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Digital Branding Masterclass
Moscow
February 2016

Nick Baggott FCIM FIDM
@njbaggott

Nick Baggott

- MD of Navigate Consulting Ltd
- Formerly Head of Consulting and Group Client Service Director – Chemistry Communications Group PLC
- CIM Faculty Member, Fellow of IDM and CIM, DMA Council
- Judge for CIM awards – FS Category
- Google Global Faculty, 2010 to date
- Microsoft EMEA and LatAm Region – CRM and Digital Marketing
- Clients from B2C, B2B and Public Sector
- Worked in 45 countries
- @njbaggott

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# About today

- Please ask questions (especially jargon)
  - No question too simple!

- Group exercises and translation

- Programme

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Agenda

- Branding in a digital world:
  - Principles of brand management
  - Planning a social media brand building campaign.
- Using social and digital to understand your customers
  - Principles of research
  - Free digital research tools
  - Behavioural segmentation
  - Insights and proposition development
- Building brands through content marketing.
  - Principles of content marketing. Where do content ideas come from?
  - Setting up a blog.
  - Influencing the digital influencers.
- Implementing a social media branding campaign.
  - Latest developments in key global social channels.
  - Responding to a social media comment or incident.
  - Measuring success.

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Which sites are you on?

- vKontakte
- Facebook
- Twitter
- Linked In
- YouTube
- Google +
- Pinterest
- Vine
- Periscope
- Instagram
- Blog
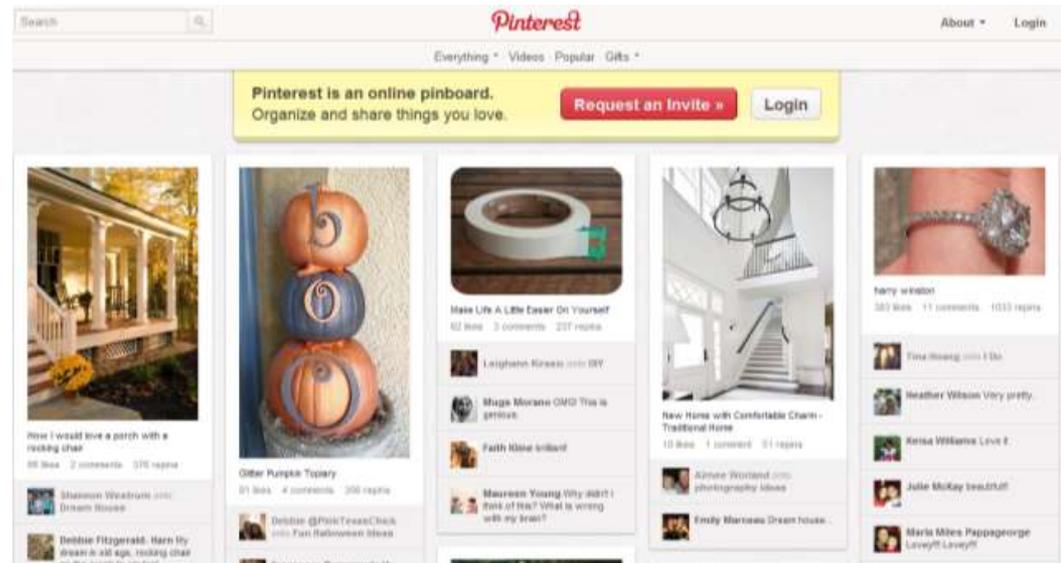
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Branding in a Digital World

Principles of brand management

Planning a social media brand building campaign.

Branding Introductory Exercise

In groups:

- Which brands manage their reputation well in Russia?

- What do they do to build their brands?
    - List 5-8 characteristics of successful Russian brands….

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Branding

"A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name."

American Marketing Association

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Benefits of branding

- Create a clear identity
- Build associations in the mind of the customer
- Consistency & clarity
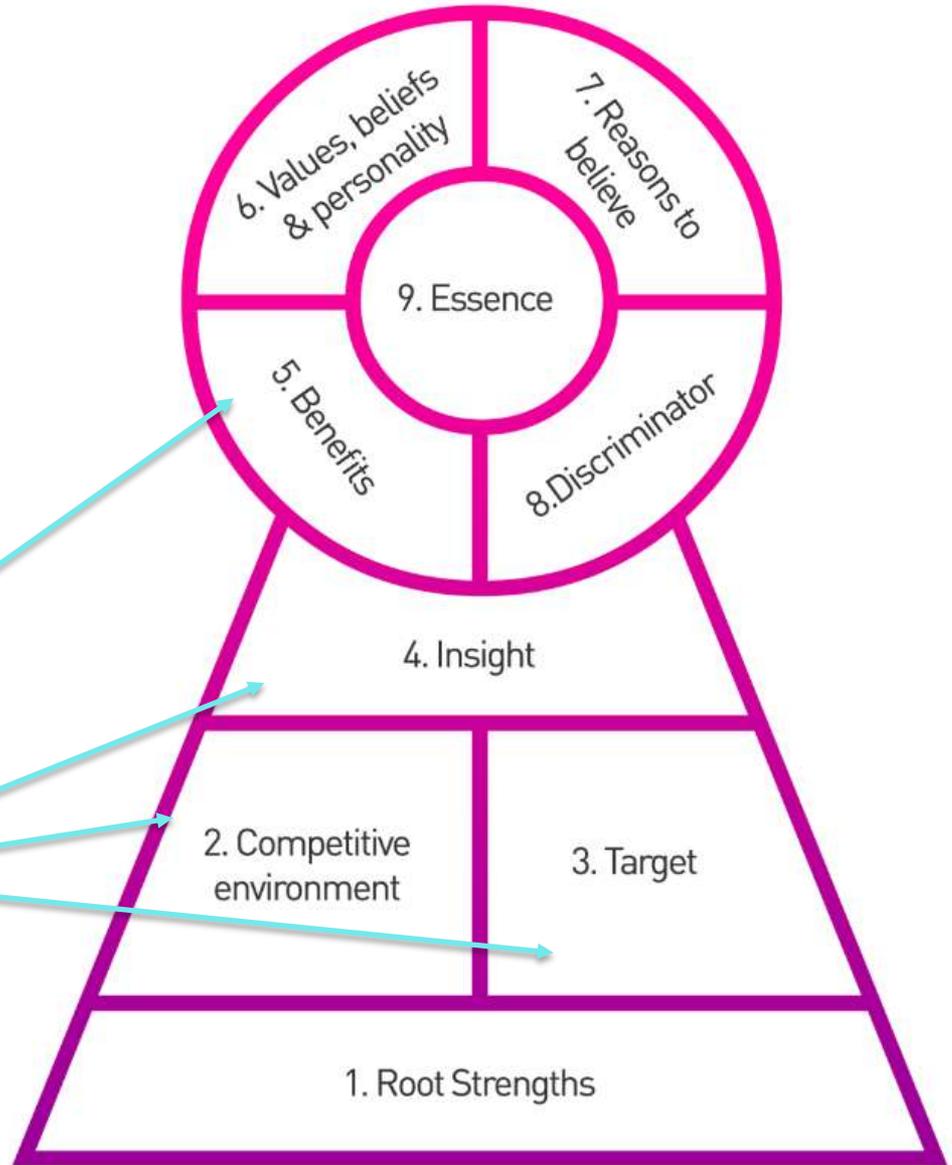- Create awareness through visual identity

http://jddmarketing.com/wp-content/uploads/2013/07/branding-pic.png

Brand Key

How does a brand reflect their brand attributes online?

Reinforce these:

Understand these:

Brand Key diagram:
- 9. Essence (center)
- 6. Values, beliefs & personality
- 7. Reasons to believe
- 5. Benefits
- 8. Discriminator
- 4. Insight
- 2. Competitive environment
- 3. Target
- 1. Root Strengths

How does the brand represent itself?

Personality

Consistency

Approachability

Responsiveness

Thought Leading

Entertaining

Global

Key brand benefit & insight

- A brand should have a consistent global Key Brand benefit (KBB)

- However, insights are local, so creatives must take this into account.

- KBB Examples:

  - Microsoft – Realise your potential

  - Baileys – An indulgent treat to enhance your time out

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Branding in a Digital World Exercise

- Imagine you are working on the bid to bring the Olympics back to Moscow....

- Can you describe the *"Moscow"* brand?
  - Benefits
  - Values, beliefs & personality
  - Reason to believe
  - Discriminator

LONDON OLYMPICS:
Benefits: Multi-cultural sports mad population, Popular tourist destination.
Values: Enterprising, pioneering, heritage, welcoming, tolerant
Reason to believe: Premier League, attendance at sports games, hotels, LHR
Discriminator: Sporting hub in a City that people love to come to

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Planning a Social Media Branding Campaign

OBJECTIVES
What does success look like?

Organisation

Market

Brand

MEASURE
Did it work?

RESEARCH
Where are we now?

Consumer

PROGRAMS
How will we do it?

INSIGHT
What are the implications?

STRATEGY
What do we need to do?

Developed by Baggott, Hansell and Lumley 2012.

