

# CONNECTION PLANNING TRAINING



Tatevik Torosyan

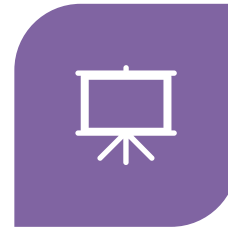
# Content



SECTION 1.  
UNLEASHING THE  
POWER OF MEDIA



SECTION 2. TARGET  
AND MEDIA  
BEHAVIOR



SECTION 3. THE  
ROLE OF MEDIA



Q&A

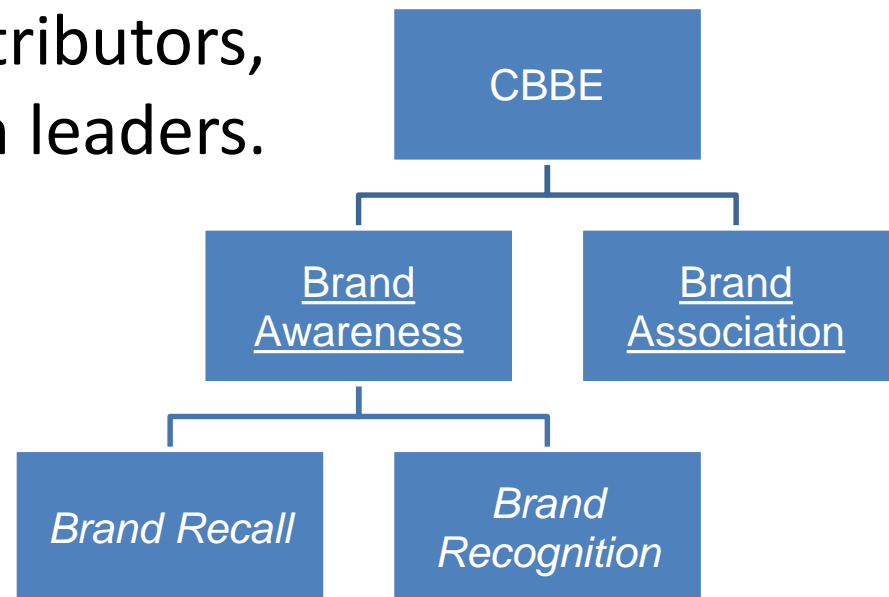
**Tatevik Torosyan**

# LET US RECALL FROM MARKETING BRANDS & BRAND MANAGEMENT

- What is a brand?
- Brands vs. Products
- Importance of Brands to Consumers
- Brand Equity Concept

# BRAND EQUITY

- Does a brand worth a penny?
  - Brands have financial value because they have created assets in the minds and hearts of customer, distributors, prescribers and opinion leaders.



# BRAND POSITIONING & PERCEPTION

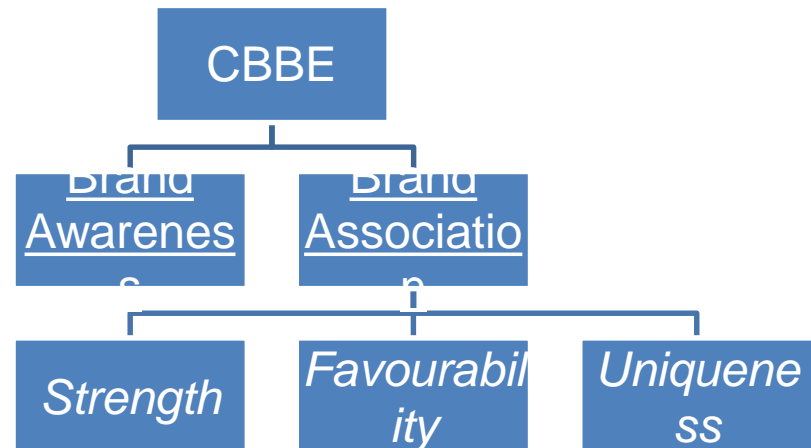
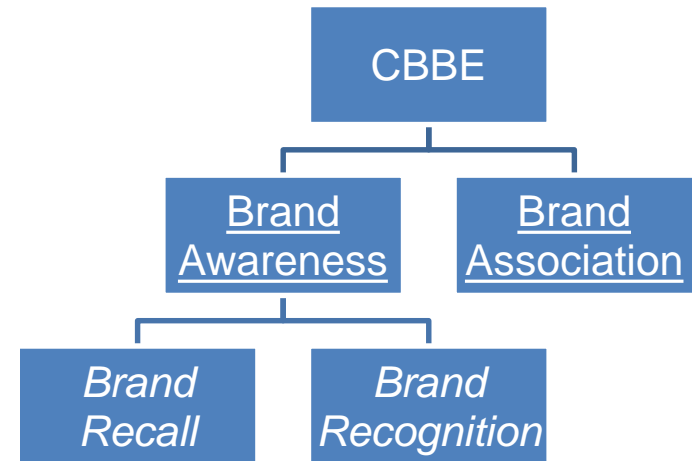
- Is at the heart of the marketing strategy
- “. . . What people think about you when you are not in the room.....”

