

DMA•09

CONFERENCE & EXHIBITION

The Global Event for Integrated Marketing

Notes taken by Chris Maloney

ADMA Young Direct Marketer of the Year 2008

www.maloneyonmarketing.com



John Greco Keynote – DMA CEO

Notes taken by Chris Maloney – www.maloneyonmarketing.com

What has not changed is businesses need for marketing

2009 – 54% direct and 49% indirect

We have the ability to make every marketing offer in every channel personalised

Data and analytics are the currency and they are the DNA of the DMA

Behavioural advertising is under the microscope – decision between self regulation or federal law

Relevance + Responsibility = Results

The misinformed have the potential to do the most harm

DMACHoice.org (category opt out mail preference service)

Multichannel is the focus of Echo award winners

iDirect Leadership Committee (ADMA MultiChannel Acquisition Council equivalent)



Martha Stewart Keynote – Martha Stewart Living Omnimedia Inc

Notes taken by Chris Maloney – www.maloneyonmarketing.com

“Whatever Martha” – TV show featuring daughter Alexis making fun of old Martha Stewart clips.
Reaches a new audience.

Content is the sun and everything else revolves around it

Omnimedia = omnipresence. Cross channel opportunities for marketers.

We want their eyeballs and don't care where they are.

Gutenberg has had a 400 year run, it's time for something new – Kindle

Blogging is more active during the work day than I would like.

Twitter is the Wal-Mart of the internet – recipes in 140 characters

@marthastewart – 1.6m followers

The power of the Today Show + Amazon

When you are through changing, you are through.



Scott Monty Keynote – Head of Social Media Ford Motor Company

Notes taken by Chris Maloney – www.maloneyonmarketing.com

@Scottmonty

Facebook.com/scottmonty

Trust down 62% globally in companies, instead people trust in people like them.

ADD = Attention Def...hey look it's a butterfly

We live in a 140 character world

Ford recognised globally by 95% of the population, and we are working on the other 5%

There once was a face representing the Ford brand, Henry Ford. Why can't there be one (or many) again.

Ford's biggest problem is perception (highest customer satisfaction of any automaker)

Goal is to distance from US Big 3 and position as a global company.

Bill Ford Jr describes Ford not as a car company but "a green, global, high tech company that is improving people's lives".

90% of social media is just showing up. The other half is hard.

Transparency – customers like to see what is going on inside the company, makes them feel like they are a part of something bigger.

Strategy: to humanise the company by connecting customers with Ford employees and each other when possible, providing value in the process.

Digital Snippets – shortened PR for digital

Fish where the fish are

Twitter – 10 different Ford accounts based on product/segment

Race on Sunday, sell on Monday

CEO on Twitter, video to show personality

Thefordstory.com – submit your story good or bad

Mustang films – Fathers day

Mustang customiser – 750,000 create customised Mustang and share

Wedding Road Trip – Customers drive out to wedding guests instead of inviting them. Got married and changed name to Mr and Mrs Ford.

Fiesta Movement – give car to bloggers for 6 months to do whatever they want with it. ROI 4.3 million views on YouTube, 50,000 hand raisers, 97% not currently ford customers. 38% awareness achieved before any advertising.

Cross training staff, rolling it out to other functions

Going for 1% of employees in social media

It's all about paid, earned and owned all working together



Stan Rapp Keynote – Chairman Engauge

Notes taken by Chris Maloney – www.maloneyonmarketing.com

DMA09 features marketers from over 100 different countries

The future of marketing is iDirect

The “me” of branding has shifted to the “I” of the Internet.

“We need to reinvent the way we market to consumers” A.G.Lafley Procter & Gamble CEO Chairman

Millions are playing, working, flirting online and producing oceans of data.

What if direct marketers turned out to be the savior?

Recognition of a fundamental truth

Direct is Digital. Digital is Direct.

What has been viewed mistakenly as separate disciplines to the detriment of both actually are one and the same.

Interactive without a direct mind-set focuses mainly on providing sticky involvement.

Direct without interactive mind-set focuses mainly on immediate sales and direct response.

Is the future of marketing interactive or direct? Will we remain what we have been in the past, the tail end of marketing, or will we lead it?

P&G sets \$4 billion e-commerce goal for soap! Aims to grow eightfold – equal to the drugstore channel.