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Setting objectives

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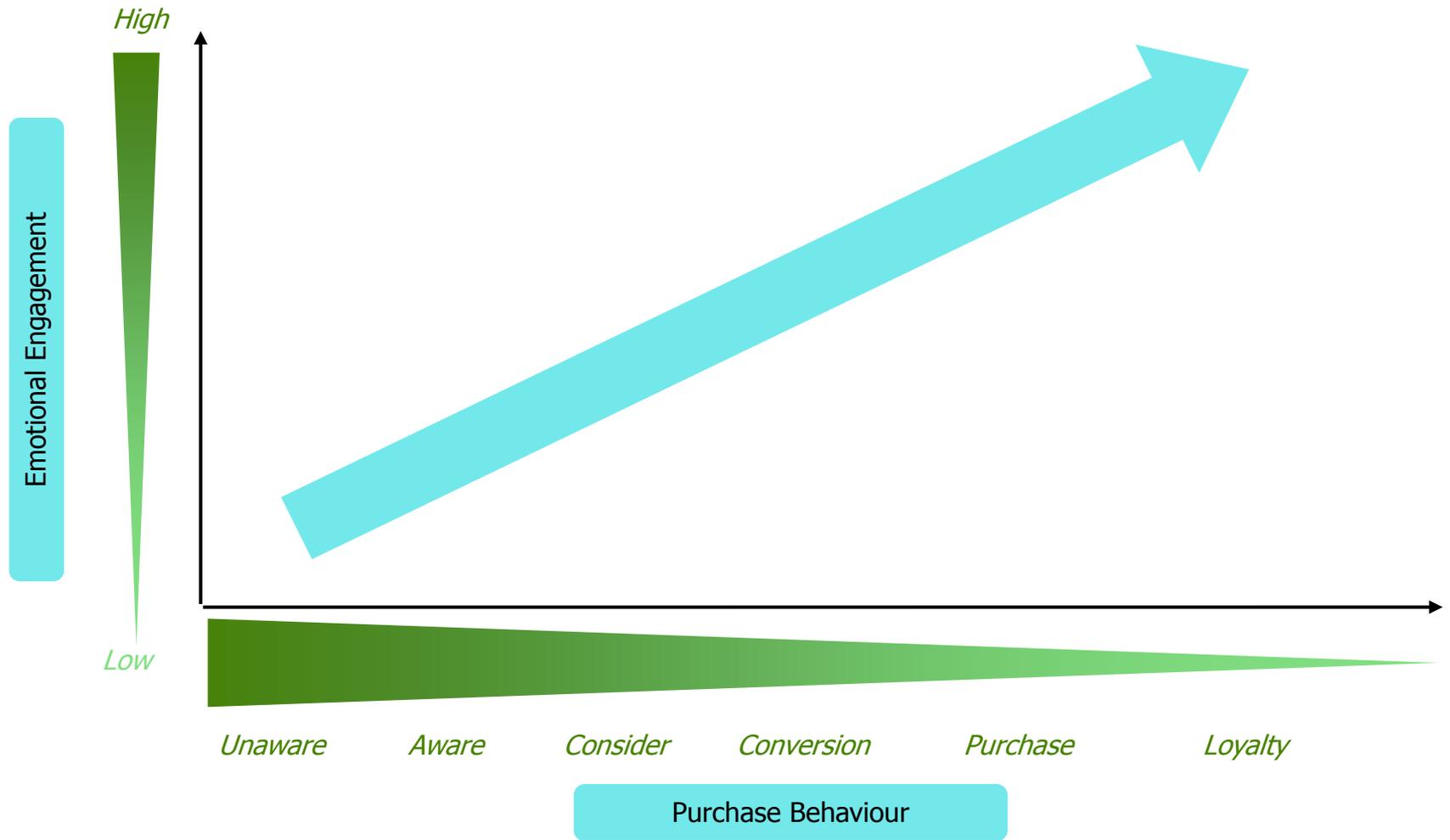
Understanding your Customers

Research Principles

Digital Research

Behavioural Segmentation

Insights and Propositions

Data definitions quiz

- Observed vs. claimed data
- Qualitative vs. quantitative data
- Test vs. control data
- Insight vs. data

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Sources of consumer information

- Old world
  - Focus groups
  - Surveys
  - Brand studies
  - Omnibus surveys
  - Experiential research...

- Can be slow, expensive and small sample sizes.....

- New world
  - Google tools
  - Twitter / followerwonk
  - Survey Monkey

- Cheaper, faster and can be huge sample sizes....

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1 Insight	2 Idea	3 Implementation	4 Impact

Understanding your market

Consumer Barometer

Browse a gold mine of data on consumer purchasing behavior, filtered by country and industry.

Purchase process

Get insight on how consumers use online and offline information sources in their purchase process.

Google Trends

See what the world is searching for. Discover search patterns for any keyword, with data from 2 billion search queries per day.

Seasonality and geography

Compare topics or products across time and geography to identify existing or emerging trends.

YouTube Trends

YouTube Trends lets you browse and compare videos trends based on demographics.

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Google Trends (Searches in Russia)

YouTube insights

Nick Baggott ›

5 Tips on Digital Relationship Marketing CIM Video by Nick Baggott
Created: Jul 5, 2010 · Duration: 2:25 · Privacy setting: Public · Lifetime views: 1,008

Lifetime (Jul 5, 2010 – Jul 13, 2015)

Performance

VIEWS	ESTIMATED MINUTES WATCHED	AVERAGE VIEW DURATION
1,009 ▲	656	1:17
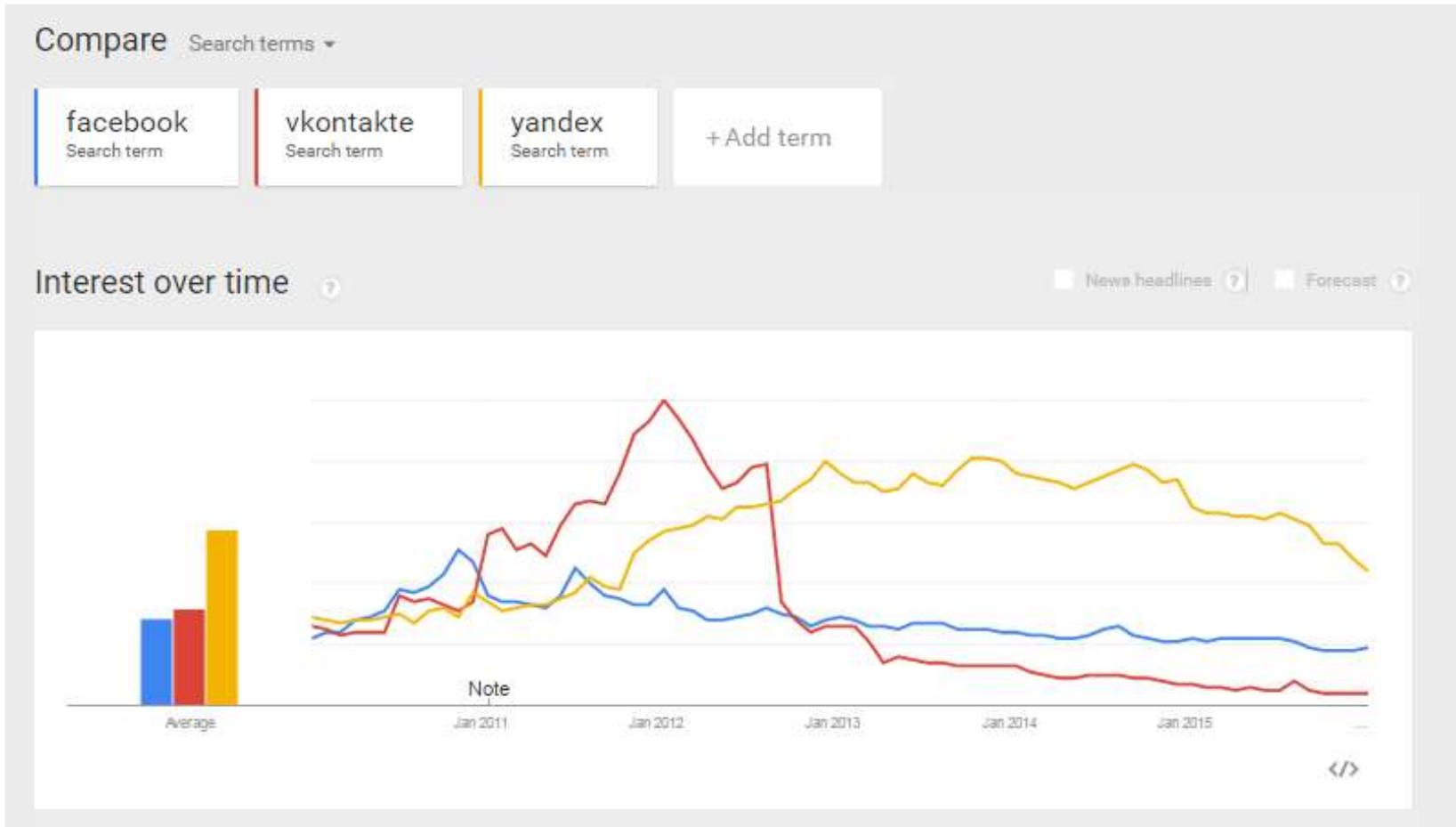
Demographics

TOP GEOGRAPHIES

United Kingdom
United States
Russia
India
Sri Lanka

GENDER

- Male 69%
- Female 32%

Discovery

TOP PLAYBACK LOCATIONS

- YouTube watch page 69%
- Embedded in external websites and apps 21%
- Mobile devices 6.6%
- Other 3.3%

TOP TRAFFIC SOURCES

- YouTube search 32%
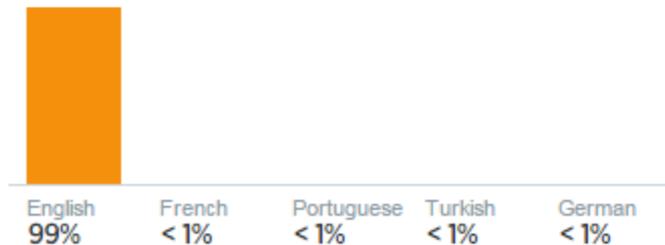- Direct or unknown 21%
- Unknown – embedded player 20%
- Other 27%

