



Vrije Universiteit Brussel (VUB)
Faculteit Economische, Politieke en Sociale Wetenschappen en
Solvay Business School

Prof. dr. Malaika Brengman, hoofddocent Marketing
Centrum voor Bedrijfseconomie en Strategisch Management

nodigt uit

Lezingenreeks:
Marketing in de Praktijk.
Top Marketeers aan het woord.

Back to the FUTURE

12th of May - 6PM to 8PM



David Merzel
Country Manager
Entertainment & Device
Microsoft BeLux
Blog: davidmerzel.wordpress.com



Luc Van de Velde
Director
Developer & Platform Group
Microsoft BeLux
Blog: lucfields.spaces.live.com

Agenda



*Consumer (r)evolution
Opportunities for Future Marketeers*

What are the most important technological changes, for the consumer, in the near future ?

Your INPUT

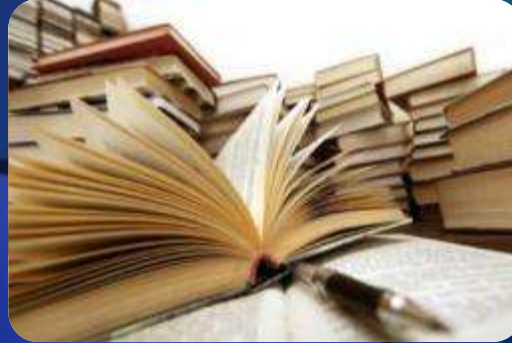
Answer	Votes	
Natural User Interface on every device (PC, Smartaphone, TV, ...)	60	25%
Digitalisation of everyting (Music, Picture, ...)	58	24%
Explosion of Social Media Network	47	20%
Information available from different devices, thanks to Software / Application on the WEB (Cloud Computing)	46	19%
Augmented Reality (as in Minority Report)	22	9%
Other (see below)	6	3%

