

STRATEGIC INSIGHTS

Is there still a place for print
in a modern marketing mix?

Eddy Hagen - insights4print.ceo
8/11/2017

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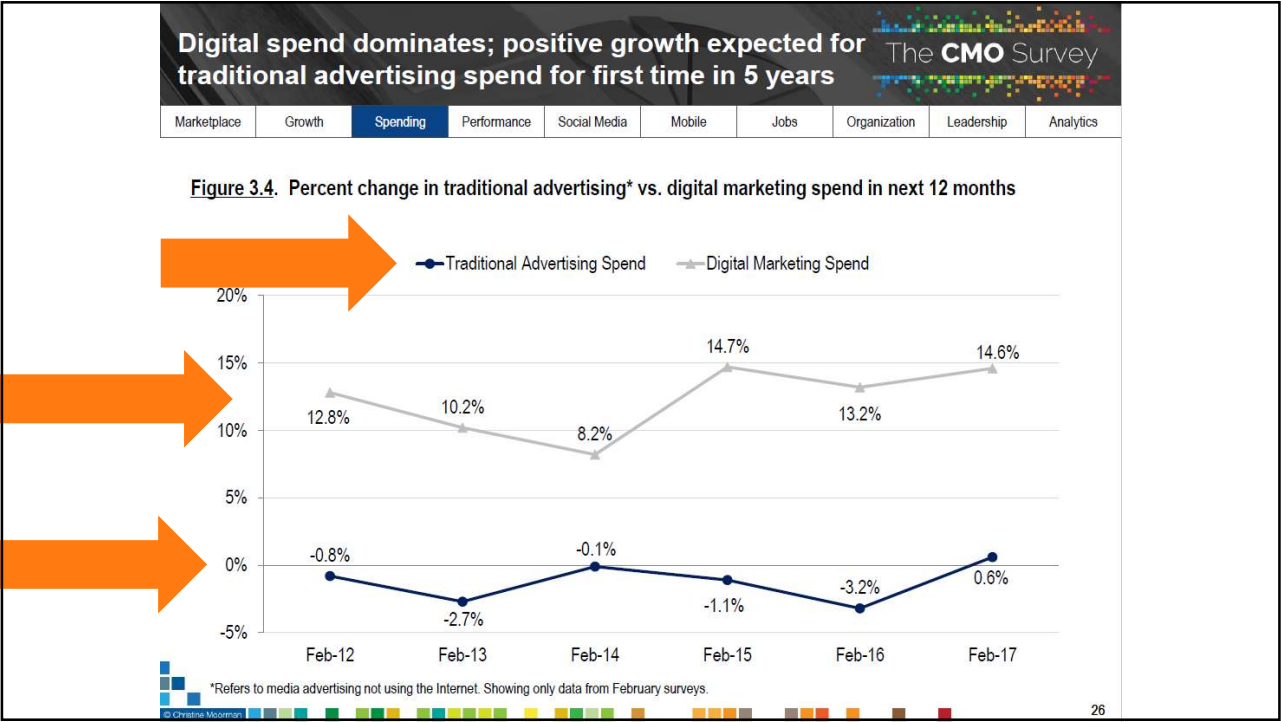
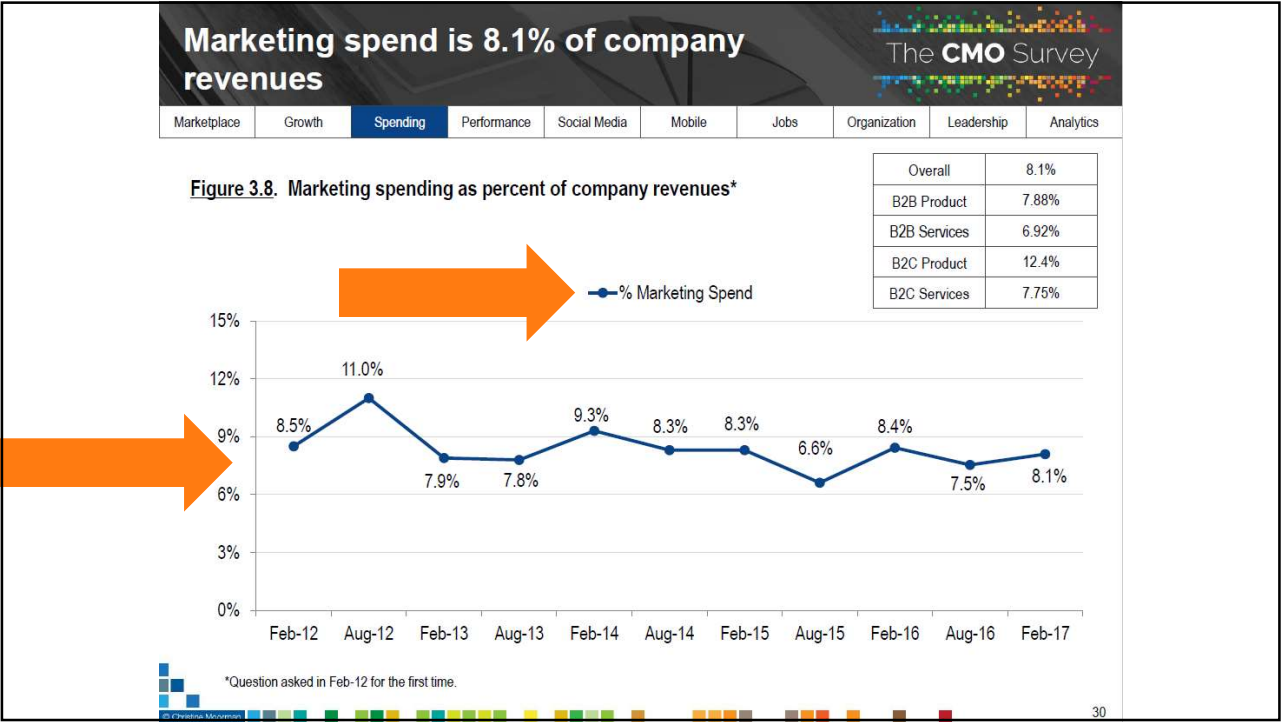
SHORT INTRODUCTION