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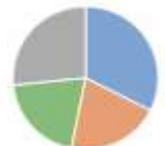
Twitter Analytics

Gender
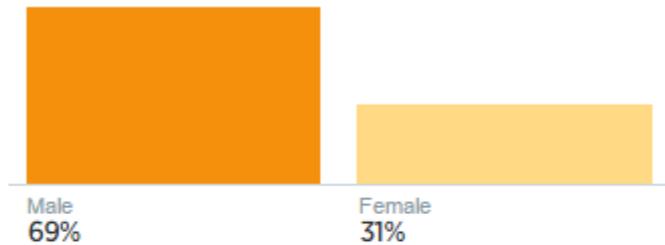
Male
69%

Female
31%

Languages

English
99%

French
< 1%

Portuguese
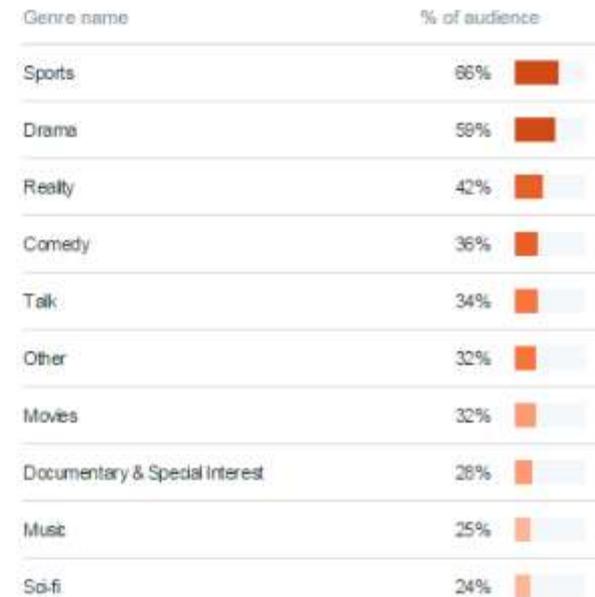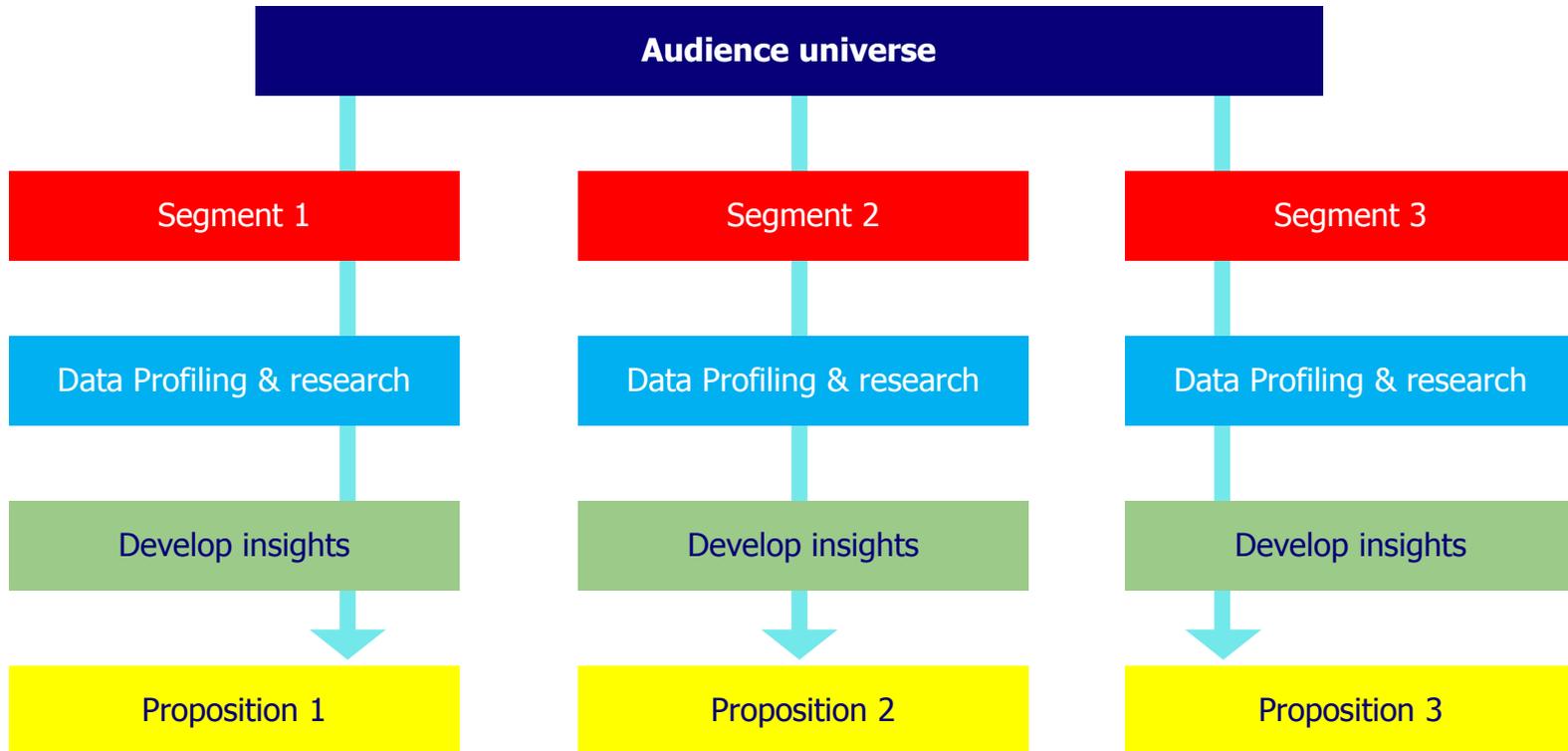< 1%

Turkish
< 1%

German
< 1%

https://ads.twitter.com/accounts/18ce53xhii5/au
dience_insights?audience_types=followers%2C&
audience_interactions=%2C&audience_ids=*%2
C&custom_types=%2C&targeting_criteria=%5Bo
bject+Object%5D%2C%5Bobject+Object%5D&
attribute_group=demographics

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Your followers

+Add comparison audience

OVERVIEW	DEMOGRAPHICS	LIFESTYLE	MOBILE FOOTPRINT
Top interest	Top language	Top interest type	Top wireless carrier
Tech news	English	Tech news	O2 (UK)

Region

State or region	% of audience
England, GB	70%
Greater London, GB	30%
South East England, GB	17%
South West England, GB	7%
East England, GB	6%
North West England, GB	4%
East Midlands, GB	3%
West Midlands, GB	3%
Yorkshire and The Humber, GB	2%
Wales, GB	2%

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Twitter's own analysis tool

Interests

Interest name	% of audience	
Tech news	69%	
Technology	68%	
Business news and general info	67%	
Business and news	67%	
Business and finance	63%	
Marketing	59%	
Entrepreneurship	58%	
Comedy (Movies and television)	53%	
Advertising	42%	
Politics and current events	42%	

TV Genres

Genre name	% of audience	
Sports	66%	
Drama	58%	
Reality	42%	
Comedy	36%	
Talk	34%	
Other	32%	
Movies	32%	
Documentary & Special Interest	28%	
Music	25%	
Sci-fi	24%	

https://ads.twitter.com/accounts/18ce53xhii5/audience_insights?audience_types=followers%2C&audience_interactions=%2C&audience_ids=*%2C&custom_types=%2C&targeting_criteria=%5Bobject+Object%5D%2C%5Bobject+Object%5D&attribute_group=demographics

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Research Case Exercise

- If you could find out one thing about your audience from research (for your case study)…

- What would you want to find out?

- How could you use digital channels to learn this?

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Segmentation > insight process

Audience universe		
Segment 1	Segment 2	Segment 3
Data Profiling & research	Data Profiling & research	Data Profiling & research
Develop insights	Develop insights	Develop insights
Proposition 1	Proposition 2	Proposition 3

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Behavioural segmentation

- Traditionally, we have segmented using demographics
  - *Attitudes, value, business demogs*

- Now, we can use behaviours
  - *Online e.g. clicks, downloads, videos watched, event registrations, email sign ups, etc.*
  - *Offline e.g. calls, events, DM responses, etc.*
  - *How about social media events – retweets, facebook likes, etc.???*

