

Redefining Marketing and Customer Engagement

— For the Holiday Season and Beyond

Webinar sponsored by  BRANDIFY

Dr. Phil Hendrix

Founder and Managing Director, immr

November 2015

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- ❖ Realigning Marketing Channels based on Engagement
- ❖ Measuring and Optimizing on Return on Engagement (ROE)
- ❖ Powering Engagement – Real-time Digital Signals
- ❖ Transforming Customers' Experience via Innovation

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Manish Patel



BRANDIFY

Host

Laura Rich



The views and opinions expressed in this presentation are those of immr and Dr. Hendrix.

INTRODUCTION

RECENT CUSTOMER JOURNEY



Fit: This style tends to run small. For an accurate fit we recommend purchasing a 1/2 size larger than you typically purchase. For example, if you normally purchase a size 8, we recommend purchasing a size 8 1/2.

Re: REQUEST FOR INFO - Keen Koven shoes

KEEN | Nov 14, 2015 10:18PM PST

Thank you for reaching out to us! We have received your email and will get back to you as soon as possible. Normal turnaround time for email inquiries is 2-3 business days. If you need immediate assistance, feel free to give us a call at [1-866-676-5336](tel:1-866-676-5336) Monday through Thursday, 6am-5pm and Friday 6am-3pm pacific time.

KEEN Team
support@keenfootwear.com
[866.676.5336](tel:866.676.5336)



KEEN Men's Koven Cascade Hiking Shoe

- ✓ In Stock Online: Usually leaves warehouse in 1-2 business days.
- ✓ Sold in Select Stores [\(details\)](#)

Call 1-888-922-2336
 for Store
 Availability



2	Previous order
3	Nearest store
4	Gift card balance

INQUIRING CONSUMERS WANT TO KNOW...

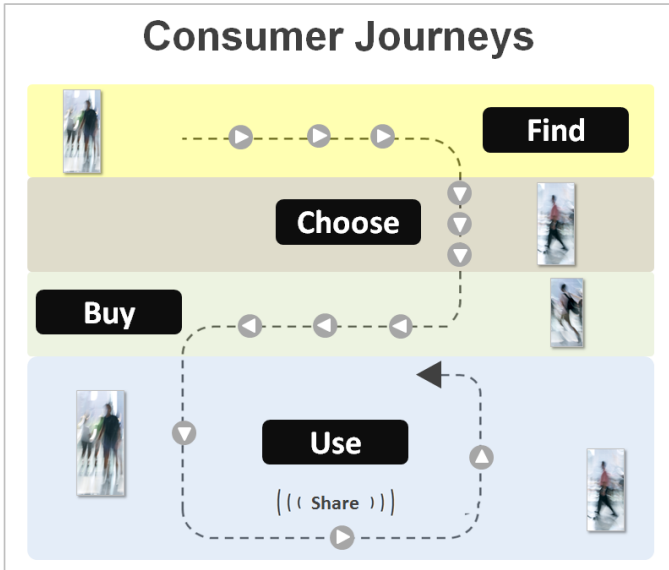
FIND

CHOOSE

BUY

USE

Consumer Journeys



LEADING COMPANIES RAISING CUSTOMER EXPECTATIONS

Customer Experience

PERSONALIZATION

INTERSECTIONS

PEER

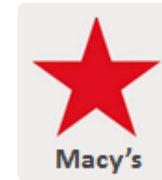


Real-time Digital Signals

CONTEXT

LOCATION

INTENT



Marketing

CHANNELS

RELEVANCE

ROE



Innovation

TECHNOLOGIES

DISRUPTIVE

PURPOSE

Customer-driven companies define engagement in terms of customer success and enduring relationships

en•gage

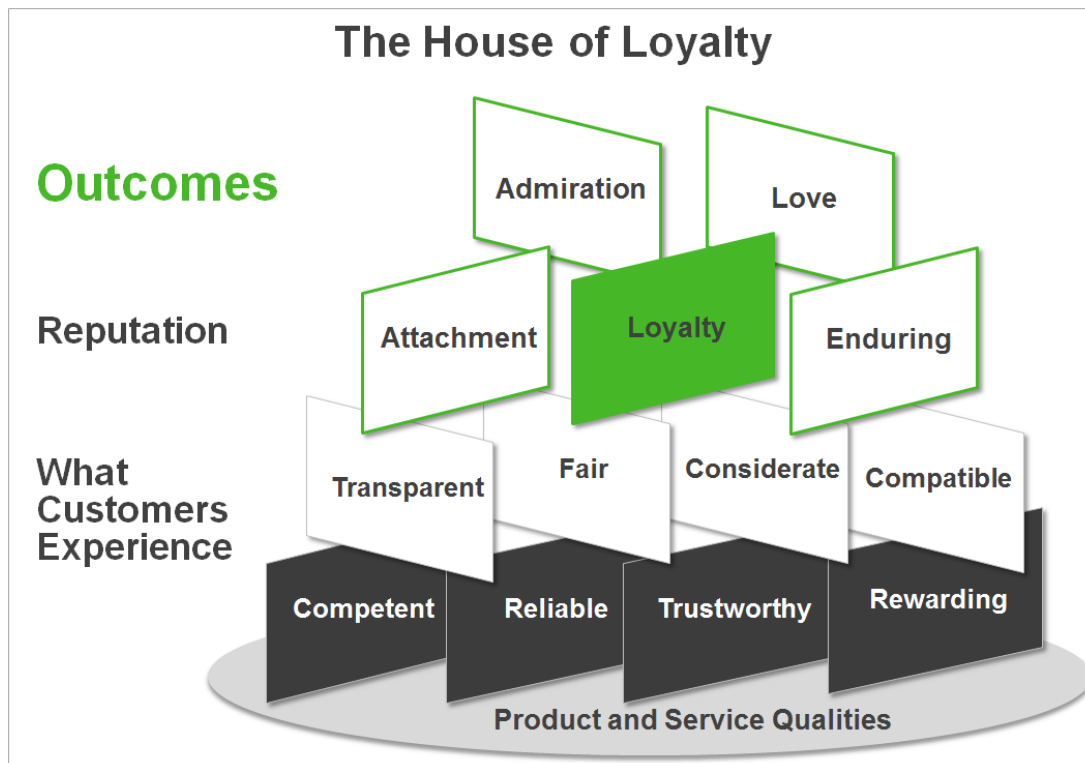
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verb 

- ➔ **Help customers accomplish their goals**
- ➔ **Build profitable, enduring relationships by enhancing customers' experience**



LEADING COMPANIES ENJOY THE “FRUITS OF LOYALTY”



Source: Raising the Bar – How Leading Companies are Leveraging Mobile and PEER Strategies to Boost Customer Loyalty, Dr. Phil Hendrix, immr

Business Results
Unit sales/volume
Revenue
Order size
ASP/Margin
Redemptions
Cross-sell
Referrals
Retention
Conversions
Inquiries/requests



