The basic toolkit of a modern marketer

Marcelo Tripoli
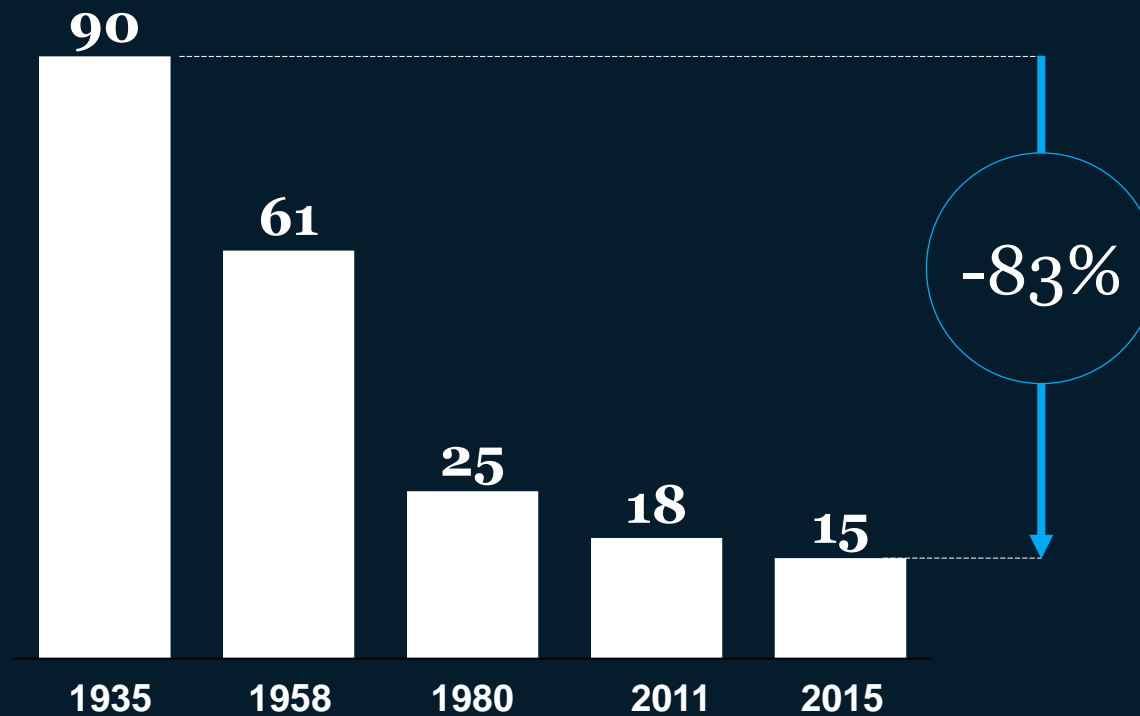
May 2019

FORMULA 1 PIT STOPS

Company lifespan continues to decline, and business cycles are getting faster

Average time in S&P 500

Years

90 — 1935
61 — 1958
25 — 1980
18 — 2011
15 — 2015

-83%

Half of the companies in the S&P500 index will be replaced in the next decade

Today's attention span is higher than ever

1.7

Seconds

VS

2.5

Seconds

It takes people only 1.7 seconds to consume mobile content on Facebook, versus 2.5 seconds on desktop

