights to
Create a completely new approach to this Loyalty Platform

....

- **WHAT IS SOCIAL CRM?**

A MUTUALLY BENEFICIAL RELATIONSHIP SUPPORTED BY SOCIAL TECHNOLOGY, BUSINESS RULES AND PROCESS

THE SOCIALITE!
- Consumes information + follows news onFB + Twittter
- Learns about new products on social
- Only trusts relevant info and is not fooled easily by unsolicited promotions
- Wants a conversation with a brand not one way messaging
- Expects brands to be active in their social space
- Wants brands to listen, engage and respond quickly

FACEBOOK LOOKALIKES

- a lookalike audience is a way to reach new people who are likely to be interested in your business because they're similar to people who already are. when you create a lookalike audience, you choose a [source audience](#) (demographic information or interests). then FB find people who are similar to (or "look like") them in the places you choose.

- you can choose the size of a lookalike audience during the creation process. smaller audiences more closely match your source audience. creating a larger audience increases your potential reach, but reduces the level of similarity between the lookalike audience and source audience. we generally recommend a source audience with between 1,000 to 50,000 people. source quality matters too. for example, if a source audience is made up of your best customers rather than all your customers, that could lead to better results.

FACEBOOK RE-TARGETING

- THE GOAL OF RETARGETED CONTENT (ALSO KNOWN AS REMARKETING) IS TO PLACE YOUR BRAND TOP OF MIND. COMMON STRATEGIES REMARKET TO PEOPLE WHO HAVE ALREADY VISITED YOUR WEBSITE.

- YOU CAN TARGET THE FOLLOWING;
    - WEBSITE VISITORS (AND BE SPECIFIC TO PAGES – USING PIXELS)
    - FACEBOOK FANS
    - LOOKALIKES
    - E-MAIL SUBSCRIBERS (NOT IN EUROPE)

https://www.facebook.com/business/a/online-sales/custom-audiences-website
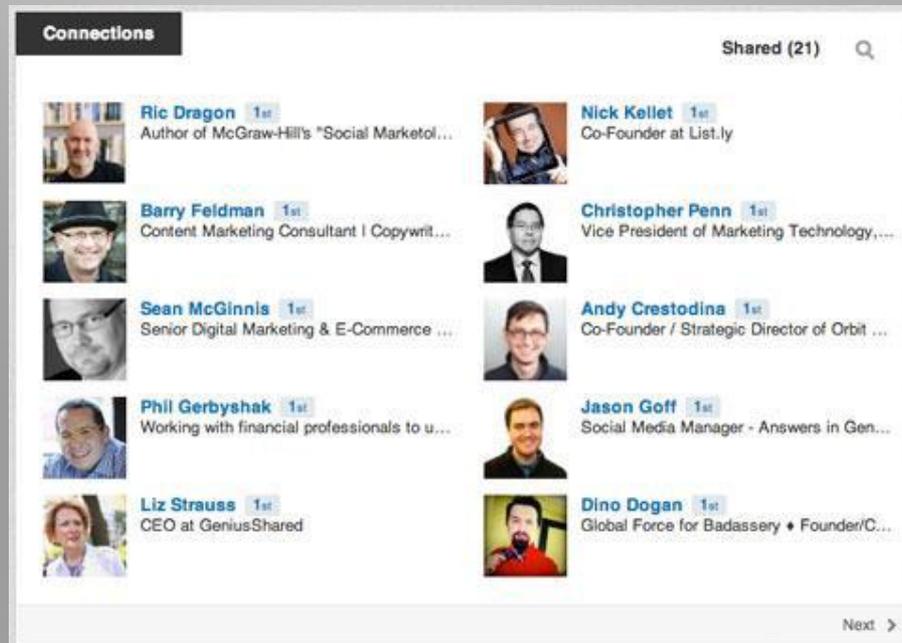
http://www.socialmediaexaminer.com/retarget-content-to-facebook-custom-audiences/

LINKEDIN – EXTRACTING DATA

Connections

Now you can **access a list of your connections and their basic information: first name, last name, email address, their current employer and their current position.**

Now you can export data for all of your LinkedIn connections.

Be Careful!

WHY IS AN ADVOCACY APPROACH WORTHWHILE FOR A BRAND?