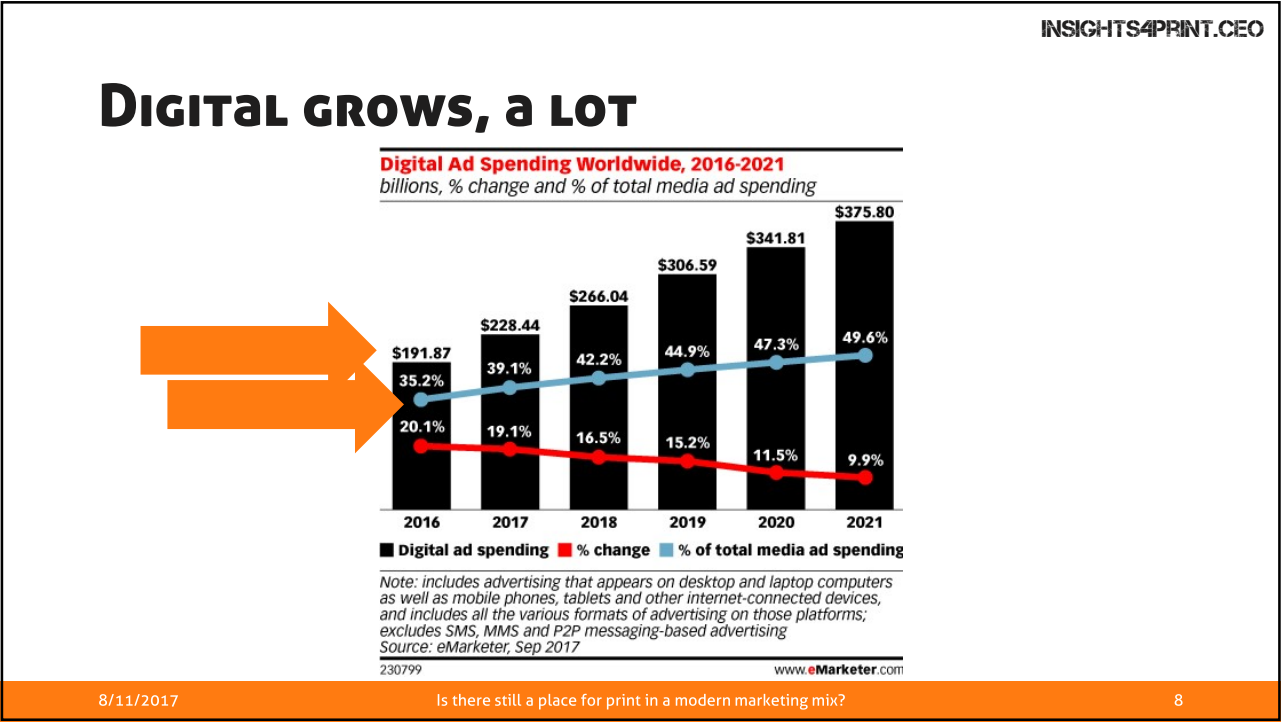
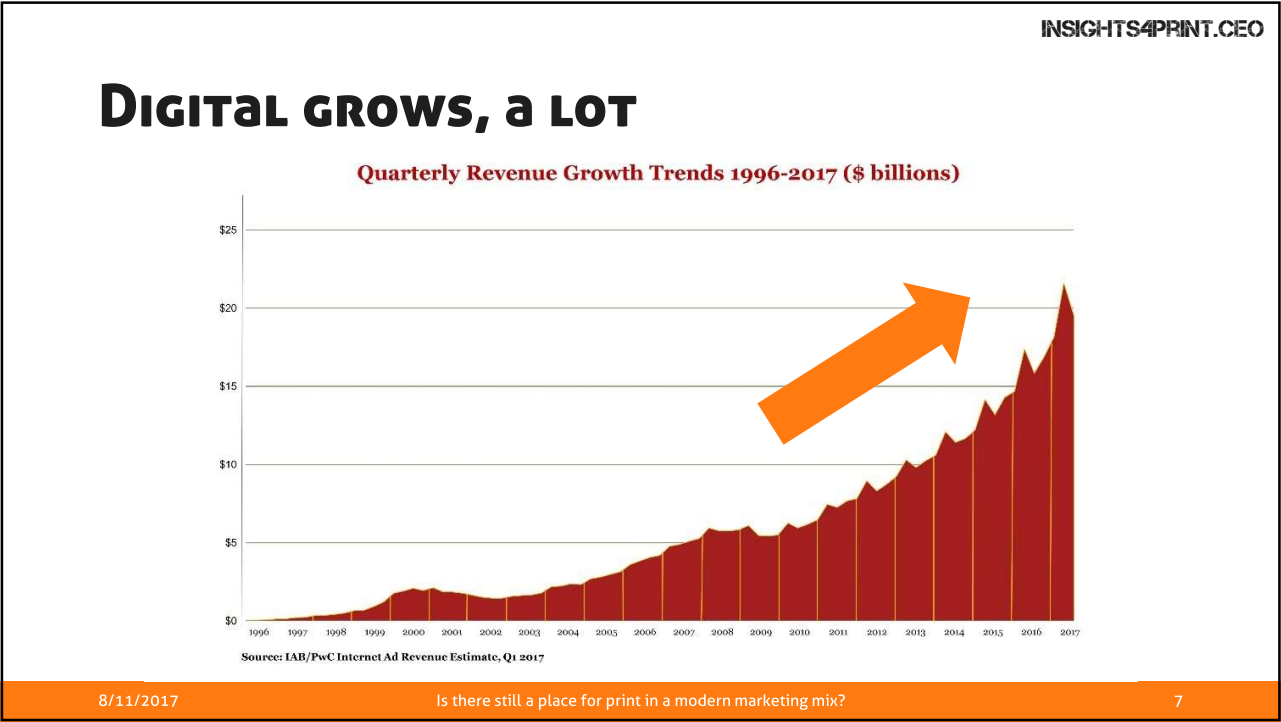
- Independent consultant: insights4print.ceo
- 8 years at industry association (Febelgra)
- 17 years at innovation center (VIGC)
 - Trendwatcher (1998 – 2015)
 - General manager (2006 – 2015)
- Sick leave: fatigue issue
 - Long road... Cause found thanks to smart watch and consistent analysis
 - Breath related, small surgery fixed the issue... (more info: <http://i4p.ceo/cfs>)
- Fresh start at insights4print.ceo
- The Innovation.Menu: collaboration with Yiist.com