Everything we have had until now has not scaled. This year there has been a leap in scale.

iDirect is interactive, information driven, insightful, innovative, individualised, and iterative.

A new model demands new positions

- Conversation Catalyst
- Chief Insights Officer
- Director of Precision Marketing
- iVertising Manager

- CKE (Chief Keeper-Upper)

Follow the money – P&G still spending 80% on advertising.

Take 50% wasted on conventional media advertising and other outmoded practices that fail to connect with the target audience.

Advertising is so twentieth century.

iDirect emotional connection with a targeted prospect, direct call to action leading to a relevant experience online. Leads to the moment of truth when prospects opt-in to a beneficial connection.

Now everyone has to learn from what direct marketers know so well.

More than half of the DMA09 was interactive.

Dominos Pizza

20% of business now from online ordering

One of the world's largest direct marketing business – we know you

Delivers more per day than FedEx

Fifth largest ecommerce transaction

Customer data is the lifeblood of our communication strategy

Dominos Pizza Tracker – widget (includes name of delivery person).

DMA09 12,000 sandwiches – biggest single delivery ever.

Ford Motor Company

Getting the world excited about a virtual car. The ultimate 6 month test drive.

FiestaMovement.com 100 drivers' life streaming the experience across the social networking universe.

36,000 pieces of content

4.3 million YouTube views in a quarter

42% nameplate recognition – 100,000 hand raisers, direct mail and email program.

Gave away 2 week test drive for Fiesta

Chick Fila – Cow Moovement eatmorechicken.com

Essential skill sets – that will not go away

- Big brand positioning ideas – Amex rewards
- Video story telling when the consumer is in control
- Amplifying ideas – PR to win free media
- Experiential and events

Allow customers into your website

No one really owns the creative idea for social media

Partnered with the creator of the fan page instead of taking it over

Mobile will be bigger than the internet in 2-3 years



App Mania: Direct to the Consumer

Notes taken by Chris Maloney – www.maloneyonmarketing.com

Favourite Apps

- NYC Take a picture and the app shows you what properties you can rent and buy
- NY Times crossword puzzle. Mapping. Evernote syncs to desktop
- Wall St Journal, Urbanspoon
- CNN – text alerts of headlines.

Mobile applications – download to phone not browser based.

Average paid app gets 93 downloads. The average free app gets 75,000 downloads

How people discover apps

- Browsing
- Searching
- Word of Mouth

Reasons people buy paid apps

1. Upgrade from free
2. Good reviews
3. Word of Mouth

How to balance privacy, bandwidth and access to devices?

It's not about pushing messages to a mobile phone – where does it play in the integration?

Many choices - Voice, SMS, MMS, Bluetooth, mobile web, applications

Best in class marketing - 8-14% redemption of coupon texts

What mobile does well – real time communications, manages navigation (mapping)

Data link is essential

Metrics – messaging, page views, coupons. ROI depends on how you value it

Email campaign that encourages customer to receive coupon to mobile and redeem in store. Clerk didn't know what the customer was talking about when they showed them the coupon on the mobile.

Risks – understand what customers need – tip applications are great. Don't just go for the iPhone app, different customers have different types of mobiles.

Opportunities in Kindle, or GPS (redirect drivers to nearby stores).

SMS is the mass reach, and the lowest cost.

Mobile is the connective glue between other channels.

“Happy to share location?” Puts the consumer in control of their data.

Bluekey – allows customers to see how you characterise them and they can change it.

2D Barcodes work in Japan, but not yet in US. Would help link channels.

Mobile app – Have to push it in other media and keep it updated.

35% have turned off landline phone. Messaging and mobile web are widespread now, applications are still niche.

Mobile has too many screens in too many pockets to not be huge

Biggest investment should be in usability of application.

The app store has a lot of apps in it so you have to promote it.

AB Testing is essential – first try often doesn't work.

Not everyone is going to pay for data.

A lot of apps are going to iTouch via WIFI, so it's not necessarily the mobile.

Mobile as a device for payment – without a doubt. Western Union will become a mobile based company. 7 million of 38 million in Kenya are already doing mobile banking.

Papa John's Pizza - 27% of revenue now mobile.



Be More Creative in 3 Easy Steps – Nancy Harhut nharhut@aol.com @nharhut

Notes taken by Chris Maloney – www.maloneyonmarketing.com

“Where were you when the page was blank?”