Coke publish **21 million** pieces of content a year.

Fans generate **121 million** pieces of Coke content a year

So why does this matter?

Reach - top Advocate segment (22 people) alone reaches 317k people on twitter*

Influence - brand advocates are **50% more likely** to create content that influences a purchase^

* Coca-Cola advocacy segmentation

^University of Rhode Island's College of Business Administration.

IT'S ABOUT WHAT THEY DO WITH THAT LOVE!

Level of Love

+

Behaviour Type

+
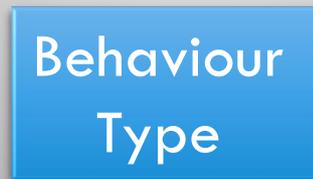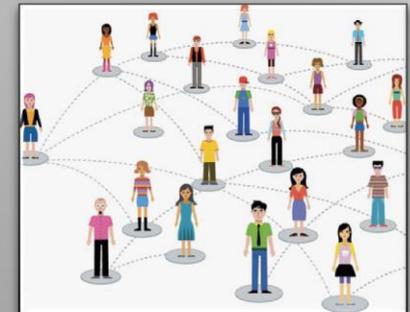
Their reach/influence

CONTENT TYPES THAT BUILD ADVOCACY AND LEVERAGE YOUR EXISTING CAMPAIGN AND CONTENT CALENDAR

CONTENT AREA	SURPRISE & DELIGHT	PERSONALIS-ATION	SPONSORSHIP	NEWS	COMMUNITY	COMPETITION	OFFERS / PROMOTIONS

JAN   **DEC**

UNDERPINNED BY EXISTING CAMPAIGN CONTENT

Campaign A   **Campaign B**   **Campaign c**   **Campaign D**
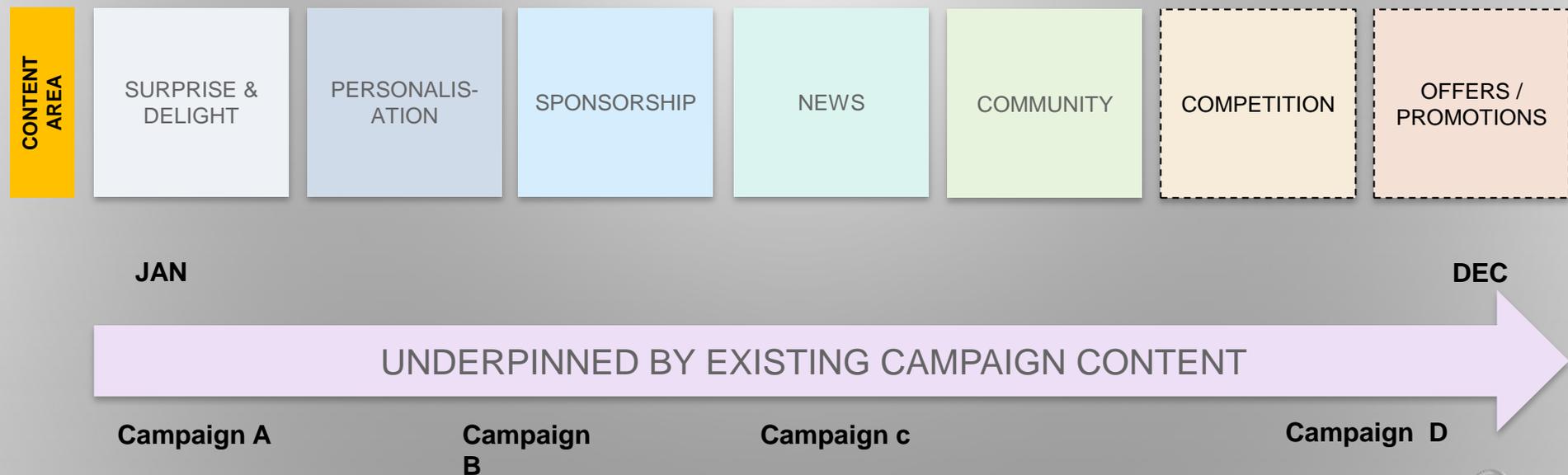
TO SUMMARISE… A PATH TO SUCCESS