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Tesco database model

All Clubcard Holders

Gourmet Cooks

Baby

Vegetarians

TESCO

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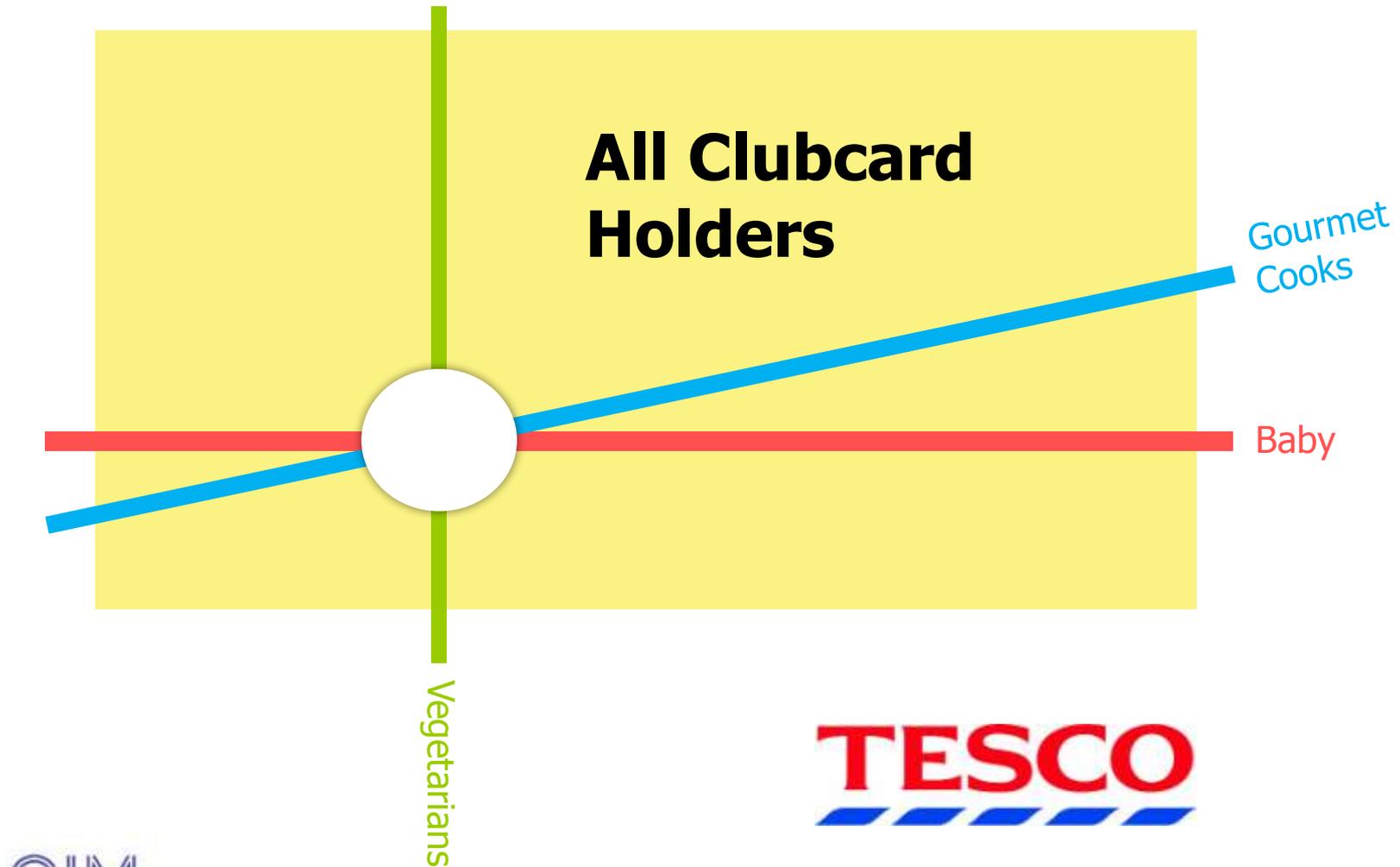
Circle = Vegetarian, gourmet cooks who have a baby in the family

Case Study Exercise

- If you were segmenting potential Moscow Olympics Potential Attendees. What variables could you use?

Demographics	Behaviours

- Which do you think would be the most useful?

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INSIGHTS: Diageo vs. Unilever models

- Two Different Approaches to Insight Generation

- Data reduction model used by companies like BP and Unilever

- Emotional and rational barriers model used by companies like Diageo

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Unilever Insights Model – Data Reduction

Business Issue

- Growth of flagship detergent brands stagnated

- Need to step change growth and take back market leadership from Ariel/ Tide

Context

- 2 key players (P&G & Unilever).

- Little differentiation in product quality. Communication very functionally focused

Our Customer Challenge

How do we drive preference for Persil amongst Mums with kids in a way that transcends functional product limitations?

Constraints

- Little breakthrough product innovation in pipeline

- Competition very capable of reacting to tactical/ promotional activity

Success

- Globally compelling communication that, drives market share and is future proofed to the incremental, functional innovation of our competitors

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What does the research tell us?

"The branded washing powders are all pretty similar – I just go for the one on offer"

+

"90% of Mums wash their kids clothes after one wearing"

+

Satisfaction with stain removal has increased 100% in 5 years

DATA

75% of mums believe society has lost sight of the importance of play in a child's learning process

+

Rise in childhood allergies associated by some to children not being exposed to enough dirt

+

"I was constantly outdoors without any adults as a child, that just doesn't happen these days"

INFORMATION

We're too good!
Our clothes don't really get that dirty, our detergents can cope with a lot more than they are tested with

Suffocated Youth
If we let go a bit and let kids be kids it would be better for them

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Turning Information into Insight

Information

Insight

The Torture Test

Our clothes don't really get that dirty, our detergents can cope with a lot more than they are tested with

Suffocated Youth

If we let go a bit and let kids be kids it would be better for them

"**I want my kids to be free to express themselves, explore and learn without having to worry about stupid things like laundry**"

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Checking your insight

Is it **R**eal?

Is it **R**elevant?

Does it **R**esonate?

Does it get a positive **R**eaction?

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An example of the result…

Diageo Customer Insight Process

- What is current customer behaviour?

- What is desired customer behaviour?

- What are the rational and emotional barriers that you need to overcome?

Insight Case: GE Education – How do you get kids interested in science?

Insight Question:
- What puts people off being interested in science?

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Evaluating a value proposition

'Compelling'

'Credible'

Why will the customer believe it?

'Relevant'

Why will the customer be interested?

'Competitive'

How will the customer see it as better than other offers?

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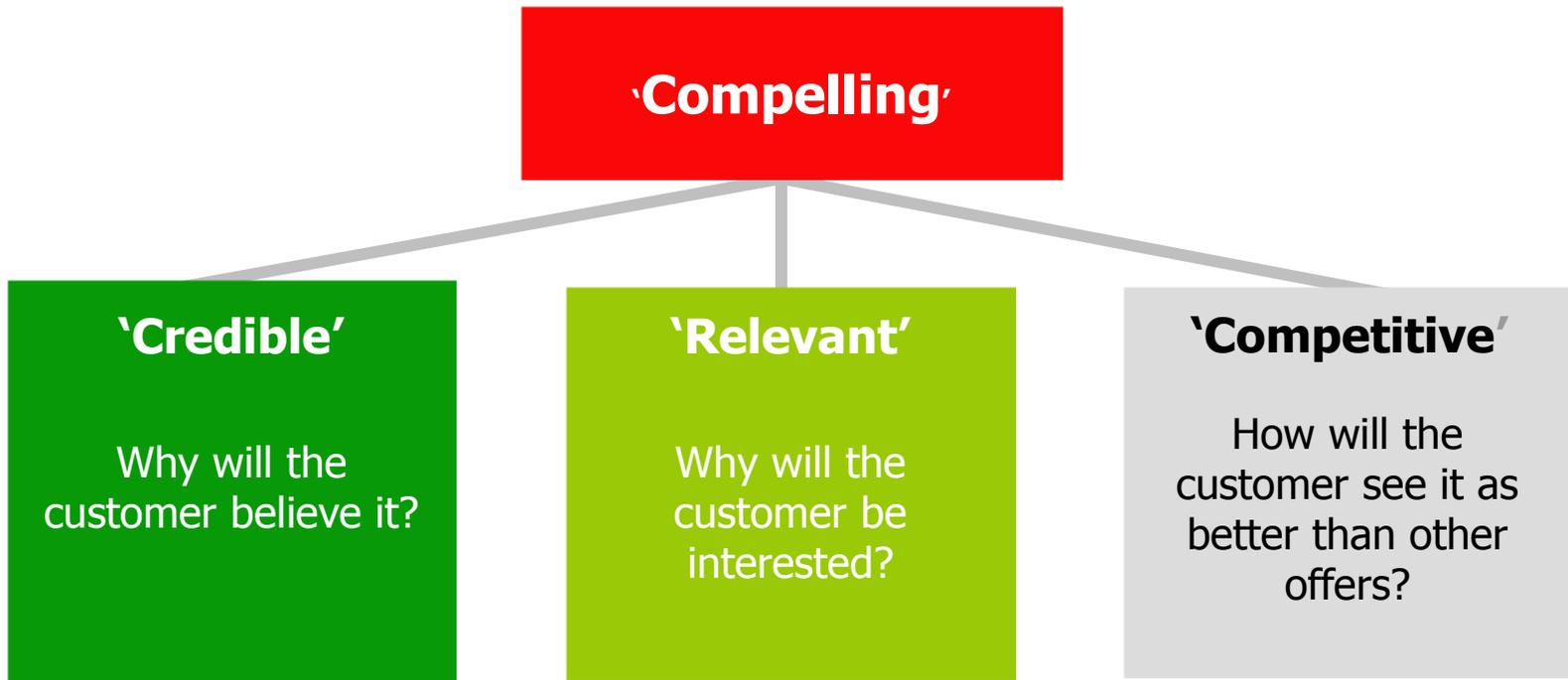
Evaluating perceived customer value

Five primary generic dimensions of perceived quality

Tangibles	Appearance of physical facilities, equipment, personnel, services delivered
Reliability	Ability to perform the promised service dependably and accurately
Responsiveness	Willingness to help customers and provide prompt service
Assurance	Knowledge and courtesy of employees and conveying of trust
Empathy	Caring, individualised attention the firm provides for customers

Source: Zeithaml, Parasuraman & Berry 1990

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Always think like a consumer....