# DETERMINING A FRAME OF REFERENCE

- What are the ideal points-of-parity and points-of-difference brand associations vis-à-vis the competition?
- Marketers need to know:
  - Who the target consumer is
  - Who the main competitors are
  - How the brand is similar to these competitors
  - How the brand is different from them

# How people process information?

- When decisions are made at the point of purchase, where brand name, logo, packaging, and so on will be physically present and visible, brand recognition would be important
- When decision are made in settings away from the point of purchase, brand recall would be more important



\*\*\*\*Small discussion about  
Brain traps in the end

**BUT.....**

**EVEN THE BEST BRAND  
CAN FAIL IF NOT  
PROMOTED PROPERLY**





# Failure rates of new products introduced

- Out of 11000 new products introduced by 77 companies, only 56% are present 5 years later.
- Only 8% of new product concepts offered by 112 leading companies reached the market. Out of that 83% failed to meet marketing objectives.
- Ads are entertaining the customer - but of ads that won most major awards in recent shows:
  - 81% didn't include a call to action
  - 56% didn't describe the product
  - 48% didn't demonstrate the product

# Target Market

- A market is the set of all actual and potential buyers who have sufficient interest in, income for, and access to a product.
- Market segmentation divides the market into distinct groups of homogeneous consumers who have similar needs and consumer behavior, and who thus require similar marketing mixes.
- Market segmentation requires making tradeoffs between costs and benefits.

# Criteria for Segmentati on

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Identifiability: Can we easily identify the segment?

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Size: Is there adequate sales potential in the segment?

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Accessibility: Are specialized distribution outlets and communication media available to reach the segment?

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Responsiveness: How favorably will the segment respond to a tailored marketing program?

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# Buyer characteristics

- Cultural
- Social
- Personal
- Psychological
  - Attention
  - Interest
  - Desire
  - Action

## Buyer's Decision Process

Walter Dill  
Scott, 1913

# Buying Roles

- Innovators-----show off, brand brand brand
- Thinkers-----quality, comfort, brand, price
- Achievers-----boutiques, image hunters
- Experiencers
- Believers-----passive
- Strivers-----Quality, name and price
- Makers-----Collect money for bad days
- Survivors-----Price

# Social factors

- Reference Groups
- Family
- Roles and Status

# Post - Purchase Behaviour

- Satisfaction
- Actions
- Use and Disposal

**No longer communications  
is only about “what we  
say” but also “what brands  
do.”**

**And “what consumers do.”**



# Media is no longer just the place where we “say” things



Yes! It is where we pay to “say” things,



But also where people connect and share



And also where they can “buy” things.



Even our pack is media!



# Media shapes people's behavior

POPE BENEDICT XVI



POPE FRANCIS



# With More Impressions Than Ever

**4BN HRS**

WATCHED PER  
MONTH ON  
YOUTUBE

**1.2 TN**

VIDEO VIEWS ON  
YOUTUBE

**4HRS**

OF TV VIEWING  
PER DAY (EU5)

**25% VIEWS**

FROM MOBILE

**2BN APP**

DOWNLOADS PER  
MONTH ON APPLE

**100BN**

GOOGLE SEARCHES  
PER MONTH

**2MN**

BLOG POSTS PER DAY

# More “Expressions” Than Ever

**4.7BN MIN**  
ON FACEBOOK PER  
DAY

**532MN**  
FACEBOOK STATUS  
UPDATES PER DAY

**56.2MN**  
RUSSIANS ON SOCIAL  
NETWORKS PER  
MONTH

**250MN**  
PHOTOS ON  
FACEBOOK PER DAY

**8.8K LIKES**  
ON INSTAGRAM PER  
DAY

**1.5 BN**  
GLOBAL FACEBOOK  
USERS

**500MN** TWEETS PER DAY  
**50K** VINES PER DAY

# With More Relevant Content

**30 MN**

CHECK-INS ON  
FACEBOOK PER  
DAY

**39%**

BROWSE BOOKS IN -  
STORE THEN BUY ON  
AMAZON

**46%**

RUN LOCATION  
BASED SEARCHES  
BEFORE BUYING

**40%**

OF SMARTPHONE USERS SEARCH INSTORE ADS  
(US)