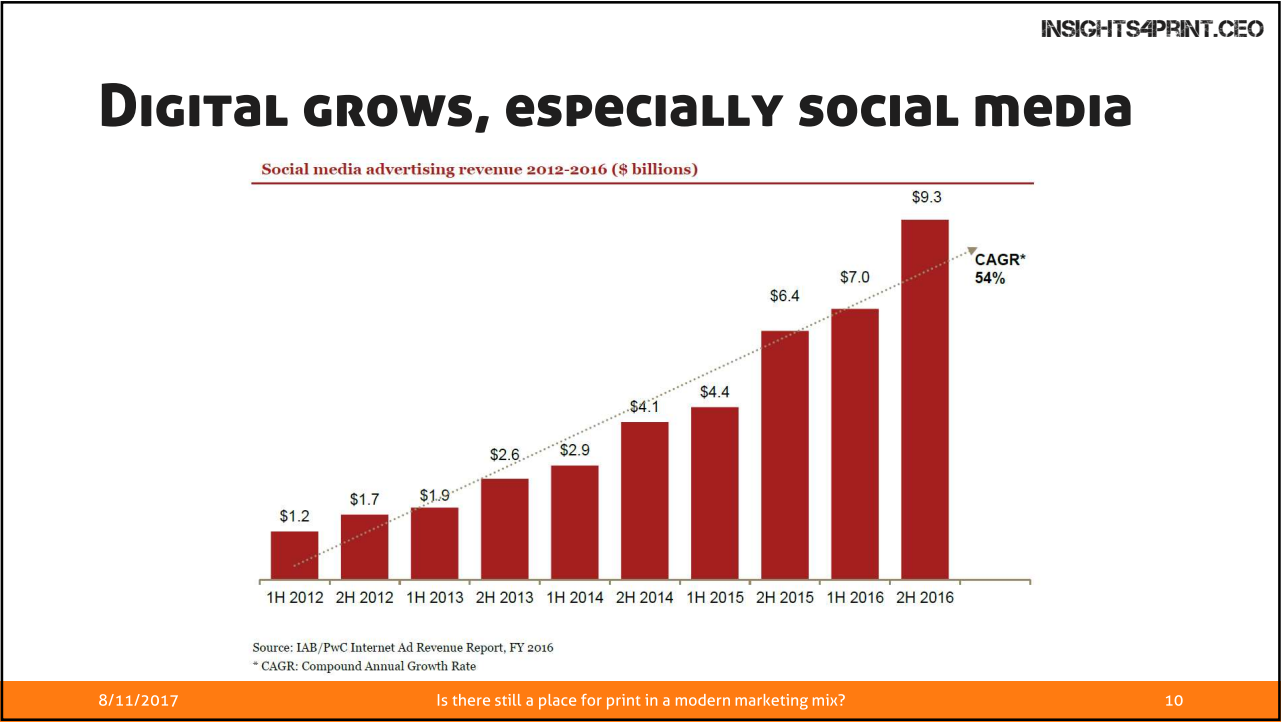
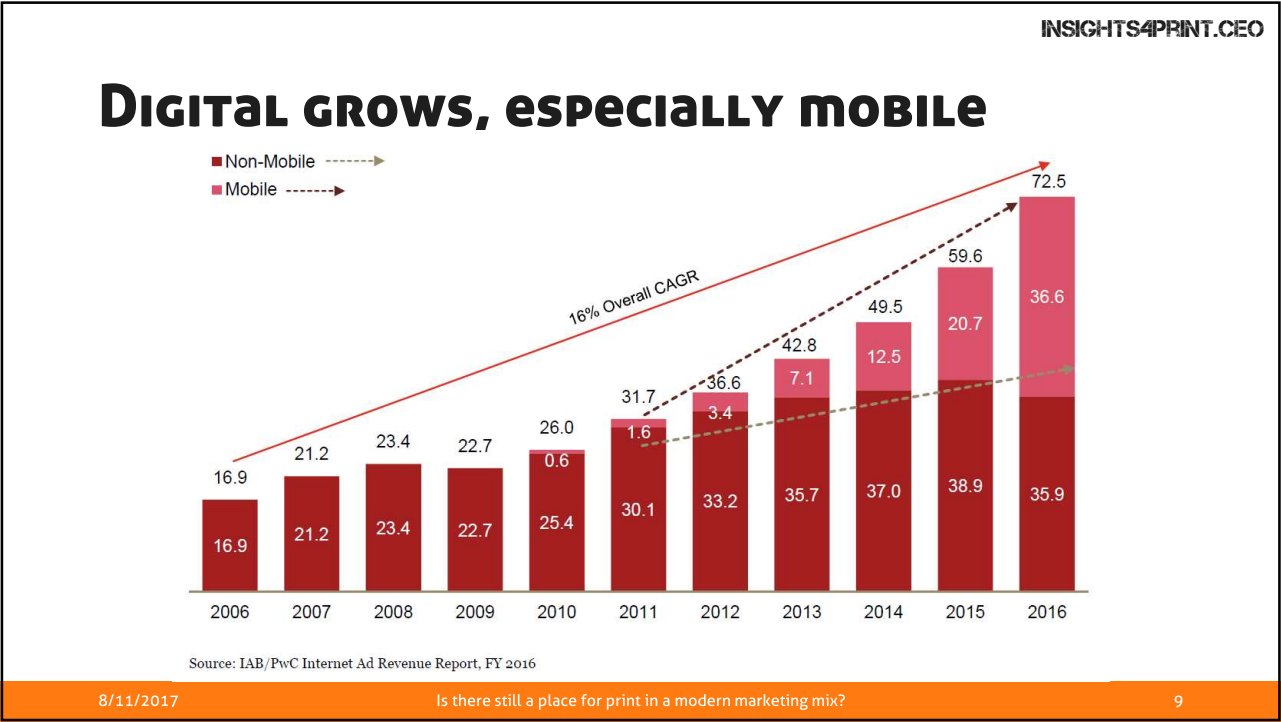
Contents

