

Edition-19

1st – 15th August 2019

Welcome to the Marketing Bonanza, character of the MBA Marketing Club. We would like to have insights about this. **You can share your perspectives, realities, suggestions, information, any interesting stuff in regards to advertising which could be published in our further releases on the mail id's made reference to beneath.**

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Trending in Marketing

1) Twitter Reveals Tweets With Video Generate 10X More Engagement

Marketing Bonanza

(Marketing E-News)

Generating and using insight to shape marketing practice.

There is a fundamental debate that is unfolding concerning the role of Big Data and analytics within firms. However, this data orientation (or obsession) may obscure the differences between data, knowledge and insight. An argument could be made that while our data and knowledge are rapidly growing, our actual insight is not. What does it mean to have a customer insight that can be leveraged in the marketplace? This problem could be addressed by new methods, but we are more concerned with unique, different information that leads to competitive advantage. How do organizations collect, share, store, transmit and “use” this insight? More broadly, in our knowledge-based economy that leads to competitive advantage rather than a traditional view of products, routines, capabilities and assets. At an even higher level, how do we know we know?

HOW CAN WE GENERATE NEW AND BETTER CUSTOMER INSIGHTS?

This is not just about methods and techniques, but it's also about looking around the corner and visualizing the future.

HOW CAN I BEST CAPTURE MY CUSTOMERS' EXPERIENCE?

We have all learned the tools of end-to-end mapping of customers' journeys. What is unique about these journeys? Is it only about pain points, or about surprise points? What is more important?

CAN WE ALSO IDENTIFY COMPETITOR INSIGHTS?

Almost all of the focus to date has been on customer or consumer insights, but channel-partner insights? Supplier insights? When are different types of insights more or less valuable, and why?

WHO SHOULD BE DOING THIS IN OUR ORGANIZATION?

Folks have argued that market-driven companies are not marketing driving companies. If this is the case, what is the role

Trending in Marketing

2) Google Ads Introduces Seasonality

Adjustments for Smart Bidding

Google Ads is rolling out seasonality adjustments for smart bidding for search and display campaigns.

3) Instagram confirms it is testing increased ad loads in Stories

The company reports it is experimenting with running back-to-back Story ads from different advertisers.

of marketing in gaining new insights? Does it drive the process? Simply aggregate views from other areas? Is it a catalyst function?

HOW DO WE INGRAIN INSIGHT-DRIVEN APPROACHES INTO ALL OF OUR BUSINESS PROCESSES?

Most of the focus to date has been on generating insights, and it's clearly not an easy thing to do. How do we make sure that we fully and quickly exploit the insights we do manage to generate?

WHO HAS CRACKED THE "INSIGHTS CODE" AND HOW DID THEY DO IT?

What are the best insights tools and frameworks for us to use?

WHAT FIRMS HAVE DEVELOPED A "GREAT MACHINE" TO TAKE INSIGHTS AND DEPLOY THEM QUICKLY FOR REVENUE GROWTH?

Dealing with an omni-channel world.

The 1990s were marked by a back-office revolution in efficiency, systems and re-engineering. As we transition into the 21st century, the key revolution is the front-office interface with customers. It is no longer a simple mix of brick and mortar integration, or even "bricks and clicks" integration. Rather, with the advance of social media, mobile media, always-on communications, the Internet of Things and multi-channel markets, the new catchphrase is "omni-channel." What do we know about this world? Is it truly different than multi-channel? How might solving the "last mile" problem change the game in traditional industries such as consumer packaged goods—and who is going to do this? Amazon? Do the traditional theories and approaches work in such an omni-channel world? What new capabilities do firms need to put in place to take advantage of this world?

HOW DO I FIGURE OUT HOW AND WHERE MY CUSTOMERS AND PROSPECTIVE CUSTOMERS WANT TO BUY FROM ME?

The fundamental problem is not the maximization of a particular channel, but the interfaces that link between channels. Think of these as drop offs and hand-offs between channels. Where do we see the drop off occur? Is there a standard pattern across industries?

WHAT IS THE RIGHT MIX OF CUSTOMER INTERFACES?

Trending in Marketing

4) LinkedIn Introduces a Central Hub for Actionable Marketing Insights

LinkedIn rolled out a new page dedicated to insights and research, which is designed to help marketers make informed decisions about their social media strategies.

5) Google Ads Lets Users Add Filters to the Overview Page

Google Ads is introducing filters to the Overview page.

Keep in mind that many of the interfaces are no longer under the firm's control (e.g., Yelp), so how can we stay in front of these messages. Can we shape the debate?

HOW DOES THIS WORK ACROSS COUNTRIES?

In many cases, the technology in developing countries, or the political infrastructure, are at odds with integration in a world economy. How does the political, economic and social context shape the ability to integrate a global company?

HOW DO I ORGANIZE TO COORDINATE ACROSS CHANNELS?

The fundamental problem in most cases is the way the company organizes, rewards and manages profit and loss groups. A particular activity may be in the best interest of the overall firm, but not in the best interest of a particular business unit or group. How does the firm reward the unit that appears to be losing out?

WHAT ARE THE IMPLICATIONS FOR IN-STORE SALES PERSONNEL?

How enabled and accountable do they need to be in terms of awareness, knowledge and access across channels? Put simply, do in-store personnel need to be experts on mobile, websites, call centers and other touchpoints that the firm is using to reach out to customers?

HOW DO I DEVELOP AN OMNI-CHANNEL STRATEGY FOR MY BRAND?

Are there general rules of thumb, or is every firm different? What is best practice, what is worst practice and what is next practice? What are the implications of omni-channel for selecting channel partners?

HOW IS OMNI-CHANNEL CHANGING B-TO-B MARKETS?

Are there unique challenges in the B-to-B world that we do not see in the B-to-C world?