**35MN**

FOUR SQUARE  
USERS

**63%**

ENABLE LOCATION TRACKING TO  
RECEIVE RELEVANT INFORMATION

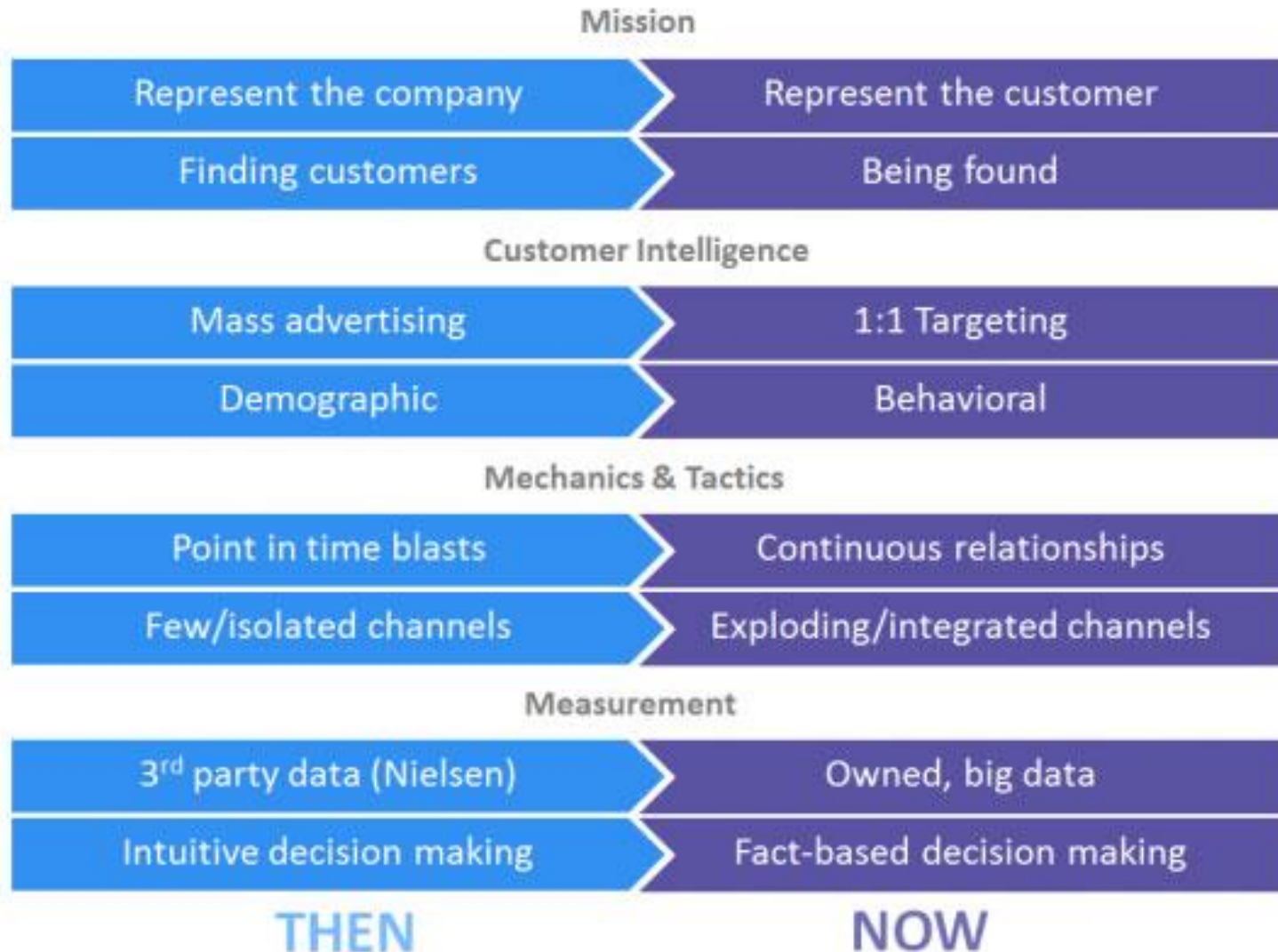
# Information Abundance and Attention Economics

