You Are The Digital Marketing Expert, Not Me!

October 7, 2010
You are the digital generation
My Digital World When I was 12
Your Digital World
You belong to the age group with the highest Internet penetration.

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</thead>
<tbody>
<tr>
<td>10 – 14</td>
<td>No. of persons ('000)</td>
<td>179.9 (43.1%)</td>
<td>410.2 (96.4%)</td>
<td>405.4 (88.8%)</td>
<td>392.4 (99.0%)</td>
<td>369.3 (98.8%)</td>
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<td>15 – 24</td>
<td>No. of persons ('000)</td>
<td>583.4 (65.7%)</td>
<td>851.8 (97.4%)</td>
<td>851.7 (96.8%)</td>
<td>856.3 (98.8%)</td>
<td>849.3 (99.1%)</td>
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<tr>
<td>25 – 34</td>
<td>No. of persons ('000)</td>
<td>599.7 (98.1%)</td>
<td>831.5 (91.4%)</td>
<td>870.6 (91.4%)</td>
<td>902.2 (94.1%)</td>
<td>903.3 (95.2%)</td>
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<tr>
<td>35 – 44</td>
<td>No. of persons ('000)</td>
<td>402.4 (28.3%)</td>
<td>912.6 (72.7%)</td>
<td>901.5 (77.4%)</td>
<td>956.7 (84.4%)</td>
<td>947.9 (85.6%)</td>
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<tr>
<td>≥ 45</td>
<td>No. of persons ('000)</td>
<td>129.8 (5.8%)</td>
<td>764.4 (28.4%)</td>
<td>923.3 (34.2%)</td>
<td>1 016.4 (35.9%)</td>
<td>1 230.2 (42.3%)</td>
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<tr>
<td>Sex</td>
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<td>Male</td>
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<td>Female</td>
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<tr>
<td>Overall</td>
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</tbody>
</table>

Note: Figures in brackets represent the percentages in respect of all persons in the respective survey periods and age/sex sub-groups. For example, among all persons aged 10 to 14 in 2000, 43.1% had used Internet services during the 12 months before enumeration.
### Table 6  Persons Aged 10 and Over Who Had Used Internet Services via Non-Mobile Web Device during the 12 Months before Enumeration by Major Purpose of Using Internet Services

<table>
<thead>
<tr>
<th>Major purpose of using Internet services</th>
<th>統計期間(2) Survey period(2)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>人數 No. of persons ('000)</td>
</tr>
<tr>
<td>資訊查詢(3) Information searching(3)</td>
<td>2,340.9 (90.3%)</td>
</tr>
<tr>
<td>聯絡／互動(4) Communication/interaction(4)</td>
<td>1,640.1 (63.2%)</td>
</tr>
<tr>
<td>網上娛樂娛樂(5) Online digital entertainment(5)</td>
<td>729.9 (28.1%)</td>
</tr>
<tr>
<td>網上購物／處理金融交易(6) Online shopping/finance transaction(6)</td>
<td>374.7 (14.5%)</td>
</tr>
<tr>
<td>下載檔案／軟件 Downloading files/software(7)</td>
<td>621.9 (24.0%)</td>
</tr>
<tr>
<td>合計 Overall</td>
<td>2,593.1</td>
</tr>
</tbody>
</table>

**Notes:** Figures in brackets represent the percentages in respect of all persons aged 10 and over who had used Internet services via non-mobile web device during the 12 months before enumeration in the respective survey periods.
You are not afraid to transact online
What is Digital Marketing?
Let’s go through one-by-one.
Offline Parallel
Store front, brochure, catalogue, customer service, annual report

Strategic Consideration
- Brand Objective
- Marketing Objective
- Target user research & definition
- Content Strategy
- Usability
- Technology Platform

Example KPIs
- Awareness - Page view
- Engagement - Page/Visit
- Action - # of sign-up/sales
- Advocacy - # of reviews
**Offline Parallel**
Retail Store

**Strategic Considerations**
Cross selling & up selling
Sales & Promotion
Shopping Cart Optimization

**Example KPIs**
Action - Sales; Check-out rate
Digital

Website

Mobile

Social Media

eCRM

SEO/SEM

Advertising

Online Media

Email Marketing

Offline Parallel
(none)

Specialty Areas
Advertising
Apps
Bluetooth
Commerce
Location-based
Near Field Communication
SMS
**Offline Parallel**
PR, CRM

**Strategic Considerations**
Buzz Monitoring
Crisis Management
Breaking News
Sales & Promotion
Customer Engagement

**Example KPIs**
Awareness - # of friends/follow
Engagement - # of comments
Action - Promotion conversion
Advocacy - # of track-back
Offline Parallel
CRM

Strategic Considerations
Data Management
Customer Segmentation
Loyalty Program
Sales & Promotion
Customer Service
Customer Engagement
Technology Platform

Example KPIs
Awareness - Database size
Engagement - Response rate
Action - Loyalty
Advocacy - Referral
**Offline Parallel**

(none)

**Strategic Considerations**

Keyword Strategy

Bid Management

HTML code optimization

Content Refresh

External linkage

Directory Submission

**Example KPIs**

Awareness - Visit from Search

Engagement - Keyword usage

Action - Conversion
Offline Parallel Advertising (TVC, Print Ad)

Strategic Considerations
Marketing Objectives
Product Positioning
Creative Design

Example KPIs
Awareness - Impressions
Engagement - Click-Thru
Action - Mini-site participation
Advocacy - Referral
**Offline Parallel**
Media (TV, Print, Outdoor)

**Strategic Considerations**
Marketing Objectives
Target Audience
Media Planning

**Example KPIs**
Awareness - CPM, Brand Index
Offline Parallel
Direct Marketing (Mail drop)

Strategic Considerations
Data Acquisition
Content Targeting
Email Delivery

Example KPIs
Awareness - Database size
Engagement - Response rate
Key Concepts
Overwhelmed?
Digital marketing is a parallel to all your other marketing activities. It’s not a channel, but an abundance of horizontal offerings. And we know how to integrate them all in a measurable framework.
This is very important in the digital age.

Not Enough!
Our industry is mature enough to see an ecosystem of specialists who do what they focus on doing very well.

A one-size-fit-all agency approach is no longer sufficient.
I’m a Digital Marketing Pro; I Don’t work in IT!

• “The euphoria of technology took centre stage, leaving us in awe and afraid at the same time.”

• “Digital Marketing is about communications, not technology.”

• “The object of communications has always been about generating awareness, creating engagement, driving action and fostering loyalty.”

• When everything “can be done relatively easily in digital, there is a tendency to want everything”, and thus the need to think holistically.

• “It requires a change in mindset, not skillset.”

THANK YOU

Patrick Tam
Principal Advisor

T +852.8191.7356
M +852.9267.1735
patrick.tam@3Screens.com.hk