- Incredible engineering:
  - Inventors of "easy open end" for cans

- Other inventions:
  - Floppy dip tube
  - Super fine aerosol spray
  - One of these has no consumer benefit, the other consumer's value but it reduces their customer's profitability Which is which?

You must think like a customer not an engineer...

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Insights & Value Propositions Case Study Exercise (Olympic Voting Committee)

- What is their current behaviour?

- What do you want them to do instead?

- What are their barriers (emotional & rational) that are stopping them behaving as you want them to?

- Can you develop a compelling proposition to address the key barrier?

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Building brands through content marketing

Principles of content marketing. Where do content ideas come from?

Setting up a blog.

Influencing the digital influencers.

MOST COMMERCIALLY IMPORTANT DIGITAL MARKETING TREND FOR 2015?

Trend	Percentage
Content Marketing	29.6%
Big Data	14.6%
Marketing Automation	12.8%
Mobile Marketing	11.0%
Social Media Marketing	8.9%
CRO	7.6%
SEO	4.3%
Communities	3.1%
PPC	3.0%
Partnerships	1.5%
Display advertising	1.5%
Other	1.3%
Online PR	1.0%

Source: Smart Insights

http://www.adweek.com/socialtimes/content-marketing-2015/614186

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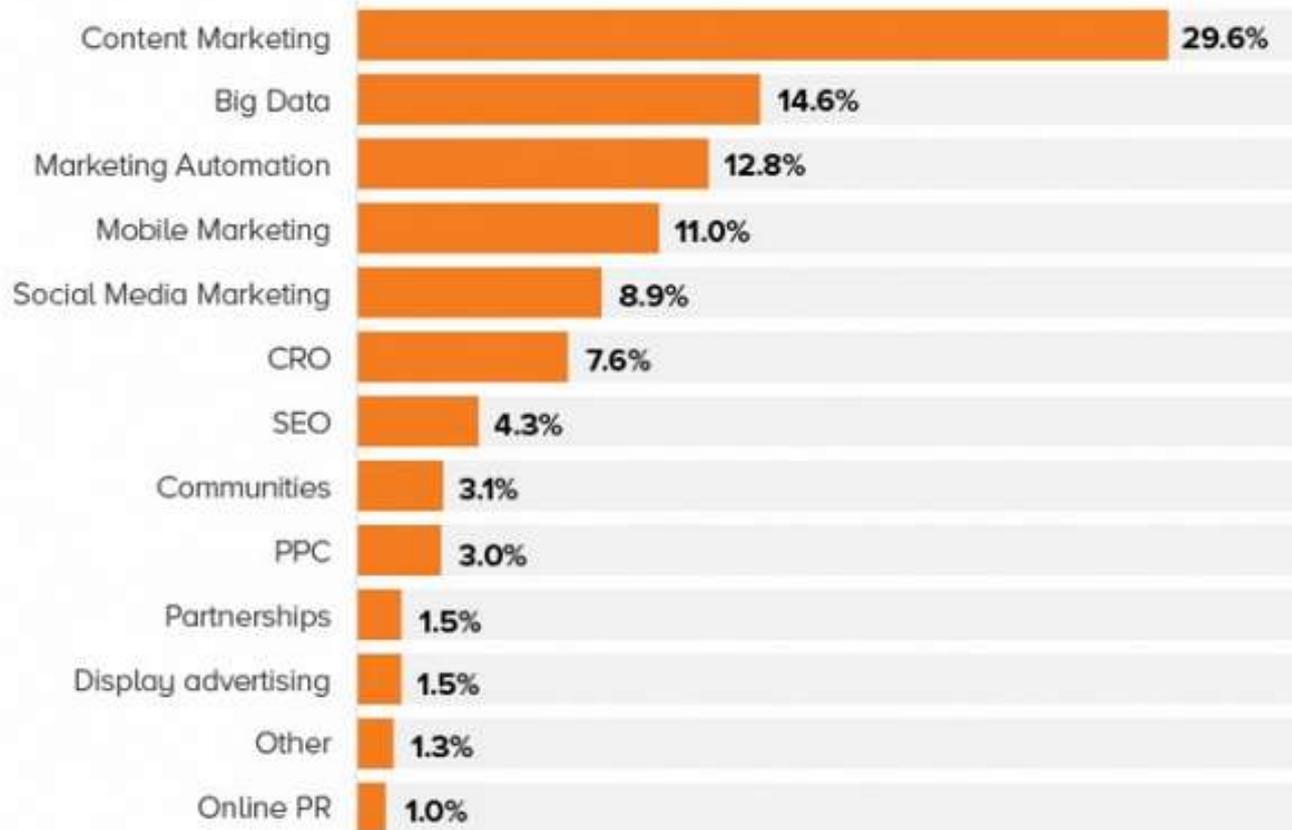
70% of the customer buying cycle is completed before a prospect is willing to engage with an actual person

US stats - Hubspot
86% skip TV ads
91% unsubscribe
44% never open DM
200m people say don't call

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Microsoft Clipart

Impact of content on SEO

What are the MOST EFFECTIVE SEO TACTICS used?

Tactic	Percentage
Relevant content creation	72%
Keyword/phrase research	48%
Frequent website updating	34%
Relevant link building	33%
Social media integration	28%
Frequent blogging	23%
Mobile search optimization	17%
Website URL restructuring	16%
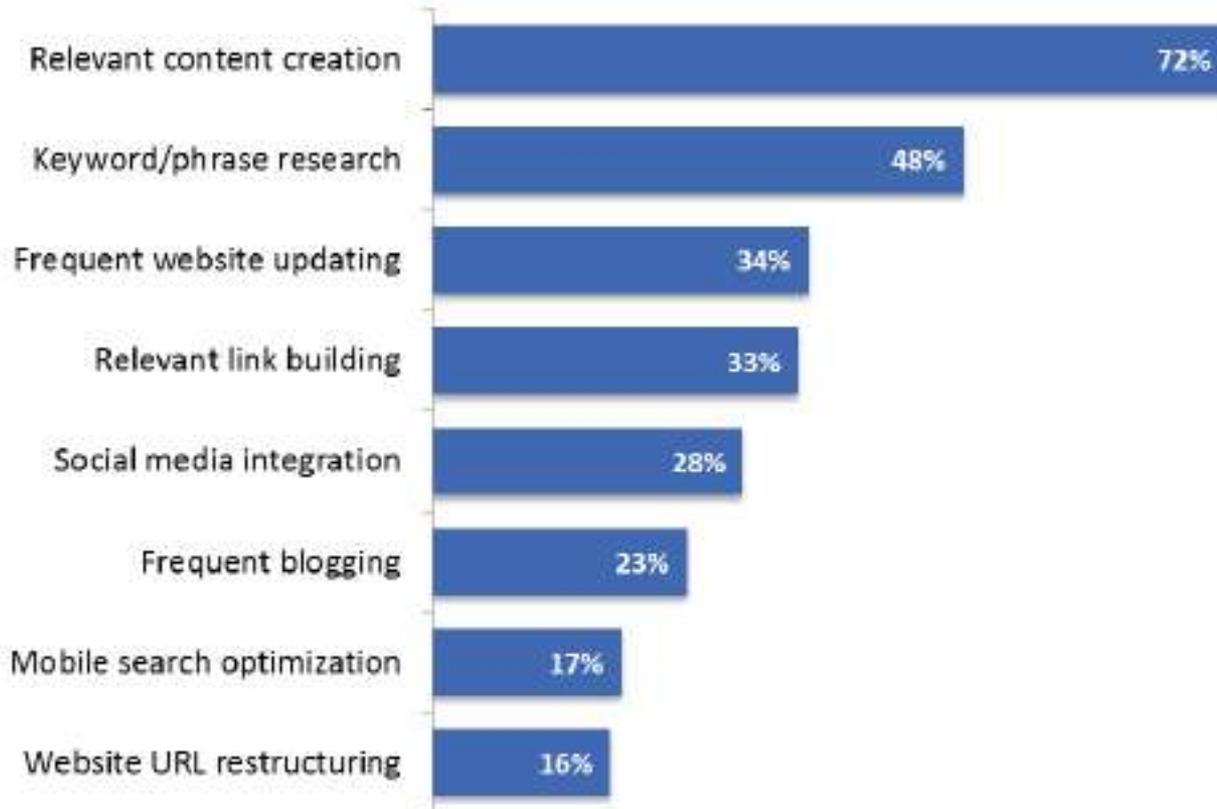
Ascend2

Search Engine Optimization Survey, N=286
Ascend2 and Research Partners, Published June 2015

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http://www.brafton.com/news/seo-1/content-marketing-still-effective-challenging-seo-tactic?utm_content=buffere9aa2&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

Group Exercise

- What are the characteristics of great content?

What are the characteristics of great content?

- *Engaging*
- *Based on a customer need / insight*
- *Creative idea driven*
- *Integrated*
- *Clear call to action*
- *Search and social media friendly*
- *Shareable*
- *Authoritative*
- *Reflects your brand*

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Content for brand personality

innocent little tasty drinks

juice · things we make · us · blog · family · bored? · press · kids · health

win a healthy new year

It's that time again. New year, new you, new Lycra crop-top.

find out how to win a prize with every pack here

personal trainer · smoothie vouchers

daily thoughts

January 6th 2012
bottoms up
Being a group of mature adults we like to write secret messages on the bottom of our smoothie bottles and then giggle...
more...

January 6th 2012

Innocent drinks

Probably the straightest banana we've ever seen (and we've seen quite a few). Might actually be a yellow cucumber. Either way, we like its little shoes.