The younger you are the faster you consume

2x

Faster

VS

1/4

Second

13-17-years-old consume content twice as fast as 55-64-years-olds
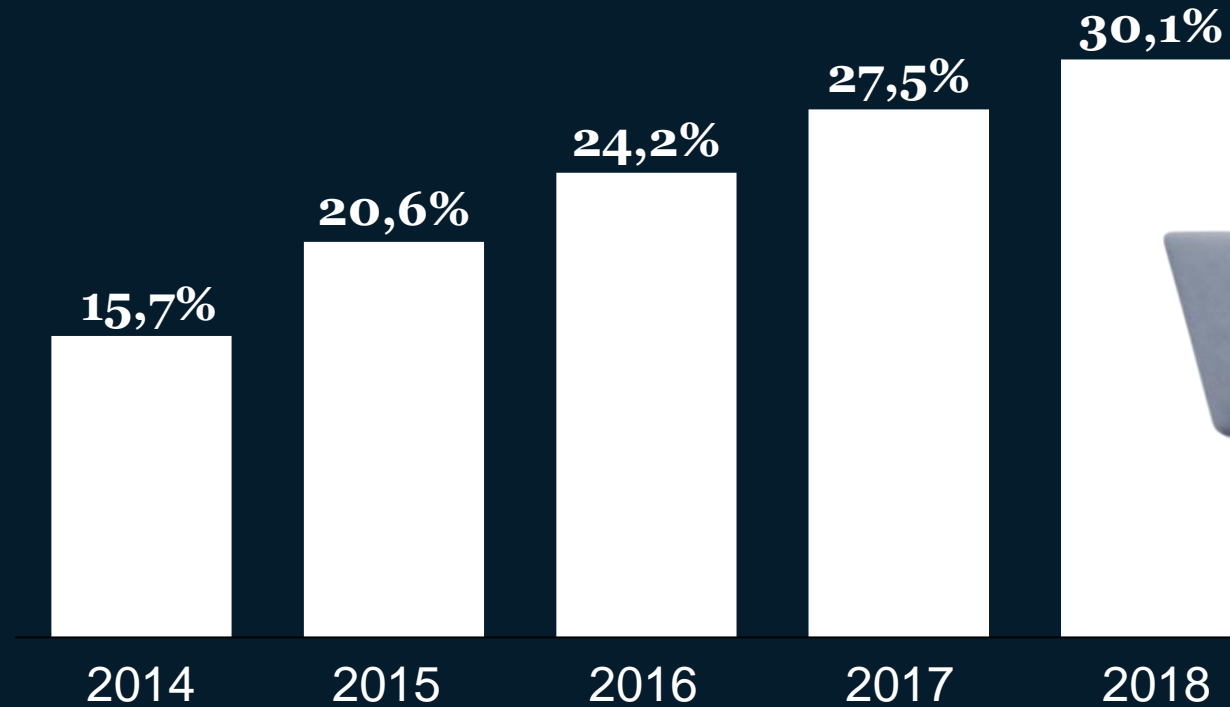
Memories are forged in an instant