- With the growth of the internet, the world has changed from one of information scarcity to one of information abundance.
- The problem is that information abundance equals attention scarcity.
- **This has transformed the buying process.** Buyers are overwhelmed with all the noise and they are **getting better and better at ignoring the messages they don't want to hear and researching** what they do want to learn about on their own.
- Today, **buyers can do their own research online and can find a variety of educational resources through search engines, social media, and other online channels.**

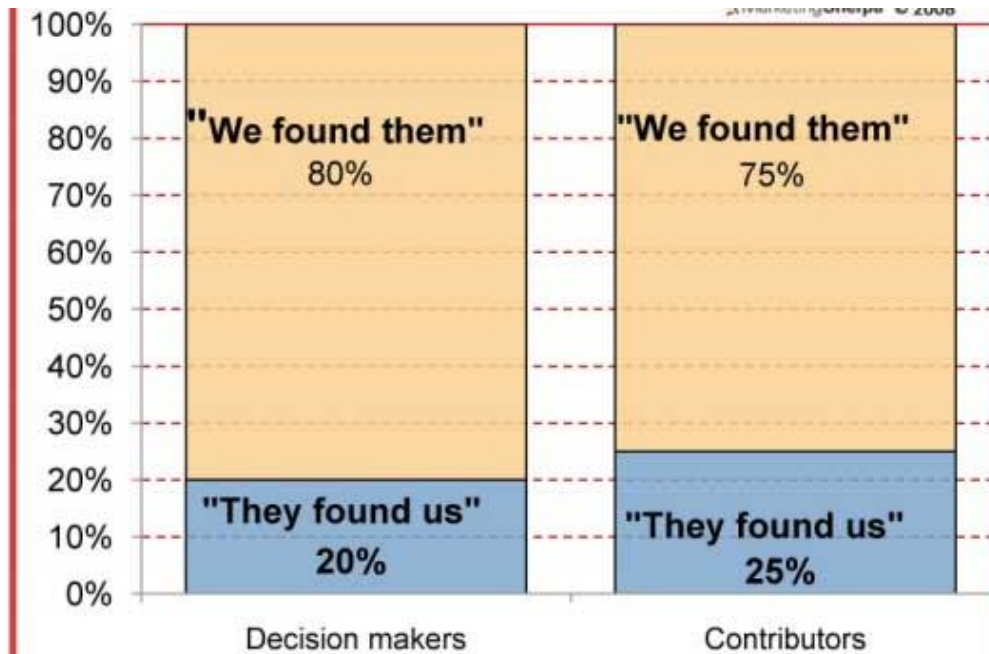
# Unprecedented Changes in Buying



# Transformation of Marketing







- huge change in the traditional buying process.
- buyers have so much access to information that they can delay talking to sales until they are experts themselves.

Creating a solid lead generation strategy will help you build trust and capture the interest of your buyer before they are even ready to contact sales.