Consumer behaviour

Communication



Information



Entertainment



Discovery



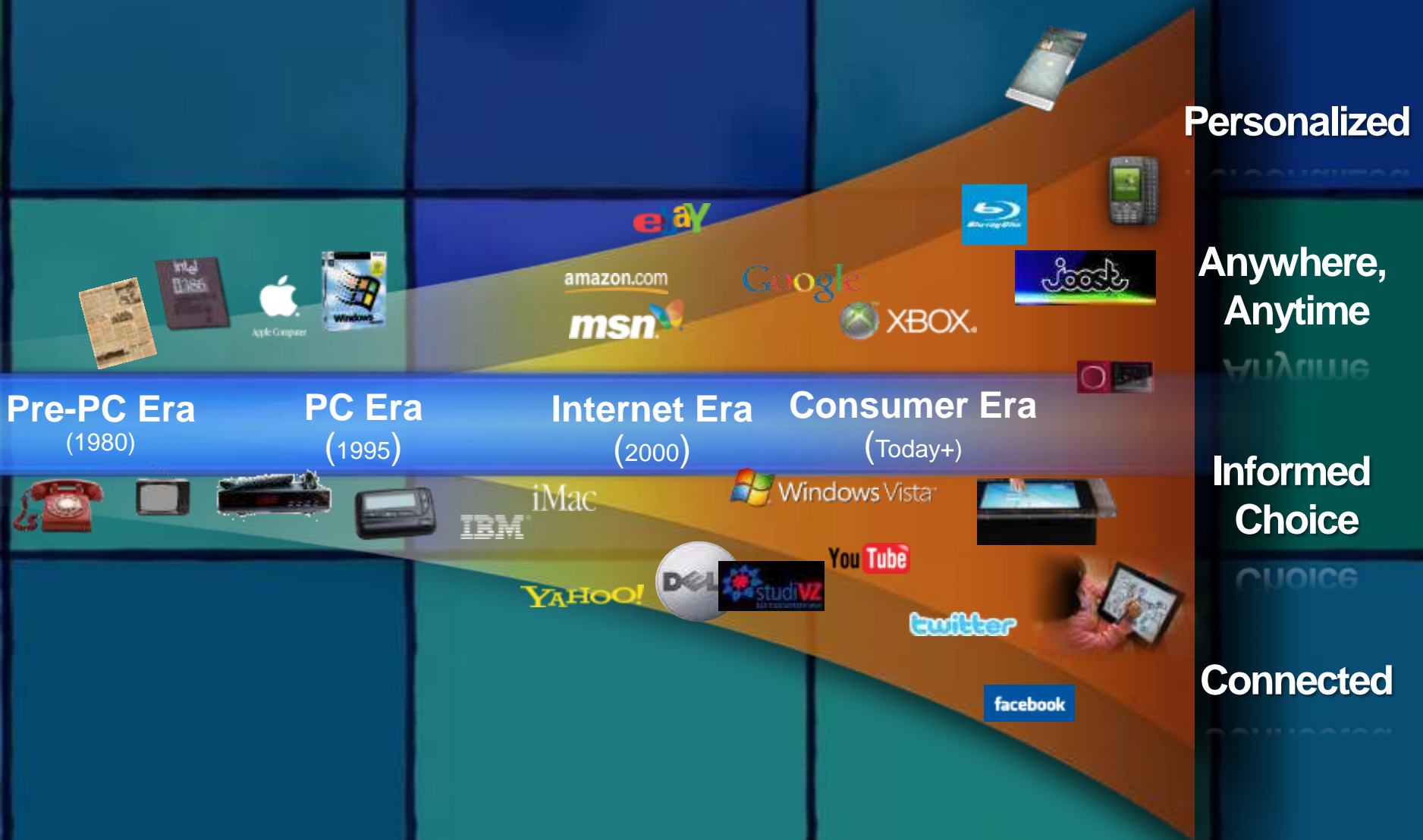
Transactions



Creation



Consumer (R)evolution



Facebook:
100M
9 months

iPod
3 years

Internet
4 years

TV
13 years

Radio
38 years

MILLIONS OF USERS



Video NATAL

You are the Controller



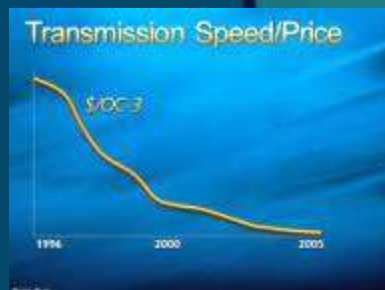
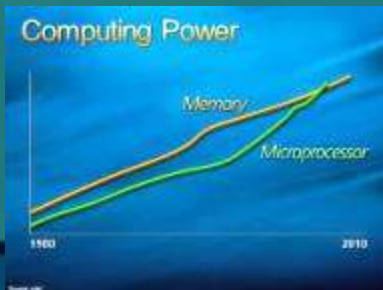
<http://www.youtube.com/watch?v=p2qlHoxPioM>

LEARNXBOX

Two strong drivers for change

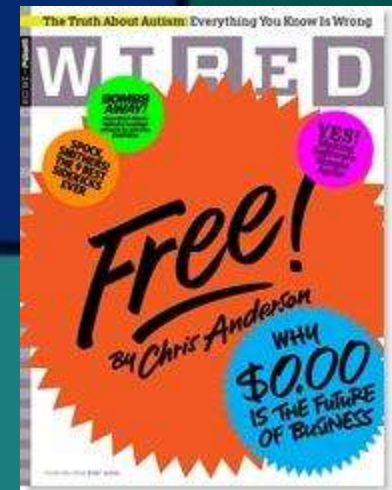
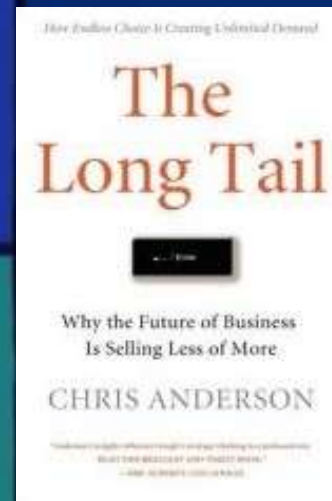
Technology

The revolution of
“fast and cheap”



Business

The race for
“a free long tail”



Yesterday's big Debate

Software

Service



Microsofts Strategy: Best of both worlds



Business Models (non limited to IT)