Source: Temkin Group

MOBILE (R)EVOLUTION

WHAT'S DRIVING THE MOBILE (R)EVOLUTION

Mobile Devices, Sensors, Applications and Networks

DISPLAY

USER INTERFACE

CAMERA

SENSORS

MESSAGING

SOCIAL

APPS



4 WAVES OF DISRUPTIVE MOBILE INNOVATION

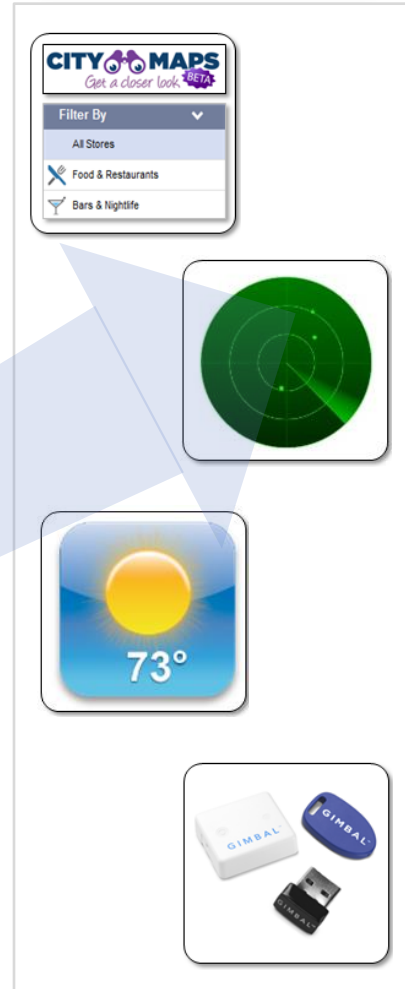
Wave 1 Virtuous Spiral



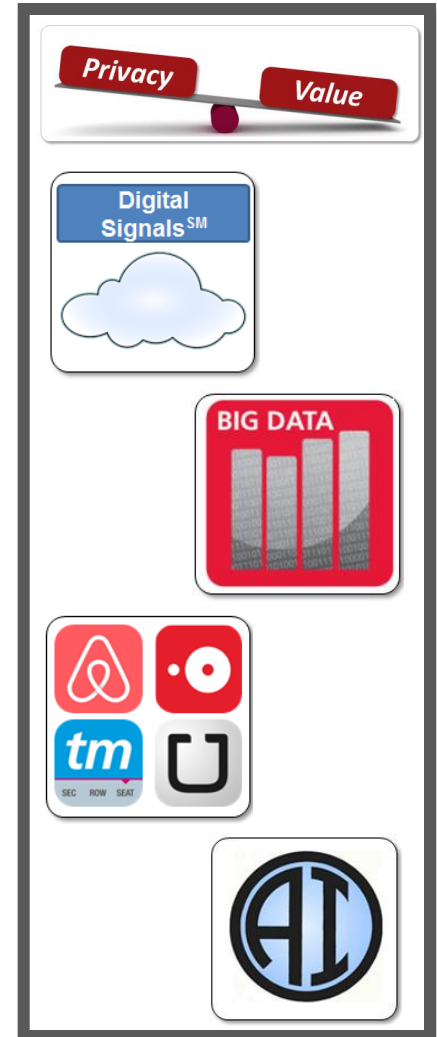
Wave 2 SoLoMo



Wave 3 Contextual



Wave 4 Intelligent



MOBILE IS TRANSFORMING SHOPPING

Channels



Devices



Beacons



Retailer/Marketplace Apps



Search Engines/Comparison Apps



Specialty Shopping Apps



Local/Location-based Apps



Deal, Coupon Apps



Loyalty, Payment and Other Apps



CUSTOMER EXPERIENCE

CONSUMERS WANT “FRICTIONLESS” EXPERIENCES

**Frictionless
Experiences**

Consumer Experience

Achieve
Goals

⇒ Informed

⇒ Learn

⇒ Decide

⇒ Maximize

⇒ Resolve

- ✓ Effective
- ✓ Easy
- ✓ Enjoyable
- ✓ Rewarding



Minimize
Frictions

✓ Uncertainty

✓ Risk

✓ Annoyances

✓ Problems

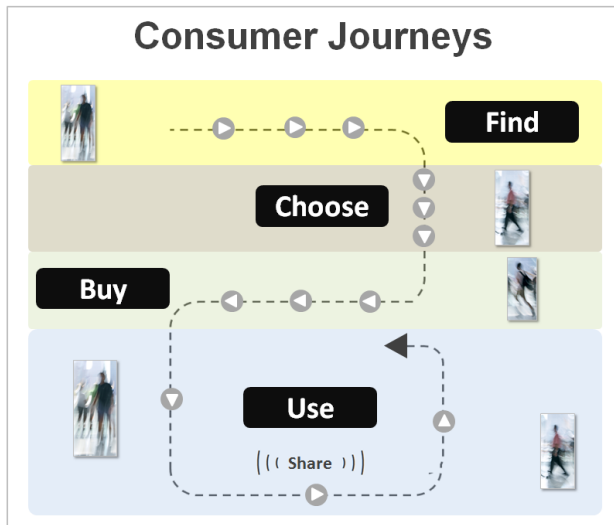
✓ Costs



What Consumers Want

INTERSECTIONS ON CONSUMER JOURNEYS

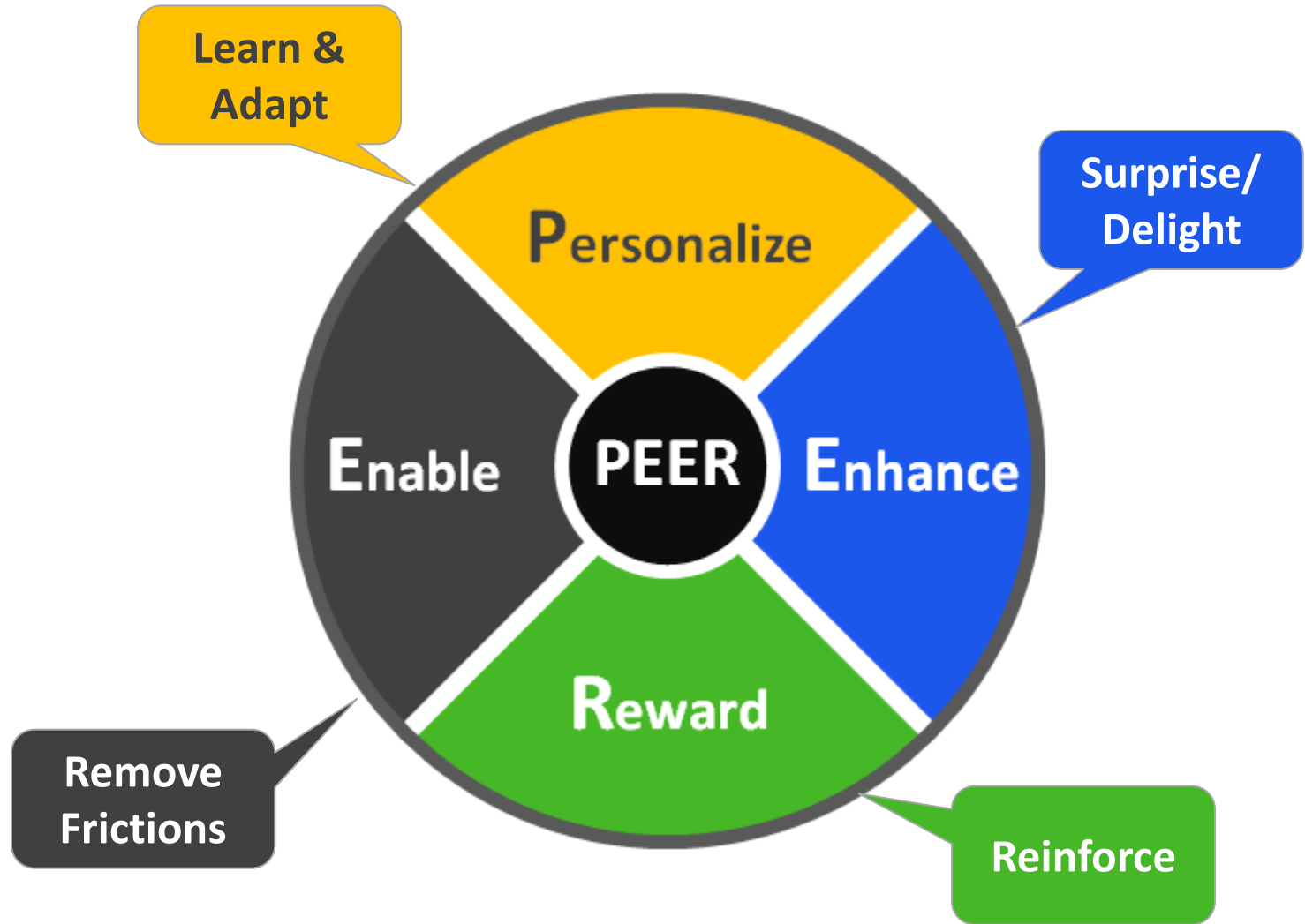
How Brands and Retailers Engage Consumers