Like · Comment · Share · 783 · 54 · 82 · 4 hours ago

Ranked 7th in world for effectiveness of using Social Media

Source:- Headstream Social Brands 100 List

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Tactics for quality content marketing

1. **Monitor social media**
   - Trends, topics, comments
2. **Know your customers**
   - Behaviours, comments, customer service queries
3. **Do competitor audit**
   - What do they talk about, what works, what do their customers say?
4. **Do keyword research**
   - What do they talk about?

5. **Test article titles**
   - Which get engagement
6. **Optimise for SEO**
   - Links, meta data, images, link bait, keyword usage
7. **Read the research**
   - Images
   - Emotional content

Popular Emotions

Other (15%)
Awe (25%)
Surprised (2%)
Sadness (1%)
Empathy (6%)
Anger (6%)
Joy (14%)
Laughter (17%)
Amusement (15%)

OkDork BY NOAH KAGAN

Buzzsumo

http://www.jeffbullas.com/2015/08/11/7-tactics-write-quality-content-audience-will-love

Where do content ideas come from?

Compelling Insight

Compelling Benefit/Reason To Believe

Compelling Brand Equity
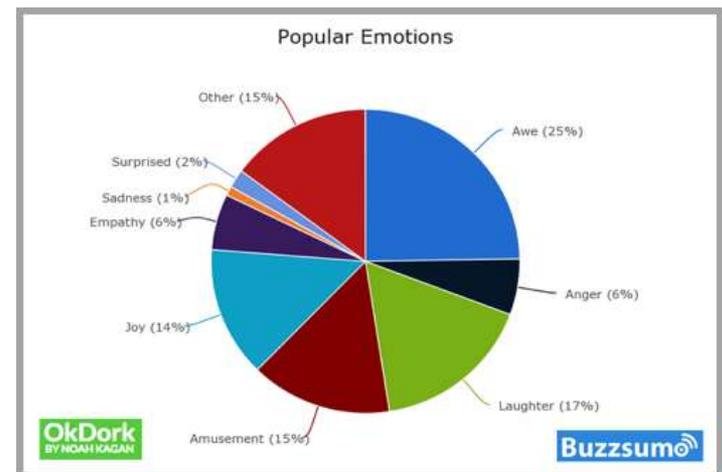
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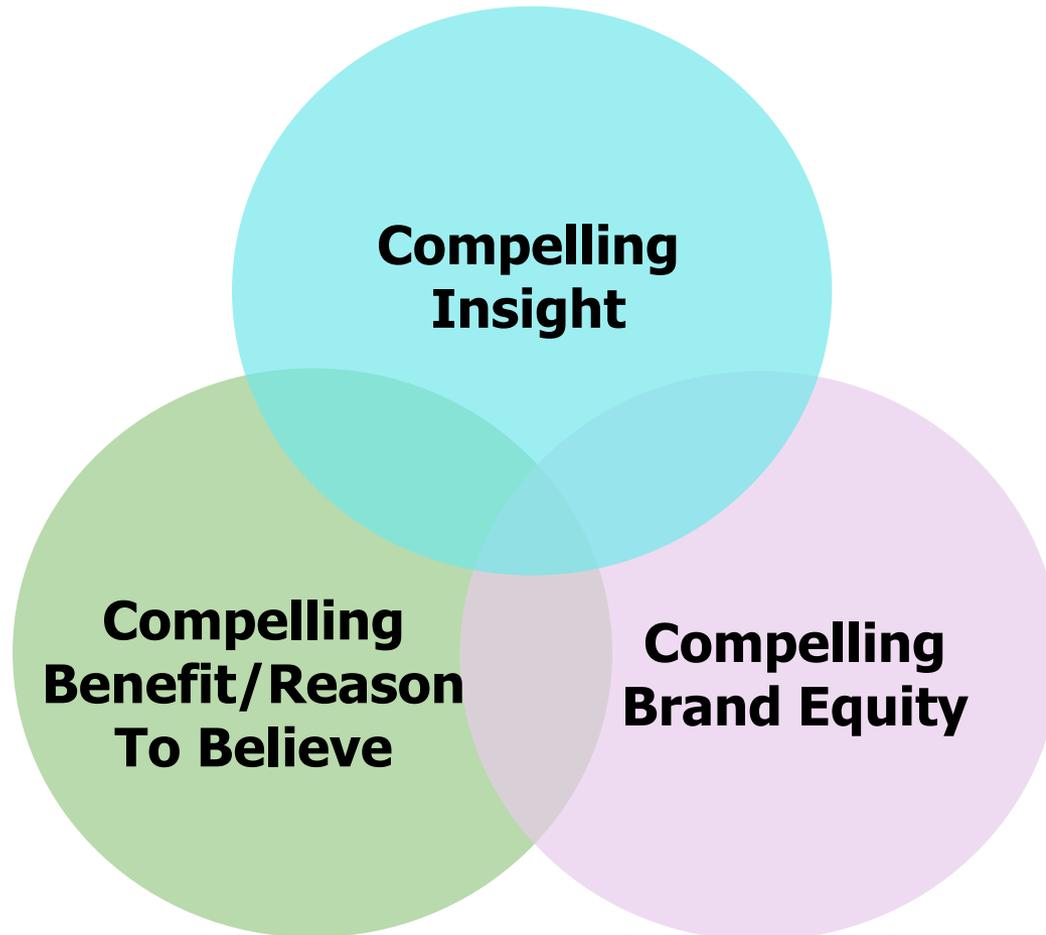
Mimi Cancer Foundation – If only for a second

Nando's Black – influencing the influencers

12 million followers

Disney Moms Program

- 1,300 US Moms
  - With 5 mill twitter followers
  - Unpaid, receive perks
  - Discounted trips and gifts
- Social Media Moms Celebration Weekend
  - Pay for own travel, hotel and part of park ticket cost
  - Blog with advice on how to be selected shared 1,600x

The theory is that mothers with a large online presence have the ability to influence travel and entertainment planning of other mothers. "For a big chunk of our guests, it's the moms who are making [travel] decisions," said Tom Staggs, Disney's COO

Amanda F., California

Greetings from California! I am here to help make your visit to the Disney Parks as pixie-dusted as possible! As a regular to both Disneyland and Walt Disney World, I am ready to put my coast-to-coast Disney Parks knowledge to work for YOU!

Disney Vacation Tips

Disney Parks Moms Panel Video Library

http://finance.yahoo.com/news/insight-disneys-powerful-marketing-force-081110955.html

http://disneyparksmomspanel.disney.go.com/home.aspx
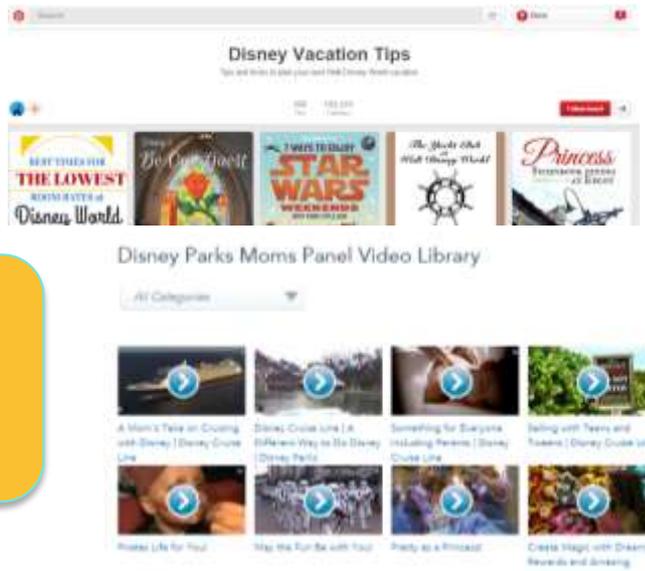
Finding Influential Tweeters - FollowerWonk

Twitter users by segment

Showing 1 - 8 of 8 results

	screen name	real name	tweets	following	followers	days old	Social Authority
follow	BBCBreaking	BBC Breaking News	27,141	3	20,427,738	3,195	93
follow	guardian	The Guardian	211,344	1,113	4,972,439	2,266	92
follow	Zoella	Zoë	37,255	399	4,081,620	2,487	97
follow	UN	United Nations	42,638	1,045	6,093,358	2,865	93
follow	KimKardashian	Kim Kardashian West	20,726	124	38,970,313	2,497	93
follow	ladygaga	The Countess	7,221	131,280	54,572,730	2,855	95
follow	katyperry	KATY PERRY	6,820	158	81,137,478	2,524	94
follow	rihanna	Rihanna	9,746	1,151	54,682,556	2,300	91

No filters

https://followerwonk.com/OxYz

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Blogging

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Setting up a new blog

- Simple templated formats
- Drag & drop
- Choose from existing designs
- Add applications:
 - Google Analytics
  - Amazon Wish list
  - Pinterest

