

Trends in the Advertising Market

SIINDA Premier Conference 2014

metaconsulting



Not talking about ...
~~Present~~ Past Trends

- #Social_Media_Marketing
- #Mobile_Marketing
- #Retargeting
- #LBS_Local_Based_Service
- #Multichannel
- #RTB_Real_Time_Bidding
- #Lead_Based_Campaign
- #Video_Ads
- #...



Change of Focus

Client & Agency

- ↑ Expectations
- ↓ Appreciation
- ↑ Competition
- ↓ Price

Diversity

- ↑ Rapid Changes
PC > Tablet > Mobile
- ↑ N° of Devices
- ↑ User Generations
- ↑ Ad Blindness

Time factor

- ↑ Speed
- ↓ Strategy
- ↓ Creativity
- ↓ Quality

BUT!

Online Marketing works best, when done
constantly and with a sound strategy

(but unfortunately that's contrary to the
„old“ paradigm digital = fast and cheap)

and now ...
the Trends

There is not THE one and only trend that brings success!

As always: There has to be ...
a good, long-term strategy
a real integration into the business
a well-selected set of measures and actions

#1 Inbound
Marketing

#2 Mobile
Responsive
Marketing

#7 Service-
Orientation

Top 7 Trends
(my personal selection)

#3 Personalisation,
1:1 Marketing

#6 Prozess
Optimisation

#5 Online - Offline
Convergence

#2 Big Data /
Smart Data

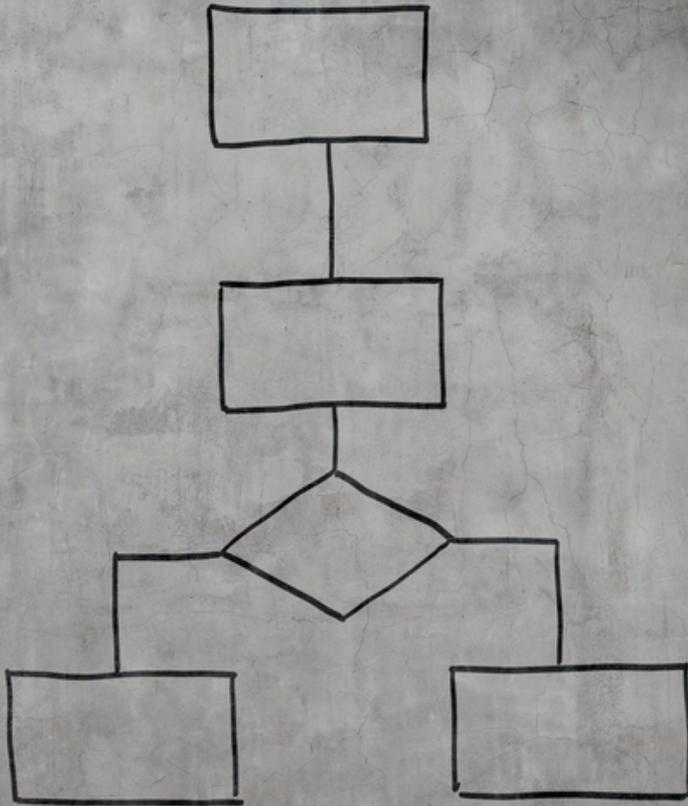


#7 Service Orientation

- Significant shift in the collaboration between clients and digital agencies
- Interactive agencies will no longer create solutions only based on their own specialization - but develop a holistic digital strategy together with their clients
- Positive effect on quality and innovation
- Agencies are no longer project-related service providers - but be a true partner.
- Working methods will change to "agile"

#6 Process Optimisation

- "Tuning" is the order of the year - not to follow the next "hype"
- Customers and customer needs move into focus
- Accurate and more professional analysis of data
- Better integration of the online world into the business processes
- Redesign and optimisation of the website and advertising material
- In e-commerce: increasing efficiency, reducing returns





