

DIGITIZE YOUR MARKETING OUT OF CRISIS

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SCAN ME

01

ONLINE
PRESENCE

02

OPPORTUNITIES
IN CRISIS

03

HELPFUL TOOLS
TO USE

AGENDA

TRENDS

**JAN
2020**

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE



MOBILE PHONE
(ANY TYPE)



96%

SMART
PHONE



94%

NON-SMARTPHONE
MOBILE PHONE



21%

LAPTOP OR DESKTOP
COMPUTER



66%

TABLET
DEVICE



23%

DEVICE FOR STREAMING TV
CONTENT OVER THE INTERNET



5.7%

GAMES
CONSOLE



16%

SMART HOME
DEVICE



7.8%

SMART WATCH
OR WRISTBAND



13%

VIRTUAL
REALITY DEVICE



5.1%

TRENDS

JAN
2020

DAILY TIME SPENT WITH MEDIA

AVERAGE DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



USING THE
INTERNET



7H 59M

USING
SOCIAL MEDIA



3H 26M

WATCHING
TELEVISION*



3H 04M

LISTENING TO MUSIC
STREAMING SERVICES



1H 30M

USING A
GAMES CONSOLE



1H 23M

01 ONLINE PRESENCE

Are my customers
finding me online?



Leverage owned earned, and paid media for a comprehensive digital marketing strategy

SHARING

Mentions
Shares
Reposts
Reviews

Earned

Paid

People sharing & engagement with paid promotion

ADVERTISING

Pay Per Click
Display Ads
Retargeting
Paid Influencers
Paid Content Promotion
Social Media Ads

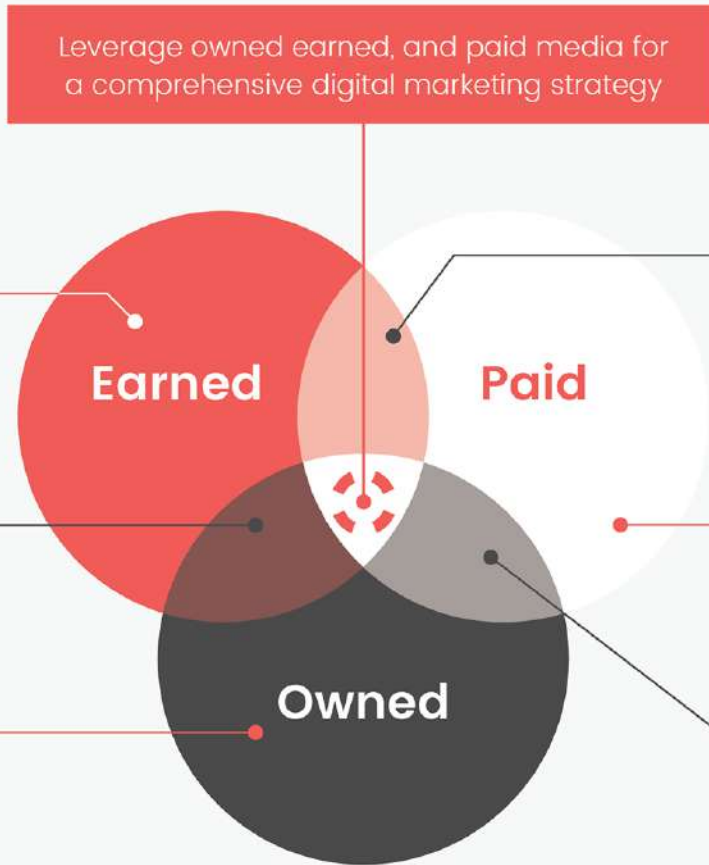
SEO & brand content that drives earned media sharing & traffic