Licensing

Advertising

Subscription

Transaction

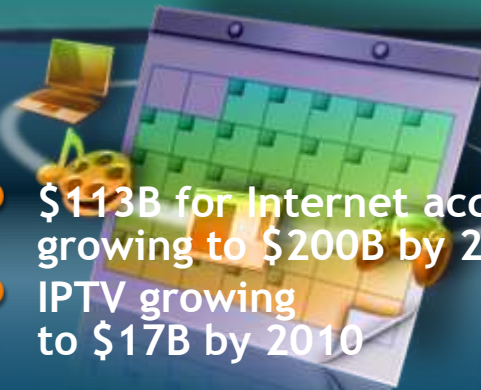
- \$228B today, growing to \$305B by 2010



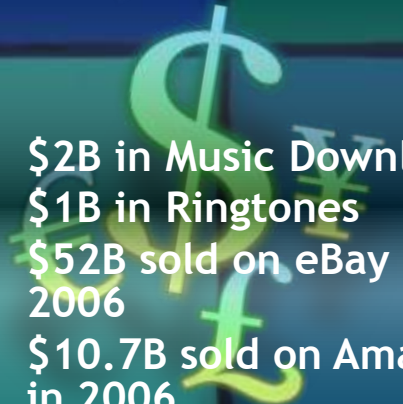
- \$27B+ today growing to \$80B+ in 2010



- \$113B for Internet access, growing to \$200B by 2010
- IPTV growing to \$17B by 2010



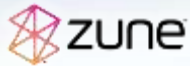
- \$2B in Music Downloads
- \$1B in Ringtones
- \$52B sold on eBay in 2006
- \$10.7B sold on Amazon in 2006



Microsoft moving to the cloud



500M Active Windows
Live IDs!



Over 6M Songs
In The Catalog



369M People
Using Hotmail!



Over 600M
Unique Users



20M People On Xbox Live!



Over 3B WW Queries
Each Month!

