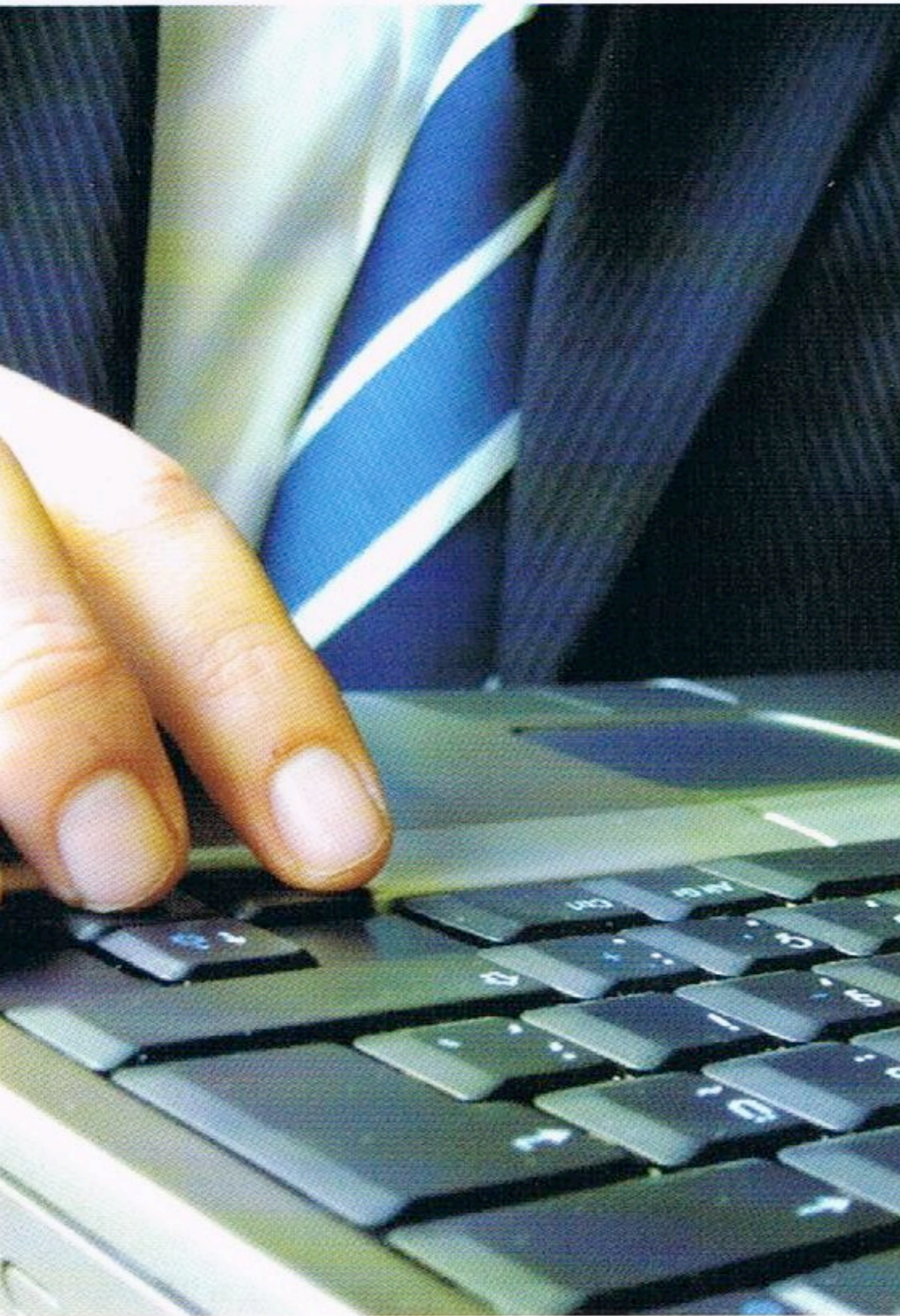




The Wise Man of World 2.0



Ok, ok, ok, I know, and we all know it. How many times have you been told or explained that we are heading into the era of web 2.0 and how many times have people mentioned, discussed and organised conferences on this new medium?

Don't worry; I do not intend to start on a painful, theoretical and academic discussion on the ins and outs of the web 2.0.

However (as there always is), should we ask ourselves how this has an impact on our lives, our businesses, our marketing plans, and our strategies?

Let's face it, most of us are either behind the curve (sorry guys) or we do not totally understand it. Recently, when I

was engaging companies (famous ones, believe me) about their need for web 2.0 they told me, "No, we do not need it. We do believe banners on Facebook are efficient."

