




Basissessie: Digital Strategy

Tuesday, 10 Jan 2023 · 09:30 – 12:30

Clo Willaerts (clo@bnox.be)

Imagination is more important than knowledge. Knowledge is limited. Imaginatio...

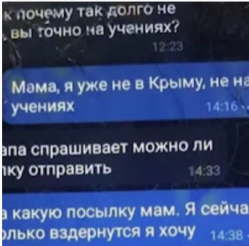
Classic Flipcard Magazine Mosaic Sidebar Snapshot Timeslide



MAR 14

Nick Cross' Leviathan Animated Short

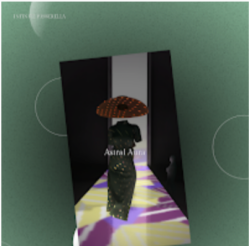
The Leviathan is a large sea creature in the Bible. It is often seen as a symbol of power and might. The Leviathan is first mentioned in the book of Job. In the passage, Job describes the creature as being so large that it can "drink up a river". He also says that the Leviathan's breath can set coals on fire. Later in the Bible, the Leviathan is mentioned in the book of Isaiah. In this passage, the creature is described as being so powerful that it can "swallow the whole ocean".



MAR 3

The Russian Invasion of Ukraine as a Media War


Twitter feels especially dystopian in times like these. Tweets about the war in Ukraine are mixed in with tweets about



FEB 24

Lusion's Infinite Catwalk


Lusion.co made an Infinite Passerella: an endless catwalk of fashion showcased without the needs of physical bodies. I love the "take a snapshot" feature. Made for mobile. Don't



FEB 24

William Burroughs and John Cale: Ah Pook is Here


The most nightmare inducing bed time story of all time begins like this: When I become Death, Death



FEB 19

Park Chan-wook: Remember, life is but a dream

'Life is But a Dream' is a 20-minute web video commissioned by Apple and shot on iPhone 13 Pro by




FEB 13

Digital Curator's Overview of the Cat Theme in Central European Art


I've just curated 112 artworks from the years 1300 - 2020 displaying cats. They were assembled automatically by AI computer vision at digitalcurator.art. The generated exhibition was selected from a collection of 158 456 artworks from 90 museums in Austria, Bavaria, the Czech Republic, and Slovakia in 0.32761sec.

Imagine the possibilities for art lovers or academics... And of course the algorithm is sometimes wrong.



FEB 2

Moebius' World of Edema, Commissioned by Citroën in 1983



Edit profile

Clo Willaerts

@bnox

Program Manager @DigitalBizz_BE @KdGhogeschool. Girl geek, keynote speaker and tech optimist. Author of hand book "Video Marketing like a PRO" @lannoocampus.

Mechelen, Belgium


[kdg.be/digital-busine...](#)

Born 11 May 1970

Joined April 2007

10,6K Following 28K Followers

Newsletter



Chaos & Amazement

Weekly newsletter about the impact of digital technology on our daily lives.


Subscribe

Tweets

Tweets & replies

Media

Likes



Clo Willaerts

@bnox · 5m

Whatever you do, don't push your product. The key to #socialselling is social, not selling!

Whatever you do, don't push your product. The key to social selling is social,

THIS IS MARKETING

You Can't Be Seen Until You Learn to See

SETH GODIN



Digital Marketing like a PRO

Clo Willaerts

D	I	G	I	T
A	L			Clo Willaerts
M	A	R	K	E
T	I	N	G	
L	I	K	E	volledig herziene editie
A		P	R	O

Digital Marketing like a PRO
Prepare. Run. Optimize.

Lannoo
Campus



Digitaal Ondernemen in de Creatieve Sector

Discussion Guides Media Files People Reels



Write something...



Reel



Photo/video



Poll

Featured ⓘ

Members won't see this section when it's empty.

Add

Most Relevant ▾



Clo Willaerts shared a link.
Admin · 6h · 🌐



About

Hier leer je alles over online marketing en voor de creatieve en artistieke sector.
👉 Hoe benut ik online kanalen om mijn d pro... See more

🔓 Public

Anyone can see who's in the group and post.

👁 Visible

Anyone can find this group.

📍 Belgium

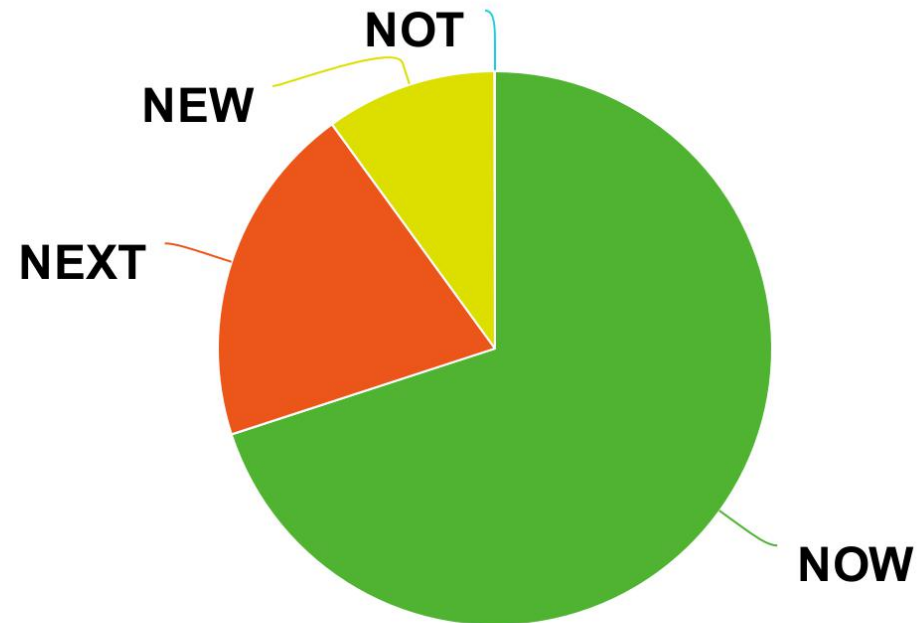
facebook.com/groups/DigitaalOndernemenCreatieveSector

Could you make us a digital
marketing plan?



Four flavors

1. Marketing Strategy aligned with Business Strategy
 - ❑ 4N Strategic model
 - ❑ Buyer Personas
 - ❑ Value Propositions
2. Digital Marketing Strategy aligned with Marketing Strategy
 - ❑ Example: Inbound Marketing Strategy
3. Digital Marketing Strategic Plan
 - ❑ Customer Journey Mapping
4. Content Planning (esp. Social Media for 202x)
 - ❑ 3H Content model
 - ❑ Editorial Calendar

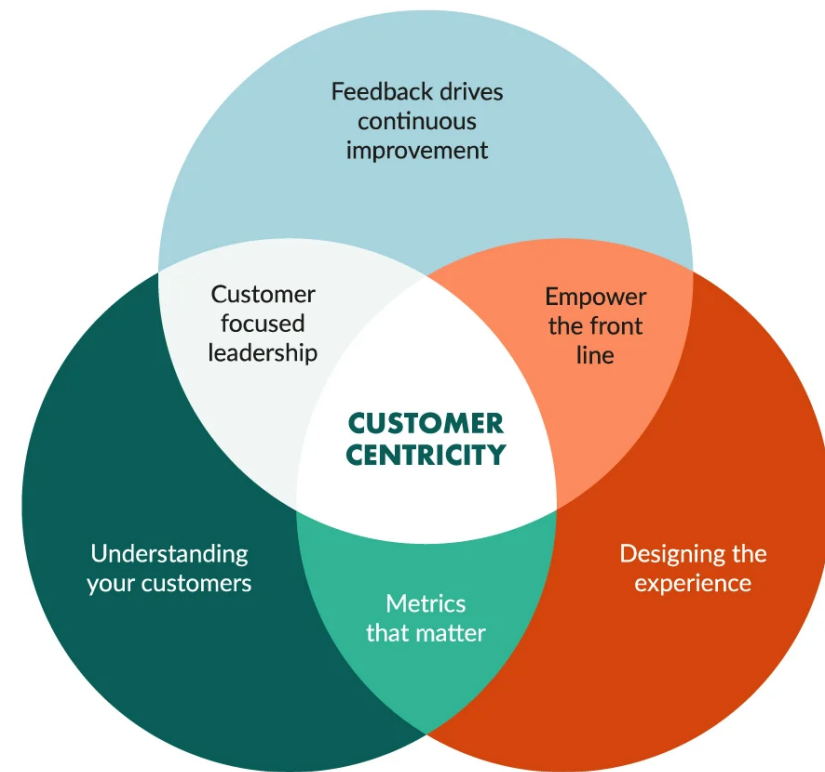


■ NOW ■ NEXT ■ NEW ■ NOT

meta-chart.com

4N Strategic
Model

NOW:
example



NEXT:
example



The advertisement features a family of four in red sweaters. The father and mother stand in the back, while the son and daughter are in the front. The son is lying down, and the daughter is sitting up. The text "Time to move on?" is overlaid on the image. Below the image, the "up" logo is shown, followed by the text "Up your banking game." and the website "up.com.au". At the bottom, there are logos for the App Store and Google Play, and a small text line: "T&Cs @ up.com.au. Designed & developed by Up. Financial product issuer Bendigo and Adelaide Bank".

Time to move on?

up

Up your banking game.

up.com.au

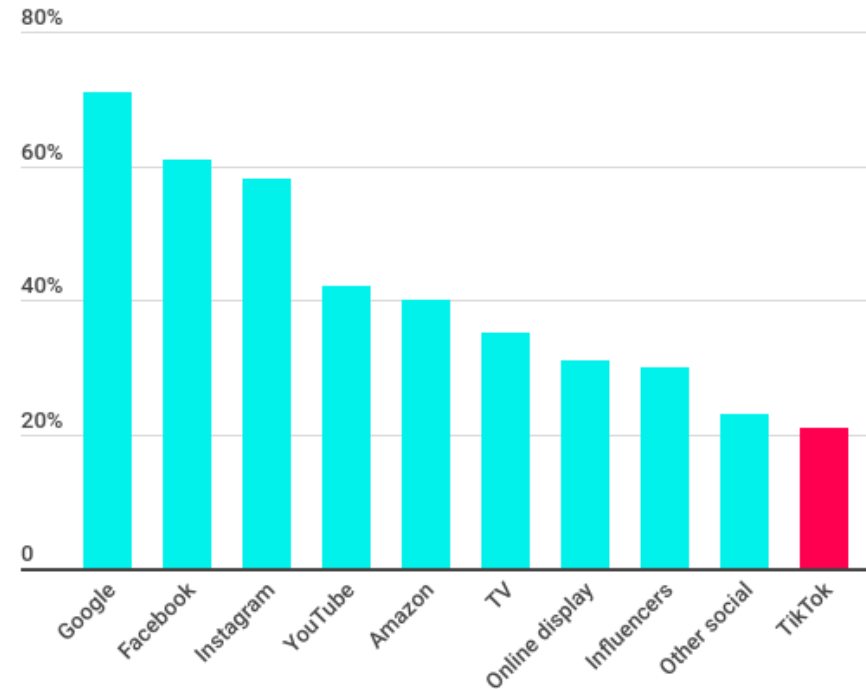
Download on the App Store GET IT ON Google Play

T&Cs @ up.com.au. Designed & developed by Up. Financial product issuer Bendigo and Adelaide Bank

NEW:
example

Test and learn?

Barely one fifth of agencies that spend client budgets on TikTok are at least "confident" that it works.



Source: Digiday+ Research

Sample: 86 agency professionals that spend client budgets advertising on TikTok

DIGIDAY⁺

NOT:
example

COMPETITOR SWOT ANALYSIS

Strengths

- Same Day Delivery within the city
- Urban core has 1 hour delivery
- High-quality foods
- 200+ Drivers
- Trusted and high exposure

Weaknesses

- Costly
- No monthly subscription options or scaled payment arrangement
- Inaccessible to a larger audience
- Poorly optimized SEO

THREATS

- Can operate at a loss to drive away competition
- Costly state laws to oversee grocery delivery and accountability under review/evaluation

Opportunities

- Optimize current mobile app for responsiveness and built-in feedback
- Attract a larger, wider target audience
- SEO focus can help drive a great amount of traffic and improve online rankings

	NOW	NEXT	NEW	NOT
Resources	70%	20%	10%	0%
Market/target	Loyal customers	Customer segment with most growth potential	New market/segment	Segment out of scope
Product portfolio (BCG)	Cash cows	Problem children	Morning stars or evenings stars	Dogs
Growth strategy	Maximize customer loyalty Customer experience Customer base penetration Churn (minimize defection)	Maximize product sales through Market acceleation Product expansion Customer and product diversification	Becoming future proof by experimenting with unconventional strategies	Lean
Action plan	Harvest	Grow	Try	Phase out
KPI	Customer Lifetime Value	Market share	Lessons/skills learnt	Cost efficiency

4N MARKETING STRATEGY MODEL

Four flavors

1. **Marketing Strategy aligned with Business Strategy**
 - ☐ Buyer Personas
 - ☐ Value Propositions
2. **Digital Marketing Strategy aligned with Marketing Strategy**
 - ☐ Example: Inbound Marketing Strategy
3. **Digital Marketing Strategic Plan**
 - ☐ Customer Journey Mapping
4. **Content Planning (esp. Social Media for 202x)**
 - ☐ 3H Content model
 - ☐ Editorial Calendar

**[persona name] the [type]
(age) + scenario**

Private life and personal
interests

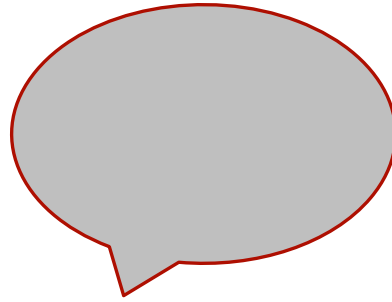
Professional life and business
objectives