#5 Online - Offline Convergence

- 2nd Screen -> Multiscreen. Attention span for each screen is further reduced
- Task is to determine the channels that reach the highest attention & relevance
- 1st & simplest way: sync TV & online-ads
- Leads to more interactivity - TV commercials will be better measurable
- Campaigns that combine entertainment and value for the user are increasingly included in advertising planning
- Online ad spendings will exceed TV ads

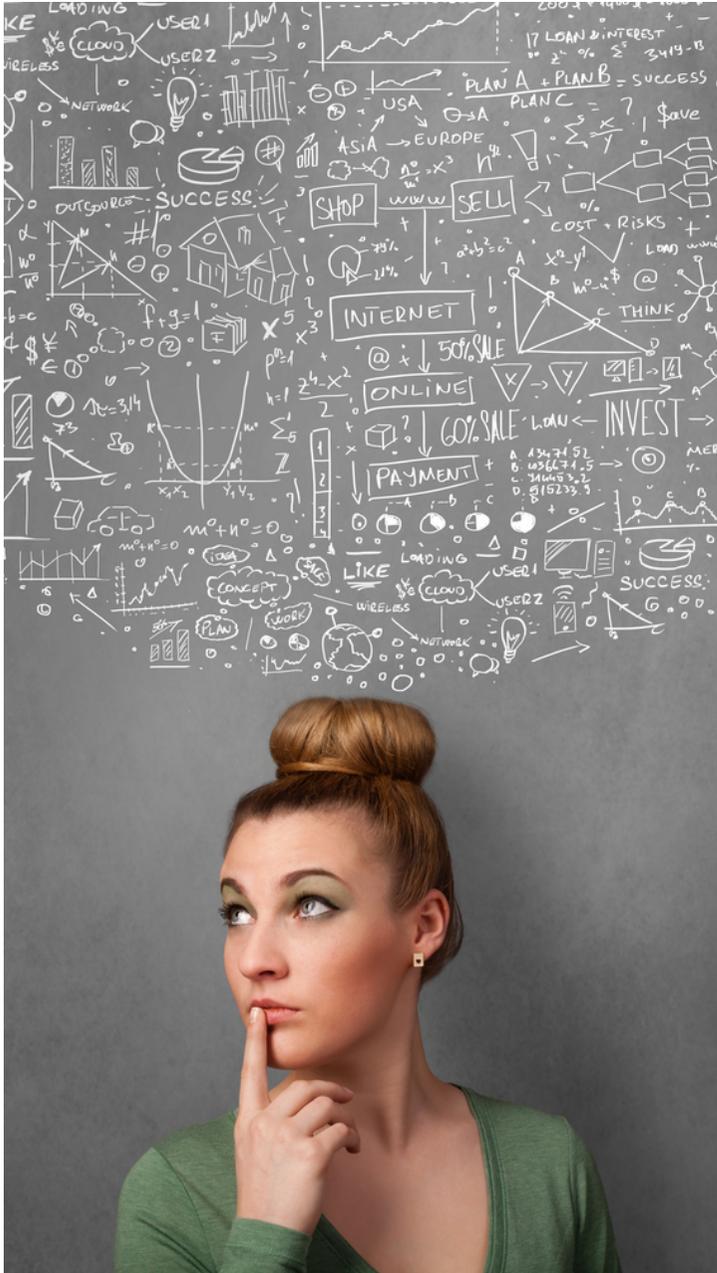


#4 Personalisation, 1:1 Marketing

- Ads are more closely tailored to the personality of the user, device and context of use
- Ads that look the same on all channels, lose their meaning
- Targeted offers and information to the needs and interests are paramount
- End of the „target groups metaphor“
- Analyse user data granular to offer them a better service (fully automated). Users will not tolerate additional advertising, but appreciate a better service.

#3 Big Data / Smart Data

- The aim is to create a comprehensive profile of the user behavior
- Online and offline data obtained are collected, analyzed, interpreted, set into relation with other information and used to serve as a basis for optimisation of marketing actions and real-time decision-making
- Small businesses have to make do with "smart data": data entered or left by the users or collected from direct customer contact: Their demographics, where they click, what they buy, etc.