WEB PROPERTIES

Website
Blog Content
Social Media Channels
Email Marketing

Owned

Gain more exposure to web properties with SEO and PPC

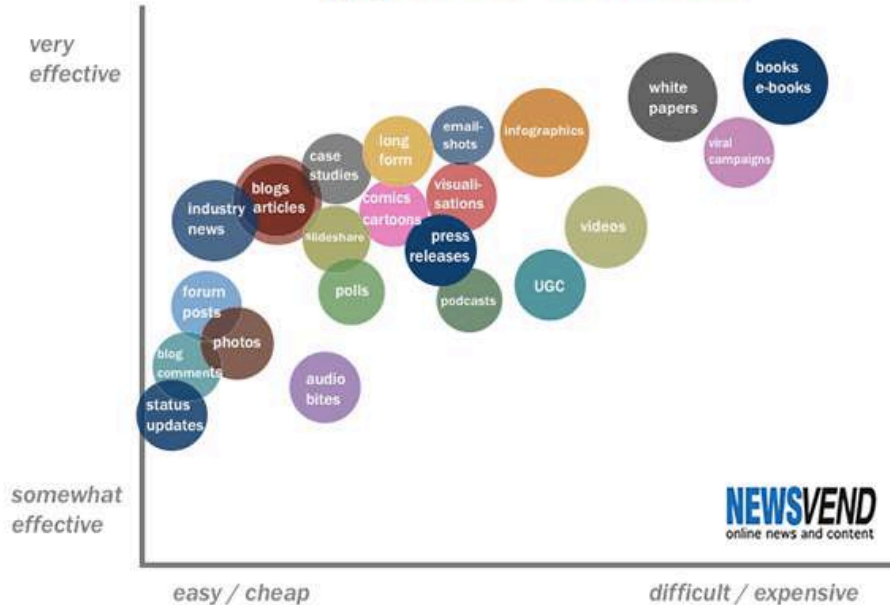


CONTENT IS KING

- Content is one of the the top two ranking factors in Google
- The more amazing content you create, the higher chance you have of bringing in new traffic and leads, especially from organic search
- What can you bring to the table?

CONTENT IS KING

Types of content



Purposes:

- Building Brand Awareness
- Developing Credibility and Social Proof
- Driving Traffic and Sales

The question is:
How does content help to drive
sales and bring in new customers?

A content marketing strategy to support

The buying cycle...