Creativity doesn't solely reside in the creative department

The three easy steps:

1. Fill in form
2. Ask questions
3. Think like a scientist

David Ogilvy “If it doesn't sell, it isn't creative”

Alan Rosenspan “creativity is an idea that changes things”

Filling in forms

Strategy – What's the #1 reason someone won't do what you're asking them to do?

Offers – unique, personal, high perceived value

Channel/Contact cadence – where, when, how often?

What if we couldn't do this? How might someone else solve it? Why isn't this a good idea? What would make it better?

The most important lesson in life? Remembering to breathe.

Proctor and Gamble doubled sales by adding “repeat”. Lather. Rinse. Repeat.

Think like a scientist

1. “Eye magnet” words – announcing, introducing, finally, soon, now, new, free, discover, proven, easy, quick, improved.
2. The principle of scarcity – one time offer, last chance, quantities limited, purchase limit two, available to first 100 people, offer not transferable, and expiration date.

3. Personalisation – names are eye magnets. More likely to comply with someone with the same name (or sounds similar), past purchases, previous behaviours, self reported data, geography, presence of children in the family.
4. Principle of Social Proof – look to others like us. Customer testimonials are important – must be similar to target market. McDonalds – billions and billions served.
5. Icons – smiley face if below energy usage average on electricity bill
6. Colour – readership 42% higher than black and white, brand recognition. Yellow and Red are high response colours.
7. Provide a reason why – “because” is a compliance driver. Give a reason to believe – raincoats 50% off because our buyer purchased too many.
8. Pay attention to the way it looks – more persuasive if in an easy to read font. Not reversed out type or italics. Handwriting dramatically increases compliance.
9. Consider using fear – avoidance of pain can be a more powerful motivator than the achievement of pleasure.
10. The principle of reciprocity – try to repay in kind what people have done for you.



Creative Strategies

Notes taken by Chris Maloney – www.maloneyonmarketing.com

General advertising goes for impressions, direct marketing goes for real response

Each selling channel used to have to stand on each other and compete – new way is to get them all to work together.

The letter sells and the brochure tells

The effectiveness of direct marketing is based on 40% list, 40% offer, 20% creative

Competitors can buy the same list and make the same offer. It's the creative that is proprietary.

Run the press ad 24-48 before the mailing, you can increase response by 20-40%



Fast and Furious Creative - Herschell Gordon Lewis, President, Lewis Enterprises

Notes taken by Chris Maloney – www.maloneyonmarketing.com

The purpose is to convince the customer to act in response to the message.

Words have octane – are we using 87% or 93%?

The writer always has a stronger way to begin a sales argument than the neutral phrase “there is” or “there are”

Sales writers should earn more than technical writers – we contribute to the bottom line.

Trends for the 21st century

- Increasing informality
- Increasing emphatic persuasion
- Inclusion of validation (prove it)
- Promise of fast action (6-8 weeks delivery is not good enough)

We are in the fourth era of mass communication

- Hieroglyphics, cave paintings
- 1439 – Gutenberg invented moveable type (bibles)
- 1888 – Machine that set type automatically (linotype). Before that no newspaper was more than 8 pages
- 3rd era wireless transmission (1920 –radio)
- Mid 1990s – world wide web
- 5th generation – plug straight into brain

Buyer’s remorse sets in faster than ever. 60% of orders drop out at checkout.

Instant action/gratification is what people are demanding.

Move the action/click up in the email – it’s just like when you meet someone they are attractive at first but the more you get to know them the less interesting you become.

Think outside the box? Who was thinking inside the box?

DM more likely to be opened than email (who did the research?)

Avoid

- Generalisable words – quality, service and value.
- Needs as a noun (for all you insurance needs – implies we don't know what you need)
- Act now (cliché)
- See your Toyota dealer today (showing at 11pm)
- Southwest Airlines means business

There's just one place for all you copy and graphic design needs. Your one stop copy and design shop.

"You" is the most powerful word in direct marketing.

What is the difference between "3" and "three"? It depends on the consumer. We optimise the facts for the recipient.

