

Title: The wised men in the world 2.0

Ok, ok, ok, I know, and we have all know it.
How many times have you been told or explained that we are into the web2.0 and how many times people have mentioned, discussed, organized conference on this new medium?

Do not worry; I do not intend to start on a painful, theoretical and academic discussion on the ins and outs of the web2.0.

However (as there always is), should we ask ourselves how this has an impact on our life, our business, 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 needs of web 2.0 they told me, "No, we do not need it. We do believe banners on Facebook are efficient."

Do not 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, this 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, it does not matter whatever 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, this is a typical human behavior of "Give me what I want because I need it" to me. 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 goes unfortunately to 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; therefore, reduce our marketing spending, maximize our return on investment and increase our sales. We (consumers) do not care if we (agencies or brand) win an award for an event or a creative. We (consumer) care about the relevance of our message and how it will solve my problems or answer my 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 of the solution that we could leverage:

1-to-1 Marketing, Transpromo

Data. Yes, of course we capture data, but how do we use it and what to do with it? How many times do you receive an email, direct mail or edM promoting a product for female when you are a male? (Believe me this still happens...)

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:

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

Word of Mouth

Imagine you can hire people to speak (openly) on your brand. Imagine 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 seem nice and 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 less and less enthusiastic towards advertising but more and more impacted by the video we receive from video site like Youtube. Should it be a spoof, a real video a friend video, we (as consumer) like to see what other consumers are creating. This is now available through some UGC program where you can ask people to create a 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 measurement

One of the issues we are facing (as marketers) is to ensure people are watching our ads. We might have different measurement like CPC, CPM but at the end, we are still unaware if I watch the ad or the product or promotion. New technologies help you nowadays (like with the face detection on your camera) to analyze if I watch the screen or not. Suddenly, this offers lots of benefits for the advertiser on whom, when and how 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 technologies allow us to be more creative and cleverer on our way to reach consumer. However, we shall always remember that Technology is NOT the solution. If we use the technology with the old methodology or old way of working, you will fail. For example, you can extract one frame from your TV ad, put in on a banner format and display it on website but it will not attract consumers.

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