	As Consumers...		Brands Engage by...
FIND	BROWSE	↔	INTERCEPTING
	SEARCH	↔	INFORMING
	LOCATE	↔	DIRECTING
CHOOSE	CONSIDER	↔	PERSUADING
	COMPARE	↔	POSITIONING
	SELECT	↔	INCENTING
BUY	ORDER	↔	STREAMLINING
	PAY	↔	SIMPLIFYING
	EARN	↔	REWARDING
USE	RECEIVE	↔	ONBOARDING
	EXPERIENCE	↔	ENHANCING
	RESOLVE	↔	SUPPORTING
	SHARE	↔	AMPLIFYING

Source: Dr. Phil Hendrix, immr

ENGAGEMENT STRATEGIES = PEER

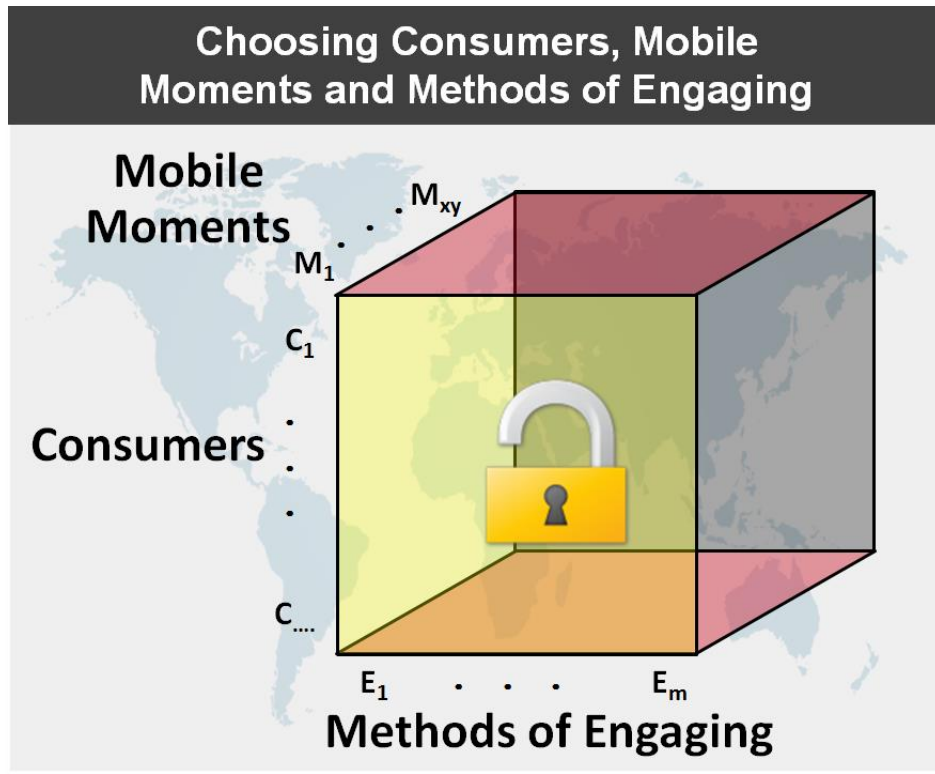


WARBY PARKER



EMPLOYING THE RIGHT TOOLS OF ENGAGEMENT

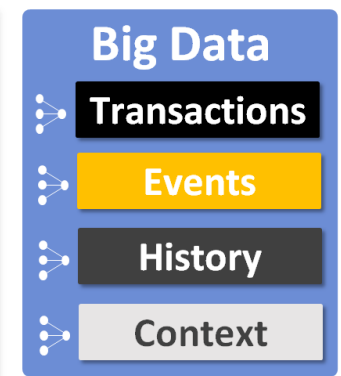
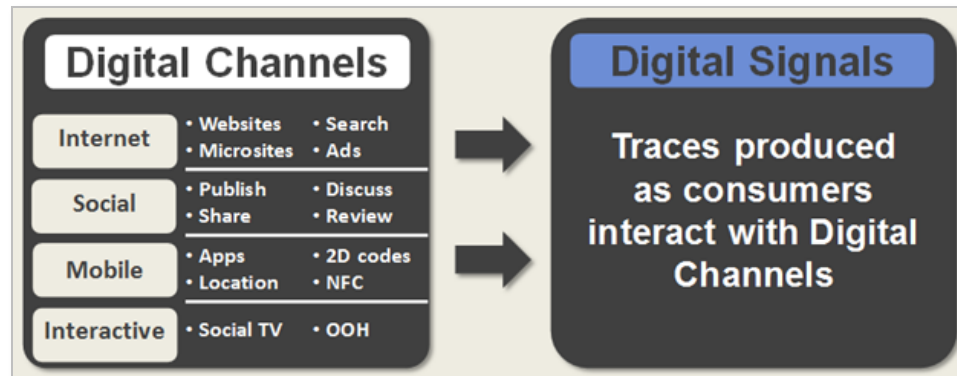
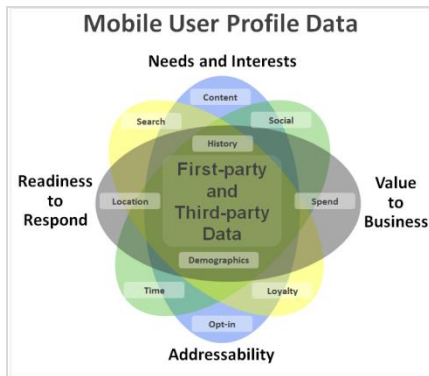
Digital, Social and Mobile – Tools of Engagement						
TOOLS	FEATURES					
	REACH	ADDRESSIBILITY	PERSONALIZATION	LOCALIZATION	VIRALITY	INTERACTIVITY
MOBILE ADVERTISING	●	◐	◑	◑	◐	○
EMAIL/SMS/MMS	◑	●	●	◑	◑	◑
KIOSKS/DISPLAYS/OOH	○	◑	◑	◑	○	◐
MOBILE APPS	◑	◐	◑	●	◑	◑
PUSH MESSAGING	◑	●	●	◑	◑	◑
SEARCH	◐	◑	◑	◑	○	◑
SOCIAL MEDIA	◐	◑	◑	◐	●	●
WEBSITE(S)	◑	◑	◑	◑	◑	◑