Don't use words people don't say, use emotional impact – commence (start), utilise (use), omit (leave it out), receive (get), we would like to (we want to), large (big), you incur no risk (risk-free), circular (round), donate (give), purchase (own or acquire), fortunate (lucky), requested (the information you asked for – You asked for this (brings in guilt)), error (mistake), however (arms length - but)

Anyone can do direct communication, not many can do direct **response**.

The role of the envelope is to get itself opened.

Baseballers get paid 8 million a year to bat at 3/10. No-one bats at 100% so take risks.

Autumn is poetic, fall is a fact.

A 4 year old can make something, manufacturing requires talent. Built by is the next step above made by.

"That person is not relevant" is stronger than "that person is irrelevant".

An audience is involved, a viewer is passive.

Guaranteed for 20 years is more effective than lifetime guarantee as it is specific. And "20 years" will outperform "twenty years".

Spelling out a word adds dignity, formality, and importance. It also may add distance between the writer and reader. Dr. Smith or Doctor Smith?

The senator declined to comment, or the senator declined to answer. Fox News "the senator refused to answer."

Massive difference between "Can you?" and "Will you?" People prefer to say "no I can't" than "no I won't".

Politeness loses to impoliteness because it is clearer “Tighten your tummy” vs. “Get rid of that gut”

A reply from you would be appreciated. Reply now or Reply ASAP.

You can complete your application form in less than one minute. You can apply in less than 60 seconds (a lot less time than one minute. A minute is shorter than one minute). Change application form to acceptance form.

Emotion over intellect rule. When emotion and intellect come into conflict, emotion always wins.

Lawyers and accountants can't sell anything. They are used to intellectual arguments.

Three basis of success in direct response writing

- The appearance of truth
- Clarity
- Benefit

Not what will it do (seller), what will it do FOR ME (sellee).

Present tense outsells future sense because the present is NOW and your prospect wants benefits now.

“If you think that” is a more potent opening than “If you thought that”

“When” is superior to “if” for suggesting something will happen. “If” is superior to “when” for suggesting something will not happen.

The Generic Determination Rule: The generic determines reaction more than the numbers.

Quarter pounder sounds bigger than 4 ounce. One hour seems longer than 60 minutes.

You can communicate in any language in just 600 words.

Free trial for 30 days, or free trial for one month. We ship next day or we ship within 24 hours.

The belt I have on is not leather, it is genuine leather.

We'll ship your order the next day, and it is guaranteed for 30 days. We'll ship within 24 hours and guarantee for a month.

The chronology rule: Number of years is more powerful than dates. A history of success since 1994 is weaker than a 15 year success story.

We don't change the facts, we optimize them.

If your lawyers says you need an asterix, get another lawyer. An asterix accentuates the negative. If you are announcing a positive do not use an asterix, instead use brackets if there is an exception.

The five types of comparatives

- We're better than they are
- Unlike so-called competitors who...
- We're the greatest
- The best just got better
- Intended to sell for x-amount...yours for y-amount

Parity advertising – doesn't claim superiority. No bank pays higher interest. Nobody sells for less.

The restoration/preservation rule. When promoting personal improvement products, restoration outpulls preservation. It puts your product as the cause.

This is what you want, isn't it? Is more powerful than "Is this what you want?"

The three components of successful force-communication

1. Basic psychology
2. Vocabulary suppression
3. Salesmanship equivalent to that of a vacuum cleaner salesman in a department store.



Online Optimisation - Optimising your website for conversion and business success

Notes taken by Chris Maloney – www.maloneyonmarketing.com

Brian Massey, Conversion Scientist, Conversion Sciences Optimization

conversionsscience.com @bmassey

Brian wearing a lab coat (Conversion Scientist)

Advertising was designed to simulate word of mouth

Pre purchase - Awareness, consideration, action

Post purchase - use, opinion, talk

Trying to use social media to drive awareness is wrong. What you should be doing is getting them to use and talk about it.

Social landing page = blog

Budurl.com (URL shortener with analytics)

Listening software

- Radian6
- Specific Mention.com

Kelly Ripley Feller – Social Media Strategist Intel Corporation @bryanrhoads (consumer) @kellyrfeller (business and corporate)

4 people in Intel team

85% of American consumers want companies to be present in social media

51% of customers want companies to interact with them as needed or by request

70% of consumers consulted their social networks prior to PC purchase.