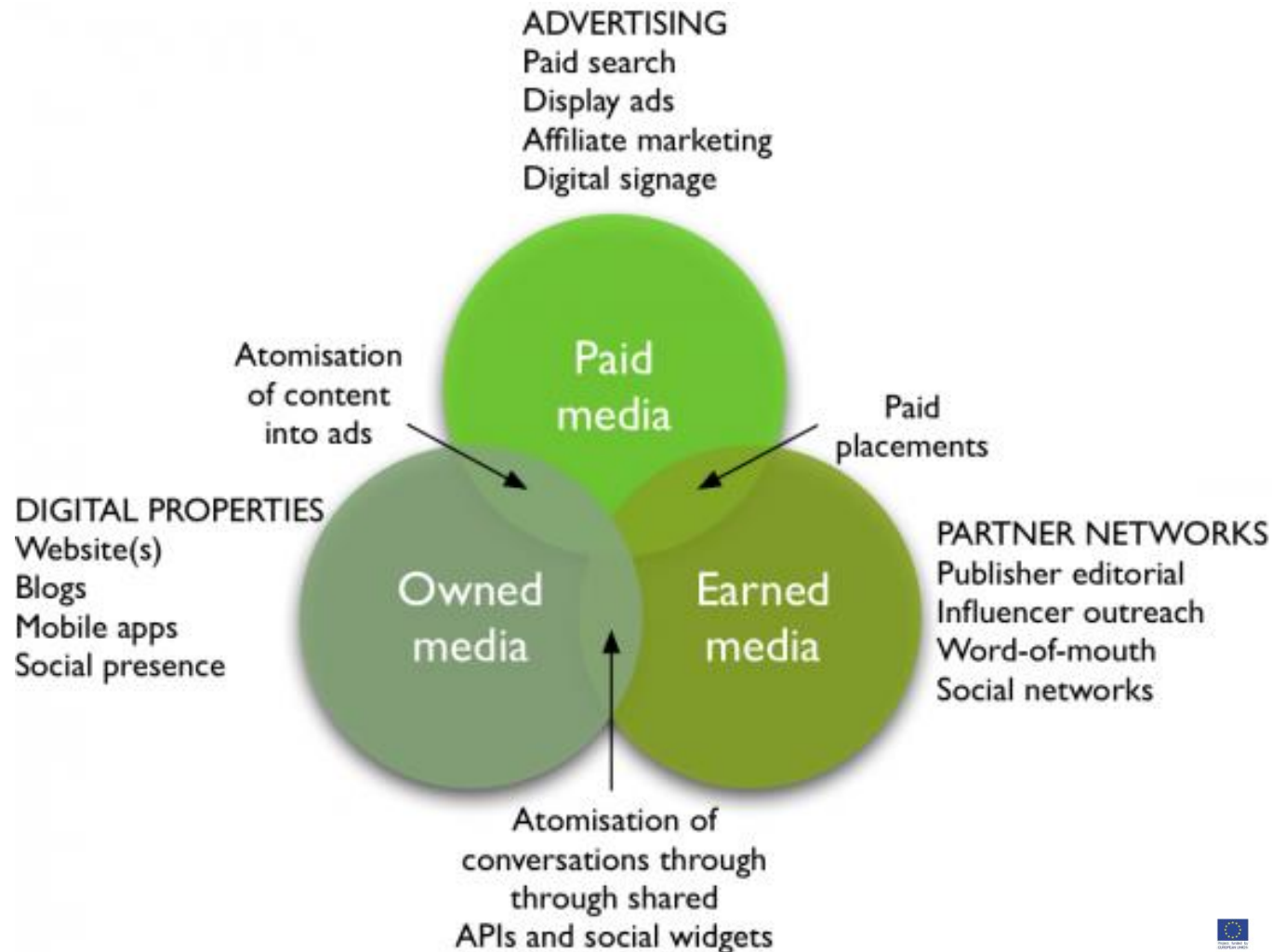


# Rented Attention vs. Owned Attention

- Attention scarcity is driving a shift from “rented attention” to “owned attention”.
- An example of this would be if you purchased an ad in a magazine or rented a tradeshow booth. But in the noisy, crowded market that today’s buyers live in, **rented attention becomes less effective** as attention becomes even scarcer.
- Of course, this is not an either-or proposition; you will ideally use a mix of rented vs. owned attention for your lead generation efforts to be affective.

**How do you build your own attention? The answer is to become a trusted advisor** to your prospects by publishing and creating valuable content assets and thought leadership.

# We must represent more than just Paid Media



# Why people buy our products?

**One buys our brand because he/she  
's a fan our brand or on the contrary?  
He/she buys our brand and after  
becomes Fan?**

**The truth is somewhere in between**

**Most consumers are not exclusively loyal to our brand. Most consumers don't know good our brand and not capable distinguish us from competitors.**

**LET US**

**KILL THE SACRAL COW**

**The source of growth is new, not loyal consumers. Loyal consumers help to stay on float while new ones take additional niches.**



**The strategic goal of advertising communication is not loyalty, but penetration that on the media language sounds like a strategy maximum coverage.**

**Maximum coverage possible  
provided more close integration  
between different media carriers.**

# What customers think??????

**People switch from device to device,  
from one media to another even not  
noticing it and expect the same  
behavior from brands.**