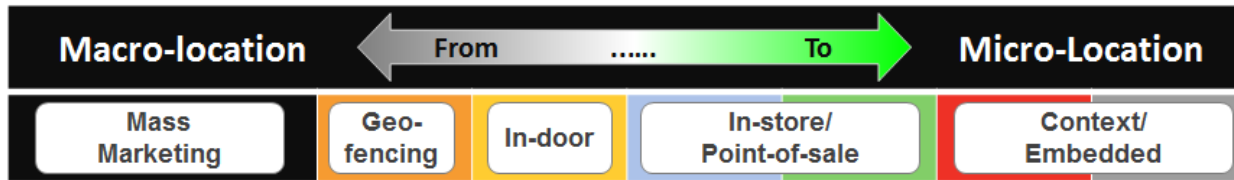
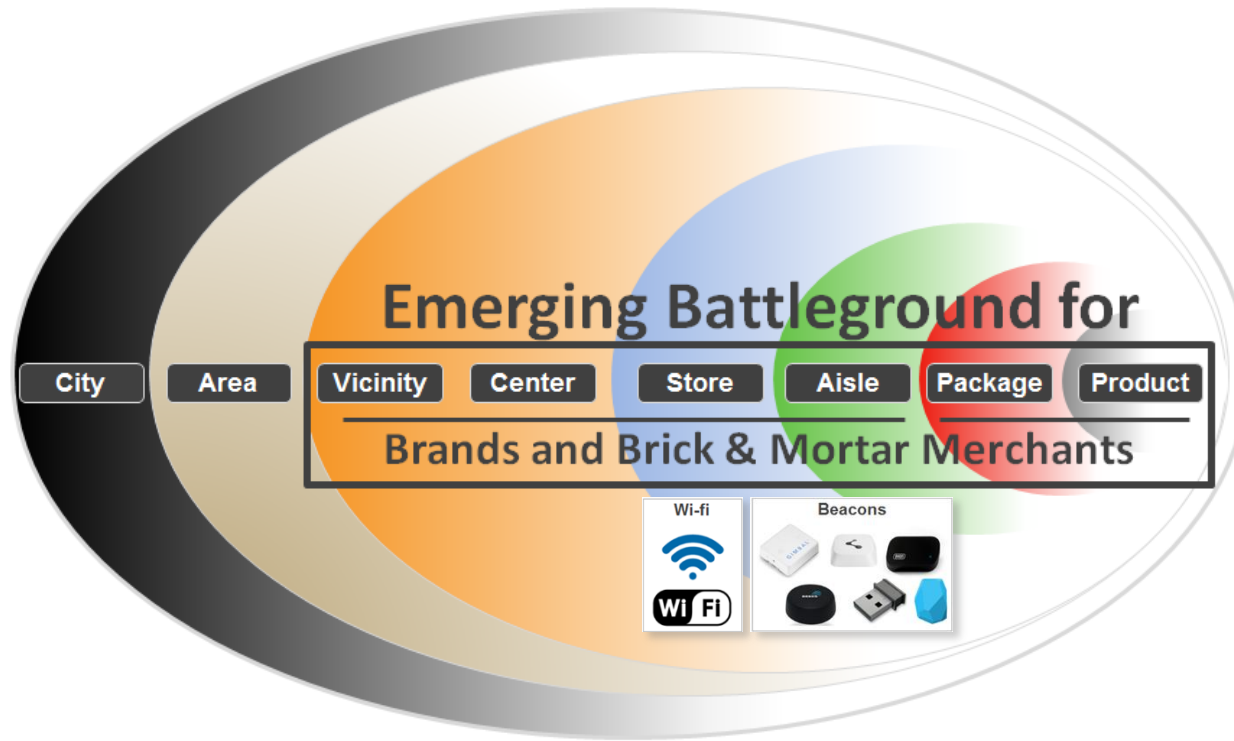
<u>Attribution</u>
Business Results
Unit sales/volume
Revenue
Order size
ASP/Margin
Redemptions
Cross-sell
Referrals
Retention
Conversions
Inquiries/requests