Internal and External social media

Social Media Continuum – Strategic

- Sharable
- Richer (videos)
- Conversational
- Collaborative
- Participatory
- Pro-active

Social Media Evolution - **GROW**

- **G**rassroots (early adopters feared by legal and brand, abundant passion, personal brands trump company brand, not tied to strategy or ROI, generally inexpensive/free)
- **R**esults Testing (Pilots, risk assessment, results, failing/learning, fail quickly, often tool focused – twitter pilot)
- **O**perationalise (Business case, infrastructure governance and training, metrics and tracking, enterprise tools)
- **W**idespread adoption – integration into campaigns at strategy phase, inclusion becomes second nature

Intel Social Media Guidelines (public) – anyone can do it. Read guidelines and do DigitalIQ500

Good, bad, ugly rule. Good and bad allowed, ugly not. Ugly is off topic, swearing etc.

Sponsoring conversation – have to be involved

Marketing basics still apply – if you are selling retirement products why are you on Twitter? Understand your audience and where they are.

Objective of social media is not awareness – marketing campaigns are great for awareness. What is social about awareness?

Earned media is just word of mouth – same as PR.

6% of the content on the web is either positive or negative – most is neutral.

People will not buy a product because you are on Twitter, but they will consider it.

Classic marketing is reach and frequency. Social media is about increasing frequency (more people talking about you)

If you don't have a share button on every page of your website, I will have a fit.

Comments on blogs come about when you are controversial



The Decade for Mobile: How Mobile Is Changing the Way Business Is Done

Notes taken by Chris Maloney – www.maloneyonmarketing.com

The iPhone has changed everything – 50x more Google searches on iPhone

Microsoft mobile advertising – accessing MSN, Bing on mobile

Direct Marketers love mobile because of its measurability – optimise search/display just like PC

Location based services/advertising on mobile - Starbucks coupons.

Interactive apps/ads – video, sound, vibration.

Planning is the same as developing any other type of content, and you need to cut through the clutter.

You are now in the software development business. Downloads are interesting but repeat usage is what really matters. Android allows you to plug into other apps – location based.

Gaming is by far more popular than utility.

If you want to target people walking past a Starbucks you can hire someone with a sandwich board rather than using proximity mobile marketing.

The search chain is more compressed than online - look for product may be 30 days in PC, but a few days/minutes on mobile. The customer is at the bottom of the purchase funnel if searching on mobile.

Microsoft is bringing location data into Bing mobile search queries.

The big differences between PC and Mobile – location and applications

Applications are in bubble – like widgets were a few years ago. The difference is that people are not tied to the mobile browser, due to limited flash, so applications are working better.

People are voting with their thumbs.

Banners are tough on mobile – intruding on screen space = complaints

Less text, more pictures, primary colours

Unfortunately ringtone companies are truly effective direct marketers.

SMS as a call to action alongside URL – Super Bowl Monster.com

What % of consumers are at home alone with a laptop? They are out at pubs with their mobile on hand.

Consumer choice – let them decide how they interact with you. Under 30's prefer text over voice.

Mobile number is the defacto User ID – it doesn't change.

Future of augmented reality – number one request for media companies trying to be innovative.

Granularity of location is the problem, needs to locate exactly where you are not just within 20 metres.

The plastic credit card will not be around in a generation from now.

iTunes as the mobile payment model

Amazon application – take photo of product and it will tell you about it, then one touch buy.



Implementing Mobile Marketing at a Fortune 500 Company – The Good, the Bad and the Ugly

Notes taken by Chris Maloney – www.maloneyonmarketing.com

From PowerPoint to the real world, Western Union.

Top 10 things to do and avoid:

	Do
1	Start with the customer
2	Create internal pain through: Fear and Uncertainty Show people what the website currently looks like on a phone
3	Demo text messaging and websites on a mobile phone
4	Be inclusive with stakeholders
5	Reach out to 3-5 leaders – marketing comms, digital team, operations e.g. call centre
6	Get a budget for 2010 even if it is very small (\$500 or 5% of budget)
7	Find a senior management champion
8	Celebrate success stories at least once a month and offer ongoing training. Measure mobile engagement
9	Prioritise initiatives into phases. Phase 1 is proof on concept.
10	Be ready to let your baby go – let people steal your slides

Mobile is the most ubiquitous digital device.