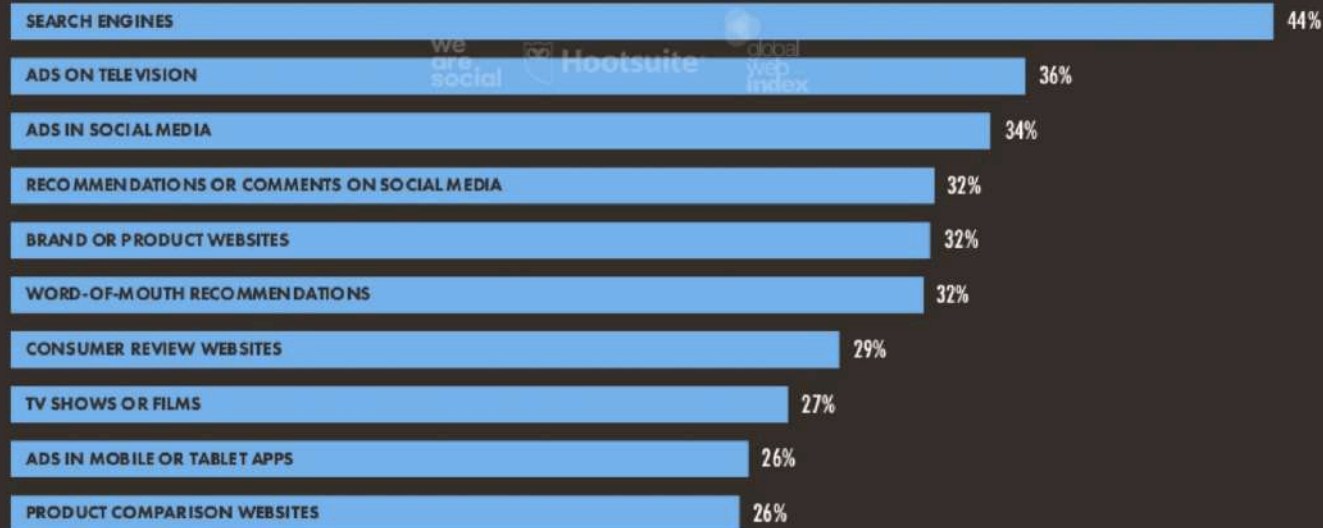


TRENDS

**JAN
2020**

SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY DISCOVER NEW BRANDS AND PRODUCTS VIA EACH CHANNEL

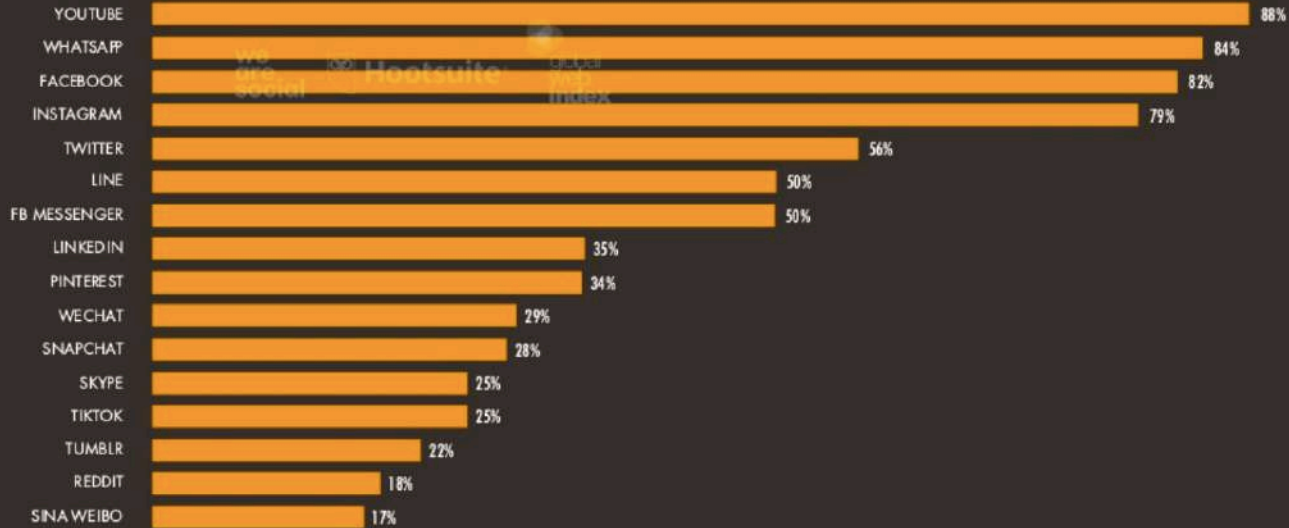


TRENDS

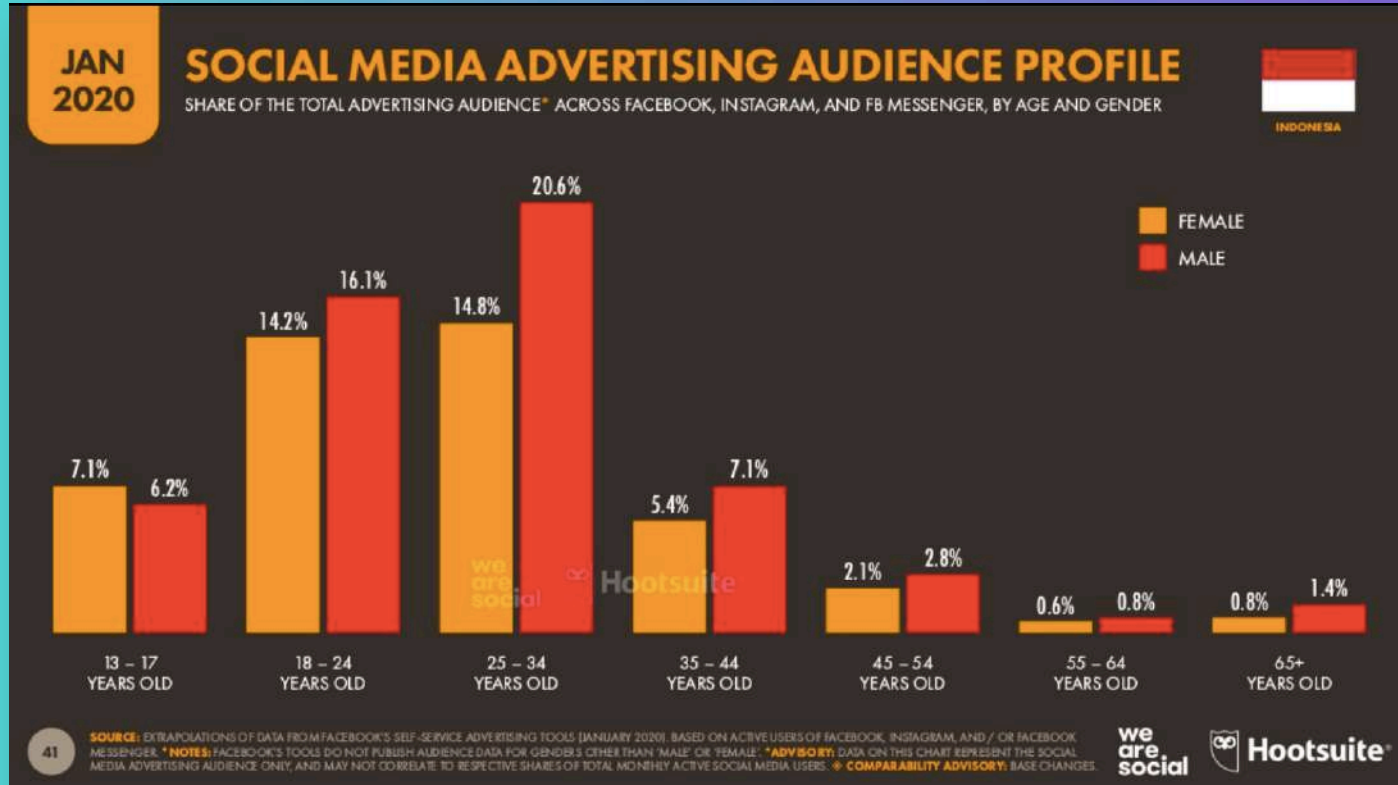
JAN
2020

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH PLATFORM IN THE PAST MONTH