**The basis of the media strategy for  
should be idea of personalization.**

**Ideally, personalization means creating a kind of ID card for each type of consumer.**

**Know your customer BD, preferences,  
character (grateful or angry,  
demanding, caring, sharing??)  
What he/she think about you?  
Can he/she become brand ambassador  
or make the brand fail?  
People do not read your FB posts, they  
read comments below your posts.**

<https://www.youtube.com/watch?v=5YGc4zOqozo>



**Maximum personalization, use of new technologies (super-geo location IP targeting  
Transformation towards the online economy  
(shop anytime and anywhere)  
More efficient processing and implementation  
of BIG DATA  
Digital -focus on mobile  
TV emphasis on building emotional  
connection**



# TV perspectives & Trends



# TV perspectives

- Rumors about the gradual extinction of TV are too exaggerated. For today TV remains so far the cheapest media channel at a price per contact.
- Advantages of TV is in the ability to provide maximum coverage in the shortest terms.
- Spread of SMART television, as well as Catch up technology from one side poses a threat to advertisers, on the other hand it allows people spend more time watching TV.

Product placement-as an example

# TV trends

- The audience prefers live and pseudo-live content. Among them include sports events (championships) as well as musical entertainment show (X-Factor, Voice).
- Among other things, the closer the brand image is integrated with content, so unobtrusive, and therefore easier to remember the advertising message. Product placement as an example
- The more interesting the content of the TV show, the more views on Youtube



# Digital Perspectives & Trends

**DID YOU KNOW  
THAT**

**THERE IS LIFE BEYOND  
FACEBOOK AND INSTA**



- **There are about 1.7 million internet in Armenia users, more than half of which logs into the network via mobile devices. They are always there, always connected.**
- **Mobile advertising allows you to implement more accurate instruments targeting, thereby segment the audience in more detail and even customize ads to fit your needs and specific user requests.**
- **Mobile advertising allows use various advertising formats.**
- **Conversion rate on mobile platforms are higher than the desktop average.**

# Just one of the digital advertising strategy examples

## Personalization segmentation



- Create segments inside target audience for more effective planning
- Create custom segments based on available consumer data

## New targeting tools

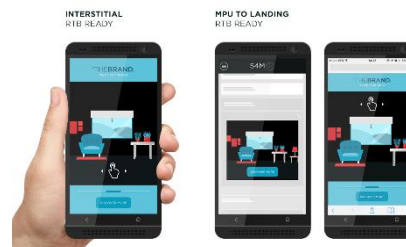
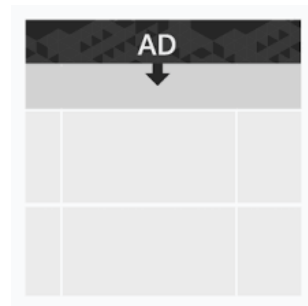


- Targeting by IP addresses
- Targeting by brands and device models for mobile advertising
- Targeting on Smart TV

## New formats



- Application of non-standard formats (Push-down, Interstitial etc.) to engage your audience
  - Use of advertising opportunities of messengers (Viber, Whatsapp, etc.)
  - More active use of native formats
  - User generated content/video, GIF



## Remarketing

Remarketing is more often about re-engaging customers via emails, sms.



## Re-targeting

Retargeting is about moving not-yet customers down the purchasing path

Here are some of the ways you can target individuals who have had onsite interactions:

- Target based on a product that they interacted with, but didn't buy.
- Target based on how they found your site (social media, a search, or other inbound events).
- Those on your email list who have expressed interest in your brand, but have not yet converted to a sale.



# Lead generation

- LG- is the process by which a company finds prospective customers for its product offerings.
- Prospects can come in the form of names and addresses, names and phone numbers, email addresses and fax numbers. Lead generation services are businesses that specialize in providing leads to other companies.
- The types of companies that use these services are diverse, some of which include marketing firms, **insurance companies, educational institutions and real estate offices, beauty salons.**

## Types

Lead generation methods can be done online and offline.

- Mailing lists, co-registration leads and free publicity are all ways to find, or attract potential customers.
- Co-registration leads are generated when people express an interest in the product offering, and sign up to receive more information. Sign-up can happen on a website, or a mail-in form.