Media use

Jobs to be done

Gains (expectations)

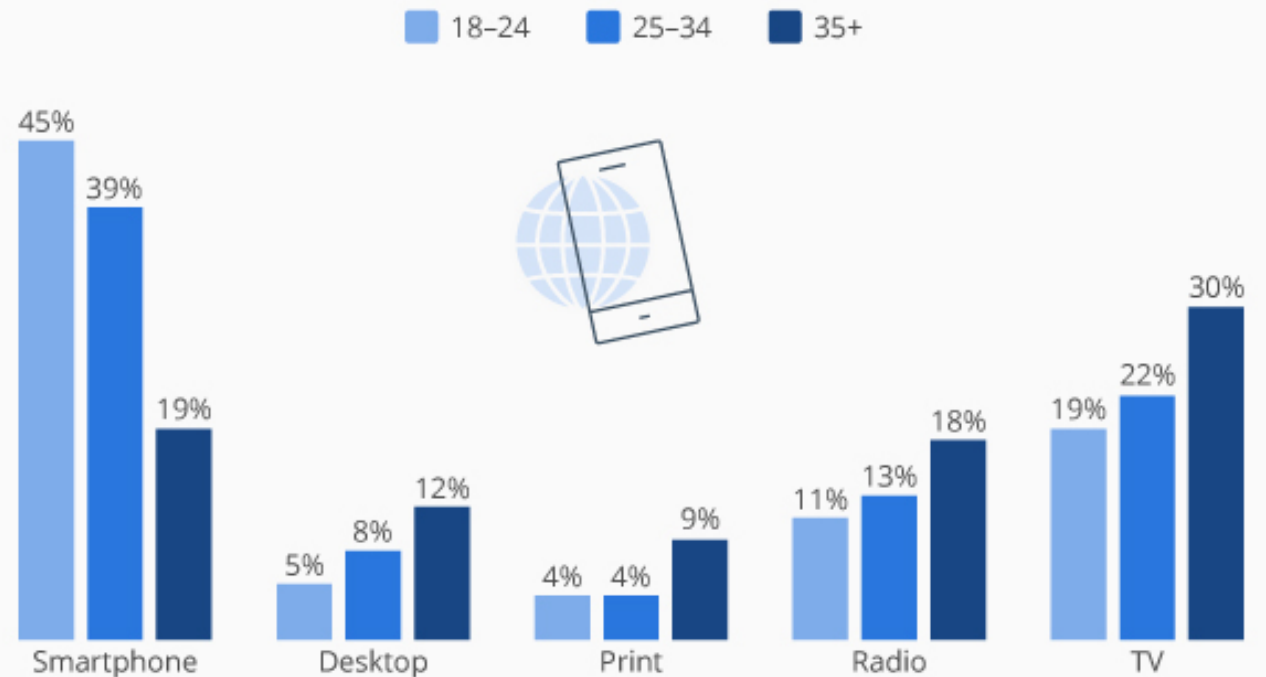
Pains (frustrations)



Media & device use vs generations

The Generational Divide in News Consumption

First daily point of news consumption by age group (2019)

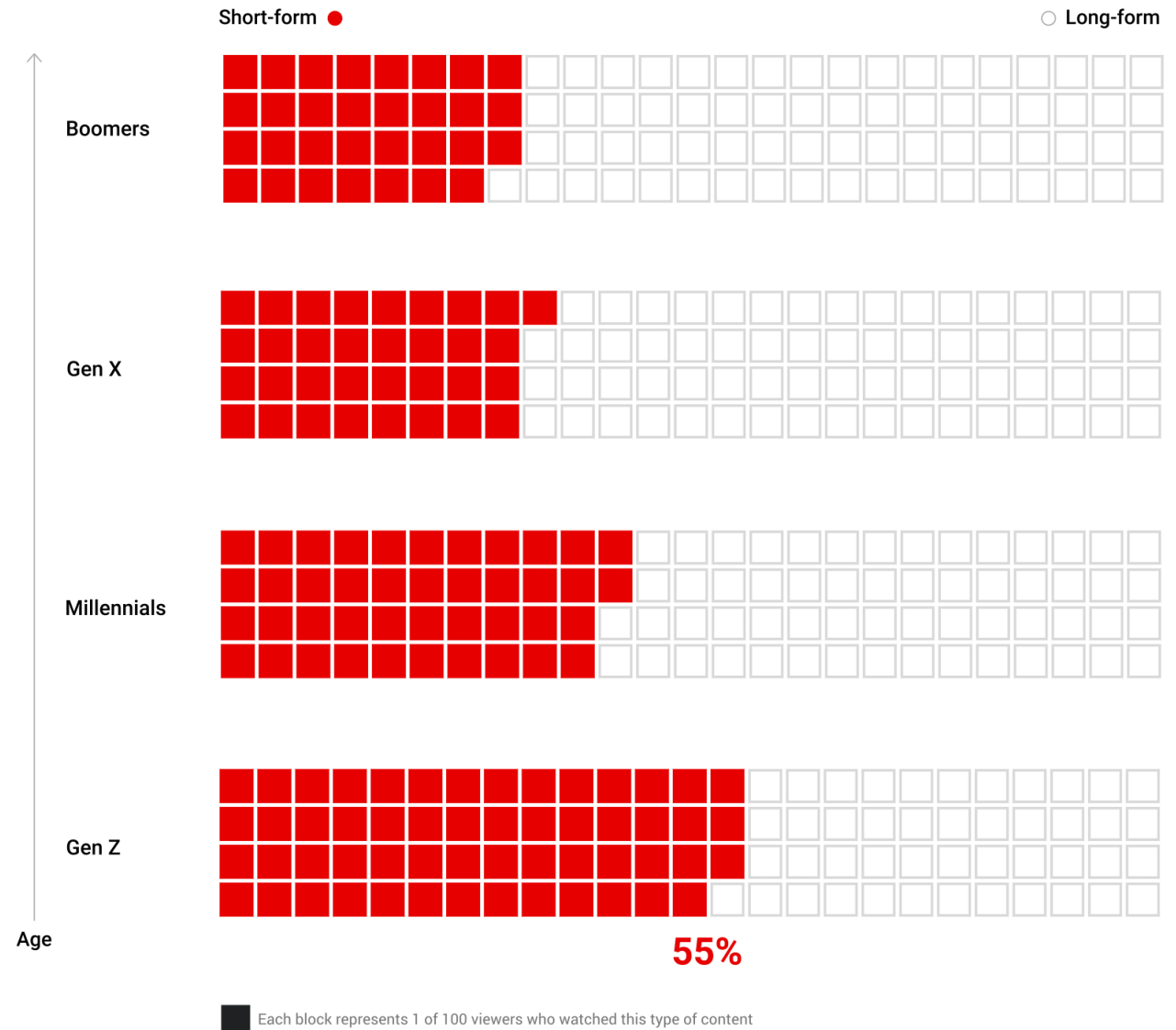


@StatistaCharts

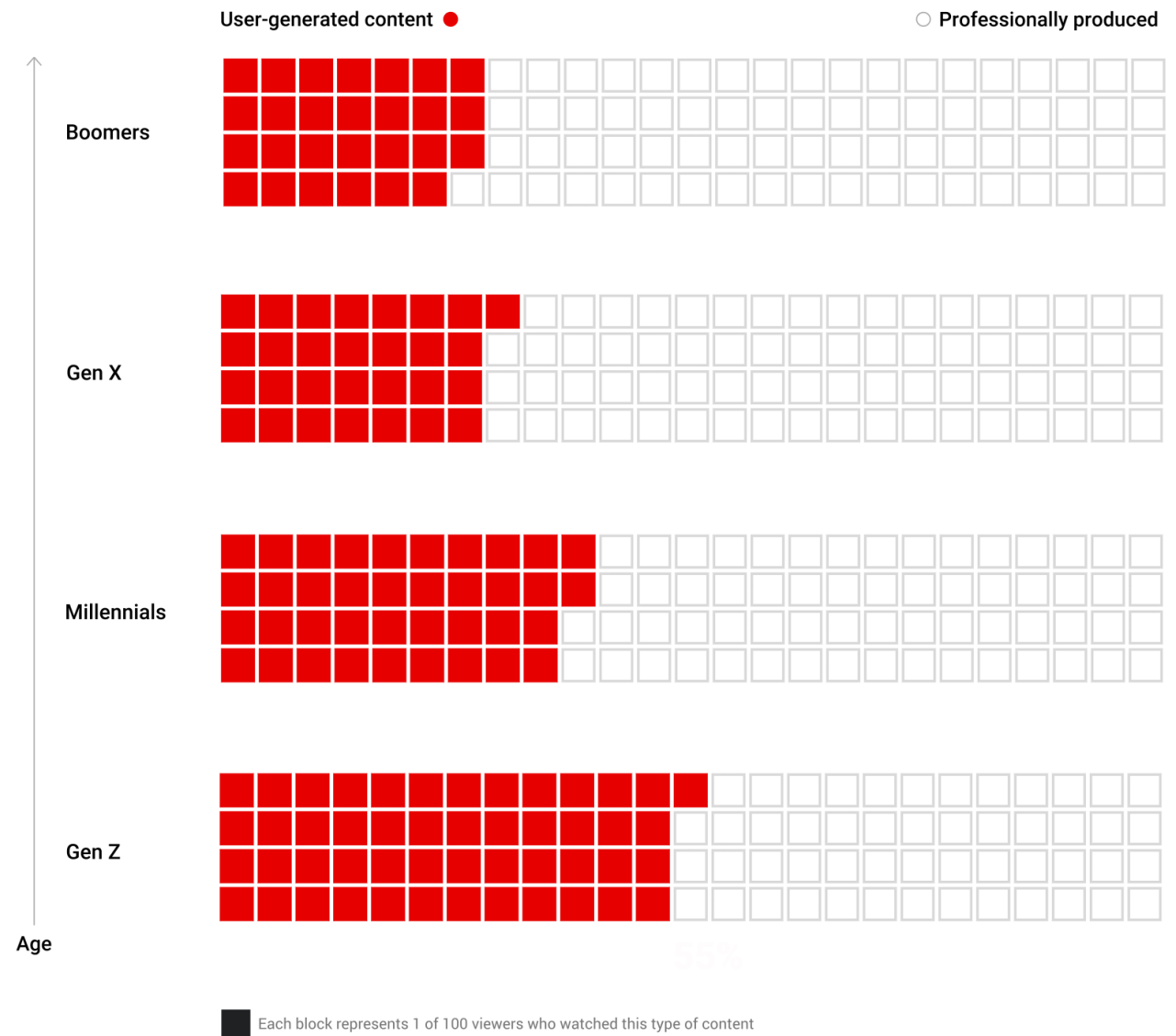
Based on a survey of more than 2,000 persons each from ten countries
Source: Reuters Institute for the Study of Journalism

statista

Generations vs web video length [TWVG]

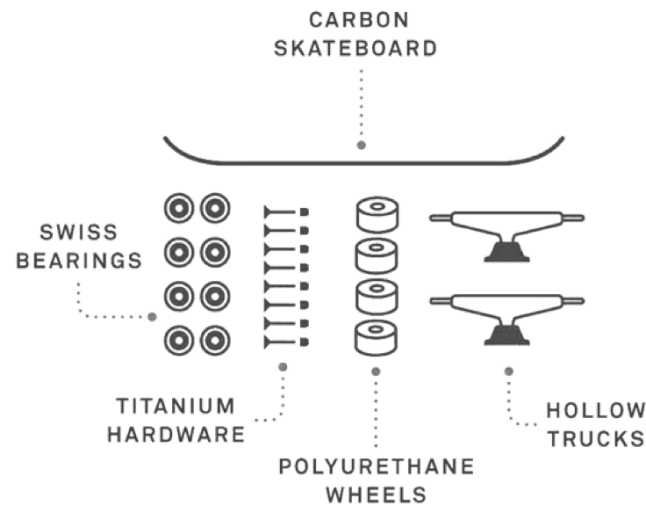


Generations vs User Generated Content [TWG]



Even though customers buy this...

...they *really* want this.



Clayton Christensen: Jobs to be Done [[YT 7:09](#)]

- **Jobs to be Done** is a theory of consumer action. It describes the mechanisms that cause a consumer to adopt an innovation.
- The theory states that markets grow, evolve, and renew whenever customers have a **Job to be Done**, and then buy a product to complete it (get the **Job Done**). [[JTBD.info](#)]

Audiences are asking
three things about
your product: Will it
save me money? Will
it save me time? Will
it improve my life?

Jim Lecinski

Winning the Zero Moment of Truth - ZMOT

[#kindlequotes](#)



Gains
(Customer
expectations)



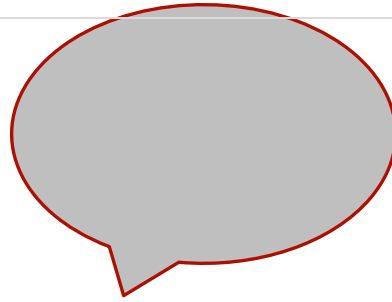
Pains (Customer Frustrations)

Which frustrations stop our target audience from becoming a customer?

- **Financial** pain points mean that a consumer is spending too much money on a problem.
- **Assistance** pain points: consumers have a goal in mind but don't have the support they need to follow through.
- Consumers with **streamline** pain points already have a solution they are regularly using, but they are looking for a product or service that can simplify the process.
- Those with **productivity** pain points have a goal in mind, but are wasting time and generally need help making the most of their time.