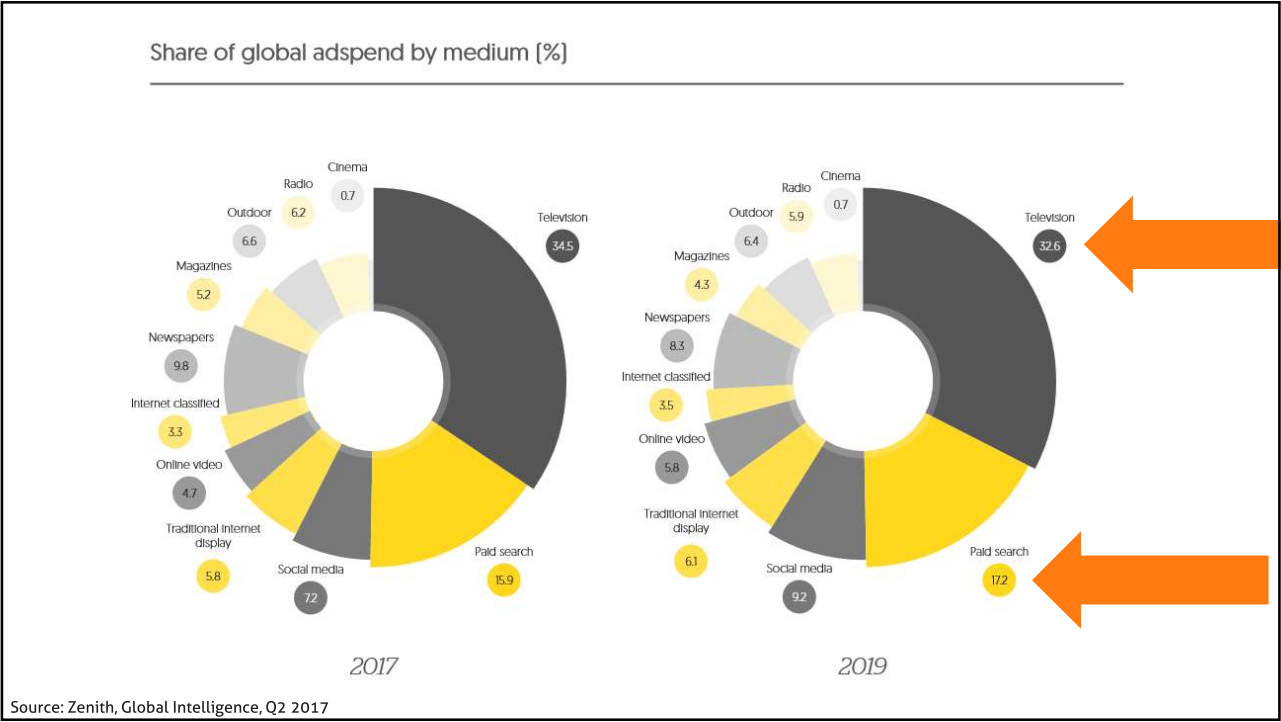
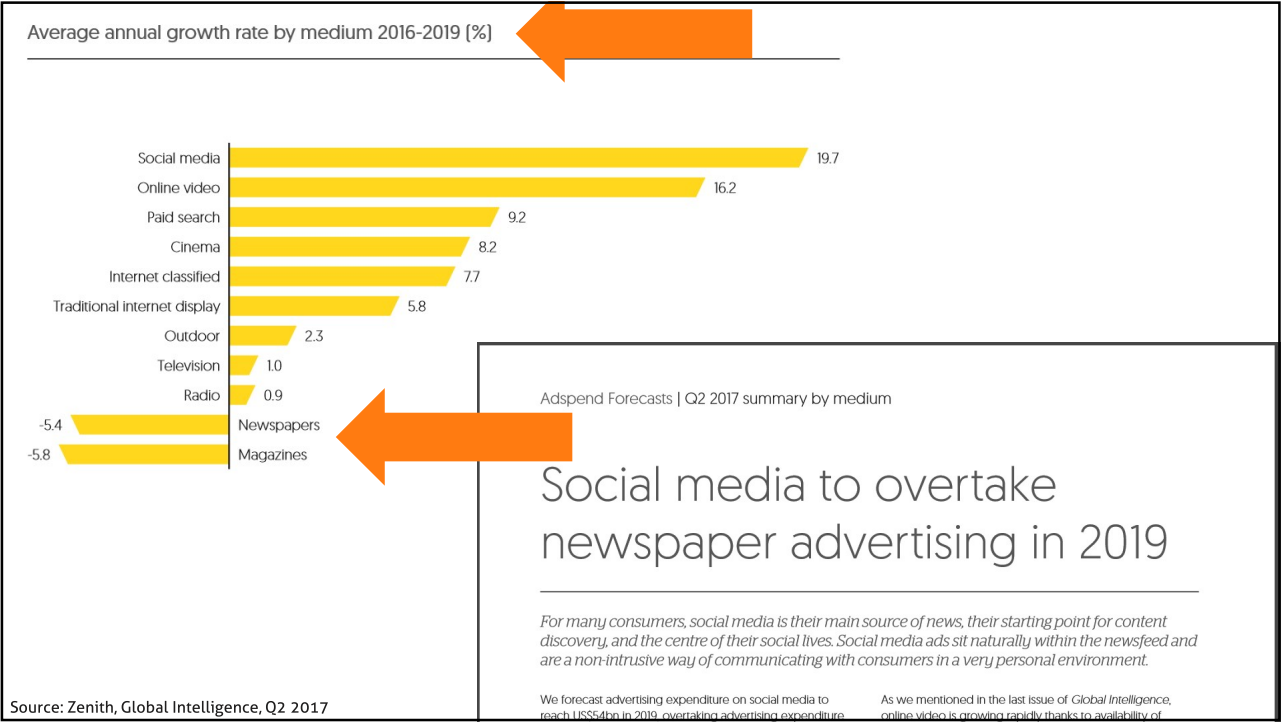
- Facts about marketing
- Lesser known facts about marketing
- Action plan for print
- Innovation, the Future