CLOUD SERVICES



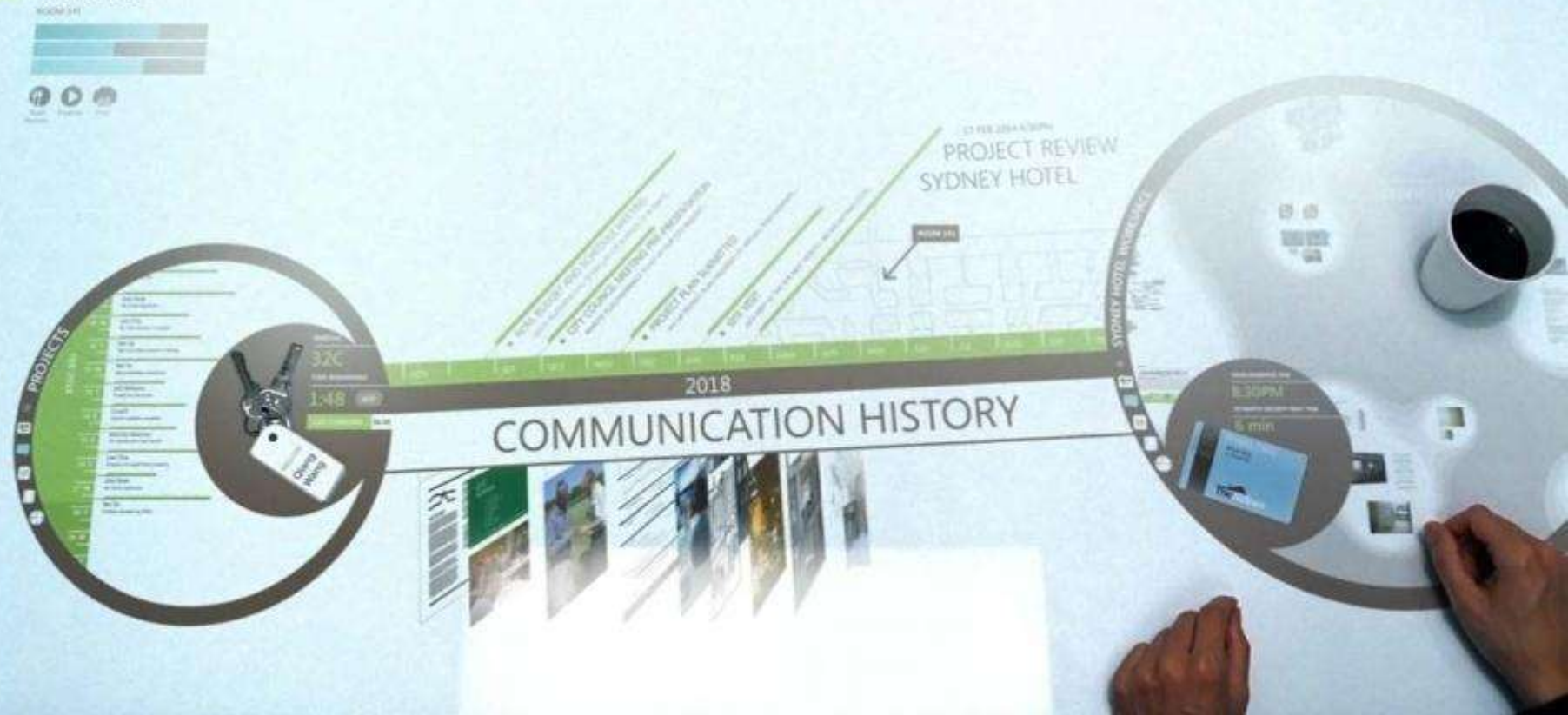
PC



MOBILE

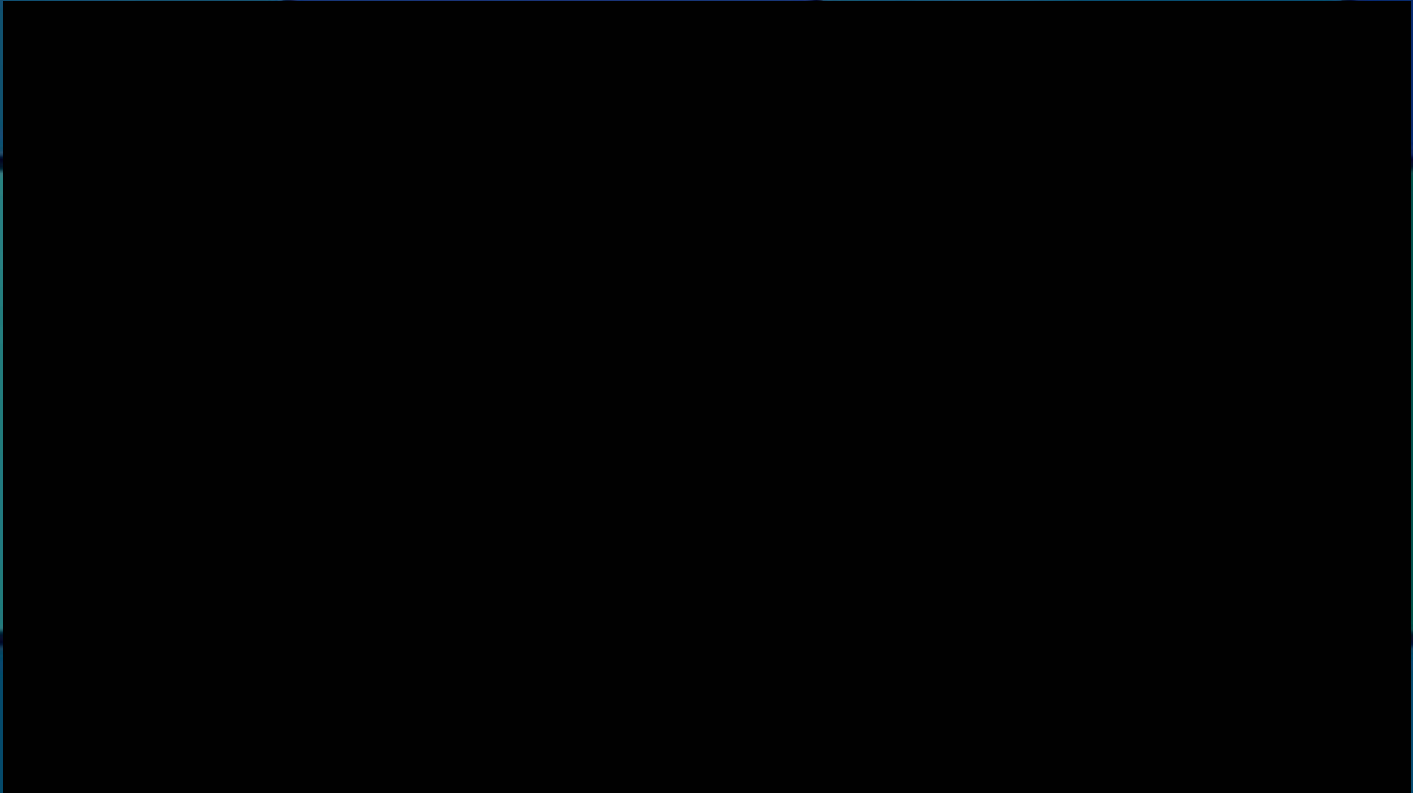


TV/HOME



Video : <http://www.youtube.com/watch?v=jkTsZUzCkcl>

A GLIMPSE AHEAD...



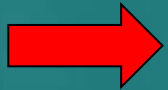
Agenda

- ✓ *Consumer (r)evolution*
- ✓ *Opportunities for Future Markets*

What are the Marketeer's Top Priorities?


Your Input.

1. Insight 18%
2. Efficiency & Effectiveness 11%
3. Unique Products 9%
4. Integrate On-line & traditional Media 9%
5. Quantify & Measure 8%



Answer	Votes	
Growing customer knowledge, insight & conversations.	67	18%
Upgrading the efficiency & effectiveness of the marketing organization.	40	11%
Transform the business by developing remarkable and unique products.	34	9%
Developing marketing programs that integrate online and traditional media.	33	9%
Quantify & measure the value of marketing investments.	30	8%
Translating brand experience across different touchpoints.	30	8%
Cutting marketing budgets without cutting performance.	29	8%
Optimizing portfolio of brands.	26	7%
Develop engaged campaign for the consumer.	22	6%
Have strong campaign that interrupts the consumers, in order to have impact.	22	6%
Keep a control on the brand. Don't take the risk to engage dialogue with the consumer.	19	5%
Launch product thru broadcast / single platform in order to increase impact.	10	3%
Other (see below)	3	1%