**[persona name] the [type]
(age) + scenario**

**Private life and personal
interests**



Professional life and business
objectives

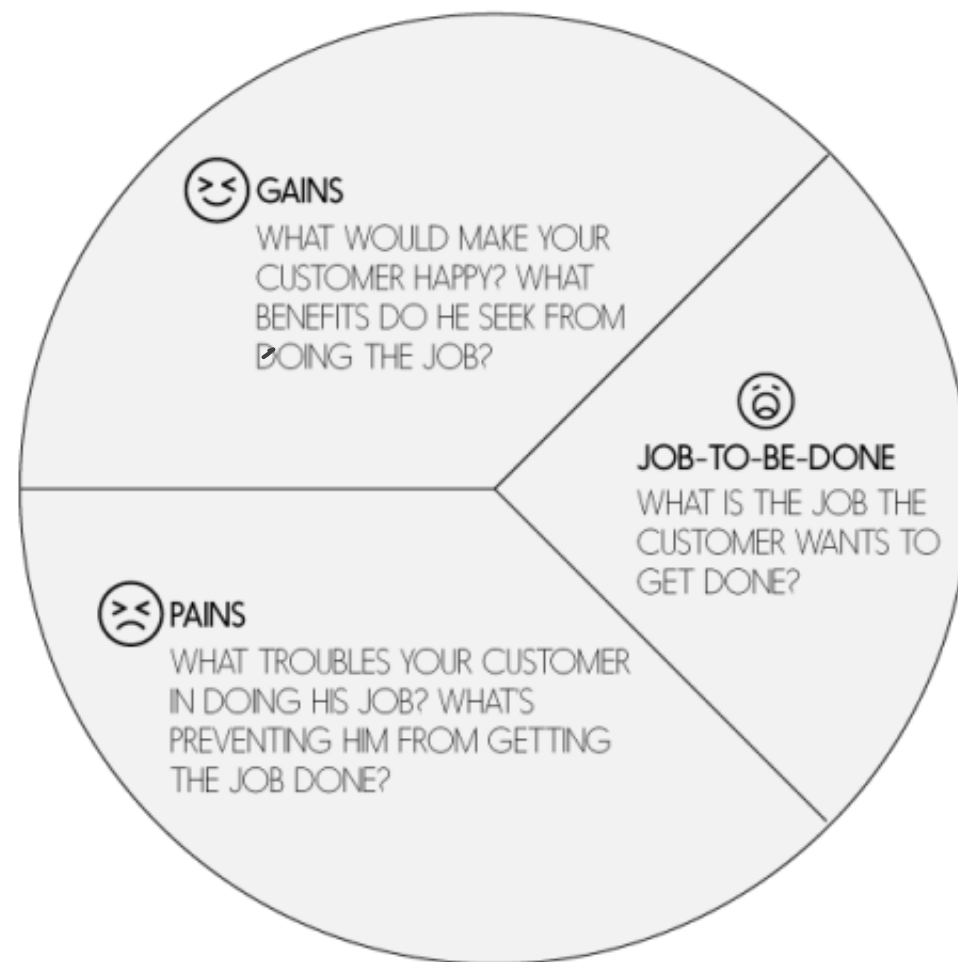
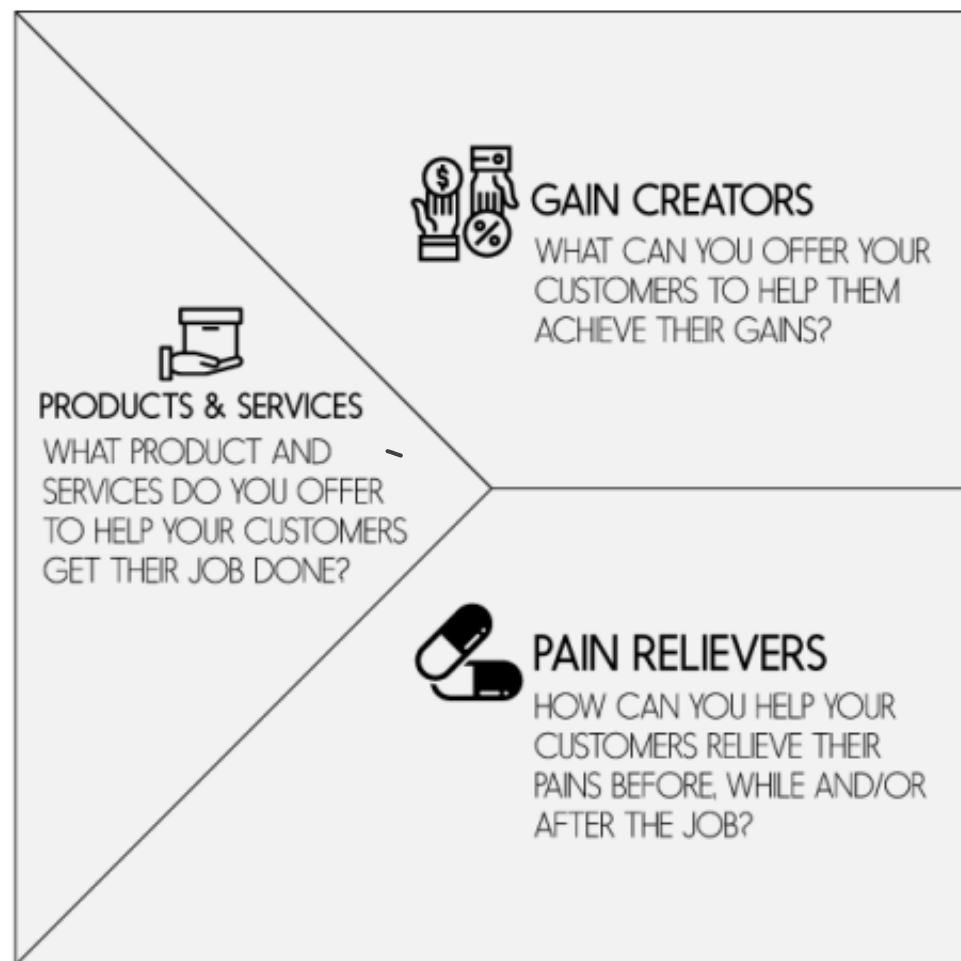
Media use

Jobs to be done

Gains (expectations)

Pains (frustrations)

VALUE PROPOSITION CANVAS



Four flavors

1. **Marketing Strategy aligned with Business Strategy**
 - ☐ Buyer Personas
 - ☐ Value Propositions
2. **Digital Marketing Strategy aligned with Marketing Strategy**
 - ☐ Example: Inbound Marketing Strategy
3. **Digital Marketing Strategic Plan**
 - ☐ Customer Journey Mapping
4. **Content Planning (esp. Social Media for 202x)**
 - ☐ 3H Content model
 - ☐ Editorial Calendar

Inbound marketing strategy with website as content hub




- Inbound marketing is a technique of attracting customers towards the products and services via content marketing, search engine optimization, and social media marketing.
 - Search Engine Optimization
 - Social Media & Social Selling
 - Content Marketing for Lead Generation
 - Email Marketing: Marketing Automation & Newsletters



Four flavors

1. **Marketing Strategy aligned with Business Strategy**
 - ☐ Buyer Personas
 - ☐ Value Propositions
2. **Digital Marketing Strategy aligned with Marketing Strategy**
 - ☐ Example: Inbound Marketing Strategy
3. **Digital Marketing Strategic Plan**
 - ☐ Customer Journey Mapping
4. **Content Planning (esp. Social Media for 202x)**
 - ☐ 3H Content model
 - ☐ Editorial Calendar

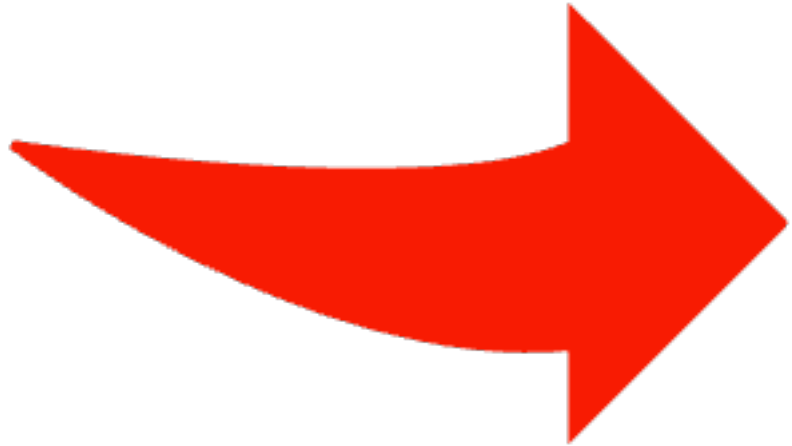


It is access to
touch points with
these activities
that gives digital
marketing its
real power.

Customers reveal
which jobs they are
trying to get done.

Customer Journey Mapping

Customer journey mapping is a way to record, plot and analyze the interactions – or "touch points" – that a customer has with your organization.



TIP: Use the phases of the
Simplified Customer Journey.

See



Think



Buy

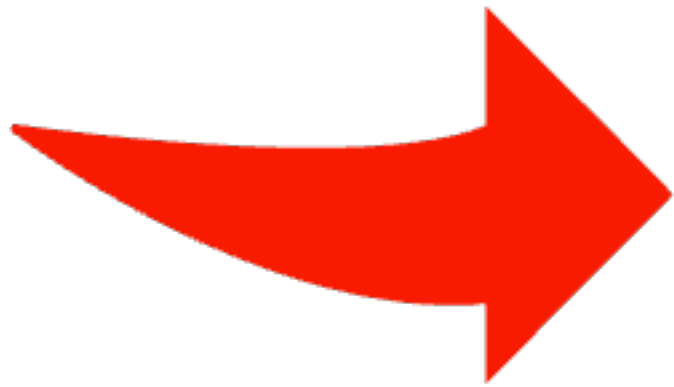


Use



Love

Customer Experience Mapping	Problem/Need → Solution	Solution → Product/Service	Product/Service → Sale	Sale → Satisfaction	Satisfaction → Referral
Customer goal	Realizing problem	Comparing and shortlisting			
Sentiment & UX	😞😞😞	😞😞😞	😞😞😞	😞😞😞	😞😞😞
Channels, Touch-Points, Listening Posts	PR, Radio, TV, Print, Billboards, Events, Social Media, Web Video, Banners, Influencer Marketing, Affiliate Marketing	Product Placement, Search Engines, Social Media, Review Sites	Store, Web Shop, Search Engines, Website	Email, Website, Social Media	Social Media, Word-Of-Mouth, Personalized Email
Marketing opportunities					
Marketing KPIs (RACE+R)	Reach Share of Voice (SOV), Metrics: Click-Through Rate (CTR), Unique Visitors and fans	Acquire Interest signals e.g. Page Likes, Rate, comments, signals e.g. Abandoned Cart, Newsletter subscription, resource downloads, trial/demo signups	Convert Conversion Rate, Customer Acquisition Cost, Customer Lifetime Value (CLV)	Engage Onboarding, Customer Satisfaction Score, Social Media Sentiment, Up/Cross-sell, Retention/Reactivation	Recommend Net Promoter Score (NPS)
Marketing Tactics	Inbound: TOFu Target → Prospect Thought Leadership, Personal Branding, Employer Branding, Multichannel Marketing, Event Sponsoring	Inbound: MOFu Prospect → MQL Content Hub, Permission Marketing, Lead Nurturing, Growth Marketing, Social Selling, Call-to-Action	Inbound: BOFu MQL → SQL E-commerce, ROPO, Lead Management/Scoring, Marketing Automation, Remarketing, BANT/CRUX Sales Qualification	Sales: SQL → Customer Email Marketing, Customer Care, Community Management, Social Listening, Experience Marketing	Customer → Advocate Referral Marketing,
Content Creation & Publishing	Hero Content, Owned Media, Social Media Native, Blog Posts, Web Videos	Help Content, Evergreen Content, Case Studies, Testimonials, Curated Content	Gated Content & Web Forms (whitepaper, ebook, checklist, tool to compare features), Storytelling	Hub Content, Online Communities	User Generated Content
Content Distribution & Promotion	Earned Media, Paid Media, Digital Display, SMA	SEO/SEA, SMA, retargeting	Limited Time Offer/Discount, SMA	Newsletters, Podcasts	Curated User Generated Content, Social Proof
Digital Assets and Tools	Social-Searcher.com, Hubspot, Evermotion	Website, Business Blog (WordPress, Xcart)	E-commerce (Shopify), Mobile Apps, CRM	Chatbots, Loyalty Programs, MailChimp	Viral-Loops



Tip: Limit customer journey maps to the experience of *one* buyer persona and their path toward one primary goal (= one scenario)



What does the Customer Experience Map for your Buyer Persona look like?

Emotional journey

NEGATIVE EXPERIENCE

Customer experience disappointments as expectations aren't met.

ANGER BUILDS

Negative emotions build throughout journey when unacknowledged.

FEEDBACK OUTLET

Opportunity to give feedback relieves some frustration and brings new expectations.

RECEIVING HELP

Customer is met with but still unsure what impact of help will be.

POST RESPONSE

If help was satisfactory then the experience is recovered, otherwise remains negative.