FACTS ABOUT MARKETING









US Total Media Ad Spending Share, by Media, 2014-2020 % of total							
	2014	2015	2016	2017	2018	2019	2020
TV*	39.1%	37.7%	36.8%	35.8%	34.8%	33.7%	32.9%
Digital	28.3%	32.6%	35.8%	38.4%	40.8%	43.1%	44.9%
—Mobile	10.9%	17.3%	22.7%	26.2%	28.8%	31.0%	32.9%
Print	17.4%	15.4%	13.9%	12.9%	12.2%	11.6%	11.1%
—Newspapers**	9.1%	8.0%	7.2%	6.6%	6.1%	5.7%	5.5%
—Magazines**	8.3%	7.4%	6.8%	6.4%	6.1%	5.8%	5.6%
Radio***	8.4%	7.8%	7.4%	7.0%	6.7%	6.4%	6.1%
Out-of-home	4.0%	4.0%	3.9%	3.8%	3.7%	3.5%	3.4%
Directories**	2.8%	2.5%	2.2%	2.0%	1.9%	1.7%	1.6%

Note: *excludes digital; **print only, excludes digital; ***excludes off-air radio & digital

Source: eMarketer, March 2016

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www.eMarketer.com



55 marketing influencer

tune.com/blog/55-marketing-influencers-brands-virtual-reality-augmented-reality-mixed-reality

TUNE

425

f

G+

in


Hillel Fuld

@hilzfuld

Cofounder of ZCast, tech blogger, startup advisor

VR, AR, and mixed reality are obviously set to increase in popularity throughout the next few years.

Brands must learn how to adapt their content to leverage these technologies and better tell their story.




Jesse Stay

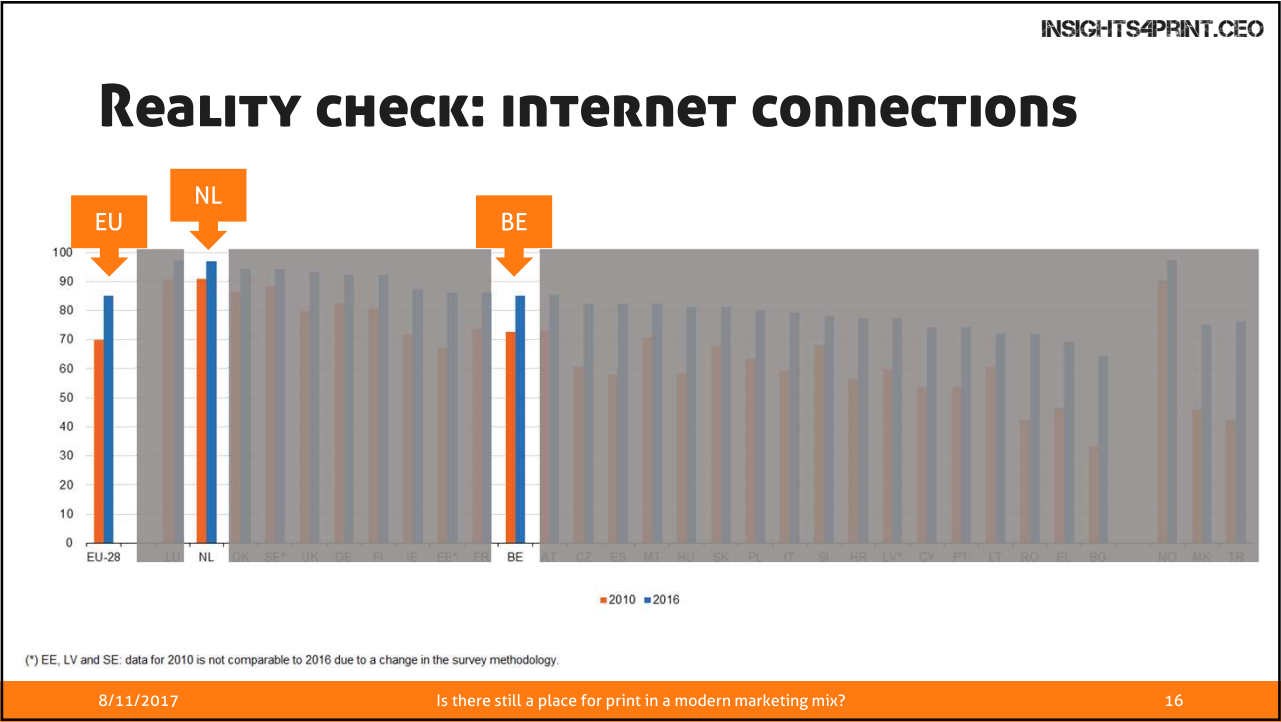
@jesse

Futurist, Author, Founder and Principal of Stay N Alive

Brands need to be getting ready — by end of 2017 VR and mixed reality will be much more mainstream, and all brands will need to have experiences built and ready for this.