People can recall mobile feed content after just ¼ second

People are trying to avoid Ads
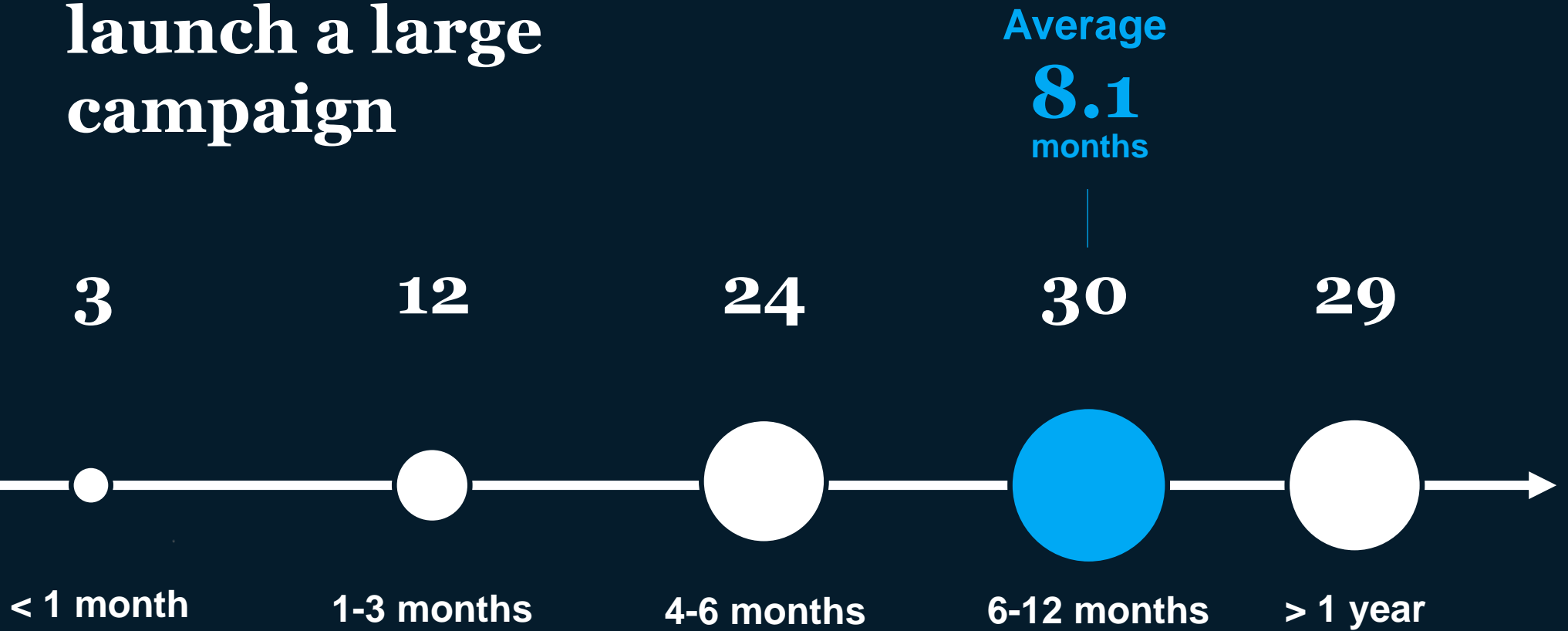
US Ad Blocking User Penetration, 2014-2018[1]

% of internet users

2014	2015	2016	2017	2018
15,7%	20,6%	24,2%	27,5%	30,1%

Average time to launch a large campaign

Average
8.1
months

3	12	24	30	29
< 1 month	1-3 months	4-6 months	6-12 months	> 1 year

Increasing the maturity of digital marketing is a lever for short-term gains in revenue growth and media optimization
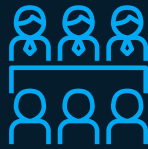
Impact of digital Marketing projects