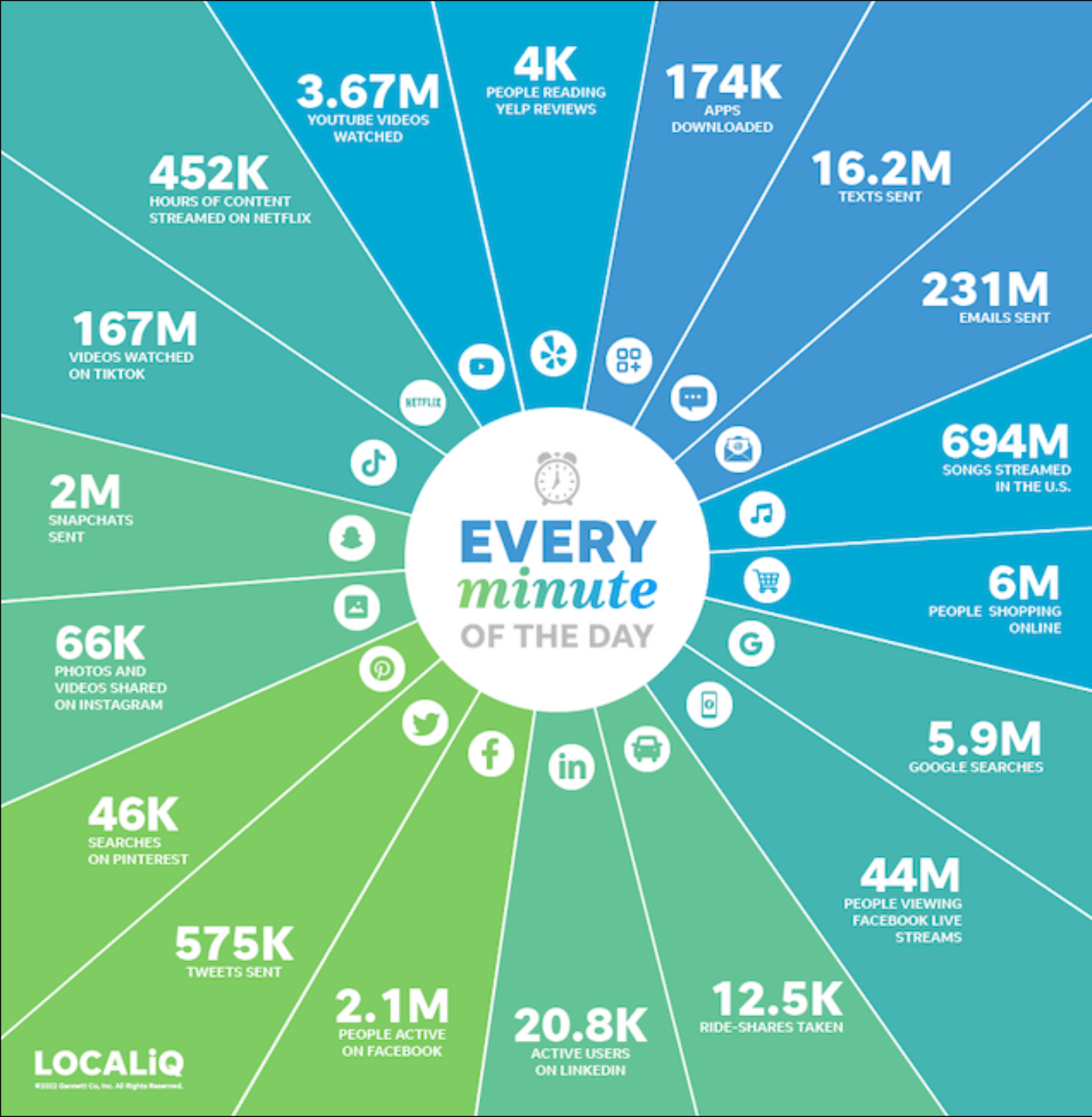
Why is this happening?
Should I bring it up?

It's been one bad thing after another.
Can they do anything right?






Is this a waste of time? Can the person I'm speaking with do anything?

Can I continue to reach this same person? Are they keeping a record?

I understand what happened. This is better. Will everything be ok now?



The attention economy

Trending Up		Trending Down		CHANGE
App		Store Rank		
	VRT MAX	88	^	51
	TEC	107	^	50
	Microsoft Office	80	^	46
	STIB-MIVB	126	^	42
	GoPlay	91	^	34

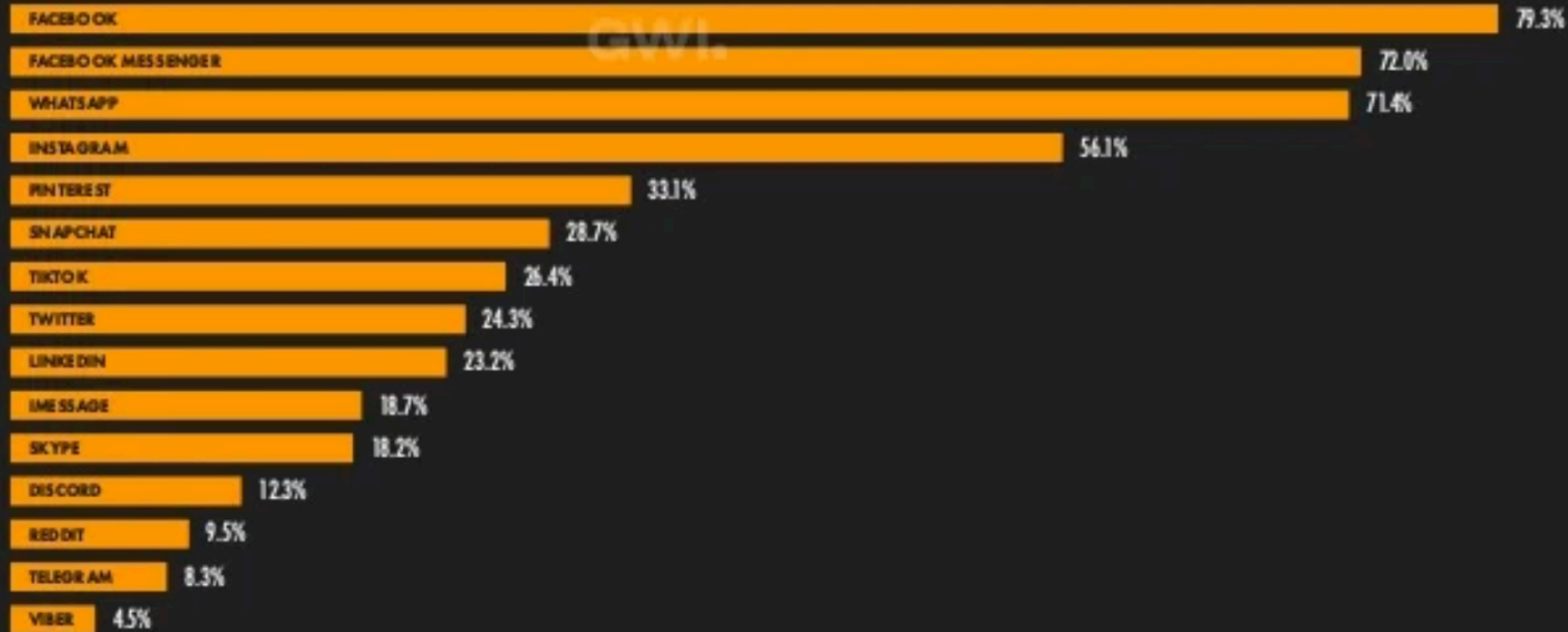
Register to See More

data.ai/en/apps/ios/top/store-rank/feed/free/belgium/

FEB
2022

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH



52

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** YOUTUBE IS **NOT** OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES **NOT** INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

we
are
social

KEPIOS

datareportal.com/digital-in-belgium



Dark Social

Dark social refers to places where your target customers hang out, discussing solutions to their problems, but there is neither tracking nor intent data.

- Communities and groups (Slack channels, Facebook groups, etc.)
- Social Networks (LinkedIn, Reddit, etc.)
- Content platforms (Apple Podcast, Spotify, YouTube, etc.)
- Direct word of mouth (DMs, text messages, zoom calls, etc.)
- 3rd Party Events/Meetups (VC/PE groups)

Channels and touchpoints



Touchpoints are points of contact, interaction, or information gathering. Touchpoints can be owned by the brand (such as a TV ad or website), or reflect the brand experience in some way (such as Social Media or Amazon reviews).



What are the touchpoints with your Buyer Persona along their customer journey?
How does this influence your choice of Digital Marketing channels?

Channel choice
matrix:
focus on top 3
highest total scores

	Cheap	Fast	Easy	Impactful	TOTAL
Facebook Page					
Twitter Account					
YouTube channel					
Instagram account					
Podcast series					
Business blog					

Customer journey vs Content



SEE (Awareness)
Problem/Need/JTBD → Solution

PR, Radio, TV, Print, Billboards, Events, Product Placement, Social Media, Web Video, Banners

suspect -> potential lead -> lead

Increase brand or product awareness
Increase brand engagement
Educate your audience, to remind of benefits

Why aren't target audiences aware of your business?

Reach

Share of Voice (SOV), Click-Through Rate (CTR), Unique Visitors and fans

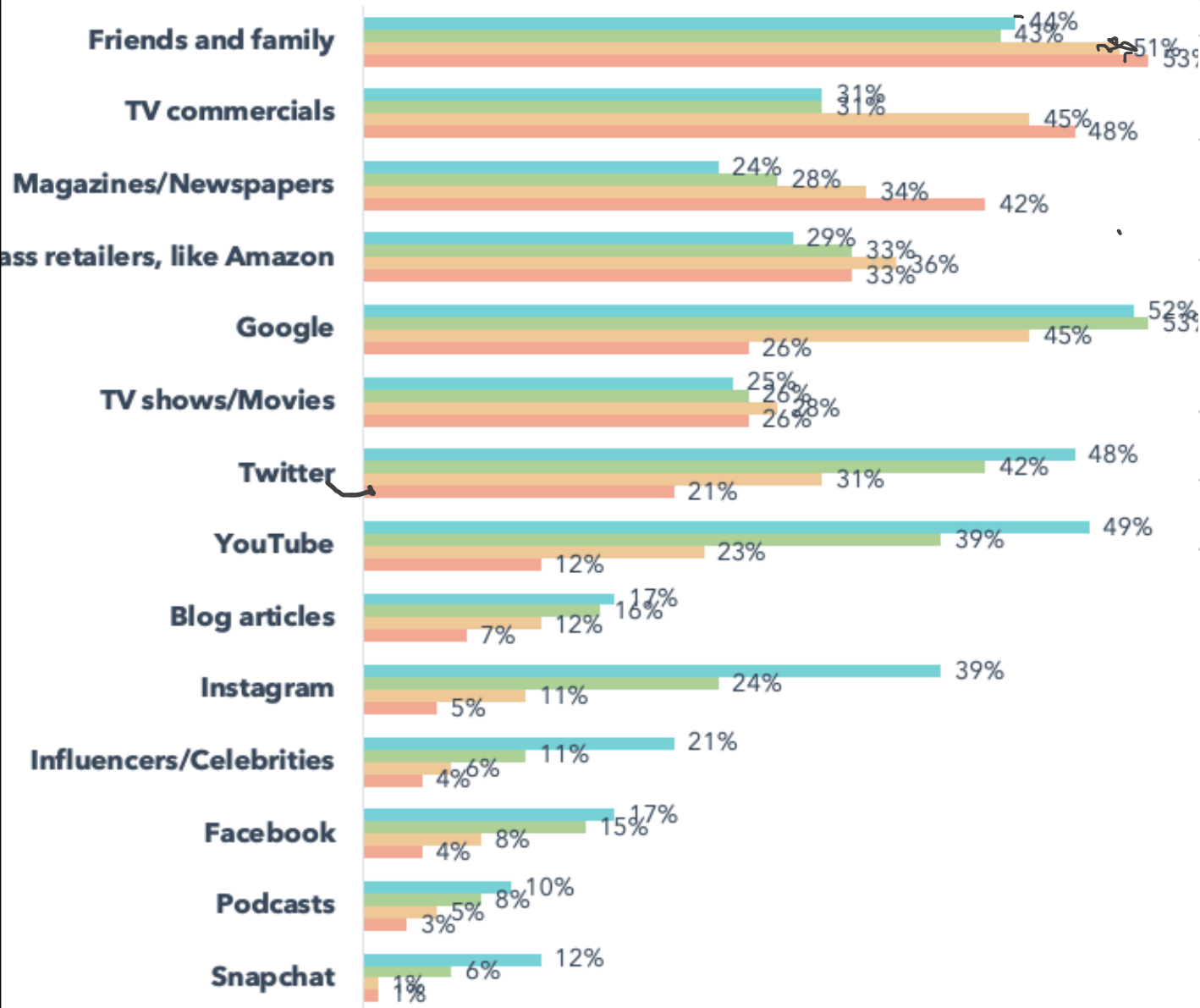
Inbound: TOFu
Target → Prospect
Thought Leadership, Personal Branding, Employer Branding, Multichannel Marketing, Event Sponsoring

Hero Content,
Owned Media, Social Media Native, Blog Posts, Web Videos

Earned Media, Paid Media, Digital Display, SMA

Instagram video ads
YouTube ads

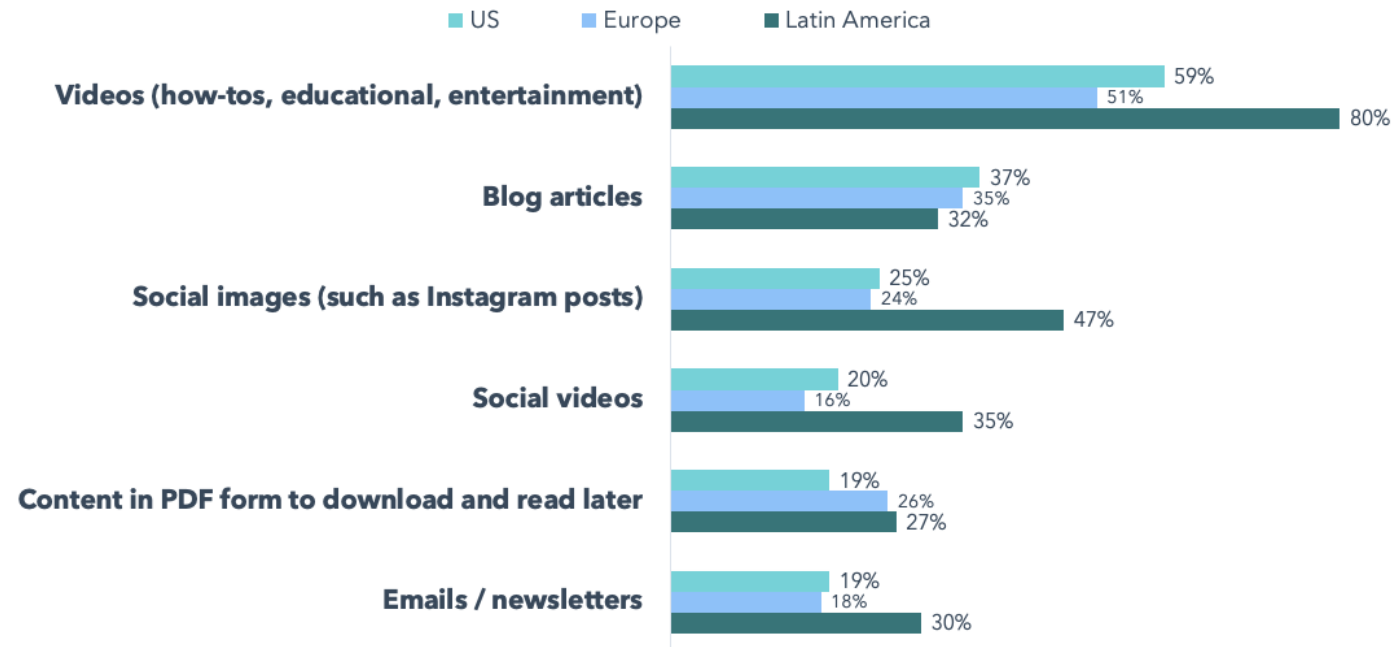
Where do you discover new products or companies?