The world around each customer is now the brand's canvas.





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Marketing automation: BIG PUSH

The image shows a complex, multi-colored map of the marketing technology landscape, categorized into various functional areas like Advertising & Promotion, Content & Experience, Social & Relationships, Commerce & Sales, Data, and Management. A small red box highlights a specific area in the bottom left corner.

chiefmartec.com Marketing Technology Landscape ("Martech 5000")

May 2017

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Marketing attribution: HOT!

US Companies Using Multichannel Attribution Models, 2014-2018

	2014	2015	2016	2017	2018
% of total companies	22.9%	30.6%	39.4%	50.2%	58.5%
% of companies that use digital attribution models	37.5%	45.0%	52.5%	62.0%	68.0%

Note: companies with 100+ employees that use more than one digital marketing channel; multichannel attribution models are attribution models that include more than first- or last-touch attribution or a combination of both to differentiate the respective contributions of various marketing channels to a desired outcome

Source: eMarketer, Oct 2016

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www.eMarketer.com

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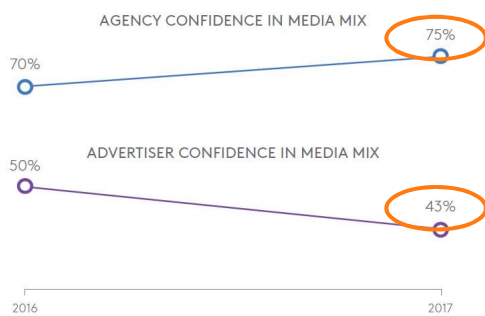
FACTS ABOUT MARKETING **LESSER KNOWN FACTS...**

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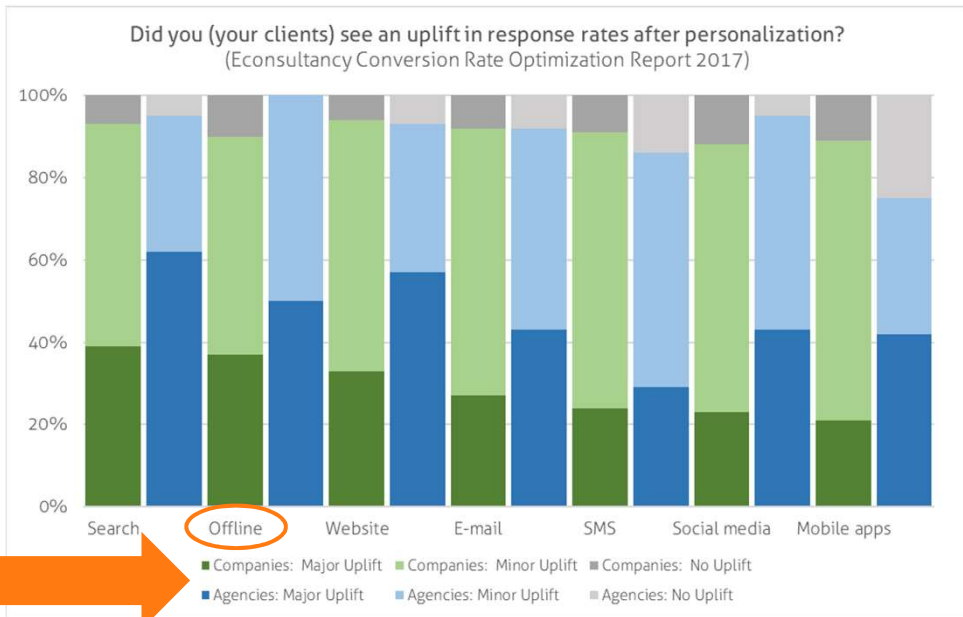
What do these figures tell us?