20-50%

Decrease in cost reduction and marketing

3-5%

5-10%

Potential increase in revenue and retention

10-30%

Increase in customer acquisition

Increased satisfaction and engagement
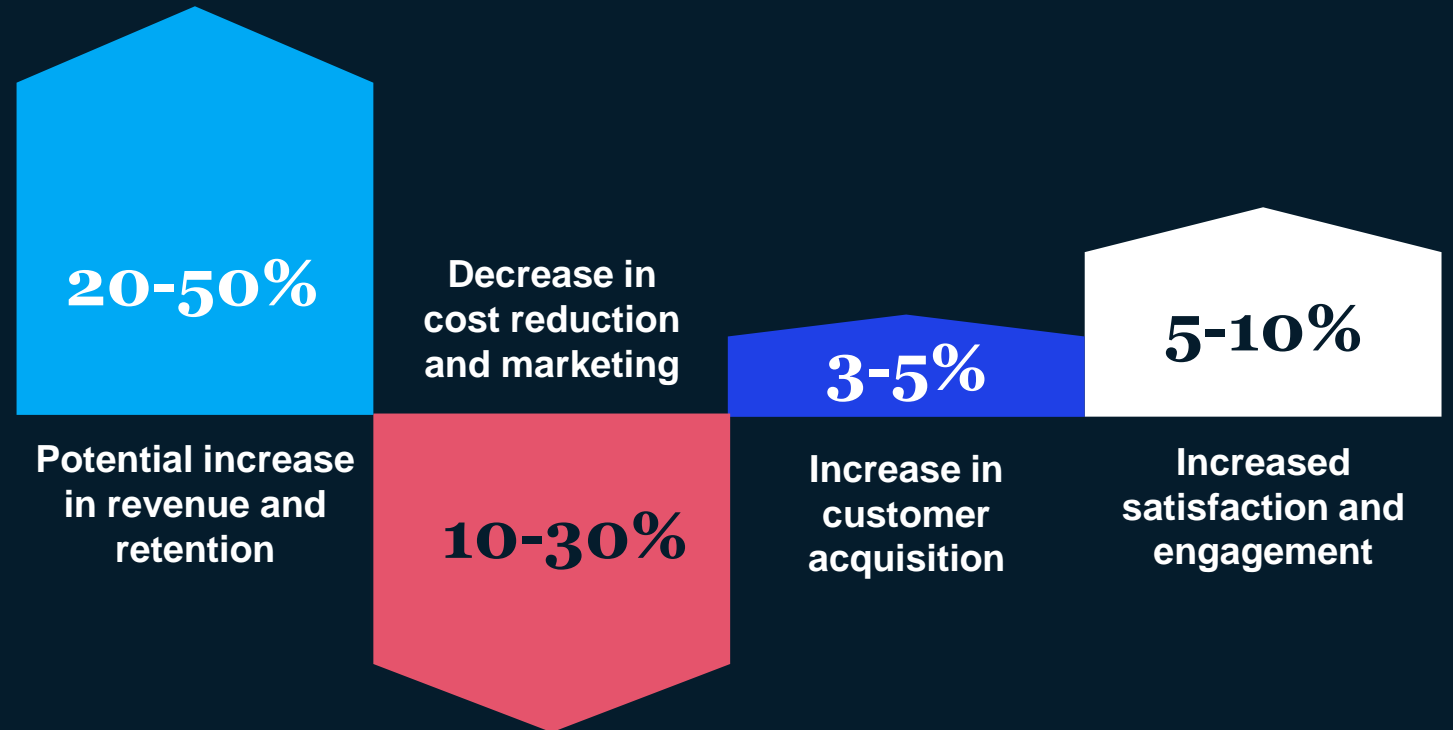
Examples

# Advancing digital marketing depends on the ripening of 4 dimensions totaling 14 levers

Processes, people and culture

01. Internal and external incentives policy
02. Autonomy and integration
03. Skills and Learning
04. Culture of innovation and governance

Data and Technology

05. Data usage
06. Use of technology
07. Integration with IT area

Digital Marketing Maturity

Investment and measurement

08. Investment throughout the funnel
09. Budget adaptation to results obtained
10. Use of digital channel as channel Sales Generator
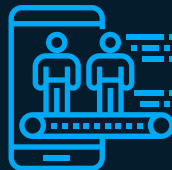
Journey and experience

11. Content
12. Usability
13. Performance
14. Available Digital Channels

Assumptions to dominate the multichannel journey

A
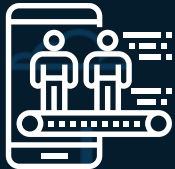
Data and Technology

Targeting the right person at the right time

B

Journey and experience

Optimize and simplify the journey of purchase

C

Processes, people and culture

Test, learn and refine *quickly* and continuously

The more targeted the message the more relevant and the greater the conversion

Married? Children? Do you have a big family?