6.5 Billion people on the planet. 1 Billion have PC, 1.4 Billion have TV, 4.0 Billion have mobile. Truly global, it needs to be frontal lobe.

The mobile phone is the personal computer outside the United States.

Ready.mobi shows what a website looks like on your mobile or testip.com

Mobithinking.com

Mobile website – 95% of websites are not optimised for mobile, holiday season will cause an issue as more people buy iPhones. Many companies don't have mobile phone number as a field in their database.

Don't design for your phone and forget what phone your customer has (and definitely don't forget your manager's phone!)

ESPN mobile traffic now exceeds its website traffic

Phase 1 – text messaging pilots, fix website, revise privacy policy (proctor and gamble good example), build opt-in database, add text to call to action to current marketing communications

Phase 2 – Develop mobile capabilities such as find a store, tell a friend (aka word of mouth viral)

Phase 3 – Digital CRM Incorporate mobile and digital customer engagement into database for segmentation and predictive modeling.



Online Video for Conversions Engagement and Reach

Notes taken by Chris Maloney – www.maloneyonmarketing.com

63% Americans with broadband

158 million US users watched online video in July 09

21.4 B videos viewed

62% watch video on video sharing sites

25% of Google Searches in US return videos in results.

Video for the direct marketer

Condensing the learning curve

Capturing visitors with a brand personality

Enables rich non linear interactive storytelling

Increase website stickiness and communicates more quickly a value proposition

4 seconds to capture attention on a home page

Video viewers are 20% more likely to purchase online.

Angel Beds – selling \$2,000 mattresses online

Rising Cost Per Click, more competition, greater selection for consumers, users unfamiliar with brand.

Web analytics first.

- Site paths -70% come to home page. Average purchaser visited 30+ pages, non purchaser visited 7 pages.
- Page Value – most profitable pages are deepest in funnel (conversion divided by visits).
- Fallout – 35% drop out on the homepage as a single visit.

eCommerce buy funnel

- Site Credibility
- Company Credibility
- Product Value (Testimonials)
- Service/Support value (Buy a bed without ability to feel)
- Guarantee/Warranty Value
- Transactional Trust

Key Communication Points

- Introduce company to viewers (third party endorsement)
- Show enjoyment of product usage (testimonial -1/3rd of lifetime in bed)
- Reinforce value and differentiation
- Compare to competitors equivalent
- Use testimonials
- Guarantee with trial period ad warranty

Results

Decreased pages per visit before purchase from 33 to 21, however time on site increased from 22 minutes to 25 minutes.

Angel Beds sales jumped 11% in 1 month and 47% YOY.

Now include direct comparison video.

[CNI College](#)

- Sea of providers, aggregators dominate, geotargeting, commodity
- Need to become more than a logo on a list
- Micro segmentation on website/videos
- Videos in header – autoplay first visit, switches off for subsequent visits
- Phone leads increased 145%

Create once, publish often

Encourage in banners ads to come watch the video



Ultimate Email Championship – Big Brands Face Off

Notes taken by Chris Maloney – www.maloneyonmarketing.com

Mint.com

30,000 users in 2007 – over 3 million today

Using Zoomerang for market research

Email friend get friend promotion – get 3 friends and:

1. Chance to win and iPod Nano (what about cash?)
2. Invitation to exclusive Beta Program (early access to new Mint.com features) – WINNER
3. No incentive

Strong Mail Influencer widget – to determine which social network to tap into.

Fastest growing segment is women over 35

Mint also have iPhone app

Have the biggest financial database in America, but only have email address and zip code on the personal side.

Orange button with reversed out text – big no no

Turner Sports

Streaming video in email resulted in 35% Click Through Rate, 13% higher than static.

The video auto played, and only if you clicked on the video the sound came on (good if you are in the office)

Video only works in a few ISPs – only tested AOL. Doesn't work in Outlook

The Motley Fool (news commentary and stock research)

Subject line is important and should be tested.

Tuesday 10am is the most effective time to send emails.