TRENDS



TRENDS

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2020

ECOMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH



SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



93%

VISITED AN ONLINE
RETAIL STORE ON THE
WEB (ANY DEVICE)



90%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



88%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



25%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



80%

TRENDS

JAN
2020

ECOMMERCE SPEND BY CATEGORY

TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2019, IN U.S. DOLLARS



FASHION
& BEAUTY



\$4.79
BILLION

ELECTRONICS &
PHYSICAL MEDIA



\$4.73
BILLION

FOOD &
PERSONAL CARE



\$3.17
BILLION

FURNITURE &
APPLIANCES



\$2.91
BILLION

TOYS, DIY
& HOBBIES



\$3.16
BILLION

TRAVEL (INCLUDING
ACCOMMODATION)*



\$13.06
BILLION

DIGITAL
MUSIC



\$119.0
MILLION

VIDEO
GAMES



\$937.0
MILLION

SOCIAL MEDIA MARKETING

"Content is king, but Context is god" – Gary Vaynerchuk
But, what does it mean?

FACEBOOK

Purpose: Deep connection and Personal Sharing

Content: Emotionally powerful content: happy, sad, angry, scared, passionate posts, that garner comments and shares

INSTAGRAM

Purpose: Storytelling with videos and photos

Content: Culture, lifestyle, food, fashion and other content that create a desire for others to be like that image/video

TWITTER

Purpose: Keep frequent tabs on everyone and everything

Content: News, events, political and ideological commentary and quick thoughts

INSTAGRAM

In 2016, Instagram shifted its algorithm from showing all posts from people users follow in chronological order to one that prioritizes what is shown first based on *"the likelihood people will be interested in the content, their relationship with the person of business posting and the timeliness of the post."*

If you want your Instagram posts to be seen by more people, they need to connect with your audience. The more fans like and comment on your posts, the more likely Instagram's algorithm is to favor the content – pushing it to top of news feed, and limiting the need for paid promotion to get it seen.

Example:

Take the extra few seconds to like and reply to comments posted by your audience.
Build the engagement with your audience right away.

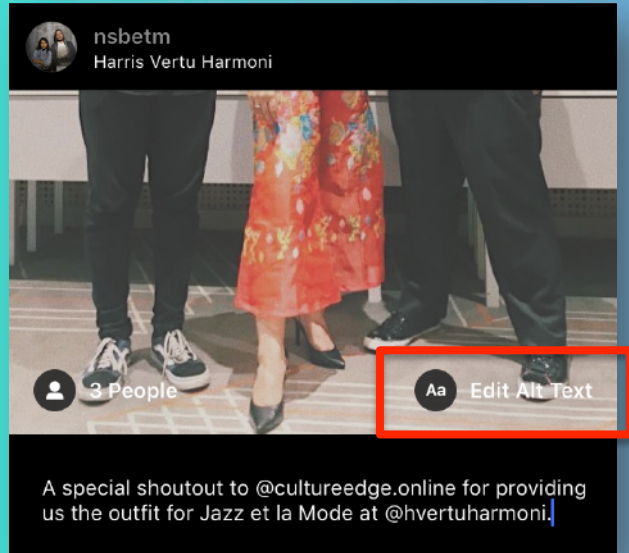
USE TO YOUR ADVANTAGE

Posting great content isn't enough on its own. You need to put some work in to get your profile in front of people.

- Develop your content.
- Develop a list of hashtags to drive organic traffic.
- Network with others.

Remember, **patience** is key! You can't grow results overnight.

SEO FOR INSTAGRAM



Two recommended ways to build organic traffic for your Instagram account:

1. Alt Text:

- What is it? This is used to explain what the picture contains.
- Why is it awesome? Google will pick up your alt text and display it in search engine.
- How can I use it? Tell a story about the picture and use 'long-tailed' keywords, specific to your market.

SEO FOR INSTAGRAM

#LOVE

#INSTAGOOD

#PHOTOOFTHE DAY

#FASHION

Two recommended ways to build organic traffic for your Instagram account:

2. Hashtags:

- Why is it awesome? It directs people who are searching for similar content
- How can I use it? Research good and trending keywords to be added to your caption. *Ubersuggest* is one of the many apps that can be used as a starting point.

SEO FOR MARKETPLACE



SEO isn't being used only for your website and social media, it is also applicable for the marketplaces from where you sell your products/services.

Tips:

- Use clear name of your store
- Use clear & precise name of your products
- Include all the information needed by your customers

Good structure + Relevant Content + Informative

PAY-PER-CLICK ADVERTISING

Pay-per-click advertising does exactly as it says. You pay for each click that you receive on an ad that you create.

You may have heard of PPC platforms such as Google AdWords, which is used mainly for website to appear on the first page of Search Engine Result Page.