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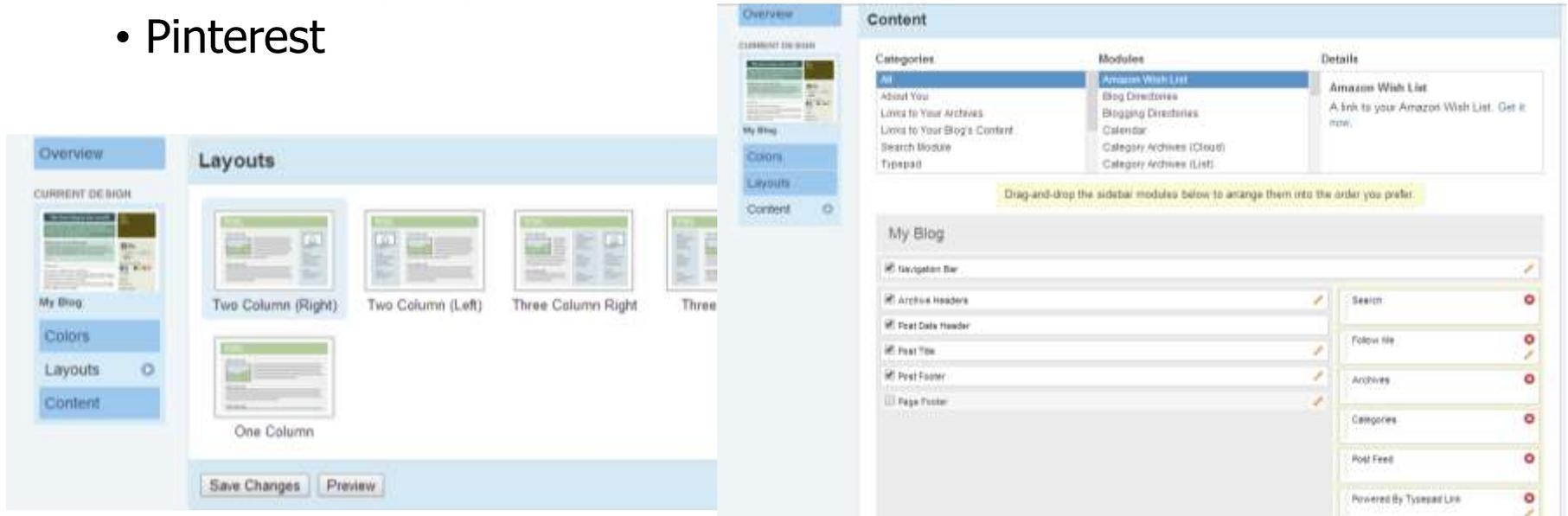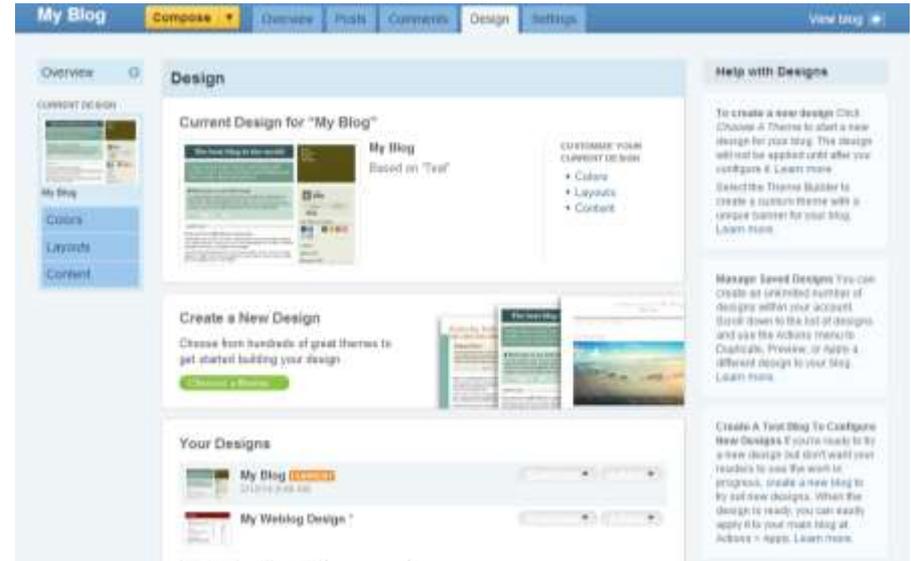
Tone of voice – expert engagement models

Authentic Voice

Brand Ambassador

Community Connection

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Dealing with comments

- Blogging platforms give you options:
  - No comments
  - Only comments with email registration
  - Only comments with the anti-spam letters
  - Any comments, but alert you when you have them
  - Any comments

- What to do with negative comments?
  - When should you delete & block? (offensive & spam)
  - How long do you have to reply? (24 hours)
  - What if they disagree? (allow them to! But reply & discuss)
  - What about general company complaints? (Take off line)

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Dealing with comments – my solution...

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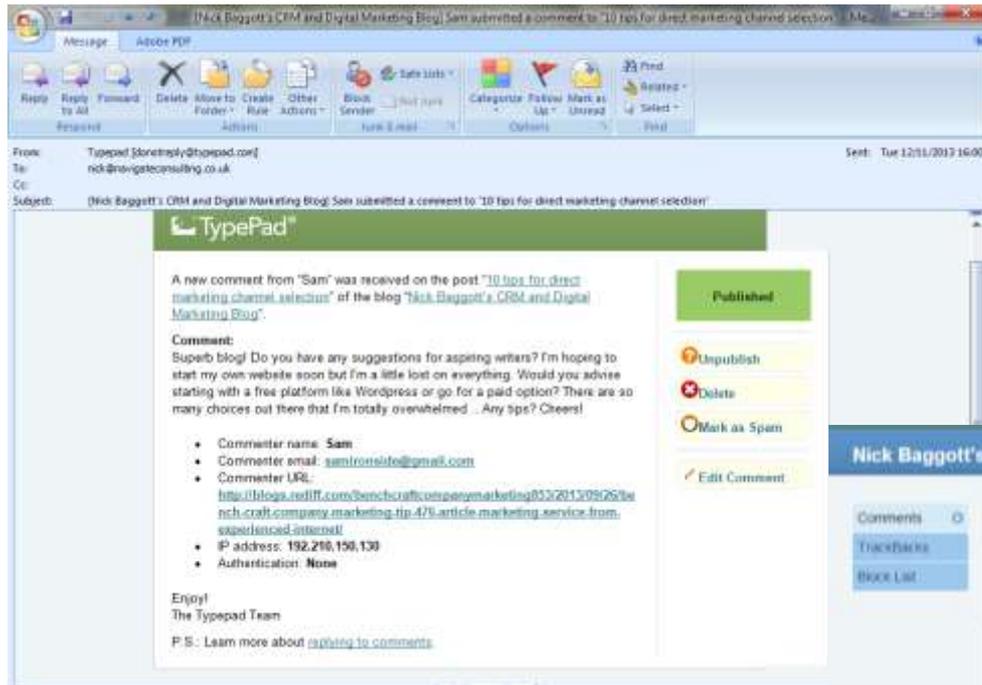
Content exercise

- Based on your insight for Moscow's Olympic Bid

- What content do you need?

- Would blogging or influencing bloggers work?

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Implementing a social media branding campaign.

Developments in key global social channels. Responding to a social media incident. Measuring success.

Social media global active users (June 30th 2015) Source: Simply Measured

2015 Monthly Active Users on Each Network

1,440,000,000

1,000,000,000

302,000,000   300,000,000   300,000,000

230,000,000

47,000,000
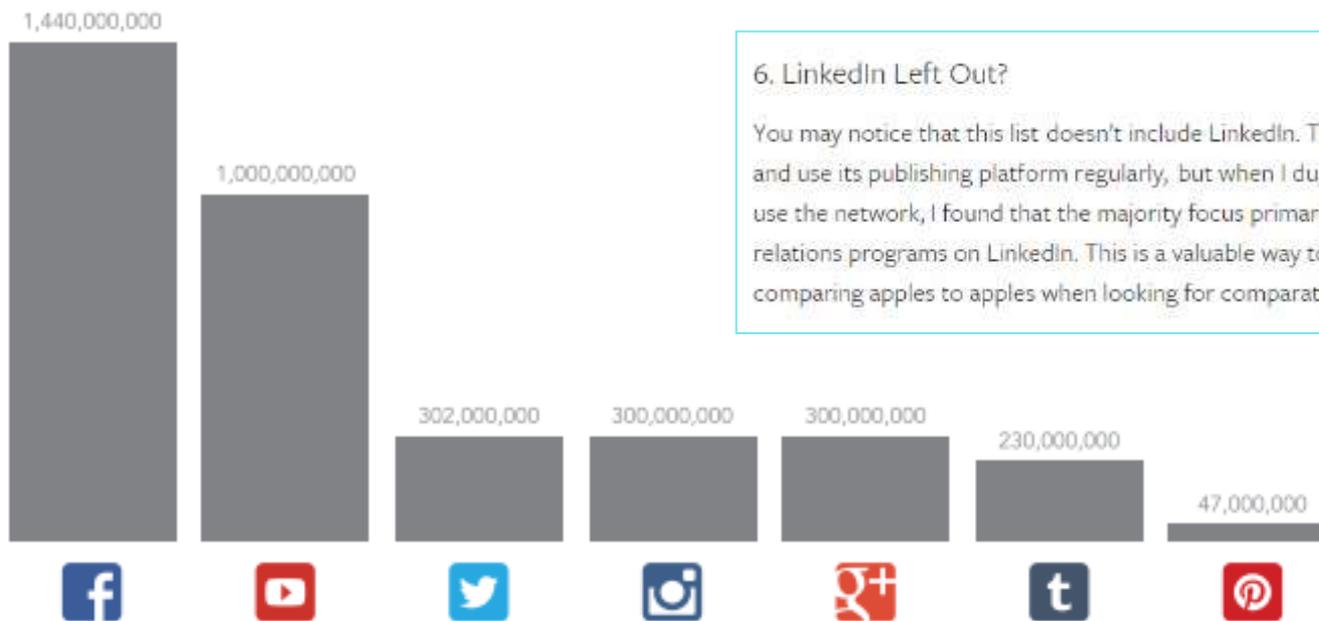
6. LinkedIn Left Out?