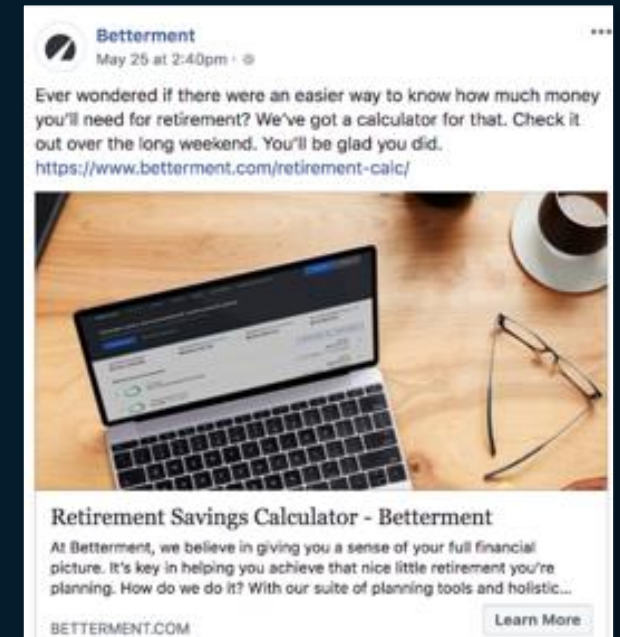**What are the goals and plans after retirement?**

What's the income range? What's the safe range of savings?

How long till the kids go to college?

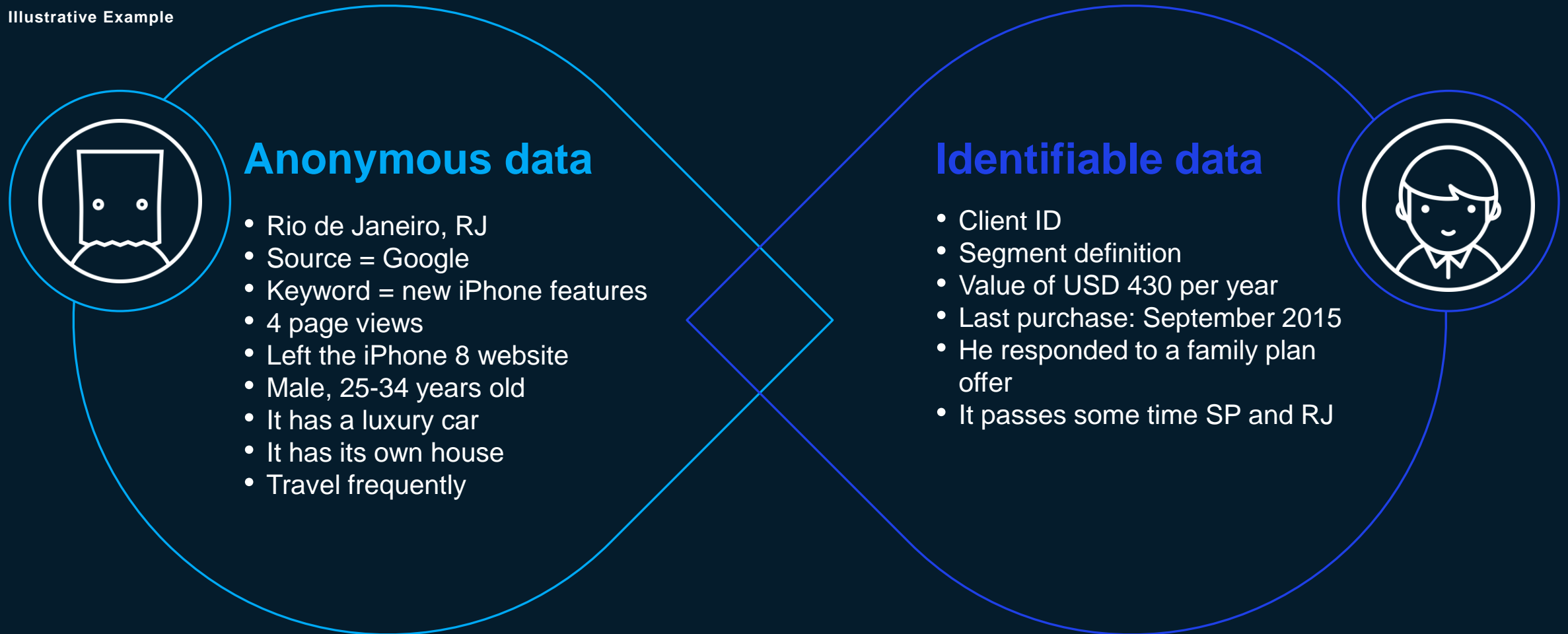**What similar products are already in your portfolio?**