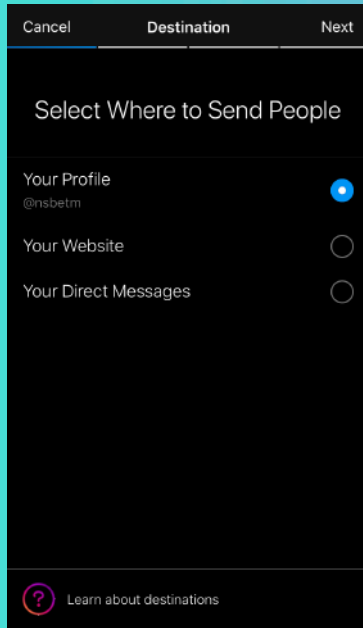
CPC vs. CPM?

Search Network vs. Display Network?

Remarketing?



INSTAGRAM ADS




Cancel Destination Next

Select Where to Send People

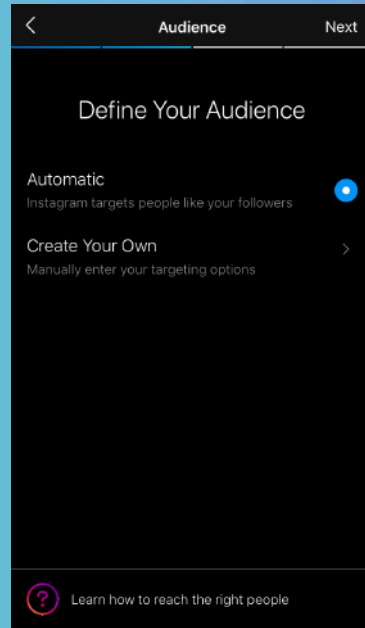
Your Profile @nsbctm ☒

Your Website ☐

Your Direct Messages ☐

 Learn about destinations

1. Set Objective




< Audience Next

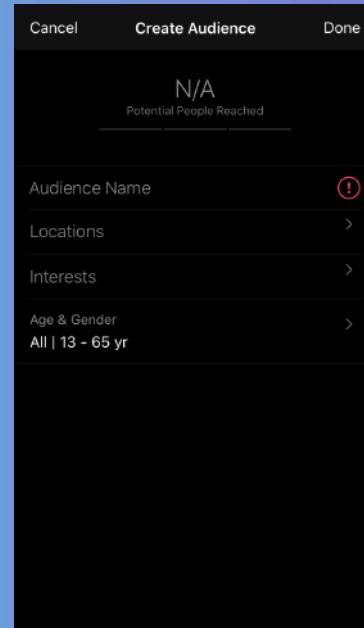
Define Your Audience

Automatic Instagram targets people like your followers ☒

Create Your Own Manually enter your targeting options >


 Learn how to reach the right people

2. Define Audience



Cancel Create Audience Done

N/A Potential People Reached

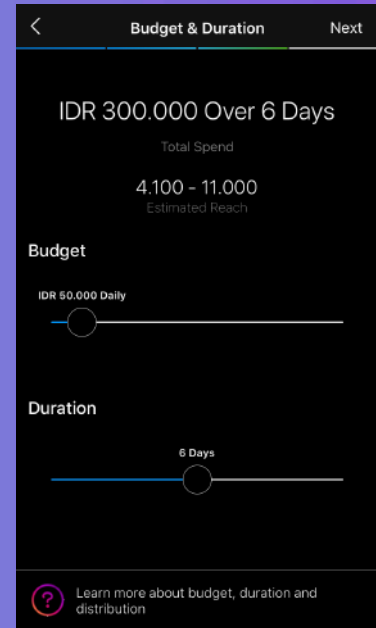
Audience Name 

Locations >

Interests >

Age & Gender All | 13 - 65 yr >

3. Get Specific



< Budget & Duration Next

IDR 300.000 Over 6 Days

Total Spend


4.100 - 11.000 Estimated Reach

Budget

IDR 50.000 Daily

Duration

6 Days

 Learn more about budget, duration and distribution

4. Budget

EMAIL MARKETING

Email marketing is all about communication between you as a business owner with your audience and customers.

Facts:

- 81% of SME rely on email as primary customer acquisition (Emarsys, 2018).
- For every \$1 spent on email marketing, you can expect an average return of \$42 (DMA, 2019)
- Emails with personalized subject lines generate 50% higher open rates (Yes Lifecycle Marketing, 2017)
- Adding videos to your email increases click rates by 300% (Martech Advisor, 2017)

TIPS:

- Use services such as Mailchimp
- Attractive email subjects
- Make it personal
- Integrate User Generated Content (UGC)
- Include links and call to action
- Keep it short and sweet
- Study your metrics (click rate, bounce rate, time spent, etc.)