REAL-TIME DIGITAL SIGNALS

PEER STRATEGIES REST ON DATA, ANALYTICS AND INSIGHTS



8 Layers of Location

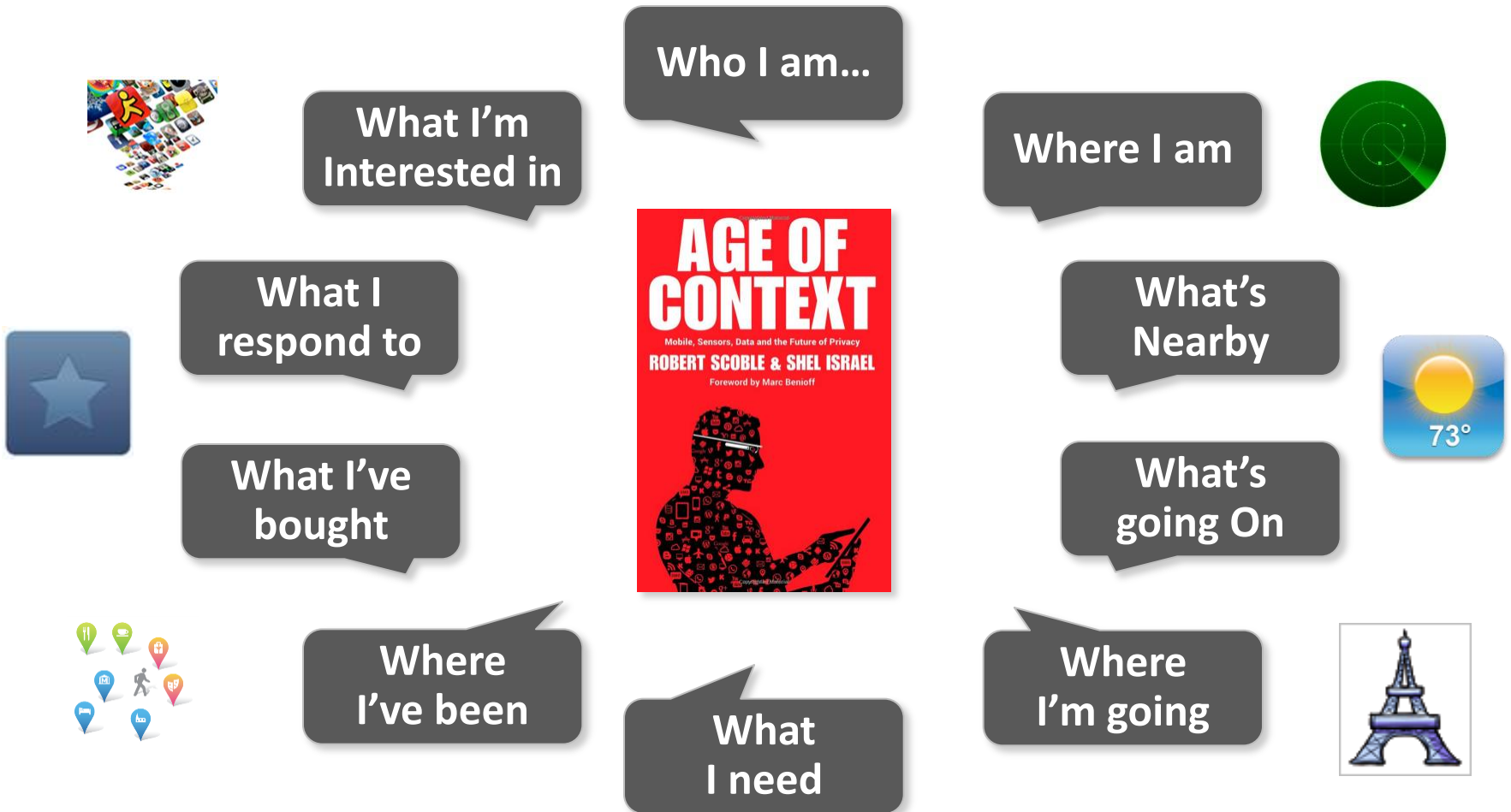


Source: 8 Layers of Location, Dr. Phil Hendrix, immr

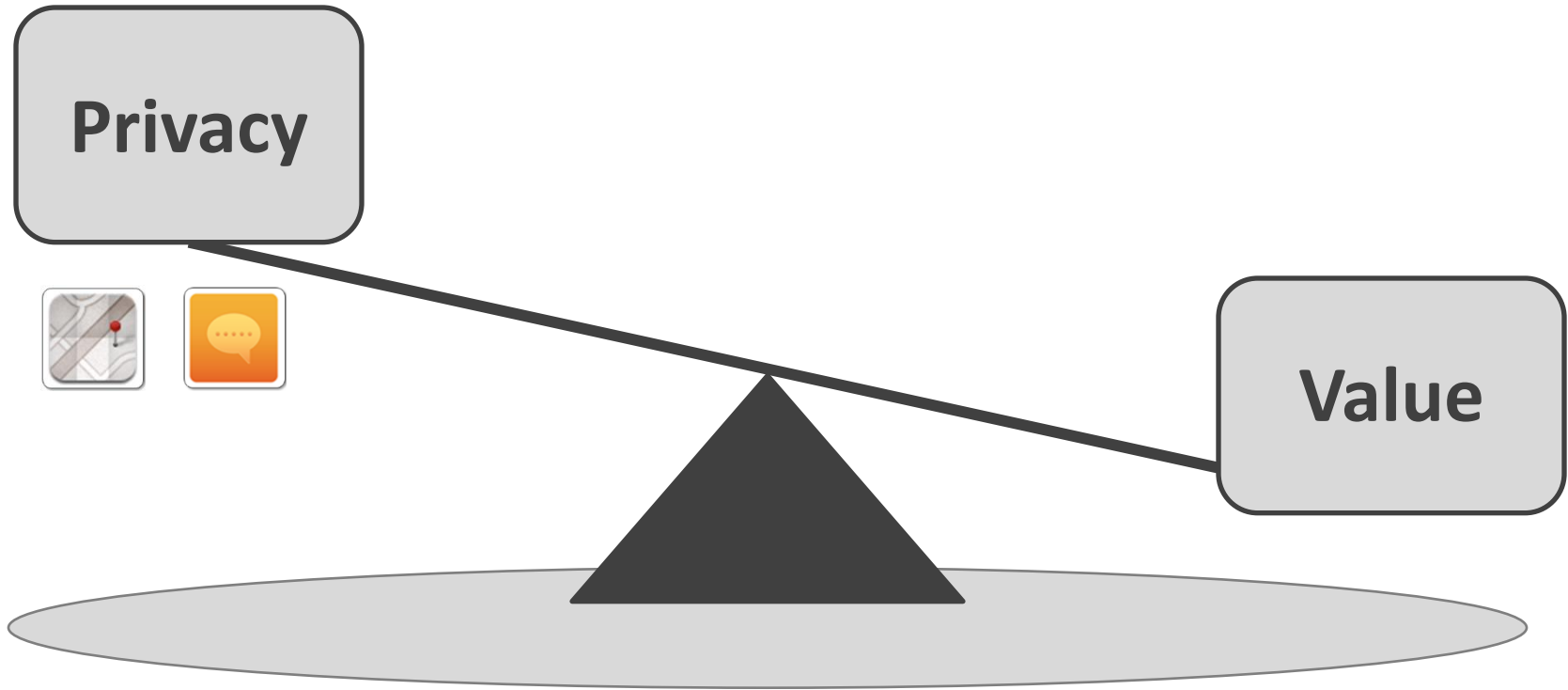
www.immr.org/8-layers-of-location.pdf

LOCATION + CONTEXT + INTENT = HOLY GRAIL

Consumers Expect Brands and Retailers to Know...