Top Decision takers Challenges in 2010



53%

1. Quantify & measure the value of marketing investments

46%

2. Grow customer knowledge, insight & conversations

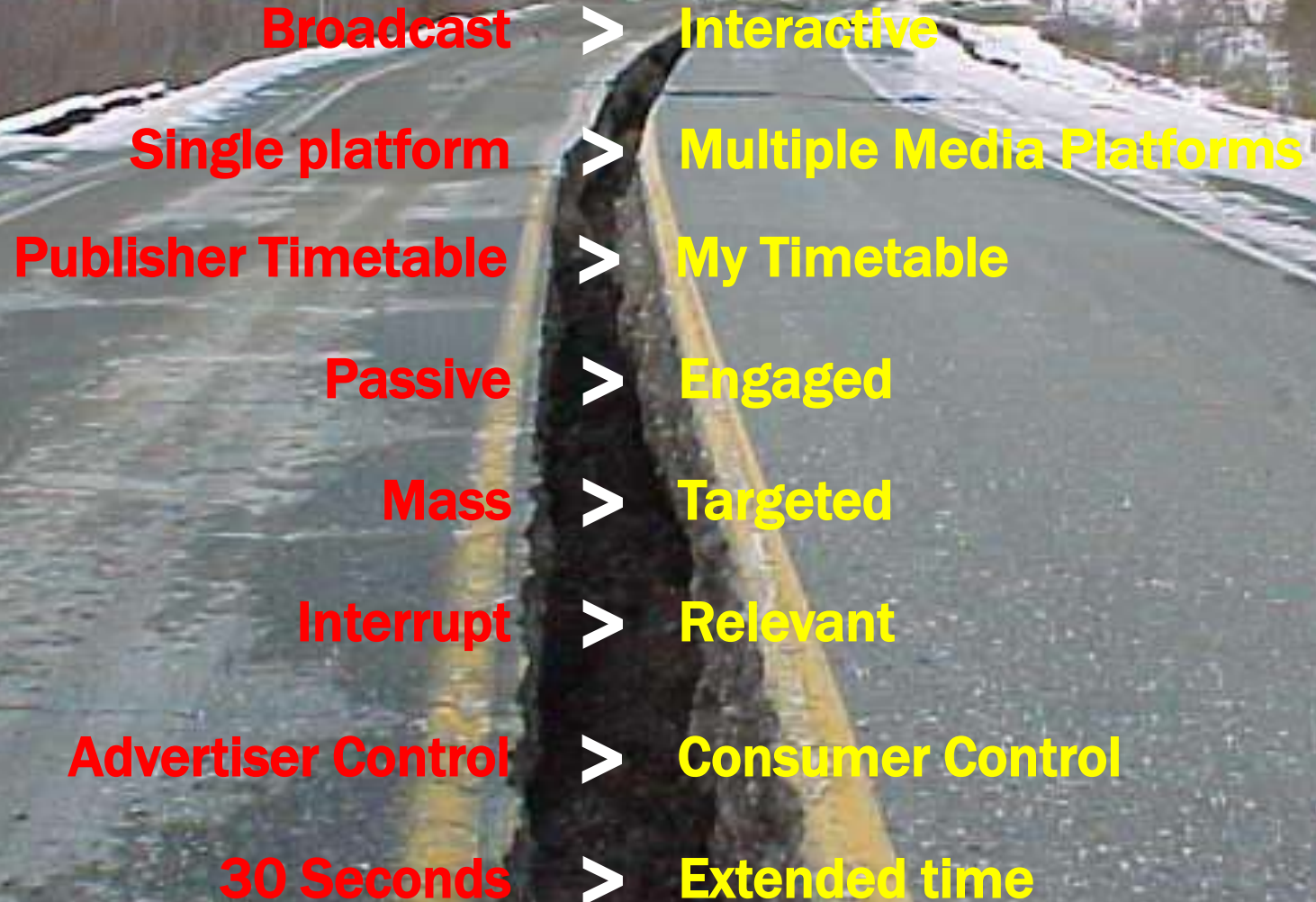
43%

3. Upgrading the efficiency & effectiveness of the marketing organization

Source: CMO Council Marketing Outlook 2009

Things did change... I call it a seismic shift

Content, Advertisers & Consumers



Broadcast	>	Interactive
Single platform	>	Multiple Media Platforms
Publisher Timetable	>	My Timetable
Passive	>	Engaged
Mass	>	Targeted
Interrupt	>	Relevant
Advertiser Control	>	Consumer Control
30 Seconds	>	Extended time



Traditional Media Spend

1996: 55%

2006: 33%

The New York Times

We're not in the
keeping the media
alive. We're in the
connecting with

Trevor Edwards
CVP Global Brand and
Management, Nike

Nike



The opportunity...

Marketers need to **track,**
measure
& react as never before.

To **connect**
& integrate
marketing across all media

.... The Solution

Customer Insight & Agility



Audience Target & Reach



Engage & Excite



Relationships & Sales



3 Screens and the cloud



NATURAL USER INTERFACE

PHONE

PC

TV

The image features a 3x4 grid of 12 squares. The colors of the squares are as follows:

- Row 1: Teal, Dark Blue, Teal, Dark Blue
- Row 2: Teal, Dark Blue, Dark Blue, Teal
- Row 3: Teal, Teal, Teal, Teal

The word "DEMO" is written in white, bold, sans-serif capital letters in the bottom-left square (Row 3, Column 1).

DEMO

5

Biggest mistakes In Social Marketing

5 fatal mistakes of Social Marketing

1. Believing That a Facebook Page or Twitter Account Will Attract Prospects
2. Underestimating Time, Energy and Resources Needed
3. Creating Online Content That's All About You
4. Viewing a Launch Date is the Finish Line
5. No measurement

10

Best practices
for success with
social media

1. Don't think Social Media Think Social marketing



David Merzel's Blog
just another wordpress.com weblog

To know more about me, just click on my picture

WordPress 2.8.5

marketing & internet entertainment management marketing technology world & business

How to reach the Next Level ?

Read about business, management, and a business by scott eblin — Jan 4, 2010

★★★★★ 4 votes

Simon Sinek has recommended me a great book.

The Next Level

What Insiders Know About Executive Success

By Scott Eblin, www.eblingroup.com

Much as Good to Great described what separates top companies from the rest, The Next Level: What Insiders Know About Executive Success shows executives what separates leadership success from failure at the next level.

Every day, high performers are tapped to be executives and then left alone to figure out how to succeed in their new role. When this happens, most executives rely on strengths that served them well earlier in their careers.