OPPORTUNITIES IN CRISIS

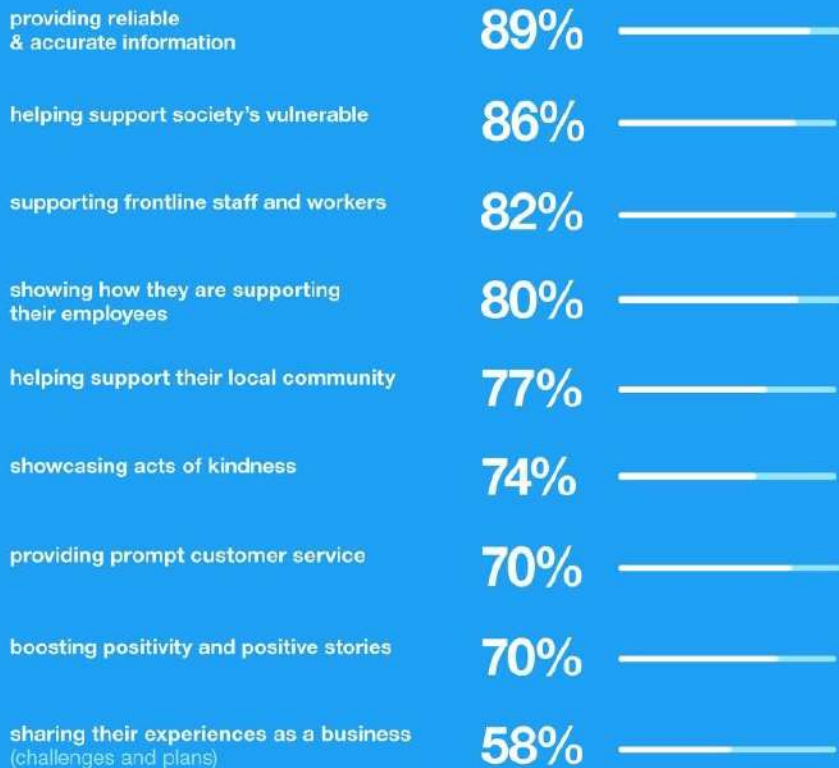
What should I do now?

02

Brands & Their Role in COVID-19



It's important for brands to be...



Source: Twitter Insiders, US Only, March 25-30, 2020, n=629

5 Bold Predictions for the New World After Coronavirus

1

Remote Work Will Change Our Businesses

2

Data Ownership Will Become a Top Priority

3

Focus on Content Marketing Will Intensify

4

Emerging Tech Will Require New Skillsets

5

Increased Attention on Customer Loyalty

HELP OTHERS

Build your
intangible
resource
during this
time:
Reputation.

Offer
educational
based training
for your
employees and
customers

YOUR BUSINESS MUST SELL TO SURVIVE

Show how
your brand
can solve a
problem or
satisfy your
customers'
needs

Conversions
are down for
almost all
industry, but...
offer payment
plan

Cooperate
and
collaborate
with
customers,
peers, even
competitors

DEEP DIVE YOUR BUYER PERSONA

Use this time
to re-think
about your
current
market and
potential
market

Build your
email list,
prepare
content for
now and later

PAID ADS

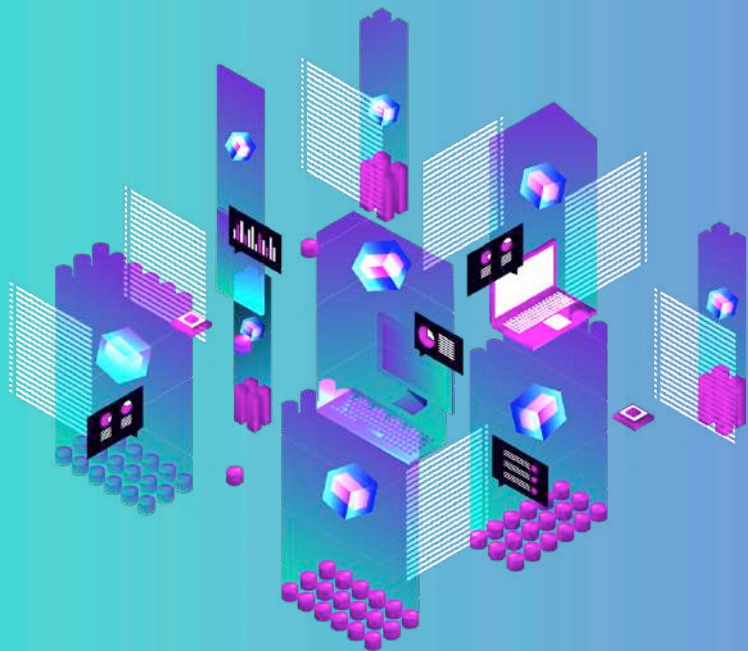
Get yourself familiar with paid ads and how you can take advantage of them

A/B testing your content and ads to figure out the best ones to reach your audience

RE-THINK YOUR MARKETING STRATEGIES

The economy
will bounce
back, will you?