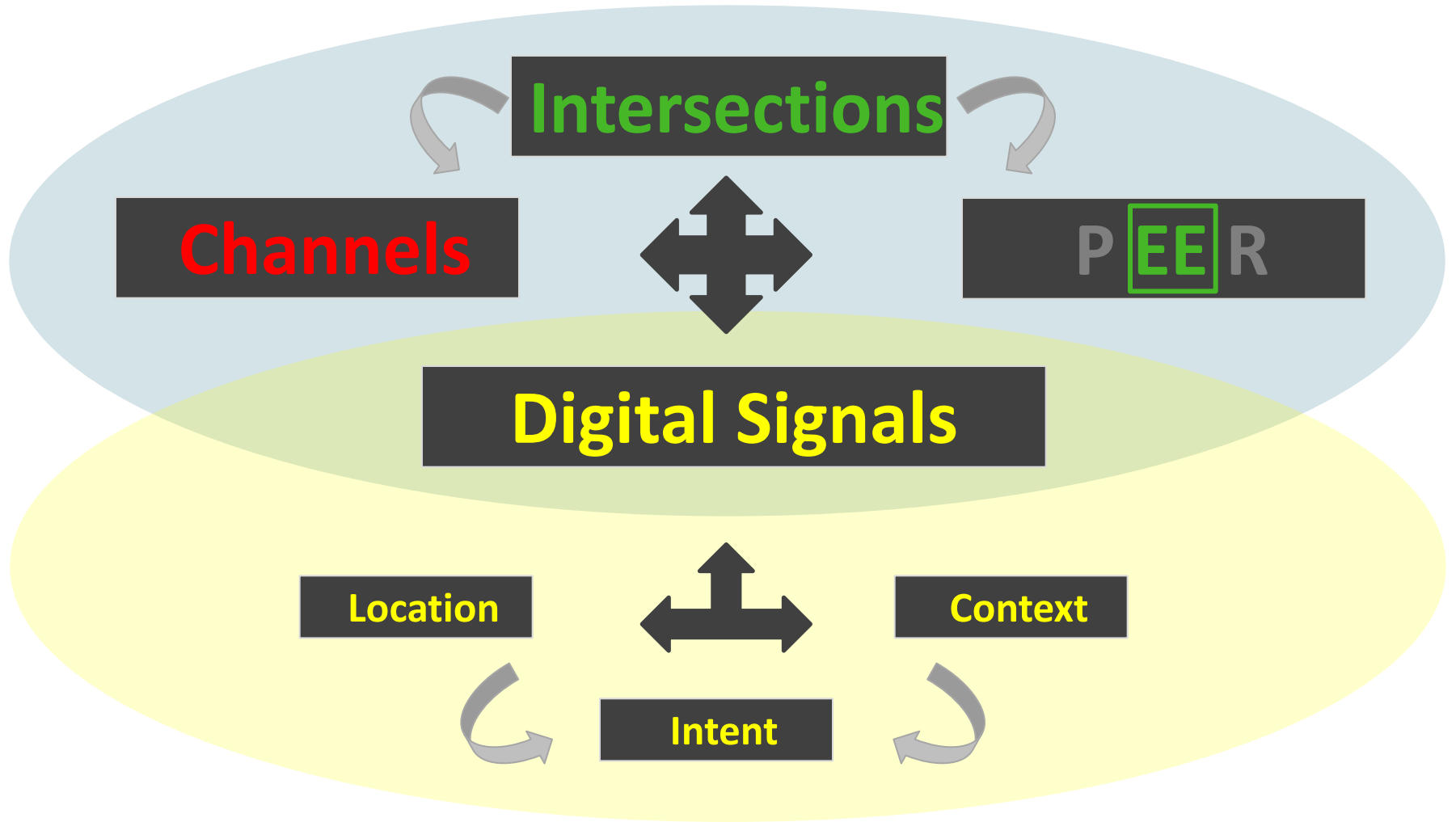
INCREASINGLY, VALUE TRUMPS PRIVACY



But Trust and Security are absolute prerequisites

CONCLUSION

PRIORITIES FOR THE HOLIDAYS



- Digital Signals
- Marketing
- CExP
- Innovation

Real-time Digital Signals

LOCATION

Are you leveraging customers' hyper-location?

CONTEXT

Are you recognizing and adapting to customers' contexts?

INTENT

Are you detecting and responding to customers' intent?

Customer Experience

INTERSECTIONS

Are you engaging customers at key intersections?

PEER

Are you enabling and enhancing customers' experience?

Aligning Marketing

CHANNELS

Are you reaching customers via channels they engage with?

RELEVANCE

Are you delivering relevant content, messages, and offers?

How Leading Companies Are Redefining Marketing and Customer Engagement

Customer Experience

Realigning Marketing

Real-time Digital Signals

Game-changing Innovation

Dr. Phil Hendrix, immr

Sponsored by  BRANDIFY

Forthcoming early Dec. 2015

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Dr. Phil Hendrix is the founder and managing director of immr, an industry analyst, and advisor to startups in digital and mobile. Focusing on market opportunities for disruptive new products and services, Dr. Hendrix helps clients validate product-market fit, develop compelling value propositions, and spur growth and adoption. Much of Phil's work is at the intersection of mobile, location, proximity, shopping, and M-commerce.

As an analyst, Phil focuses on mobile strategy and innovation for companies across industries. He is a regular contributor at leading industry conferences, including GigaOm's [Mobilize](#), [Structure:Data](#), [Street Fight](#) (hyperlocal), [ad:tech](#), [iMedia Summit](#), Social-LoCo, the World Summit Awards (Abu Dhabi), and others. His current work focuses on beacons and proximity strategies across verticals. Phil's most recent report is [Watch this Space – How Mobile and Beacons Are Enhancing the Value of Out-of-Home Media for Advertisers and Mobile App Partners](#). This and other reports on mobile, location, and related topics can be downloaded at [immr](#).

As a consultant and advisor, Phil has led significant engagements with startups and Fortune 100 clients in mobile, consumer electronics, and related categories, including financial services, transportation, insurance and others. He works closely with senior management and project teams on key issues, including market sizing, segmentation, positioning, and branding as well as innovation, user experience, and customer retention. Over the course of his career, Phil has helped clients conceive and successfully launch dozens of new products, services and businesses.

Before founding immr, Phil was a partner with [DiamondCluster](#) (strategy and technology consultancy, now part of [PwC](#)), founder and head of IMS (Integrated Measurement Systems), and a principal with Mercer Management Consulting (now [Oliver Wyman](#)). He has held faculty positions at Emory University and the University of Michigan, where he taught courses in marketing, research, and buyer behavior for MBAs and executives. While at Michigan Dr. Hendrix also held a joint appointment as a research scientist in the Survey Research Center, Institute for Social Research.

Additional immr perspectives and reports prepared by Dr. Hendrix are available at [immr](#) and [Slideshare](#).



BRANDIFY

The Holiday Season Marketing Guide

For Local Marketing

The Brandify Platform



Enterprise Momentum

- 500 Brands
15 Industries
- 4.5M
Managed Locations
- 50%
Mobile User Connections
- 20M
Analysis Signals Daily
- 1B
Transactions a year

Infrastructure



Multiple Data Servers

Clients



Global



Mobile App



Brand Dashboard

- Local SEO
 - Social Engagement
 - Reviews
 - Competitor Insights
 - Locator Activity
 - Collaboration
 - Alerting
 - Custom Reporting
- 723 Brand Score



Experienced Management Team



Recurring Revenue Model

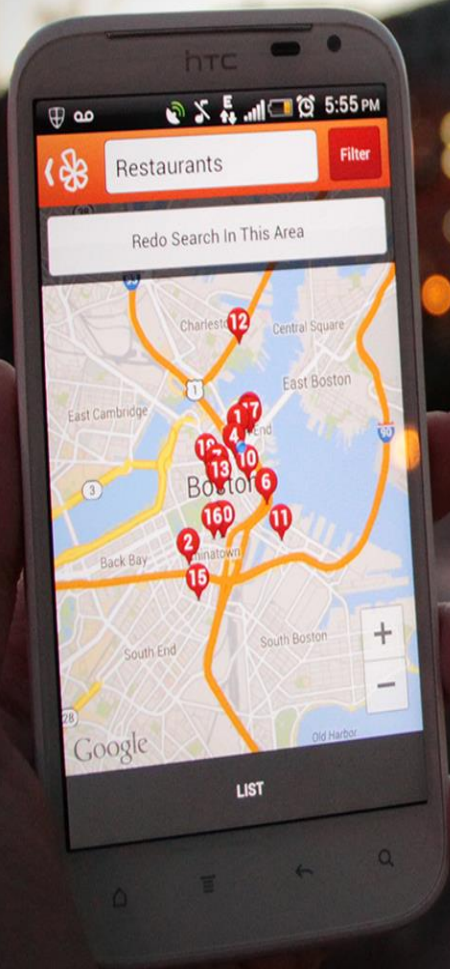
93% Retention

Offline to Online Conversion Stats

- ▶ 59% of consumers use Google every month to find a reputable, local business ([Search Engine Watch](#)).
- ▶ 50% of mobile searchers visit a store within 24 hours of a search. (Understanding Consumers' Local Search Behavior, Ipsos MediaCT sponsored by Google, 2014).
- ▶ 50% of searches on mobile devices are to find a product or service close to home. (Understanding Consumers' Local Search Behavior, Ipsos MediaCT sponsored by Google, 2014)
- ▶ 90% of consumers search online and purchase offline in local markets. (User View Wave VII, BIA/Kelsey)
- ▶ 73% of customers report losing trust in a brand due to inaccurate local business listings. (Be Found: Location-Based Marketing Insights Report, 2014)
- ▶ 93% of shoppers' buying decisions are influenced by social media- because 90% trust peer recommendations. But only 14% trust advertisements. ([#Socialnomics 2014](#))

Holiday Stress Test

- ▶ The Holiday season present an opportunity to test current location-based strategies and adjust but only if you have clear objectives.
- ▶ Top 3 Consumer Actions to Prepare for:
 - Consumers will be **mobile first**, you should too
 - Web properties up-to-date
 - Take advantage of mobile technologies
 - Consumer are doing their research
 - Have trusted **review monitoring** tools on board
 - Capitalize on season, establish a **native review strategy**
 - Prepare to engage across various **social channels** -locally
 - Holiday's are all about **local searches**
 - Audit performance for SEO and SEM
 - Great focus on ***non-branded keywords***
 - Capture consumers who are ready to buy now with ***local*** Advertising
- ▶ Post Holiday Stress Test: Benchmarking successes and failures



Presence Management

Preparing for Local Searches

Key Holiday Objective: Presence Management

- ▶ **Objective One:** Adjust Presence management strategy to focus on high impact engines/properties.