1. **BUILD YOUR DATABASE (ON TOP OF YOUR SOCIAL ACTIVITY + SHOPPER)**
   1. Your own valuable asset
   2. Enables control of our direct consumer dialogue
   3. Escapes reliance on other platforms (e.g. Facebook)

2. **PROVIDE BEST IN CLASS OMNICHANNEL RM**
   1. Insight & analysis that _drives_ initiatives
   2. Programs such as early engagement / reactivation etc (omnichannel)
   3. Toolkits of best practice & comms
   4. Continued measurement, test & learn framework

3. **MOBILISE THE TROOPS - THROUGH HARNESSING ADVOCACY**
   1. Based on behaviour + what inspires your community
   2. Give your fans a role for the brand
   3. Improve our connection with consumers across multiple platforms
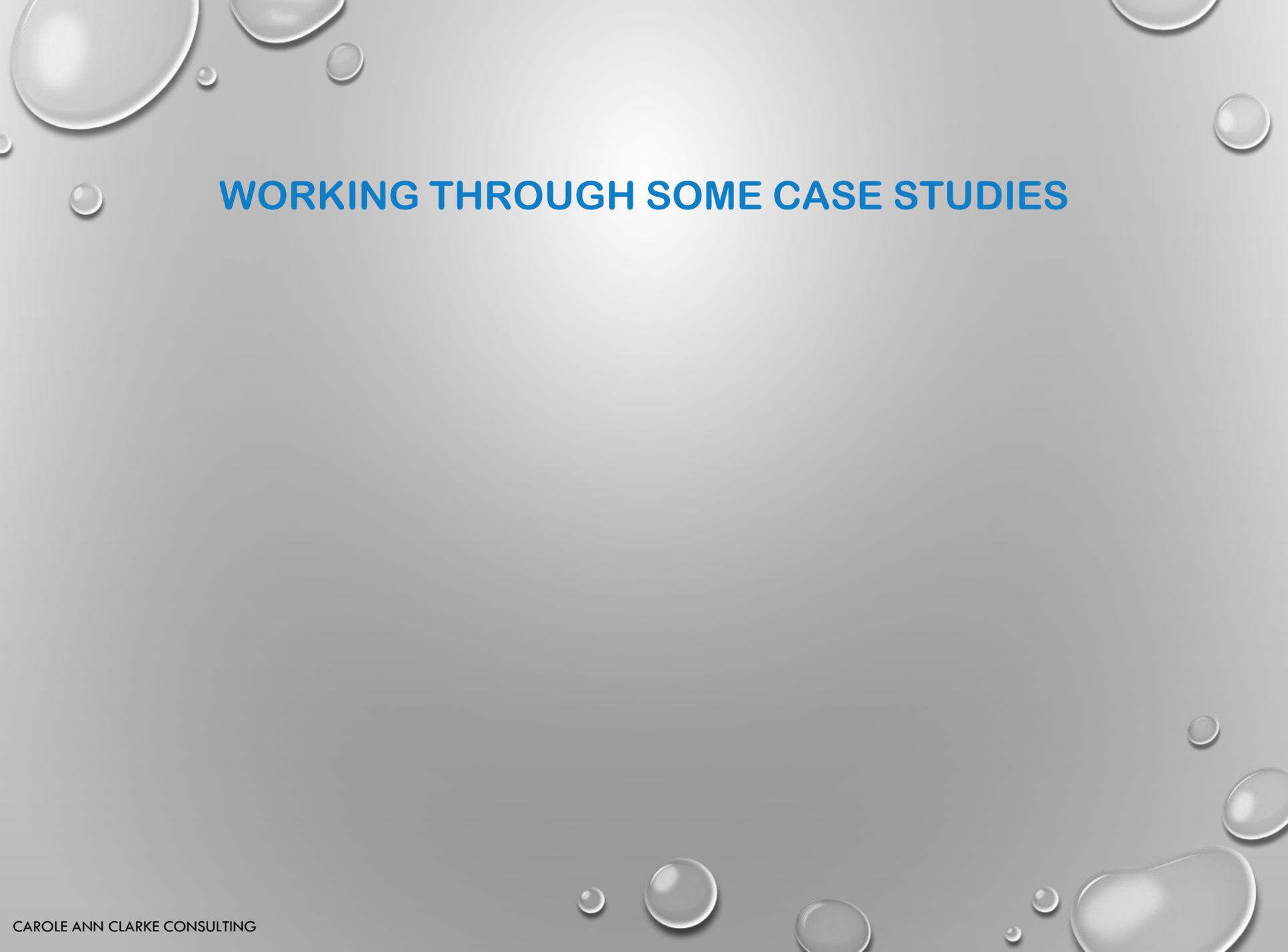
WORKING THROUGH SOME CASE STUDIES