# Lead nutrition

## Leading Down The Funnel

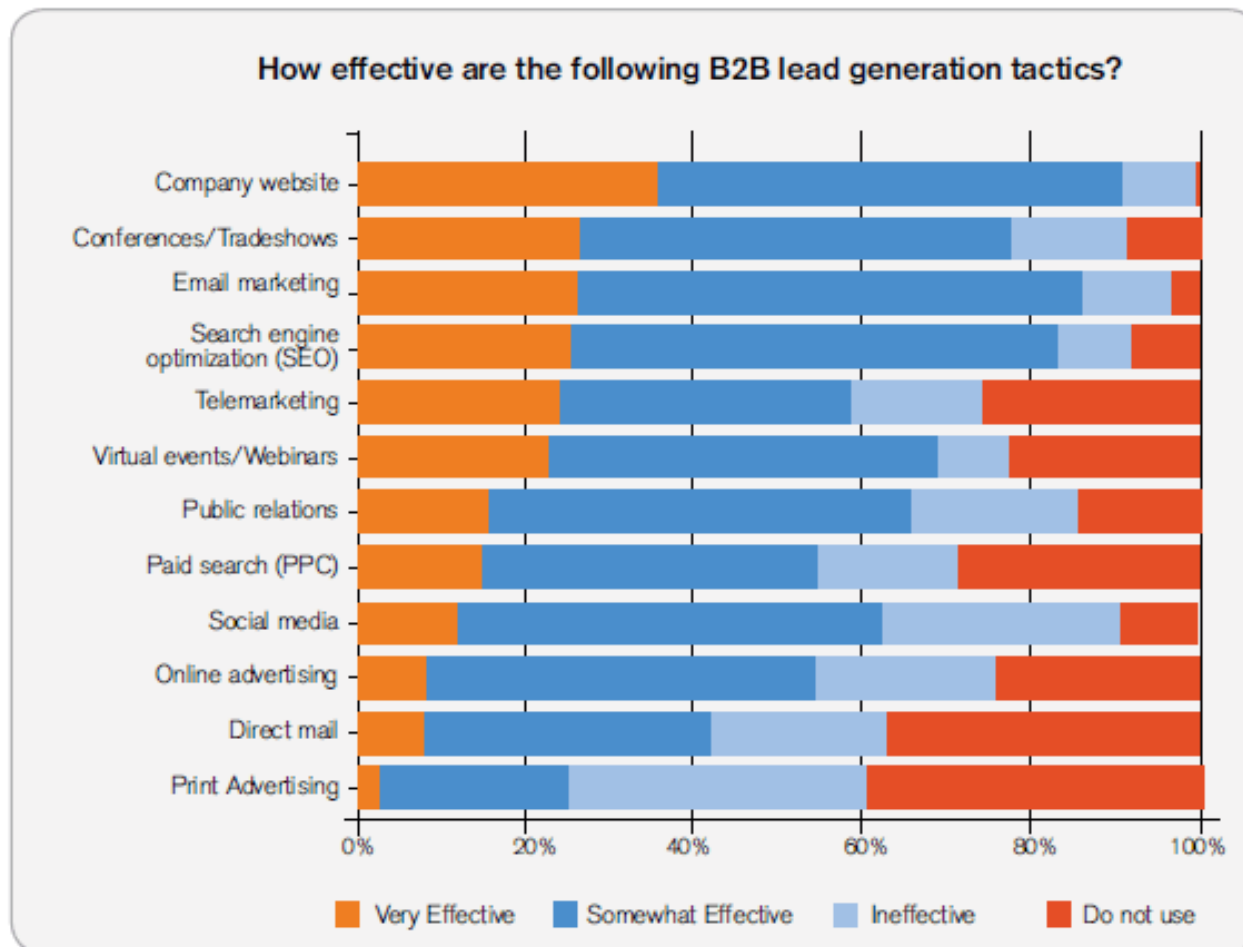
Note that your marketing efforts don't end once a new lead comes into your system – what we call Top of the Funnel (TOFU) marketing.

Many companies do a good job at generating leads, but the problem is that most new leads are not ready to buy yet. And if a sales rep does engage and the lead isn't ready to talk with them, it reinforces the notion that marketing sourced leads are not great. As a result leads get lost, ignored, or snatched up by your competitors.

To prevent this from happening, good lead generation marketers will invest in **lead nurturing** and other Middle of the Funnel (MOFU) techniques to build relationships and trust—earning the lead's business once he or she is finally ready to buy. Engage these leads through relevant content and make sure that you get your timing right.

# Most Effective Lead Generation Tactics

The company website, conferences and tradeshow, and email marketing are the most effective lead generation tactics being used today. The least effective are reported to be direct mail and print advertising.