	Localization	Context	Channel	Mobile
L o c a t o r	Geo-IP	Filter	Social Integration	Click-to-call
	Local Reviews	Events/Promos	Local Advertising	Clickable Address/Driving Directions
	Ingest Local Reviews	Seasonal Store Hours	Local Page Integration	Optimized Mobile User Experience

Key Holiday Objective: Presence Management

- ▶ **Objective One:** Adjust Presence management strategy to focus on high impact engines/properties.

	Localization	Context	Channel	Mobile
Local Pages	H1 Tags	On-page body content	Locator Integration	UX optimized
	Updated URL Hierarchy	Metatags: Schema.org markup	Social Integration	Correct Cross-links
	Title Tags Audit	Metatags: Facebook Open Graph	Apple Spotlight	Quick Load Time
	Display Native Reviews	Keywords: Non-branded		User Generated Content

Key Holiday Objective: Presence Management

► **Objective One:** Adjust Presence management strategy to focus on high impact engines/properties.

	Localization	Context	Channel	Mobile
L i s t i n g s	Consistent Address Info	Seasonal Multimedia	Google	In-App Searches
	Geo-code auditing	Seasonal Coupons/Promotions	Yelp	Apple Maps
	Missing Locations	Seasonal Store Hours	Bing	Foursquare
	Non-ranking audit	Descriptions Updated	Facebook	

Key Holiday Objective: Presence Management

- ▶ **Objective One:** Adjust Presence management strategy to focus on high impact engines/properties.
 - Presence Management Check List: Local Listings

	MISSING LOCATIONS	ADDRESS DIFFERENCE	PHONE DIFFERENCE	UNCLAIMED LOCATIONS	WEBSITE DIFFERENCE	STORE HOURS DIFFEREN..
 GOOGLE	 0.1%	 15.3%	 0.7%	Not Evaluated	 2.0%	 97.3%
 BING	 1.2%	 21.6%	 0.6%	Not Evaluated	 1.8%	Not Evaluated
 YELP	 20.0%	 35.9%	 9.7%	 98.0%	Not Evaluated	Not Evaluated
 FACEBOOK	 0.3%	 24.6%	 4.7%	 13.2%	 11.2%	 95.9%
 FOURSQUARE	 0%	 21.2%	 0.6%	 0.2%	 1.8%	 98.6%



Key Holiday Objective: Presence Management

- **Objective One:** Adjust Presence management strategy to focus on high impact engines/properties.

	Localization	Context	Channel	Mobile
A	Link to Local Pages	Location extensions	Google: Reviews extension	SMS/MMS Campaigns
d				
v				
L	Geo-fencing	Search Advertising	Bing	Clickable location details
e				
r	Local keywords	Re-targeted Display	Facebook	In-App Messaging
o				
c		Segment Targeting	Instagram	Mobile Friendly Coupons
t				
a				
i				
s				
i				
n				
g				



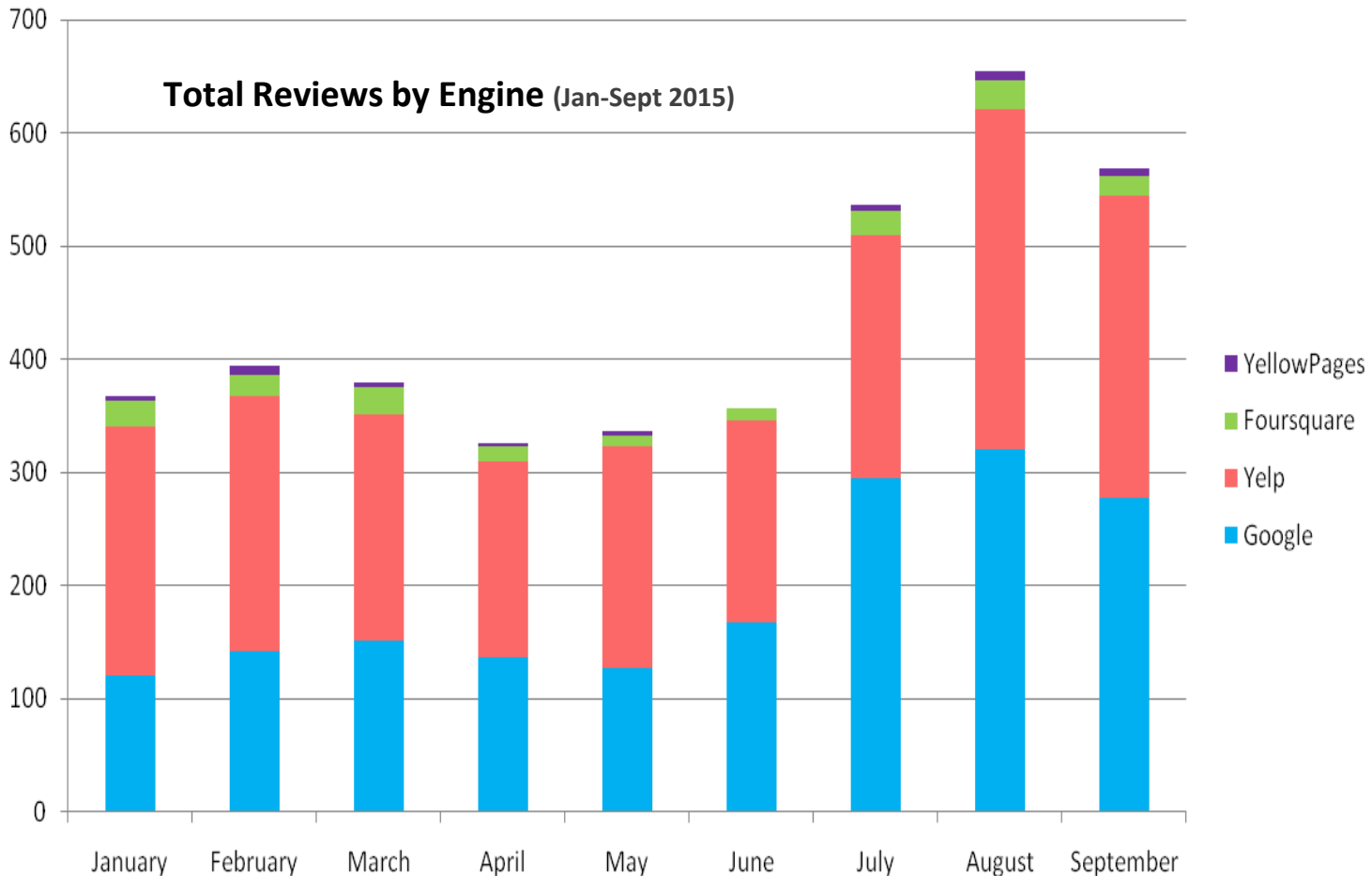
Local-Social

Preparing for Consumer Research



Key Holiday Objective: Local-Social Voice

- **Objective Two:** *Train Internal Marketing/Operation Teams on review management and response, focus on high impact platforms.*