APPENDIX

FREE CRM SYSTEMS

Free CRM | Comparison

BROUGHT TO YOU BY Capterra
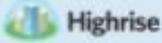
	FREE CONTACTS	FREE USERS	FREE STORAGE	FREE SUPPORT	EMAIL MARKETING CAPABILITIES	CLOUD-BASED	SELF-HOSTED	UPGRADE FEE
suiteCRM	Unlimited	Unlimited	Unlimited	Online Community			✔	$16.40/user /month
capsule	250	2	10 Mb			✔		$12/user /month
insightly	2500	2	200 Mb	Online Community	✔	✔		$12/user /month
really simple systems	Unlimited	2		Full Service	✔	✔		$8 for 200 accounts
FreeCRM	100000	100	Unlimited			✔		$24.95/user /month
Bitrix24	Unlimited	12	5 Gb		✔	✔	✔	$25/user /month
raynet	150	2	50 Mb	Full Service		✔		$19/user /month
vtiger	Unlimited	Unlimited	Unlimited	Online Community			✔	$10/user /month
ZOHO CRM	Unlimited	10	Unlimited	Full Service		✔		$12/user /month
Zurmo	Unlimited	Unlimited	Unlimited	Online Community			✔	$35/user /month
HubSpot	Unlimited	Unlimited	Unlimited	Full Service	✔	✔		$10/user /month
InStream.io	Unlimited	2	Unlimited	Full Service	✔	✔		$11.36/user /month
Highrise	250	2				✔		$24/month up to 6 users

CAROLE ANN CLARKE CONSULTING

http://blog.capterra.com/free-and-open-source-crm/

SOCIAL LISTENING TOOLS (FREE)

- SPARK CENTRAL
- SPROUT SOCIAL
- RESPOND
- LITHIUM
- HOOTSUITE
- SPRINKLER
- NUDGESPOT

- INTERCOM
- TWAZZUP
- ADDICTOMATIC
- HOW SOCIABLE

MAIL CHIMP ALTERNATIVES

- EMMA

- GET RESPONSE

- SPARK POST

- ACTIVE CAMPAIGN

- MANOPOST

- AWEBER

- DREAMWEAVER

- CHARLEY

http://technologyadvice.com/blog/marketing/six-mailchimp-alternatives/

https://charley.io/charley-email-marketing-vs-mailchimp-comparison-chart/

FACEBOOK LOOKALIKES

- a lookalike audience is a way to reach new people who are likely to be interested in your business because they're similar to people who already are. when you create a lookalike audience, you choose a source audience (a custom audience not created with a data partner, your pixel data, your mobile app data or fans of your page) and we identify the common qualities of the people in it (ex: demographic information or interests). then we find people who are similar to (or "look like") them in the country/countries you choose.

- you can choose the size of a lookalike audience during the creation process. smaller audiences more closely match your source audience. creating a larger audience increases your potential reach, but reduces the level of similarity between the lookalike audience and source audience. we generally recommend a source audience with between 1,000 to 50,000 people. source quality matters too. for example, if a source audience is made up of your best customers rather than all your customers, that could lead to better results.

https://www.facebook.com/business/help/164749007013531

https://www.facebook.com/business/help/465262276878947?helpref=faq_content

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http://www.socialmediaexaminer.com/retarget-content-to-facebook-custom-audiences/