You may notice that this list doesn't include LinkedIn. This was by design. I love LinkedIn and use its publishing platform regularly, but when I dug into how these 100 companies use the network, I found that the majority focus primarily on recruiting and employee relations programs on LinkedIn. This is a valuable way to use the network, but isn't comparing apples to apples when looking for comparative digital marketing trends.

http://simplymeasured.com/blog/2015/06/30/7-stats-about-the-top-social-networks-for-brands/?utm_source=twt&utm_medium=soc&utm_campaign=blg#i.1xk2wax1bb1f5h

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Big companies use around four networks...

Percentage of Interbrand 100 Companies Using Each Network

Russian social media stats (May 2015)

- 100m Vkontakte users
- 46m users / day
- 65m Odnoklassniki users
- 13m Facebook users
- 4m Twitter users
- 25m YouTube users

- VKontakte (VK.com) active monthly Russian users: 46.8 million
- Date of VKontakte (VK.com) launch: October 10, 2006
- Number of Mail.ru monthly users: 52.4 million
- Number of Odnoklassniki users: 65.3 million
- Number of Russian Facebook users: 13.1 million
- Number of Russian Twitter users: 4.2 million
- Number of LiveJournal Russian users: 5.7 million
- Number of Russian YouTube visitors: 25 million
- Number of Russian Google users: 45.8 million

http://expandedramblings.com/index.php/russian-social-media-stats-yandex-vkontakte/

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vKontakte stats

http://www.slideshare.net/andrewik1/v-kontakte-demographics

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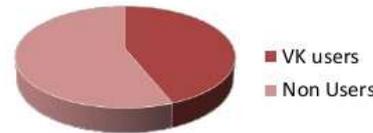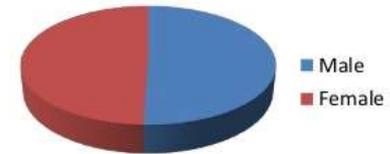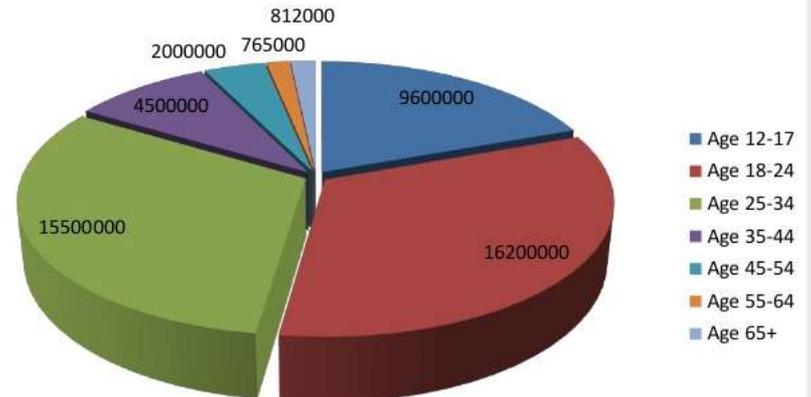
How Facebook is using web 3.0

How Does Facebook Choose What To Show In News Feed?

News Feed Visibility =* I x P x C x T x R

Interest   Post   Creator   Type   Recency

Interest Interest of the user in the creator

Post This post's performance amongst other users

Creator Performance of past posts by the content creator amongst other users

Type Type of post (status, photo, link) user prefers

Recency How new is the post

http://techcrunch.com/2014/04/03/the-filtered-feed-problem/

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Recent Facebook developments

- Lead Ads
  - Like other Facebook ads, but when you hit call-to-action button,
  - stay on Facebook with a Facebook form collecting customer data

- Dislike Button & Emoji's
  - Trial in Ireland & Spain

- New (disposable) videos
  - Like Snapchat (in trial)
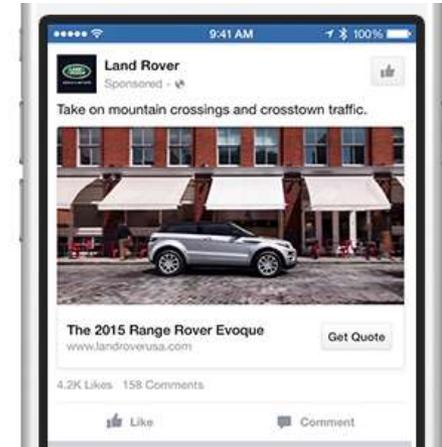
Instagram engagement stats (Hootsuite)

- Posts with images get 38% more likes

- Posts that mention another user's handle get 56% more engagement

- Ad recall was 2.9 x higher than Nielsen's online advertising average

- Posts with # get 12.6% more engagement

- Posts tagged with a location get 79% more engagement

http://blog.hootsuite.com/instagram-statistics-for-business/?utm_source=socialmediaexaminer.com&utm_medium=socialmediaexaminer.com&utm_campaign=socialmediaexaminer.com

Twitter News Jacking

Hijack an existing #?

– At an event

– For a news story

– During a TV show….

https://twitter.com

Twitter Vine
Six seconds

http://blog.twitter.com/2013/01/vine-new-way-to-share-video.html

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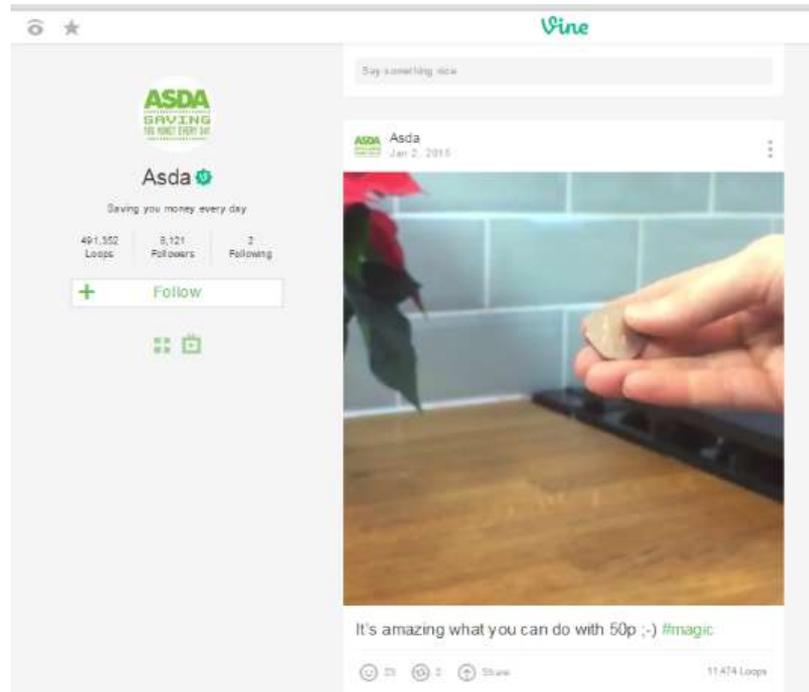
Twitter Periscope

- Behind the scenes
- Live training
- Announcements
- Enhance live events
- Meet the CEO
- Customer support / FAQ's
- Giveaway (1st correct answer)

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Dealing with Comments…

Nestle, Greenpeace and Palm oil

- What do you do?
- What do you not do?

Source: http://www.youtube.com/watch?v=QV1t-MvnCrA.

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Incidents vs. a crisis

- An *incident* is – any interaction with an external party via social media
    - Can be good or bad
    - Can be with customers, journalists or influencers

- A *crisis* is - a severe incident, where you have lost control
    - Typically bad news
    - Media and Social media are spreading the story and you cannot stop or influence it at this time

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How to handle each incident level

Level	Who	What
1	Social Media team responds.	Acknowledge, or thank, or answer query.
2	Social Media team respond, but inform higher management that they have done so.	Try to take situation out of the public domain. Suggest they contact customer services (provide number).
3	Social Media team does not respond, apart from acknowledging the issue. They escalate to senior management to respond.	Acknowledge only. Do not apologise yet. Tell them what you are doing. Allow time to think it through. Use the media they used to respond. Once situation resolved, consider sharing response publicly.
Crisis	Social Media team alert senior management who form a crisis management team.	Refer straight to Senior Crisis Response Team. Let them respond.

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Measuring Social & Brand

Measuring Brand

- Prompted Awareness

- Unprompted Awareness

- Net Promoter Score
  - Would you recommend us 0-10

- Sentiment Tracking

- Engagement

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Measuring engagement

ACQUIRE		PARTICIPATE		ENGAGE				SHARE	
View content on web site	Put through to air	Sign up for email newsletter	Read email newsletter	Download horoscope	Vote on web survey	Comment on web content	Offered privileged membership	Viral sharing	Link on own blog
Enter to play on TV	Register	Sign up for text alerts	Read text alerts	Click on link on email newsletter	Respond to offer and make a purchase from text or email	Take part in viewer survey		Gifting	Host event
Vote on TV	Opt in	2nd entry for TV vote or play TV		Provides additional data e.g. birth date or kids details				Sign up for privileged membership	Re-use Lifetime web content
	Enter sweep								
1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**

Customer Commitment Scale / Customer Engagement Index
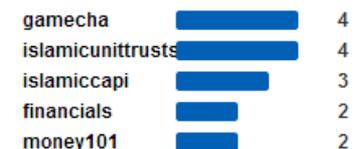
Personalisation

Social aggregators – social mention (free)

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If you have any questions arising from this course, please email me at this address:

askthecoursedirector@cim.co.uk