As executive coach Scott Eblin explains, this is why 42 percent of them fail. Moving successfully to the executive level requires knowing which behaviors and beliefs to let go, as well as which new ones to pick up. Like having a personal executive coach, this confidence-building book outlines a program for success based on frank advice from accomplished senior executives on what to do and to avoid.

Pick Up / What To Do **Let Go Of / Avoid**

Personal Presence

- Confidence in your presence
- Doubt in how you contribute

Email Subscription
You are subscribed to this blog (Manage)

My recent posts

- Good video on halo reach.
- How can Facebook measure your level of happiness?
- How social media is growing (1/2010)
- How to reach the Next Level?
- What are the marketer's top priorities in our new WORLD? Your 3 minutes input for a PMU!
- Are you ready to work for you?
- How to share Office doc with Facebook Friends?
- How to make your presentations more social?
- What do the women on their mobile?
- How do we work and live at Microsoft?

2. Know your objectives First

The concept must fit with the objective



3. Trust, trustable, trusted

“Conversations about brands, products and services are increasingly woven into the interactions of social networks as a means to **connect with others**, and these conversations have great influence even though people aren’t consciously asking about **brand opinions**.”

Shiv Singh, vice president and global social media lead, Razorfish,

Advertising Tactics/Media Trusted* by Internet Users Worldwide, April 2009 (% of respondents)

Recommendations from people known	90%
Consumer opinions posted online	70%
Brand Websites	70%
Editorial content (e.g., newspaper article)	69%

Search is only at 41%

4. Listening comes first
5. Adopt a Long-Term/Real-Time Approach

Social Media data becomes actionable



Adweek NY => <http://www.youtube.com/watch?v=kSGO6SfaFRQ>

eMarketer : 10 best practices for success with social media

6. Add value in the conversation

facebook

Search



Suggest to Friends

BOZAR MUSIC - Centre for Fine Arts in Brussels - official fanpage.... for everyone who dreams of escaping from the frenetic pace of daily life ...

Information

Location:
Ravensteinstraat - Rue Ravenstein 23
Brussels, Belgium, B1000

Phone:
+32 2 507 82 00

Fans

6 of 1,680 fans See All

 Daniel Vandevan
  Janice Tucker Rhoda
  Ines Van Laetum

IKEA Catalogue




Le catalogue IKEA 2010 : où, quand et surtout comment ?

Vous aussi vous attendez impatiemment le nouveau catalogue IKEA 2010 ? Cliquez ici pour savoir comment faire partie des premiers à le recevoir. Profitez-en pour vous plonger dans la lecture de l'histoire du catalogue IKEA

29 juli om 18:29 · Reactie · Vind ik leuk · Delen

118 personen vinden dit leuk.

Bekijk alle 27 reacties



Cyrielle Jacquemin J'dois y aller très prochainement! => Me réjouis de l'avoir dans ma boîte aux lettres! Quel livre de chevet! Auront-il ajouté des pages 'bonus' pour nous avoir fait attendre 1 mois de plus? :)

03 augustus om 19:44 · Rapporteren



Nora Shtrezi Rexha bon choixbon prix....IKEA the best

Gisteren om 12:38 · Rapporteren

Opmerking schrijven...

Mon at 7:46pm · Share



7. Be authentic, transparent & humble

Wank Word Bingo

How to play: Simply tick off five Wank Words in one meeting and shout BINGO!

AT THE END OF THE DAY	HIT THE GROUND RUNNING	REINVENT THE WHEEL
BALL PARK	KNOCK-ON EFFECT	RESULTS-DRIVEN
BANDWIDTH	KNOWLEDGE-BASED	REVISIT
BENCHMARK	LESSONS LEARNT	SLIPPERY SLIDE
BEST PRACTICE	LOOKING AHEAD	STRATEGIC FIT
BLUE SKY THINKING	MAJOR ISSUE	STRETCH THE ENVELOPE
BOIL THE OCEAN	MINDSET	SYNERGY
CLIENT-FOCUSED	MOVE THE GOAL POSTS	TAKE THAT OFFLINE
CLOSE OF PLAY	MOVERS AND SHAKERS	THE BIGGER PICTURE
CORE BUSINESS	NO BLAME	THE BOTTOM LINE
EMPOWER EMPLOYEES	OUT OF THE LOOP	THINK OUTSIDE THE BOX
FAST TRACK	PER SE	TICKS IN BOXES
GAME PLAN	PROACTIVE	TOTAL QUALITY
GAP ANALYSIS	PUT THIS ONE TO BED	TOUCHING BASE
GO THE EXTRA MILE	RADAR	VALUE-ADDED
HARDBALL	REACTIVE	WIN/WIN SITUATION