Using Variable Video to Create an Engaging Dialogue with Your Customers

Notes taken by Chris Maloney – www.maloneyonmarketing.com

Randy Spurrier CEO Nimblefish Technologies

Massimo Pioreschi Vice President, Marketing and Sales, Backroads Travel

Data Driven Video

Each internet user is averaging more than 2 online videos each day

33% of consumers that hit a product page with a video will watch that video

Video ads double click through rate

#1 in online retail marketer priority to increase video – more so than social media

Relevant video increases response rates 2.3x higher than static direct marketing

Backroads – The world's #1 active travel company

Selling an experience so video is important – show you the hotels, so the activities elevates the value proposition

Backroads wanted a way to engage anonymous users on the website, using relevant video.

Variable offers based on potential for repurchase.

Family Trip Advisor – Asks for age of kids, when do you want to go, level of activity, interested in nature or culture? Variable video results. 18 different versions of CEO lead in, then mix and match other clips.

To drive traffic, sent postcard with image of last trip with call to action for next adventure, variable offer and personalised URL. Talking directly to whoever made the previous booking. Personalised website.

Email follow up to postcard. Response rate doubling of response if received both postcard and email

In terms on anonymous - use of family trip advisor have a double conversion rate versus those who don't. Very long engagement times on site due to video.

Challenges incorporating video into direct marketing

Production challenges

- Not enough video content
- Too costly to do versioning
- Too time consuming to create

To overcome challenges

- Lose the formality, use own merchants and employees as talent, leverage inexpensive cameras and stages in your own office. Use photography instead of video
- Consider alternatives to full motion video – use still images combined with voiceover and pan zoom effects for relevant infill (\$1,000 per 3 minute segment vs. \$25,000 for full motion video production). Also means less bandwidth.

Integration challenges – where to host it?

- One landing page for each major segment – works well if don't have many segments.
- Data-driven personal website – achieve one to one. Variable fields, offers, etc
- Video landing page bandwidth a major issue after email blast.

Tracking

- Plugs into Google analytics so you can see in a funnel where people are dropping out/conversion



Widgets 2.0: Leverage User Generated and Distributed Content

Notes taken by Chris Maloney – www.maloneyonmarketing.com

2008 was the year of the widget, 2009 we need to put social media in the title.

The concept of widgets is getting your site out there where the people are instead of making them come to your web.

Sharyn Lewis – Disney Destinations

Disney Vacation connection widget - DisneyVacationConnection.com

- Start with a vision – application on desktop bypasses email
- Define Goals – reach x number of people in first year (not revenue as no baseline)
- Decide type of widget – desktop or web (as brand is popular thought that people would put on desktop)
- Send out RFP – ask for wireframes
- Approvals – Keep legal department in the loop

Execution

- Have a plan to create and maintain content for widget. Make sure it is useful or entertaining to the consumer. Will there be an end date? (Disney have 2 full time resources)
- Create a promotional plan (build it and they will come does not work – have to push across all platforms)
- Determine how you are going to measure results.

Scott Spidell – Aegon (Insurance)

Where does a widget fit into ecomm strategy? Lead generation.

Tactical: knowledge widget

Key components

- Interactive
- Education
- Viral
- Modular (used and reused over and over)

Widget Skins – white label that can carry partner brand essence.

- Demographic Data Collection
- Assign Life stages
- Customer Assessment
- Set Marketing Messages based on life stage
- Results screen (video)

Triggers

- Emotional triggers “life event” – going to Google before insurance agents
- Artificial triggers
- Customer lifecycle

“Life Happens” – artificial trigger concept. Used to gain consumer attention – postcard with PURL

Why use a widget?

- Engages consumer for co-creation of product recommendations
- Consumer drives the marketing interaction

Microsoft Office 2007 – Office poke FaceBook application

Office poke – report to HR, throw a stapler, grab coffee

350,000 downloads

Design: Simple easy to use applications

Media Support

Invest: Long term investment

Creative: Fun

One to One Interactive

Widgets are now real, where as last year they were the buzz.

Interactive, portable, focused, seem to be platform neutral.

The back end is where the power is – how are you going to manage it.

Cottonelle – Puppies sells widgets. 7 Year campaign. Not just fun, but also carrying marketing messages.

UPS – tells you when your package is ready – desktop or mobile. Key part of business strategy

Future of widgets

- Publishing – enable a wider variety of users to create, mark-up and publish content with full measurement.
- Remixing – provide a branded environment.
- Portable Content – syndication to social and personal media.
- Same backend powering desktop/iPhone. More complex in desktop, smaller modules for iPhone.