Go back to
your original
plan, use this
time to reflect,
and plan for a
better future



HELPFUL TOOLS

How can I be more
effective and efficient?

03

TRELLO



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and get more done.**

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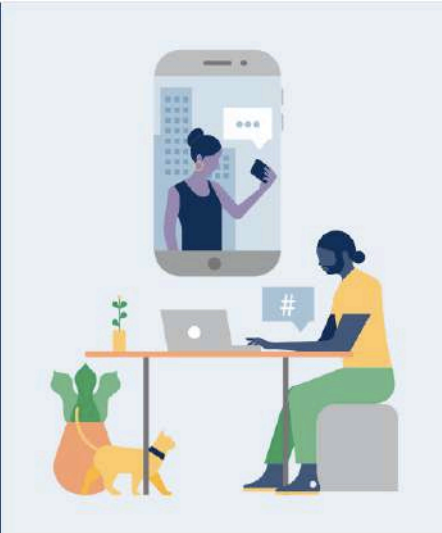
We've got your back and your free .com

Many businesses are working harder than ever to stay connected with customers. Start with a free custom domain for up to 5 years, then build a free website to get your business online quickly.

[Claim Your Free Custom Domain](#)

*Receive a \$25 discount on your domain. This discount renews every year with your domain for up to 5 years if you publish a website on Mailchimp within 11 months and keep it active. Quantities limited. Offer ends May 31, 2020. Click for full terms.

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[Start Your Free 30-Day Trial](#)[Compare Plans](#)

Trusted by employees at 800+ of the Fortune 1000

UBERSUGGEST



New Feature: Type in a competitor's domain to get better keyword ideas

NEILPATEL

EN

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Ubersuggest

Want more traffic? Ubersuggest shows you how to win the game of SEO.

Just type in a domain or a keyword to get started.