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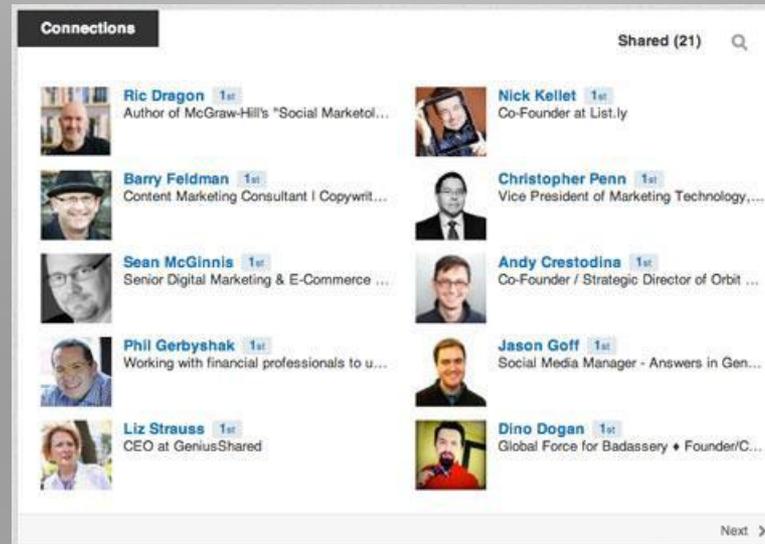
REFERENCES

- VISUALISATION OF DATA;
    - HTTPS://WWW.YOUTUBE.COM/WATCH?V=5ZG-C8AAIGG

- IOT WON'T WORK WITHOUT AI; HTTPS://WWW.WIRED.COM/INSIGHTS/2014/11/IOT-WONT-WORK-WITHOUT-ARTIFICIAL-INTELLIGENCE/

- PROCTER AND GAMBLE; HTTP://WWW.MCKINSEY.COM/INDUSTRIES/CONSUMER-PACKAGED-GOODS/OUR-INSIGHTS/INSIDE-P-AND-AMPGS-DIGITAL-REVOLUTION

- COCA-COLA (NEW SPRITE BASED ON BIG DATA) HTTP://WWW.CNBC.COM/2017/02/13/THE-NEW-SPRITE-FLAVOR-IS-BASED-ON-BIG-DATA.HTML

- LOYALTY CRM; HTTPS://WWW.MARKETINGWEEK.COM/FOCUS/CRMLOYALTY/

- E-MAIL MARKETING; HTTP://INFO.QUINTAINMARKETING.COM/BLOG/CTR-VS-CTOR-WHICH-EMAIL-MARKETING-METRIC-SHOULD-YOU-BE-USING

- HOW TO COLLECT E-MAILS FROM FACEBOOK; HTTPS://WWW.POSTPLANNER.COM/HOW-TO-COLLECT-EMAILS-FROM-FACEBOOK-FANS/

RM PROCESS - OVERVIEW

1. Plan

- Develop and agree annual contact strategy and plan:
  - Scheduled comms
  - Targeted shopper segment comms
  - Trigger
- Agree roadmap, resource and budgets
- Set KPIs and learning goals

2. Execute

- Define targeting and extract data
- Develop creative concept and assets
- Integrate offer and mechanic (if needed)
- Localise (as required)
- Test
- Deploy

3. Analyse

- Interrogate the results
- Share the findings / learnings
- Refine the planning quarterly

4 COMMUNICATIONS TYPES RIGHT NOW

1 SCHEDULED

Definition:
Pre planned communication
Driven by a campaign or calendar event

Example:
Email newsletter
Campaign
Event/competition
New product launch

Timing:
Time sensitive
8 week lead time
Mapped in advance across the annual calendar

2 ADHOC (SCHEDULED)

Definition:
Last minute comms requirement that could not be planned in advance
Using a scheduled comms template with content prepared based on specific message/objective

Example:
Email to respond to competitor activity, adhoc opps

Timing:
As per scheduled comms but shorter lead time

3 SEGMENTED

Definition:
Bespoke contact strategy to influence behaviour of a specific high value shopper segment

Example:
Increase loyalty from high consumption households
Product switchers
Increase weight of purchase

Timing:
Based on annual plan
Segments could receive scheduled comms as part of contact strategy

4 TRIGGER

Definition:
Automated pre-prepared communications in response to a pre-determined event

Example:
New registration email
Weather temperature
Lapsed behaviour change
Competitor activity
Email bulletin
SMS/MMS

Timing:
Based on predetermined business rules once the trigger is activated. Flexible timings based on other activity