Key Holiday Objective: Local-Social Voice

- ▶ **Objective Two:** *Train Internal Marketing/Operation Teams on review management and response, focus on high impact platforms.*

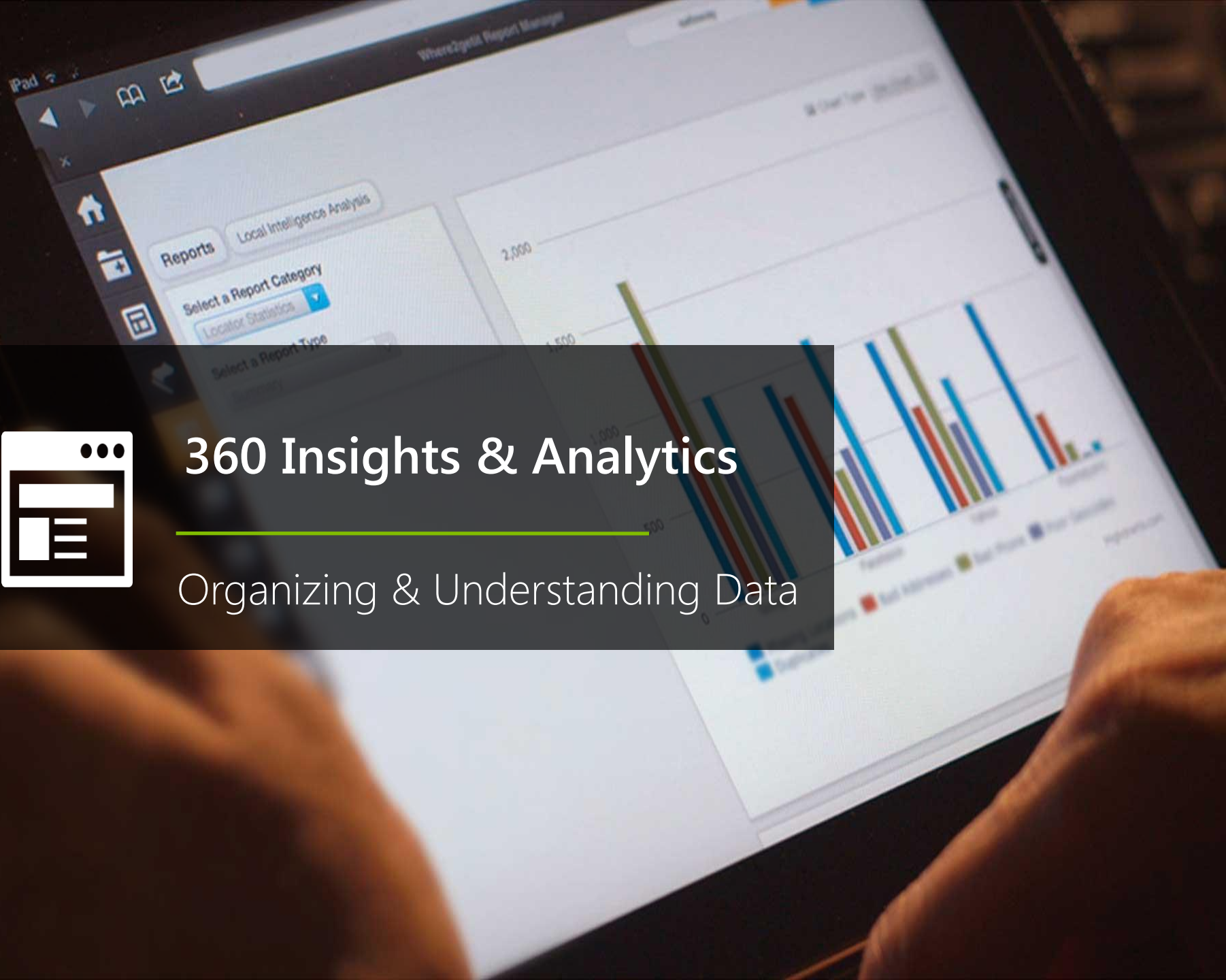
	Localization	Context	Channel	Mobile
R e p u t a t i o n	Geo-Listening Ability	Know Sentiment	Yelp: More than 3 reviews	Real-time notifications
	Encourage Reviews in-store	Your Brands Share of Voice	Facebook: Parent Child Relationship	Foursquare: Tips
	Timely Response	Satisfaction Ratings	Google: More than 5 reviews	





360 Insights & Analytics

Organizing & Understanding Data



Key Holiday Objective: Identify Successes

- ▶ **Objective Three:** Chief Location Officer to establish data framework to organize departments, focusing on aggregating multichannel traffic stats. Identify successes and failures.

	Presence	Social	Advertising	Competitors
Insights	Locator/Pages/ Review Sites	Acquired Local Reviews	Local Promo Redemptions	Brand Score Performance
	Online or Offline	Sentiment	User Profiling	Omni channel Response
	SERP	By Location Report	Listings/Pages/ Locator	Identified Opportunities
	Data Quality	Social/Local Behaviors	Consumer Actions	Customer Experience



Holiday Stress Test: The Guide

- ▶ Top 3 Consumer Actions to Prepare for: Will your brand pass?
 - Local Searches
 - Non-branded Keywords
 - Local Advertising
 - Consumer Research
 - Review Monitoring
 - Native Review Strategy
 - Social Engagement
 - Mobile First Searches
 - Web properties
 - Mobile Centric Strategy
 - Real-time communication

- ▶ The Holiday season present an opportunity to test current location-based strategies and adjust but only if you have clear objectives.



BRANDIFY



Location CMS

Centralized location database.
Real-time updates.
Powerful geocode technology.

- Location Manager
- Digital Content Hub
- Data Cleansing
- Location Editor



Presence

Local search engine.
Discoverability and optimization,
at scale.

- Locator
- Listings
- Local Pages



Advertising

The cost effective advertising
solution providing higher
relevancy and measurable
conversations.

- Display
- Search
- Social



Social

Real time local social
reputation management.
Schedule, publish,
respond, monitor.

- Social CRM
- Reputation Manager



Insights

Location-based analytics visualized,
measurable, and actionable.

- Brand Score Analytics
- Competitive Analytics

723
Brand Score

Join the Conversation: #BrandifyChat



#BrandifyChat
**PERSONALIZED BRAND
OUTREACH THIS HOLIDAY**
With Street Fight's CEO Laura Rich

November 19, 2015 | 11AM PT
Nurph.com/BrandifyChat





 @LauraRich

brandify.com/events/tweet-chat/



Thank you!
Tweet us @gobrandify with
any #HolidayStrategy
Questions!

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