Base: 2,764 consumers in Colombia, France, Germany, Mexico, Spain, UK, and US
Source: HubSpot/SurveyMonkey Consumer Preferences Survey, Q1 2019

Awareness:
discovering new
products or
companies

What kind of content do you want to see from a brand or business you support?



Base: 2,764 consumers in Colombia, France, Germany, Mexico, Spain, UK, and US
Source: HubSpot/SurveyMonkey Consumer Preferences Survey, Q1 2019



Consumer content expectations



Inspiration
and Future
Feeling

Online bannering – digital display



Digital Ad Spending Worldwide, by Company, 2019-2022

billions

	2019	2020	2021	2022
Google	\$96.83	\$110.17	\$124.06	\$138.82
—YouTube	\$7.26	\$9.33	\$11.40	\$13.48
Facebook	\$69.66	\$85.10	\$100.87	\$117.83
—Instagram	\$20.00	\$31.88	\$44.65	\$58.92
Alibaba (Alibaba & Youku Tudou)	\$28.28	\$33.51	\$38.84	\$44.28
Amazon	\$12.82	\$16.73	\$21.13	\$25.74
Tencent	\$9.29	\$11.07	\$12.96	\$14.93
Baidu	\$9.39	\$9.17	\$8.96	\$8.84
Microsoft	\$6.89	\$7.73	\$8.45	\$9.07
—LinkedIn	\$2.52	\$2.98	\$3.34	\$3.65
Verizon Media Group	\$4.50	\$4.58	\$4.67	\$4.75
Twitter	\$2.94	\$3.30	\$3.62	\$3.92
Snapchat	\$1.51	\$2.20	\$2.84	\$3.57
Sina	\$1.72	\$1.53	\$1.44	\$1.39
Pinterest	\$1.14	\$1.52	\$1.90	\$2.31
Pandora	\$1.20	\$1.28	\$1.33	\$1.36
Yelp	\$0.99	\$1.10	\$1.21	\$1.32
IAC	\$1.01	\$1.05	\$1.08	\$1.11
Sohu.com	\$0.68	\$0.63	\$0.58	\$0.52
reddit	\$0.12	\$0.19	\$0.28	\$0.37
Other	\$75.69	\$78.08	\$81.44	\$82.50
Total	\$324.65	\$368.95	\$415.65	\$462.65

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after company pays traffic acquisition costs (TAC) and content acquisition costs (CAC) to partner sites

Source: eMarketer, March 6, 2020

The Google/Facebook duopoly

Facebook

YouTube

Pinterest

Twitter

Targeting

Audience Customization

Machine Learning

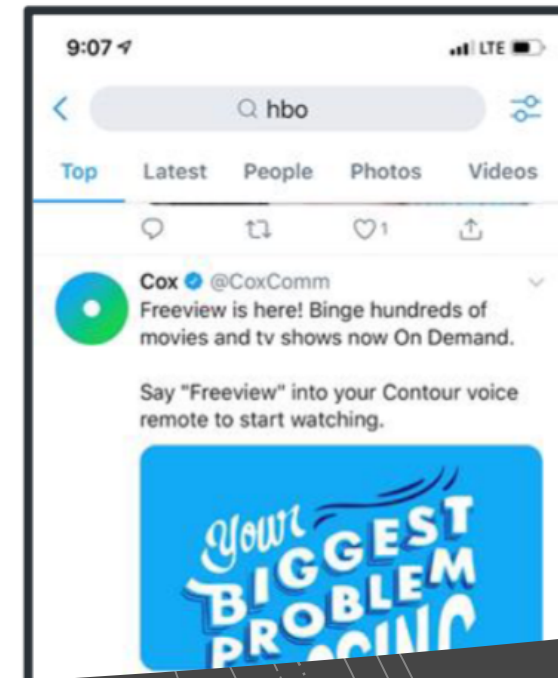
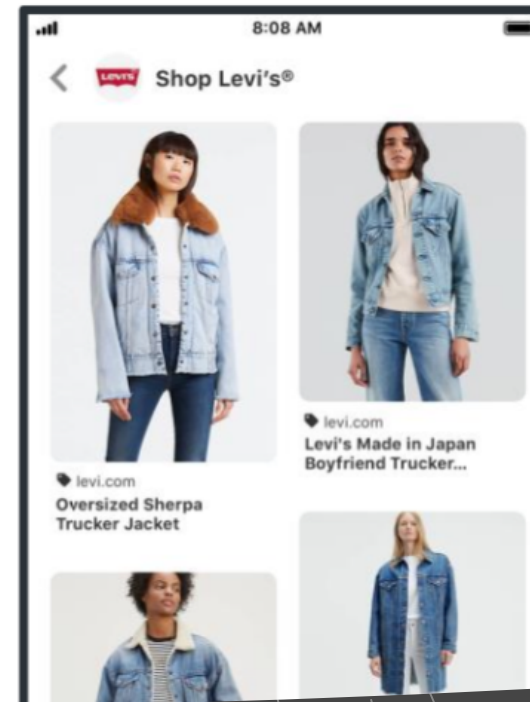
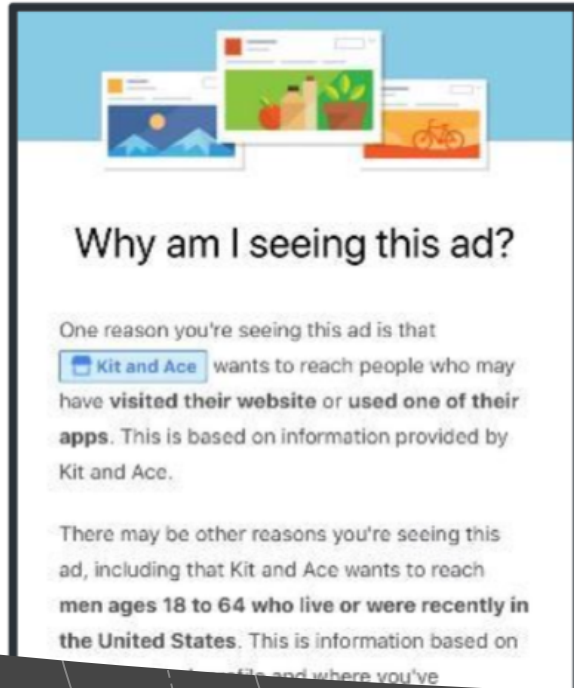
Automatically Time-Edited Clips

Commerce

Shoppable Catalogs

High-Relevance

Promoted Tweets



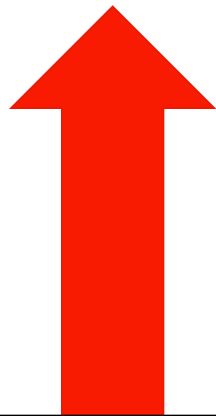
Social Media Advertising Formats



Focus:

Visual formats +
Platforms that have data on consumer
interest

Customer journey vs content



THINK (Consideration)

Solution → Product/Service

Search Engines, Social Media, Customer Review platforms

lead -> potential buyer

Increase traffic to your site or blog

Generate sales leads

Enhance brand reputation, correct negative perception

Influence buyers with videos designed to help them make decisions

Rank higher in search Increase traffic to your website

Get more backlinks to pages with embedded videos

Why would prospects choose the competition instead of you?

Acquire

Interest signals (e.g. Bounce Rate)

commercial intent signals (e.g. Abandoned Cart Rate)

Inbound: MOFu

Prospect → MQL

Content Hub, Lead Nurturing, Growth Marketing, Social Selling, Call-to-Action

Help Content,

Evergreen Content, Case Studies, Testimonials, Curated Content

SEO/SEA, SMA

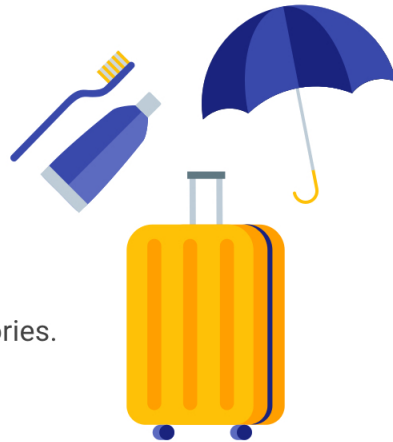
Retargeting with Facebook Exchange

DoubleClick Google Ads

These days, even the small decisions are researched.

Across mobile we've seen:

- 🔍 Over 140% growth in searches for “best” umbrellas.
- 🔍 Over 110% growth in searches for “best” travel accessories.
- 🔍 Over 100% growth in searches for “best” toothbrush.



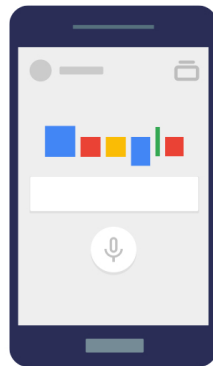
think with Google

Source: Google Data, U.S., Jan. – June 2015 vs. Jan. – June 2017.

“Best” Google searches

We've seen **1.5X more** mobile searches ending with **"to avoid"** in the past two years.

- 🔍 cooking oil brands to avoid
- 🔍 refrigerators to avoid
- 🔍 kitchen trends to avoid
- 🔍 tire brands to avoid



think with Google

Source: Google Data, U.S., Jan. – June 2015 vs. Jan. – June 2017.

"To avoid"
Google Searches

Google Ads

Google

ipad pro

All Shopping News Images Videos More Settings Tools

About 75,500,000 results (0.39 seconds) **Google AdWords Text Ads**

Cookies help us deliver our services. By using our services, you agree to our use of cookies.
[Learn more](#) [Got it](#)

Buy iPad Pro 10.5 on O2 - Order online and collect today - o2.co.uk
[www.o2.co.uk/iPad_Pro_10-5](#)
4.0 ★★★★★ rating for o2.co.uk
Buy any iPad Pro and redeem MS Office 365 worth £59.99 on selected tariffs.
Click & Collect In Store · Free O2 wifi hotspots · Coverage Across Country · Free tech support 24/7
Buy iPad Pro 12.9 on O2 · Buy iPad Pro 9.7 on O2 · Buy iPad Mini 4 128GB · Buy iPad 9.7 on O2

iPad Pro - Apple
[www.apple.com/uk](#)
Anything you can do, you can do better. Learn more and shop now.
Personal setup · Financing available · Free next-day delivery · In-store pickup
Buy now · Apple Pencil · iOS 11 Preview · New iPad cases

iPad Pro at Argos - Spread The Cost of an iPad - argos.co.uk
[www.argos.co.uk/iPadPro](#)
Buy Now. Pay up to 6 Months Later with the Argos Card. Rep 29.9% APR Variable
Multichannel Retailer of the Year 2016 – Retail Week
Ratings: Quality 9.5/10 · Selection 9.5/10 · Website 9/10 · Delivery 9/10 · Prices 9/10 · Returns 9/10
iPad & Tablet Accessories · Buy Google Home at Argos · Headphone at Argos · Technology Clearance

iPad Pro at John Lewis - New 10.5" and 12.9" iPad Pro - johnlewis.com
[www.johnlewis.com/iPad-Pro](#)
Shop iPad Pro at John Lewis. Free delivery or next day Click & collect.










iPad Pro - Apple (UK)
<https://www.apple.com/uk/ipad-pro/>
iPad Pro introduces our most advanced Retina display, the powerful A10X Fusion chip, iOS features tailored for iPad, and a new 10.5-inch model.
iPad Pro (9.7-inch) · Tech Specs · iOS · Apple SIM

Buy iPad Pro - Apple (UK)
<https://www.apple.com> · iPad · iPad Pro
£619.00 to £1,169.00
iPad Pro delivers epic power, in 12.9-inch and a new 10.5-inch size. A10X Chip, the world's most advanced Retina display and more. Buy now at apple.com.