#2 ~~Mobile~~ Responsive Marketing

- Mobile has by far not reached its peak
- Mobile must be integrated into the overall strategy - even: "mobile first"!
- All campaigns must also be mobile, which makes campaign management more complex
- All contents, promotional material, newsletters, etc. must be responsive
- Mobile advertising needs to have multiple formats (for smartphone and tablet): apps, augmented reality and couponing



#1 Inbound Marketing

- Marketing reversed: instead of using advertising for the first contact, high-quality content attracts attention. In a later step traditional advertising is used
- Editorial content in the form of text, video, audio or images is offered in blogs, explanatory videos, websites, etc.
- Product advertising and “marketing language” is completely omitted in the ideal case
- Aim is to attract attention and trust of customers - to strengthen the brand

#1 Inbound Marketing (Process)

Content Creation

- Blog
- Video
- How-to
- eBook

Seeding

- Social Media
- SEA
- Public Relations
- E-Mail-Marketing
- Newsletter

Customer Interaction

- Like / Share
- Subscribe
- Send Request
- Buy
- Upsell



Hair Care

HAIR CARE > Blow-Drying & Smoothing

Care Tips

Hair Care Products

Be Gentle: Blow-Drying & Smoothing

Does daily blow-drying damage your hair? Are flat irons rough on your hair? Will heated rollers cause more split ends? What do I have to consider when using a curling iron? Here you find the ultimate tips on protecting hair from heat damage and on blow-drying and smoothing your hair the caring and gentle way.



Proper Blow-Drying

Yes, you can blow-dry your hair like a professional and prevent bad hair days! Learn all the best tips and tricks from the pros about using your blow dryer properly. In his video tutorial, star stylist Armin Morbach shows step by step how blow-drying is done the right way

» *Blow-Drying – It's not Just Hot Air*



About Hair: Trends, Facts & Tips



Schwarzkopf Trendy Looks 2014



How to Have Healthy Hair



Three Ways to Straight Hair



Example Schwarzkopf

The manufacturer has strongly focused on content and the look of a classic fashion magazine. The content is in the foreground, the products are used as promotional items only.

LA RECETTE DU SUCCÈS D'UNE BOULANGÈRE

Des produits de boulangerie sains sur Internet



Noter cet article



La commande vient d'être passée et les produits sont déjà dans la boîte aux lettres. Quelle odeur délicieuse! À déguster sans mauvaise conscience: ils viennent de la boulangerie «gsund» de Ramona Marggi, qui fabrique ses produits à la main avec ses propres recettes, sans additifs ni conservateurs.

Thèmes

Colonnes (45)

Conseils d'experts (15)

Portraits (52)

Questions des lecteurs (16)

Vidéos (39)

work@helvetia (33)

TOUS LES THÈMES

Les plus commentés

Le mieux noté

Tous les articles

RECHERCHER



Le blog Helvetia sur Facebook

J'aime



Assurance commerce PME Helvetia.

Quels que soient vos projets, nous sommes à vos côtés.

Venez en

Example Helvetia Blog

The Helvetia blog is a separate platform, detached from the corporate website. The editorial concept is based on three pillars: Storytelling, involvement through infotainment and initiated dialogue by topics. In addition to text and video, audio and image are used.

Summary

What we are looking forward to ...

7. Agencies developing a holistic digital strategy together with their clients
6. Tuning and more professional data analysis as the order of the year
5. Determining the online and offline channels reaching the highest attention & relevance
4. Ads being more closely tailored to the users and will have to bring up service or value
3. Creating comprehensive profiles of user behaviour
2. Integrating mobile into the overall strategy
1. Content being King and leading to inbound marketing

Thank you for your attention!

Martin Sternsberger

martin@sternsberger.com

+43-699-13 00 94 20

www.metaconsulting.net



metaconsulting