Betterment
May 25 at 2:40pm ·

Ever wondered if there were an easier way to know how much money you'll need for retirement? We've got a calculator for that. Check it out over the long weekend. You'll be glad you did.
https://www.betterment.com/retirement-calc/

Retirement Savings Calculator - Betterment
At Betterment, we believe in giving you a sense of your full financial picture. It's key in helping you achieve that nice little retirement you're planning. How do we do it? With our suite of planning tools and holistic...

BETTERMENT.COM

Learn More

The decision to display an ad is much more effective when two groups of data are combined in the decision-making process

Illustrative Example

Anonymous data

- Rio de Janeiro, RJ
- Source = Google
- Keyword = new iPhone features
- 4 page views
- Left the iPhone 8 website
- Male, 25-34 years old
- It has a luxury car
- It has its own house
- Travel frequently

Identifiable data

- Client ID
- Segment definition
- Value of USD 430 per year
- Last purchase: September 2015
- He responded to a family plan offer
- It passes some time SP and RJ

Assumptions to dominate the multichannel journey

A

Data and Technology

Targeting the right person at the right time

B

Journey and experience

Optimize and simplify the journey of purchase

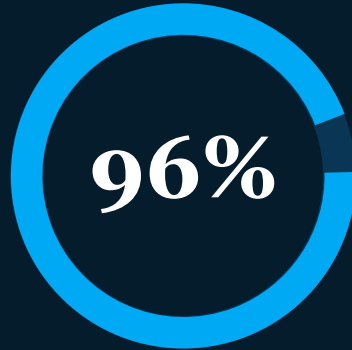C

Processes, people and culture

Test, learn and refine *quickly* and continuously

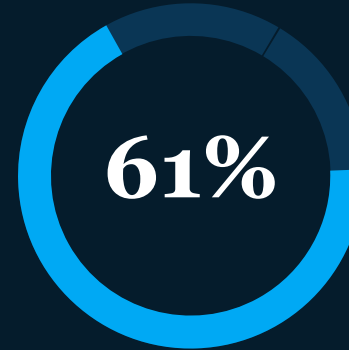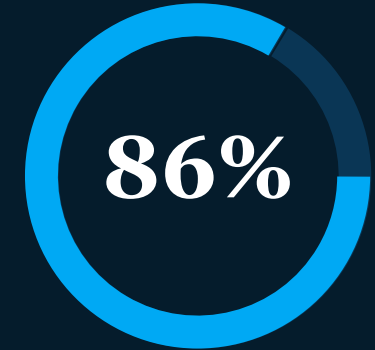# The user experience is becoming a key differentiator in digital environments

79%
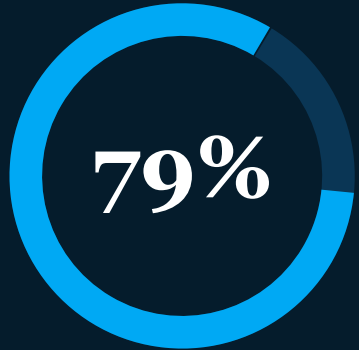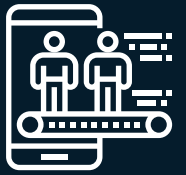
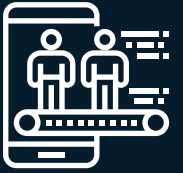users will search for another site to accomplish their tasks if the content is not optimized

96%

of smartphone users report having had an unsatisfactory experience on non-responsive websites

61%

users leave a site if the information is unavailable

86%

of users uninstall at least one application due to poor application performance in the mobile environment

Lemonade demonstrates how scanning radically changed the customer journey in the process of completing a sinister

Assumptions to dominate the multichannel journey

A

Data and Technology

Targeting the right person at the right time

B

Journey and experience

Optimize and simplify the journey of purchase

C

Processes, people and culture

Test, learn and refine *quickly* and continuously

Agile Marketing is a modern and effective process that increases the speed and flexibility of marketing efforts to maximize performance

What is Agile Marketing?