Google Shopping

Shop for ipad pro on Google

Sponsored

 iPad Pro 10.5 inch 64GB Space £29.99 O2 UK	 Apple 10.5 inch iPad Pro Wi-Fi 64GB - £619.00 Apple Store	 Apple iPad Pro, A9X, iOS, 12.9, £689.00 John Lewis ★★★★★ (889)
 Apple iPad Pro Wi-Fi 128 GB 24.6 £610.80 Viking Direct ★★★★★ (197)	 APPLE 10.5 inch iPad Pro - 256 GB £709.00 Currys 31% price drop	 Apple iPad Pro Wi-Fi 256 GB 24.6 £700.80 Viking Direct ★★★★★ (197)
 Apple iPad Pro Tablets MLMX2B/ £599.00 AO.com ★★★★★ (852)	 APPLE 9.7 inch iPad - 32 GB, Space £339.00 Currys Click & collect	 APPLE 9.7 inch iPad - 128 GB, Space £429.00 Currys Click & collect

→ More on Google

People also ask

What is iPad pro?



This Old House • 484K views • 2 years ago
Watch the full episode: <https://www.youtube.com/watch?v=VITC2S4PL6o> Ask This Old House plumbing and heating expert ...



DIY Water Filter! (w/manual siphon pump!) - Off-Grid Water Purifier!
cleans water fast! ppm rds
desertsun02 • 15K views • 8 months ago
DIY Water Purifier w/non-electric "Human Powered" Pump! simple "activated carbon" water filter w/siphon pump. made using PVC ...



\$258 is cheaper than \$26 - Berkey Water Filter vs Brita Water Filter
PonderingParadise • 137K views • 1 year ago
Berkey water filters out perform typical water filters and actually cost less. Even if all you want is to filter your house tap water, ...

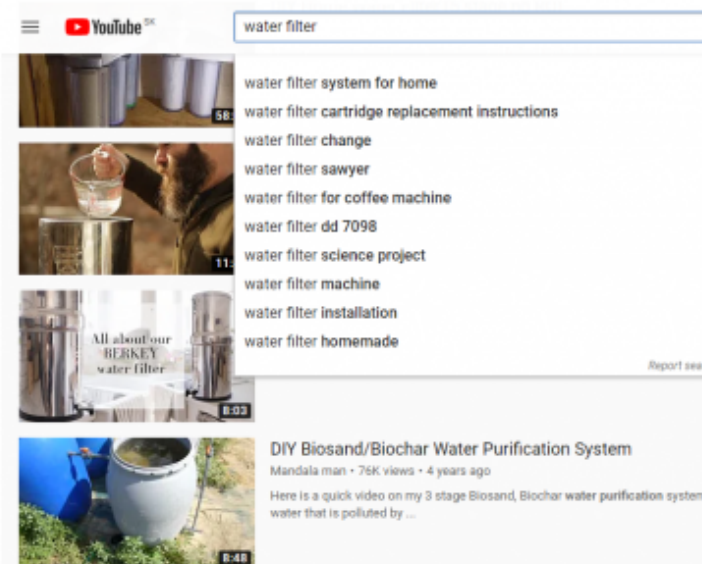


Primitive technology: searching for groundwater and water filter (water well and tank) full
Survival Skills Primitive • 10M views • 12 months ago
Hi. This is our aggregate video. In this video we synthesize video searching for groundwater wells and

different suggestions



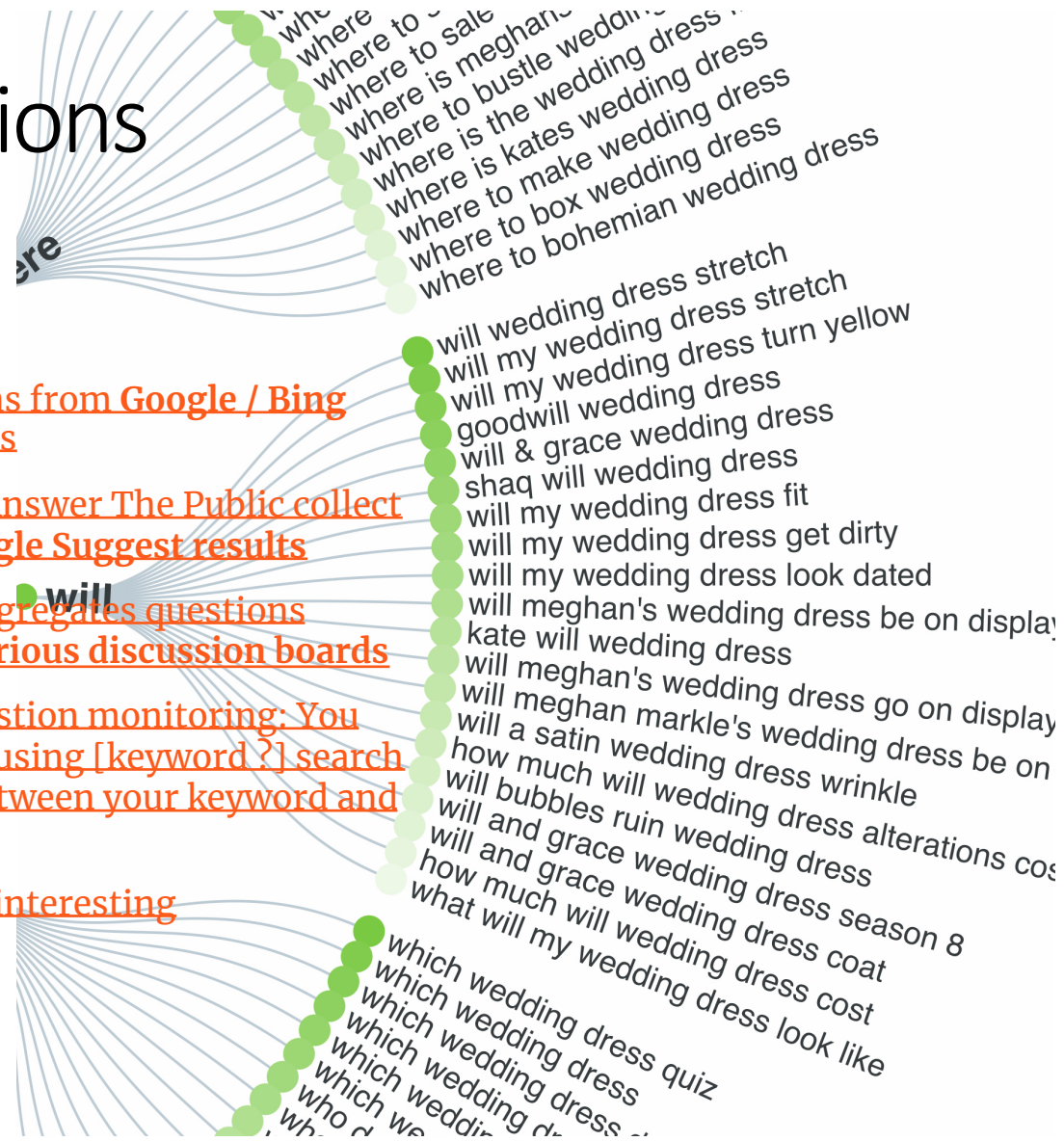
Amazon.com
on.com/water-filtration-softeners/?node=13397631
selection of Water Filters at Amazon.com. Free shipping and free returns on
Water Filtration Systems
Manufacturer of water filters and components. Visit Aquafilter website and discover our
water purification products. Aquafilter ...



Tool: YouTube
suggestions and
autocomplete

Search Questions

- [Featured Snippet Tool](#)
- [Text Optimizer extracts questions from Google / Bing SERPs by using semantic analysis](#)
- [Ahrefs, Serpstat Questions and Answer The Public collect question-type queries from Google Suggest results](#)
- [BuzzSumo Question Analyzer aggregates questions from Quora, Reddit as well as various discussion boards](#)
- [Twitter search for real-time question monitoring: You can monitor Tweeted questions using \[keyword ?\] search on Tweetdeck \(note the space between your keyword and the question mark\)](#)
- [My Tweet Alerts for monitoring interesting \(AMA\) questions on Reddit](#)



Think With Google and Google Digitaal Atelier

Google Digitaal Atelier

Landingspagina Lesbibliotheek Digitaal Atelier voor studenten Digitaal Atelier Brussel Partners Meer ▾

INLOGGEN

BEGIN MET LEREN

Workshops en coaching in online marketing

Meld u nu aan voor meerdere gratis workshops en persoonlijk advies in het Digitaal Atelier in Brussel Centraal station.



Sorteer op Alle locaties ▾

De vervolgstappen online: het kiezen van de juiste kanalen

In deze training leert u hoe u meerdere online kanalen kan inzetten om uw bedrijfsdoelstellingen te behalen. Hoe lang duurt het? De sessie duurt ongeveer een uur. Voor wie...

Brussel

Beschikbaar vanaf 22/11/2018

REGISTREREN

Een introductie in zoekmachinemarketing: SEO & SEA

In deze training leert u hoe u zoekmachinemarketing in kan zetten voor uw bedrijf. U krijgt inzicht in hoe zoekmachinemarketing u kan helpen om online doelen te behalen. Hoe la...

Brussel

Beschikbaar vanaf 22/11/2018

REGISTREREN

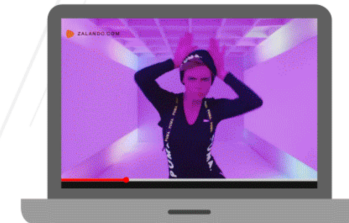
Think with Google English - Nordics & Benelux ▾

Insights & Inspiration ▾ Marketing Resources ▾ Tools & Products ▾ 🔍

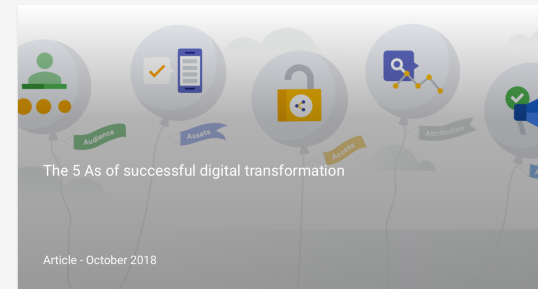
Insights you want.
Data you need.

Stay on top of the latest and greatest

SUBSCRIBE



The YouTube Ads Leaderboard: Discover the ads people in Benelux and the Nordics chose to watch in Q3 🔍



Article - October 2018



bol.com boost CPA 38% with automated bidding on Display & Video 360

Case Study - November 2018

Focus:

Formats that tap into “rational” thinking
(e.g. promotions) +

Platforms that have consumer data about
intent

Customer journey



BUY (ACTIVATION)
PRODUCT/SERVICE → SALE

Store, Web Shop, Website

potential buyer -> buyer

Improve customer experience

Increase sales volume

Recruit new users

Accelerate your company's revenue growth

Improve conversions

Get more opens and clicks on your email sends

What are reasons that leads don't convert?

Experience & Convert

Conversion Rate, Customer Acquisition Cost, Customer Lifetime Value (CLV)

Inbound: BOFu

MQL → SQL

E-commerce, ROPO, Lead Management/Scoring, Marketing Automation, Remarketing, BANT/CRUX

Sales Qualification

Gated Content & Web Forms (whitepaper, ebook, checklist, tool to compare features), Storytelling