Don't laugh, most of us still assimilate web 2.0 as 'displaying banners on social networking websites'. This could be part of it but most of the time, it is not.

The question is: why do we behave as such and what is it about really?

1) WEB 2.0 IS THE ERA OF CONSUMER ENGAGEMENT

The traditional media power is still efficient in some situations but it must absolutely be completed on discussions with your customers.

The time of push-only message is over. By push message, we understand a message that tries to sell you a product without asking you or listening to what you say.

I can try to convince you that my product X is the best in the world but in the end, only you will

decide if I am right or wrong because you listen to what you want and you decide to buy what you want. It is not because I shout louder, or put more messages that your point of view will change.

Web 2.0 is all about this. This is about 'Pull' messages; asking people to tell you what they like or do not like. In any case, whether you like it or not, they will do it. So my advice is: Listen and act on it. Should you have a bad review on a product or service, do not blame the consumer but engage him and find a solution to his problem.

2) WHY ARE WE NOT TOTALLY INLINE?

Well to me, this is a typical human behaviour of "Give me what I want because I need it". Let me elaborate, if you are a marketing manager in a company or an agency, most probably you have to deal with a limited budget and you have to report to your boss. It is always easier to sell him what he knows instead of trying to convince him to take a risk on something new. This applies unfortunately for all of us.

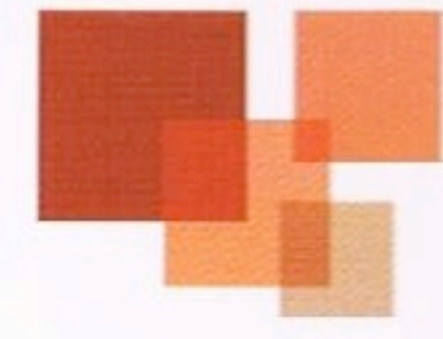
But this period is over, guys! We have to wake up and shake the Tree. We have to start to use the new tools and technologies that help us better understand our customers, thereby reducing our marketing spending, maximising our return on investment and increasing our sales. We (consumers) do not care if we (agencies or brand) win an award for an event or a creative. We (consumers) care about the relevance of our message and how it will solve problems or answer needs. All our efforts, especially in this crisis situation, should be aimed towards measuring what we spend and what we gain.

Let me share with you some solutions that we could leverage on:

1-to-1 Marketing, Transpromo

Data. Yes, of course we capture data, but how do we use it and what do we do with it? How many times do you receive an email, direct mail or eDM promoting a product for females when you are a male?

1-to-1 marketing and Transpromo are some of the initiatives that can easily increase your sales just



because we send relevant messages to the relevant people.

BENEFITS:

- Personalised communication
- Linkages to past experience or profile promotion
- High impact on sales

Word of Mouth

Imagine if you can hire people to speak (openly) on your brand. Imagine if you can have a platform where you can listen to what people are saying about your brand and your product, when you can ask them their point of view and rate them accordingly. These are realistic.

BENEFITS:

- Positive communication and 'noise' created
- Increase the awareness of the brand
- High impact on brand perceived value

User Generated Content

All of us are becoming less and less enthusiastic about advertising but more and more impacted by the video we receive from video sites like YouTube. We (as consumers) like to see what other consumers are creating. This is now available through some UGC programmes where you can ask people to create dedicated content for your brand.

BENEFITS:

- Realistic and concrete content for your brand
- A very large choice of content and very creative
- Unique way to express your product/needs/brand

Advertising Measurements

One of the issues we are facing (as marketers) is to ensure people are watching our ads. We might have different measurements like CPC, CPM but at the end, we are still unaware if the ad, product or promotion has been watched. These days, new technologies help to (like with the face detection on your camera) analyse if users are watching or not. Suddenly, this offers lots of benefits for

the advertiser, providing information on who is viewing, when it is being viewed, and whether or not people are really captive or passive in front of a screen or product.

BENEFITS:

- Concrete measurements of product interest or advertising
- Direct impact on media plan

At the end of the day, you can see that web 2.0 and its technologies allow us to be more creative and cleverer in to the ways we reach consumers. However, we shall always remember that technology is NOT the solution. We cannot use technology with old methodology.

Technology is about the benefits it could bring to the consumer and your company, your product and your sales. The wise men in the world of web 2.0 understand not only the technologies; they speak the consumer language and are strongly focused on strategy, results and execution. Do you know some of them?

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