Traditional Marketing

- Long decision-making process
- Customer groups and channels operating in silos
- Sequential approach

6 months old

Business | Legal | Operations

Agile Marketing

- Long decision-making process
- Customer groups and channels operating in silos
- Sequential approach

3 4 weeks

Business | Legal | Operations

Impact

- Reduction of test cycle times
- Fastest way to profitability
- Reduced testing costs
- Increased ability to innovate quickly
- Customer needs approach

Working on an agile methodology

requires a multifunctional team, business, marketing and agencies need to start working together

Agile Marketing Team Example
FULL-TIME

- Team Lead
- Email Specialist
- Data and Analytics Specialist
- Programming Specialist
- Paid research Specialist
- UX Designer
- Front-end developer
- Copywriter

Extended Team
PART-TIME

- Risk
- You
- Legal
- ...
- Business lines
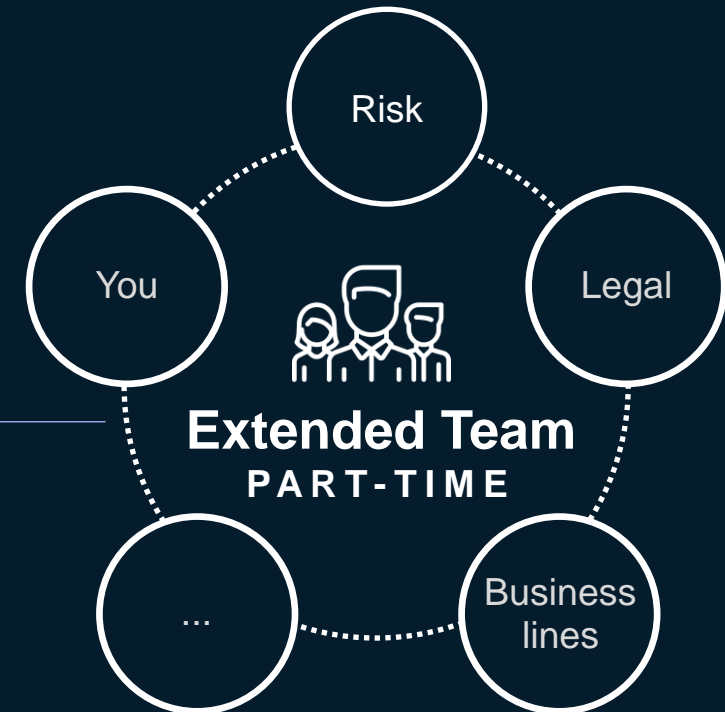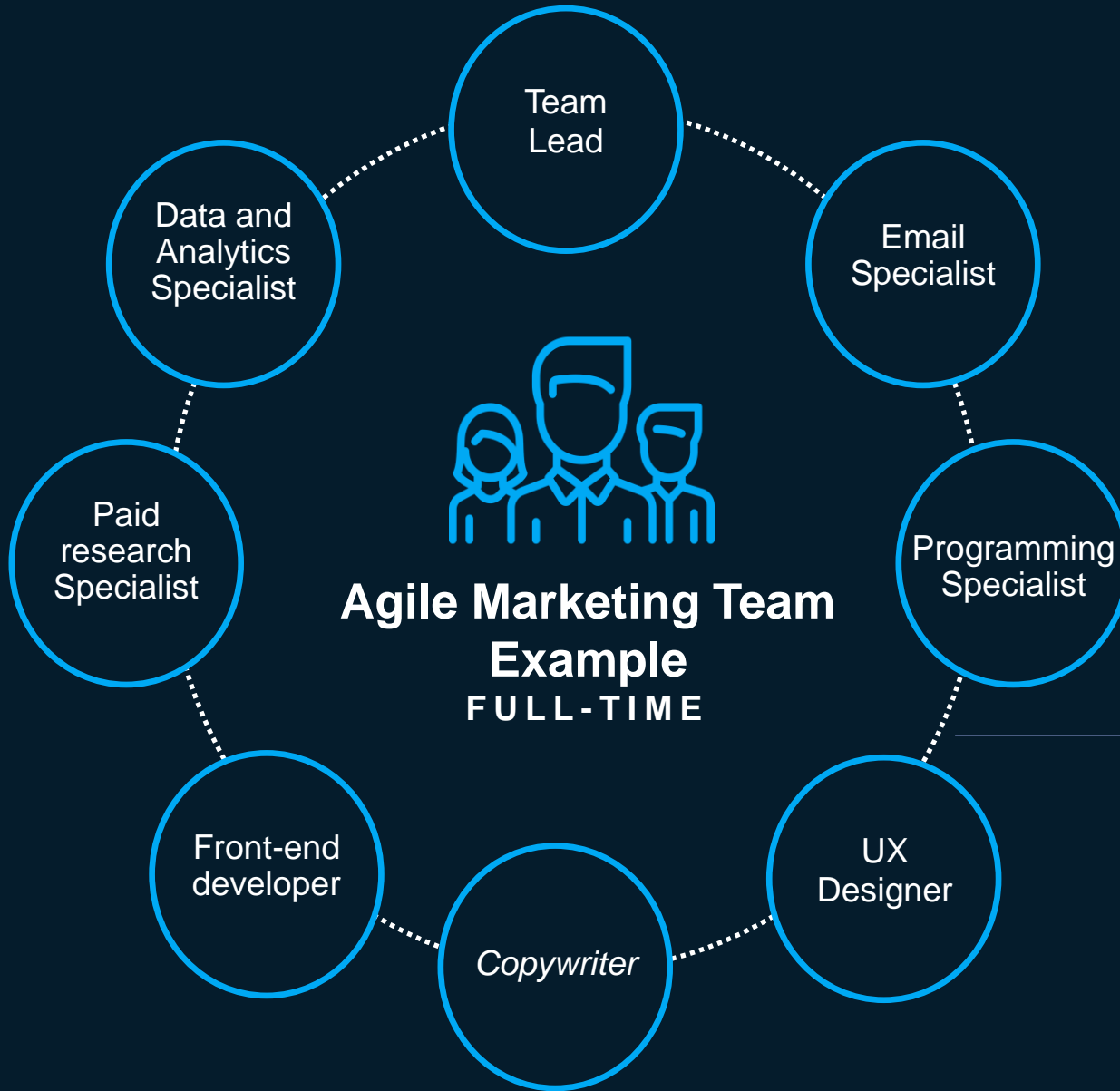
CMOs will need to take on a new role and enhance their skillset

	TRADITIONAL	**DIGITAL ERA**
Pre-planning	**Pre-planning** with **3-months in advance…**	… **agile**, with regular planning, **1 week in advance** (test and learn)
Targeting	**Media plan** to reach most **attractive segments**, with communication **one-to-many…**	… **one-to-one targeting** with hundreds of sub-campaigns in parallel
Production and measurement	**Large production budget**, post campaign analysis with **total reach** as key indicator…	… **scalable and continuous production** in many formats, **real time results** with transparency about cost per action
Decisions	**Decisions** based on **"experience"** and constant interaction with **media players…**	… decisions that are completely **data-driven,** with extensive usage of **martech**
Management	A manager with **extensive expertise in marketing**, with a strong **team of marketers…**	… someone who **builds** and **orchestrates** teams with **different profiles** (from data scientists to designers)
Role in the organization	**Reporting lines**, no direct connection to CEO – is responsible only for **marketing decisions…**	… **partner to the CEO** in business decisions, shape and manage company's social profile