## Inbound Marketing

inbound marketing is “the process of helping potential customers find your company—often before they are even looking to make a purchase

- **Content and SEO-** creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience

The more engagement you get, the more Google considers your content to be of high value, which in turn boosts your SEO rankings.

- Website
- Blog
- Blog

Display Ads  
Pay-per-Click Ads  
Content Syndication-  
Through content  
syndication, your  
content appears on  
third-party sites and  
posts.

- **Outbound Marketing**
- 
- **So what exactly is outbound marketing? It's using outbound channels to introduce your message and content to your prospects, typically through rented attention, rather than making your content and messages available on your own properties.**

# Common Lead Generation Metrics

**What will you measure? When will you measure?  
How will you measure?**

- Quantity of Sales Qualified Leads
- % of contribution to closed revenue
- Cost per lead: Total campaign costs/quantity of leads
- SQL to Opportunity: Conversion from SQL to Opportunity



# Indoor





**Life style is changing rapidly. People spend more time outside the home-in restaurants, malls and gyms. It makes sense that brands should follow consumer preferences, be visible everywhere and always. Indoor advertising is a reflection of lifestyle and interests consumers.**

## **Most Recommended Places:**

**Business centers**

**Gyms, sports clubs**

**Shopping centers**



# Indoor / Ideas

- **Augmented reality (Augmented reality, AR) - connection of real and virtual world, in other words, when on real world image additional information.**
- **Multi Touch-touch sensor screen**
- **Kinect technologies**





ООН



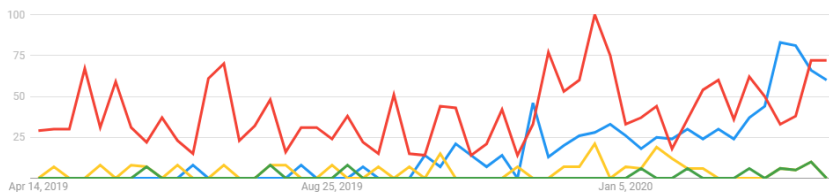




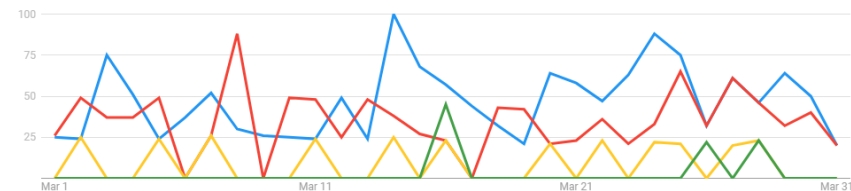
# What is next & wrap up

- **Continuously connected consumers** Access to information, communication, friends, and entertainment is continuous.
- **The rise of mobile payment**
- **The rise of e-commerce**- Armenia's population moves online , but there are objective obstacles for e-commerce growth.

Поисковые запросы за 12 месяцев



Поисковые запросы за Март



# What is next

- **Technology changes everything and nothing**

To build a brand, you have to make an emotional connection with a customer. That's always been true and it remains true today. If you're selling cars, you can reach a lot of people using technology and tell them about your safety standards, and how good your airbags are. You can build awareness very quickly, but that doesn't necessary 'touch' a consumer. You need the emotional connection."

- **Join the dots in a fragmenting world**

One of the challenges today is fragmentation. On the one hand, consumers now connect to the web through many more devices than before. For example, a customer might research a product on their desktop, then buy it through an app on their phone. Tracking consumers across multiple devices in order to provide a consistent service is a challenge

- **Omni-channel flannel**

Deciding where to prioritise their marketing spend across this fragmenting landscape is no easy task, although tools and techniques do exist to help companies.

# What is next

- **Get personal with big data**

As the trends of mobile, social and e-commerce converge and spread more widely, consumers are generating vast troves of data about themselves. As well as basic demographic and income data, consumers now leave glistening trails of what they look at and listen to, what they like, what they buy, who their friends are, where they eat, where they travel and much else besides.

- **Don't be content with traditional content**

The type of content that we all share and consume these days is becoming much more visual and much less text-based,” Video, along with mobile, is the most important trend re-shaping the world of marketing. It's a powerful format for storytelling and brand-building.”

- **Promote interactivity, but be the leader of your tribe**

One of the important features of online media and marketing platforms is their interactive character.

# MERCI!