8. Recruit from your core

Let your fans speak
for you

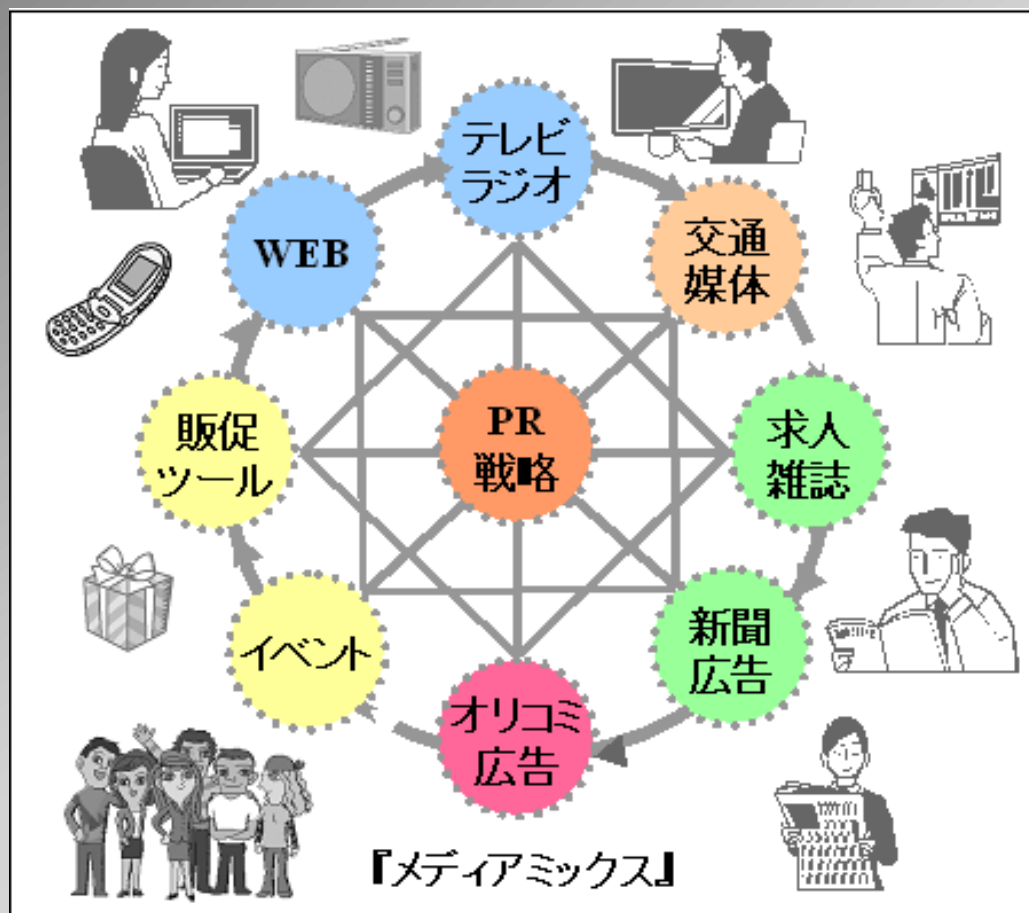
Most of them have at
least 130 friends they
influence



9. Target the Coveted Influentials

- Some consumers have more clout than others
- These so-called influentials, representing about 10%
- They have an undue influence because of their extensive digital networks and perceived expertise

10. Integrate Social Media with Other Online and Offline Communications





BMW X1 Launch

Joy is what you make of it

Video



BMW X1 Launch

Joy is what you make of it

The background is a 4x4 grid of 16 squares. The colors of the squares are as follows:

Row \ Column	1	2	3	4
1	Teal	Dark Blue	Teal	Dark Blue
2	Teal	Dark Blue (with Q&A text)	Dark Blue	Dark Teal
3	Teal	Teal	Teal	Teal

Q&A