Limited Time Offer/Discount, SMA

Dynamic Product Ads

AdSense Google Ads

PhoneArena



Deal: Save up to \$150 on Samsung Galaxy S10e, S10 and S10+ at Best Buy

4 hours ago

Mashable



Two Google Chromecast models are on sale at Walmart — save up to \$10

17 hours ago

Mashable

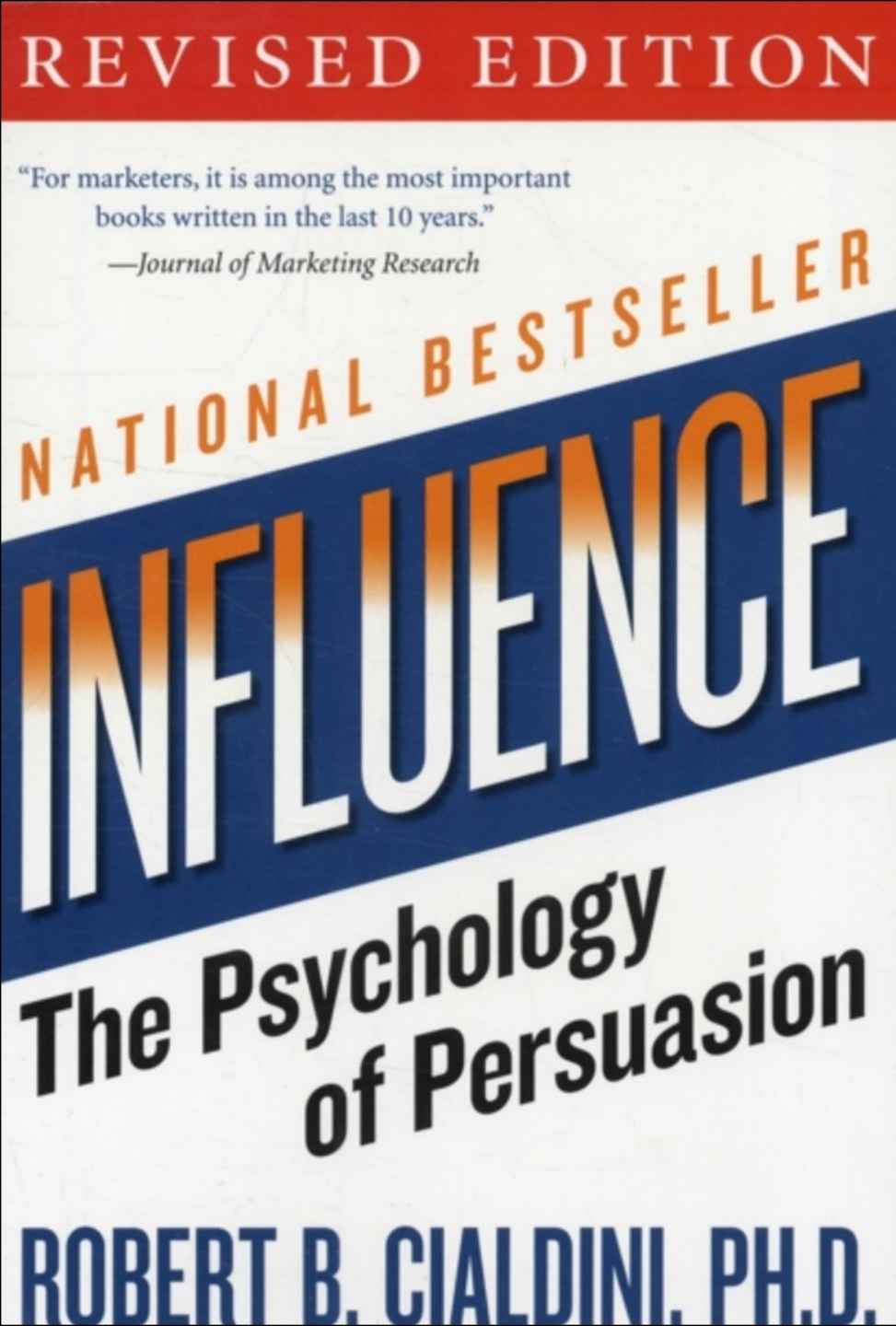


PlayStation 4 controllers are on sale for up to \$18 off on Amazon

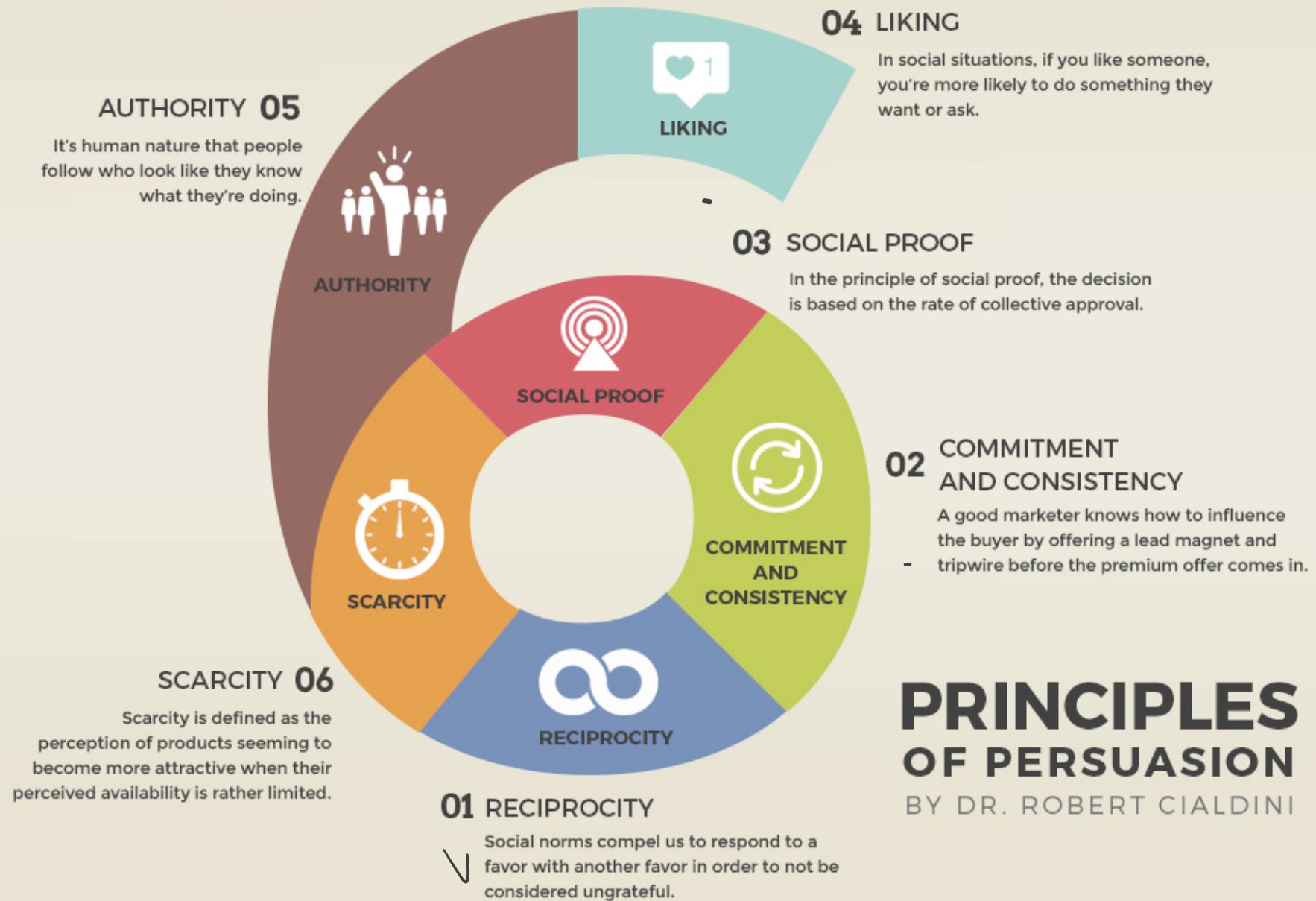
1 day ago

"What's in it for me?"

Tangible Benefits



Robert B. Cialdini (1984)
Principles of Influence





Focus:

Trust e.g. social proof +
Removing friction e.g. payment options

Customer journey



USE (Loyalty)

Sale → Satisfaction

Email, Website, Social Media

buyer -> repeat buyer

Foster customer loyalty, consolidate loyal users

To maintain sales volume

Have customers spend more money & want to come back

What are reasons that customers might stop using using product/service?

Engage & Retain

Customer Satisfaction Score, Social Media Sentiment, Up/Cross-sell, Retention/Reactivation

Sales:

SQL → Customer

Email Marketing, Customer Care, Community Management, Social Listening, Experience Marketing

Hub Content,

Online Communities

Newsletters, Podcasts

Direct customer relationship to build loyalty via Messenger

Without happy customers that continue to buy from you, the business won't survive. New customers tend to cost more to acquire and don't spend as much money as loyal, repeat customers.

Digital Marketing Like a PRO

Clo Willaerts



“You want to be extra rigorous
about making the best possible
thing you can.
Find everything that’s wrong with
it and fix it.
Seek negative feedback.”

Elon Musk



How Consumers Communicate An Unsatisfactory Shopping Experience

marketing
charts

■ Age: 18-37 ■ Age: 38+

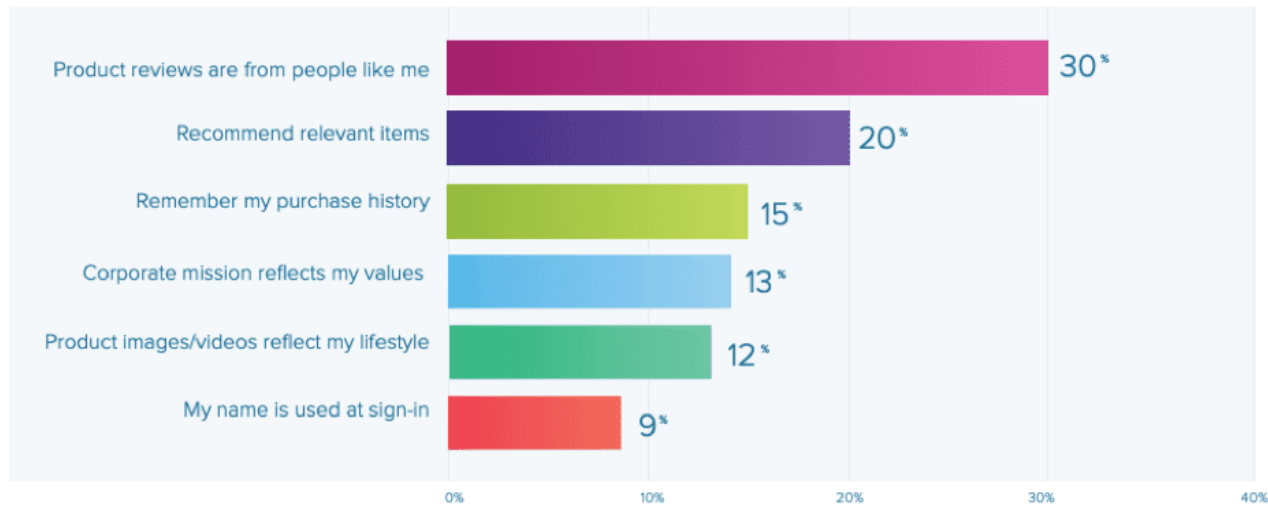


Published on MarketingCharts.com in April 2019 | Data Source: Boston Retail Partners

Based on a survey fielded in December 2018 among 1,298 US adults, around one-third (35%) of whom are ages 18-37

Unhappy
customer

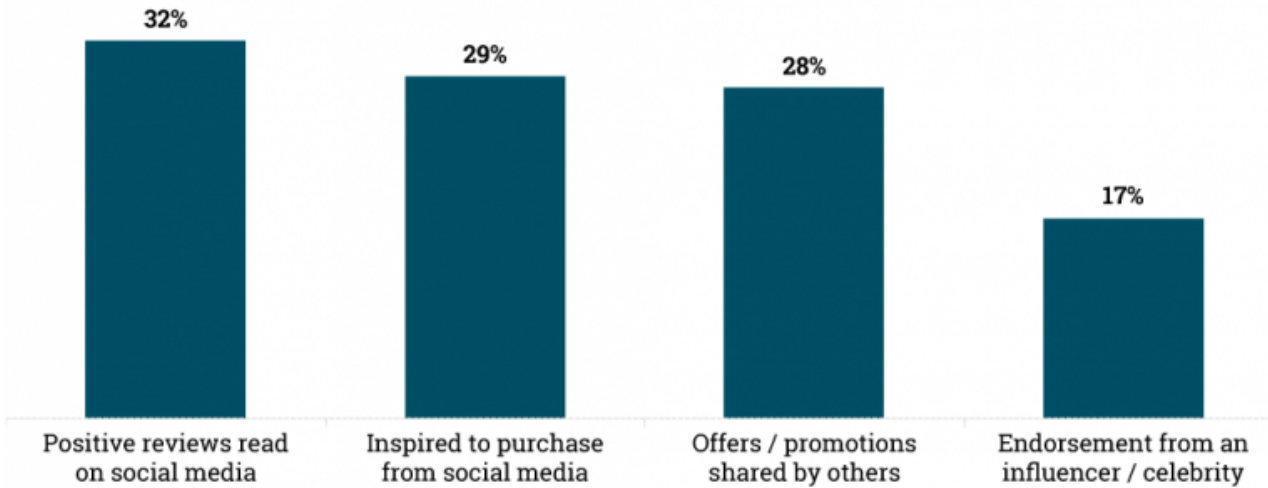
“What is a good sign that a brand or retailer understands you?”



Product
reviews

Social Media's Influence on Consumer Purchase Decisions

(% of global respondents reporting influence)



Published on MarketingCharts.com in April 2019 | Data Source: PwC

Based on a survey of more than 21,100 online consumers in 27 territories

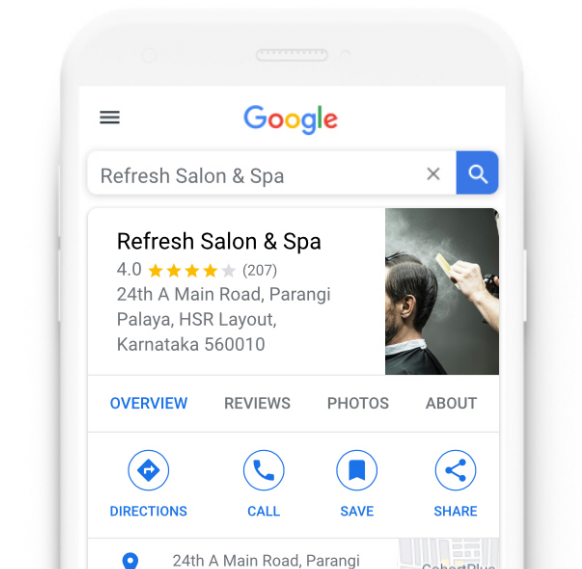
Influence of social media

Most reviews are good. "We've found that the worldwide average for product reviews is a 4.3 out of 5.0," says Brett Hurt. His company provides customer conversation services to corporations ranging from Wal-Mart to Johnson & Johnson. According to Brett, 80% of all reviews online are four to five stars.

Winning the Zero Moment of Truth - ...

Jim Lecinski





Find and manage
your business



Can't find your business?

[Add your business to Google](#)

Google Business
Profile

Triggered emails

From: [Coolblue](#) >

To: [Clo Willaerts](#) >

[Hide](#)



Verzendbevestiging en factuur van order 33938226

18 January 2019 at 15:55

Found in Gmail All Mail Mailbox

**cool
blue**

alles voor een glimlach®

VERZONDEN.

We zijn er bijna.

Beste Clo Willaerts,

Je bestelling met [ordernummer 33938226](#) is verzonden en komt zo snel mogelijk naar je toe met onze bezorgpartner Bpost.

Je factuur vind je terug in [Mijn Coolblue](#) en in de bijlage van deze mail.

Bezorgdag

Zaterdag 19 januari 2019

[▶ Volg je bestelling met Track & Trace](#)

Bezorgadres

Bnox bvba
Clo Willaerts
Weidestraat 25
2800 Mechelen



Belangrijk voor de bezorging



Niet thuis?