Enter a domain or a keyword



English / United States

SEARCH

Domain Overview

ORGANIC KEYWORDS
12,100

OVER LAST 30 DAYS

PAYD KEYWORDS
45

OVER LAST 30 DAYS

TOTAL TRAFFIC
12,3M

90% ORGANIC

PAYD AD COST
\$12,123

OVER LAST 30 DAYS

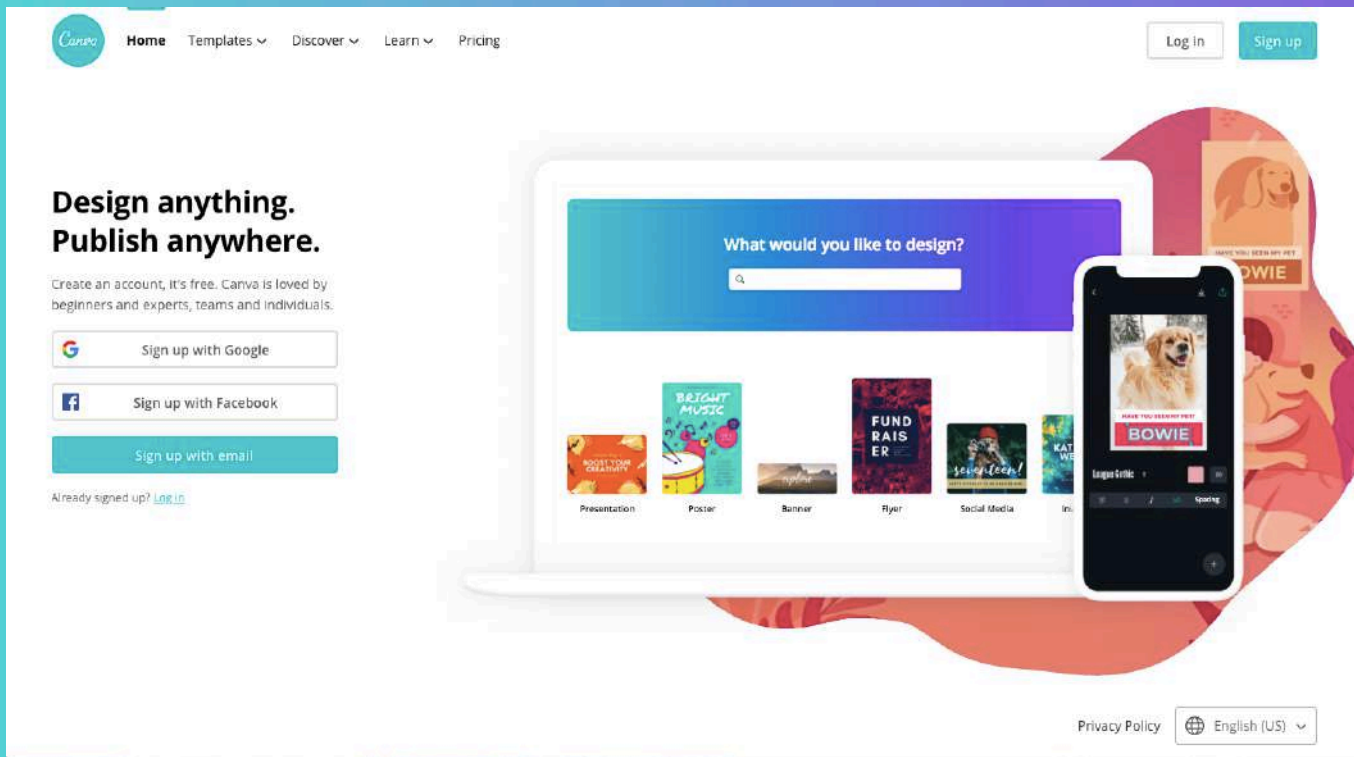
TRAFFIC: 300 per month

Organic Traffic Paid Traffic

Resolving host...

competitors' SEO.

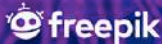
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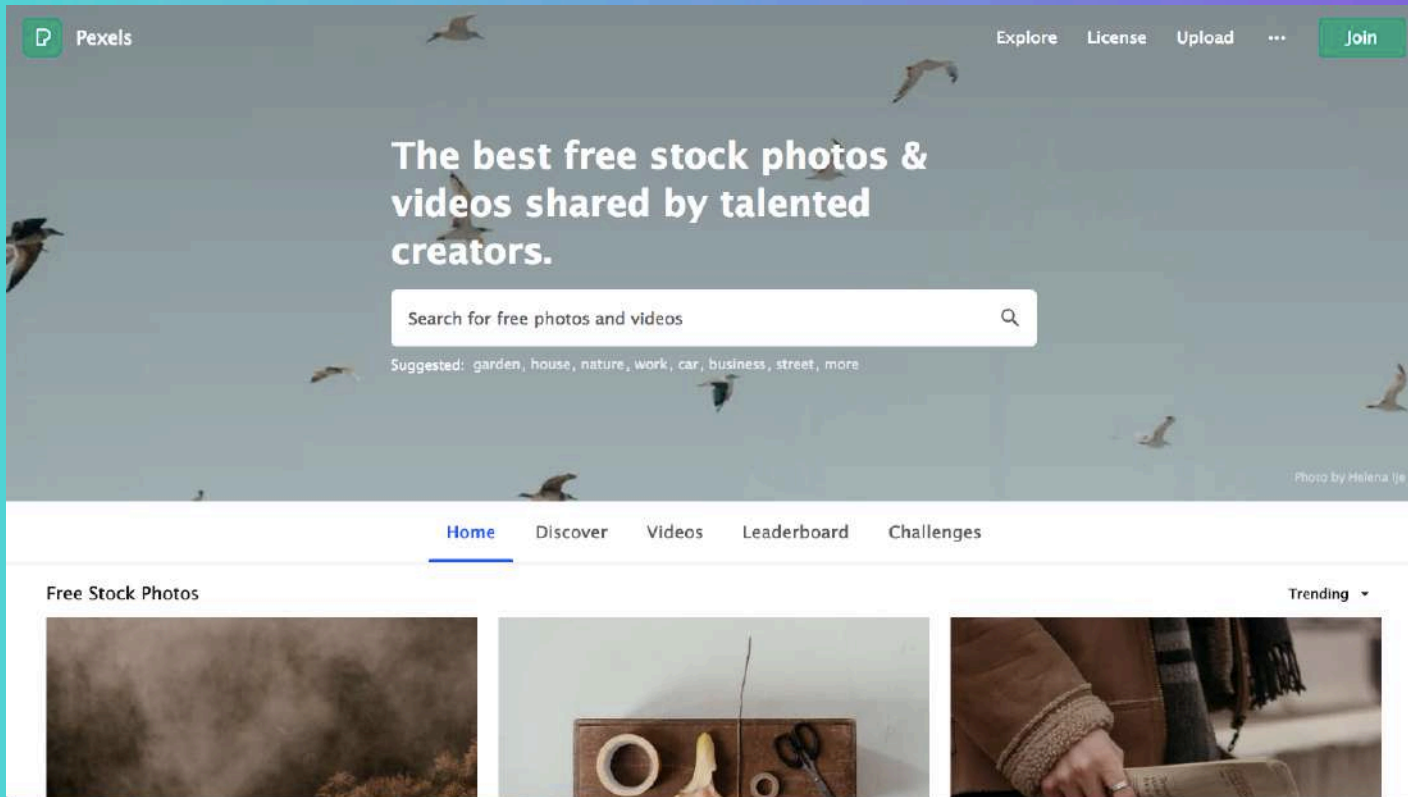


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THANK YOU

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