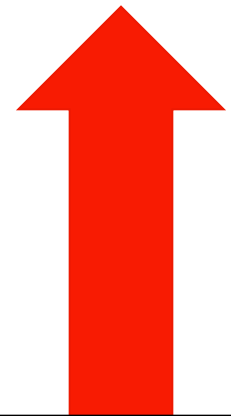
Als je niet thuis bent, zal de bezorger van bpost een bericht van aanbieding in de



Focus:

Humanize contact points

Customer journey



LOVE (ADVOCACY)
SATISFACTION → REFERRAL

Social Media, Word-Of-Mouth, Personalized Email

repeat buyer -> fan

Incentivize customers who spontaneously recommend your products/services to their peers.
Boost shares on social media

Why would a customer never recommend your product/service to someone else?

Recommend

Net Promoter Score (NPS)

Customer → Advocate
Referral Marketing, Influencer Marketing

User Generated Content

Curated User Generated Content, Social Proof

“The best
advertising is done
by satisfied
customers.”

Philip Kotler





Brand
Advocacy

**WYNDHAM
WORLDWIDE**

User-generated content allows us to see our brands as our customers experience them.

Montique Misrahi
Senior Manager, Digital Content,
Wyndham Worldwide

This content is also vital for marketers

UGC > STOCK
PHOTOGRAPHY

UGC performs 50% better than stock photography, which is both the most used and the least effective form of visual marketing



This kind of earned media is effective, with 84% of consumers saying they trust it most

KEY TAKEAWAYS

1

Develop strategies to encourage guests and visitors to share more to increase your share of voice and inspire others

2

Pull insights, inspiration and content from real travelers' media

3

Travel content is effective, so even if you're not a travel brand, that narrative can be an effective part of your brand storytelling

UGC > stock
photography



Focus:

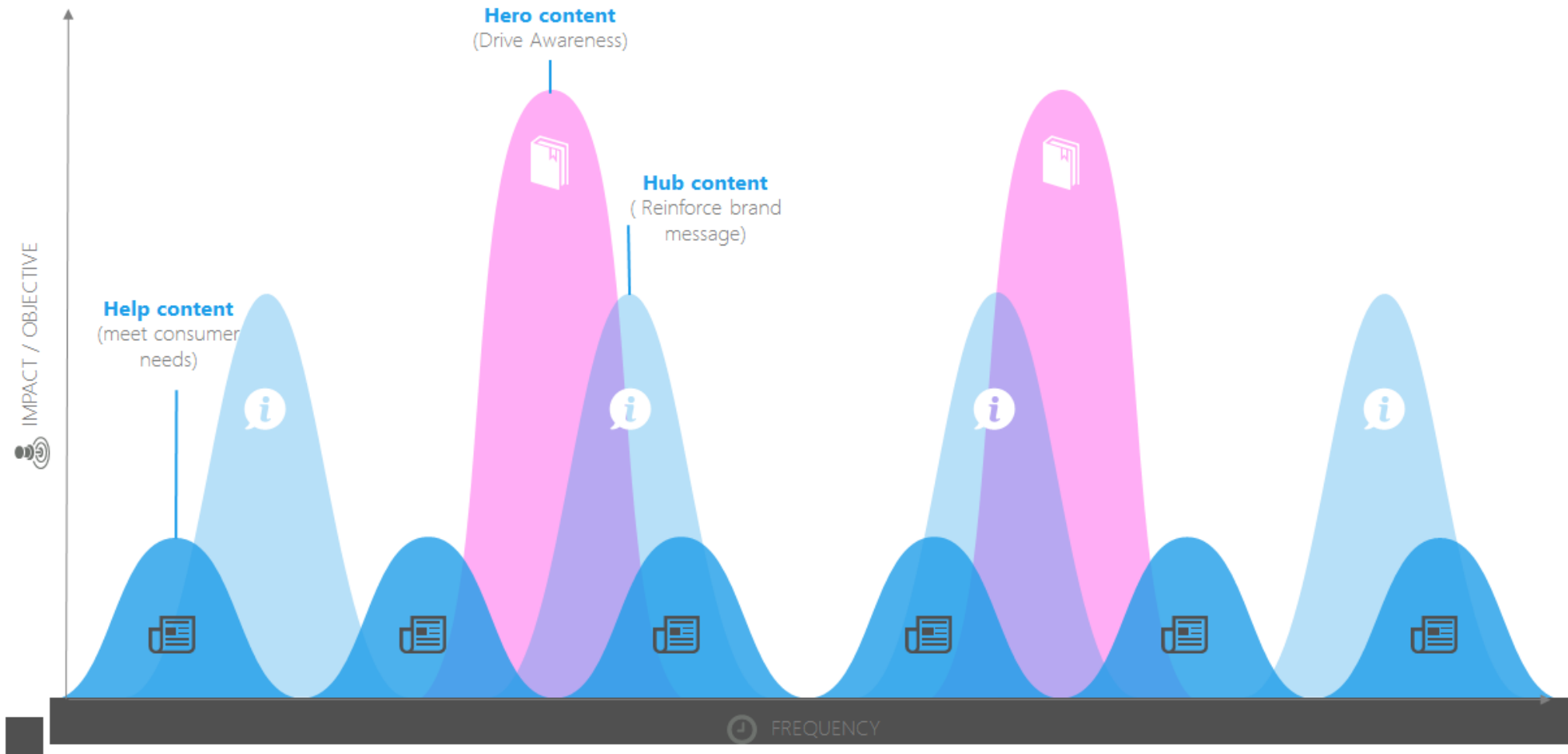
Public Relations with influencers

Four flavors

1. **Marketing Strategy aligned with Business Strategy**
 - ☐ Buyer Personas
 - ☐ Value Propositions
2. **Digital Marketing Strategy aligned with Marketing Strategy**
 - ☐ Example: Inbound Marketing Strategy
3. **Digital Marketing Strategic Plan**
 - ☐ Customer Journey Mapping
4. **Content Planning (esp. Social Media for 202x)**
 - ☐ 3H Content model
 - ☐ Editorial Calendar

Content Framework: Hero, Hub & Help

- Hero
- Hub
- Help





Content calendar
tool: Google
Calendar

KPScalender@outlook.com - Calendar - KPScalender@outlook.com

help Tell me what you want to do

Week Month Schedule View Open Calendar E-mail Calendar Share Calendar Publish Online Calendar Permissions Search People Address Book

Westminster, England Today 76°F/65°F Tomorrow 75°F/62°F Saturday 73°F/57°F Search KPScalender@outlook.com

TUESDAY	WEDNESDAY	THURSDAY
26	27	28
08:00 Emails	08:00 Eurotunnel edit	Post Blog & Promote
09:00 Invite people who have liked Cam...	08:00 Emails	08:00 Training Mandy Li...
09:00 Send Ross to-do	09:00 Promoting new rev.com affiliate li...	08:00 Emails
09:30 Eurotunnel video shoot	09:00 Invite people who have liked Cam...	09:00 Atomicon prep
09:30 SMMW Presentation	10:30 Create copy for social media posts	09:00 Invite people who
15:00 Hubspot, blog outreach, calling J...	11:30 Cameo Ads	12:30 Write up Maidstor
5	6	7
08:00 Emails	08:00 Emails	Post Blog & Promote
09:00 March Cameo edits	08:00 Update keynote resurces page	08:00 Emails
09:00 Invite people who have liked Cam...	09:00 March Cameo edits	09:00 Travelling to Atom
09:30 Call with Tina from Criteo about t...	09:00 Final Atomicon Prep	09:00 Invite people who
09:30 Dan Knowlton / Criteo Kick-Off ca...	09:00 Invite people who have liked Cam...	17:00 Send Christina & M
10:30 Cameo and Core reports & record...	12:00 Meeting with Jay	18:00 Schedule Cameo v
12	13	14
08:00 Emails	08:00 Social Media Engagement	Post Blog & Promote
09:00 March Cameo videos	09:00 IMI meeting	08:00 Social Media enga
09:00 Atomicon blog & promo	09:00 Invite people who have liked Cam...	09:00 IMI changes
09:00 Invite people who have liked Cam...	09:30 March Cameo Video 1 Go Live 9:3...	09:00 Invite people who
13:00 Final SMMW prep	10:00 March Cameo videos	09:30 Emails
15:30 Send Mark Orr instructions for 4 ...	10:00 Crafting LinkedIn post to promot...	10:30 GR Carr Phase 2

Content
(production)
planning tool:
Outlook



Op de hoogte blijven?

Elke 2 weken een overzicht krijgen van de toptopicals die eraan komen? En inspiratie om creatieve posts te maken?

Abonneer je op onze nieuwsbrief:

Opleiding volgen?

[4/10 - Haal het maximum uit LinkedIn](#)

[6/10 - Je website beter laten scoren in Google \(SEO\)](#)

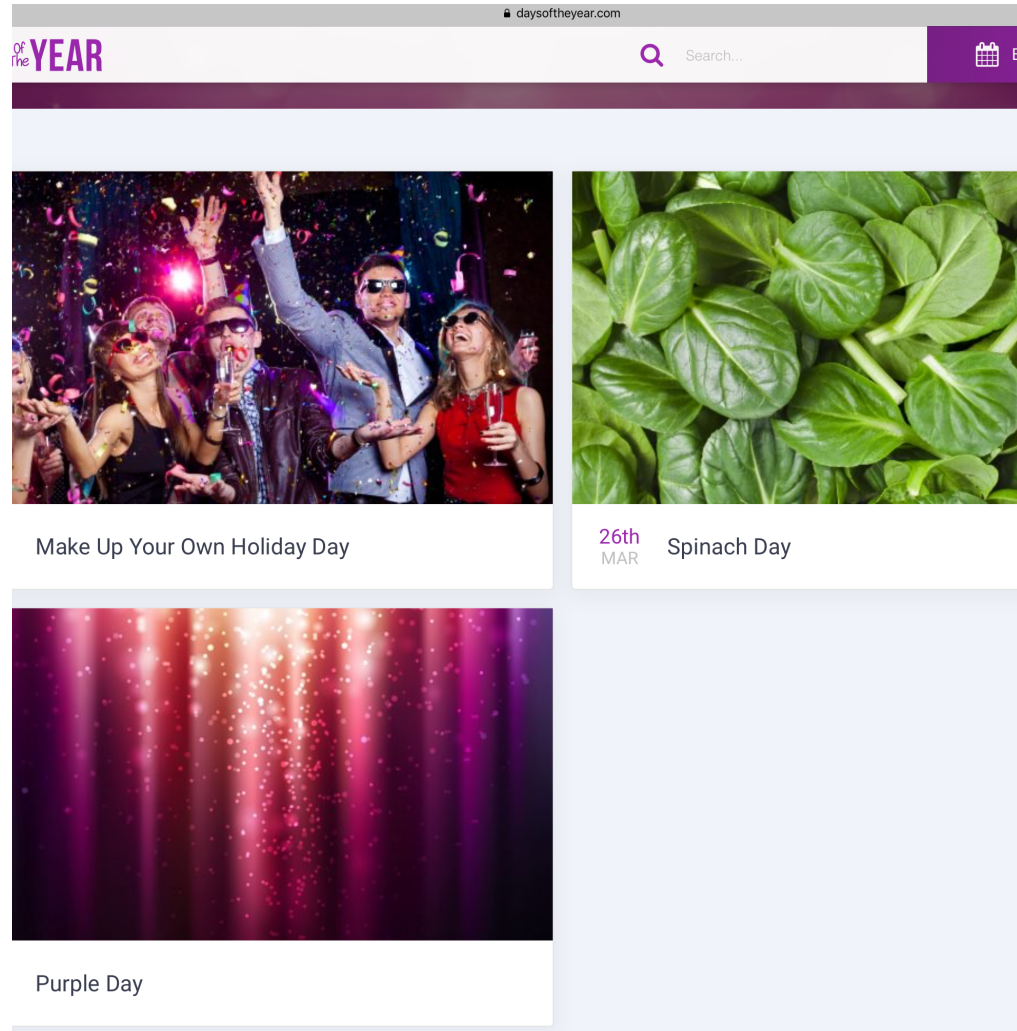
[11/10 - Adverteren op Facebook en Instagram](#)

Over ons

Deze toptopical- gratis aangeboden Media. Heb je op suggesties? Contact info@ilikemedia.be

1	Weekend van de klant	Wereld Veggie Dag #WorldVegetarianDay Start fair trade maand Internationale dag van de ouderen #UNDOP Internationale koffiedag #InternationalCoffeeDay World Day of Bullying Prevention Wereldglimlachdag #Worldsmileday Internationale dag van geweldloosheid #InternationalDayOfNonviolence (Verjaardag Mahatma Gandhi)		CD Player Day Internationale muziek Start Week van de muziek (8 oktober)
2	Weekend van de klant	World Farm Animals Day	Marathon van Brussel	
3		Boyfriend's Day		
4	Handhavingsweek Mooimakers	werelddierendag #WorldAnimalDay Vodka Day		
5	Dag van de leerkracht	International Day of No Prostitution		
6		World Card Making Day	WK Ironman (tot 8/10)	Mad Hatter Day (Wandelaar)

Ilikemedia.be
Toptopical-
kalender



TIP:
DaysOfTheYear

Four flavors

1. **Marketing Strategy aligned with Business Strategy**
 - ☐ Buyer Personas
 - ☐ Value Propositions
2. **Digital Marketing Strategy aligned with Marketing Strategy**
 - ☐ Example: Inbound Marketing Strategy
3. **Digital Marketing Strategic Plan**
 - ☐ Customer Journey Mapping
4. **Content Planning (esp. Social Media for 202x)**
 - ☐ 3H Content model
 - ☐ Editorial Calendar

Thank you very much!

Clo@bnox.be