- Focus on marketing spending
- And on point of view from marketers...
- Not on results
- Not on point of view from customers...
- Most studies don't include print

**STRONG DISCONNECT BETWEEN
AGENCIES AND ADVERTISERS**



IT'S TOUGH TO ASSESS HOW WELL BRANDS PERFORM ACROSS CHANNELS



STRONG DISCONNECT BETWEEN
MARKETERS AND INTERNET USERS

Reasons that UK Internet Users Subscribe to Marketing Emails According to UK Marketers vs. Internet Users, Dec 2016
% of respondents

	Marketers	Internet users
Trustworthy reputation	38%	31%
Offer of exclusive content	29%	5%
Competitions	21%	21%
Percent-off discounts (e.g., 10% off)	20%	41%
Money-off discounts (e.g., £5 off)	14%	45%
User guides	14%	7%
Advance notice of new products	13%	16%
Peer-generated social content (e.g., blogs, photos, tweets, videos)	13%	-
As part of transaction process (e.g., making a purchase)	11%	25%
Clear privacy policy	11%	15%
VIP access	11%	14%
Product reviews	9%	10%
Free samples/gifts	8%	35%
Free delivery	5%	35%
Offer of loyalty program	5%	30%
Other	6%	-
None	7%	8%

Note: internet users were surveyed in Aug 2016
Source: Direct Marketing Association UK (DMA UK), "DMA Insight: Marketer email tracking study 2017" sponsored by dotmailer, Feb 9, 2017

223301

www.eMarketer.com

INFLUENCE OF SOCIAL MEDIA
(ADVERTISING) ON PURCHASES
IS LIMITED

Q7: How big of an influence is social media on your purchase decisions?

Answer Choices	Responses
None	54.74% / 549
Somewhat	42.17% / 423
Significant	3.09% / 31
Total	1,003

Q8: Which of these social media platforms most influence your purchase decision? Please check all that apply.

Answer Choices	Responses
Facebook	37.49% / 376
Twitter	5.38% / 54
Instagram	10.07% / 101
Pinterest	17.15% / 172
Snapchat	2.19% / 22
None of these	48.85% / 490
Total	1,003

Q9: Which of these are most likely to influence your purchase decision on social media sites? Please check all that apply.

Answer Choices	Responses
Banner/display advertisements	12.06% / 121
Posts by friends and family	53.24% / 534
Likes by friends and family	30.81% / 309
Product reviews, news and videos	53.14% / 533
Sponsored post from the brand or retailer	15.55% / 156
Total	1,003

2016
Social Commerce
Survey
The Future of eCommerce?



Prepared by SUMO Heavy Industries

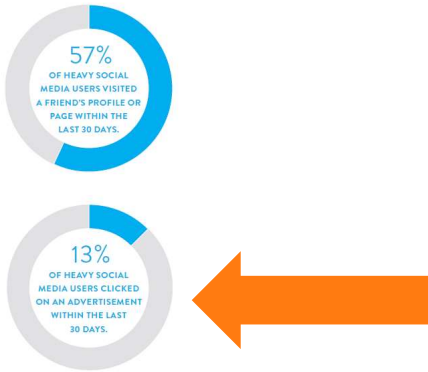
**Influence of social media
(advertising) on purchases
is limited**

**2016 NIELSEN
SOCIAL MEDIA
REPORT**
**SOCIAL STUDIES: A LOOK AT
THE SOCIAL LANDSCAPE**

TOP SOCIAL NETWORKING ACTIVITIES IN PAST 30 DAYS

AMONG HEAVY SOCIAL MEDIA USERS (3+ HOURS DAILY)		
RANK	SOCIAL ACTIVITY	% OF RESPONDENTS (18+)
1	Visited a friend's profile/page	57%
2	Commented on a friend's post	55%
3	Sent a message or e-mail	50%
4	Watched a video	50%
5	Posted picture(s)	50%
6	Posted that you "Like" something	47%
7	Updated your status	42%
8	Updated your profile	30%
9	Followed or became a "fan of" something or someone	25%
10	Played a game	23%

Source: Nielsen Scarborough USA+ 2016 Release 1, GfK/MRI Attitudinal Insights Module



The impact of social media remains difficult to prove

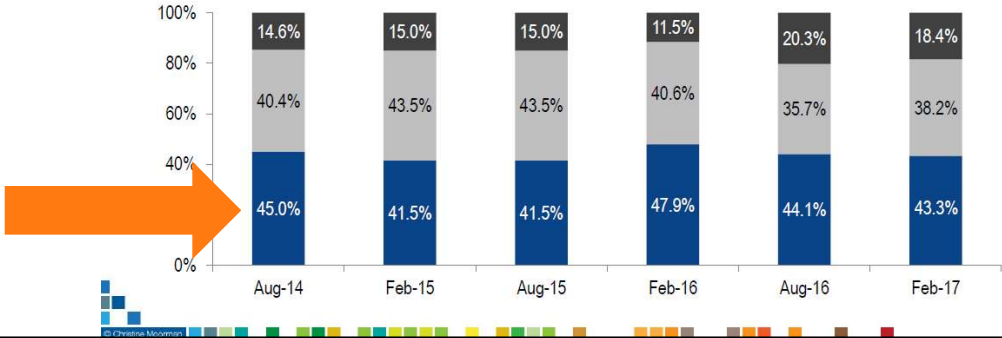
The CMO Survey

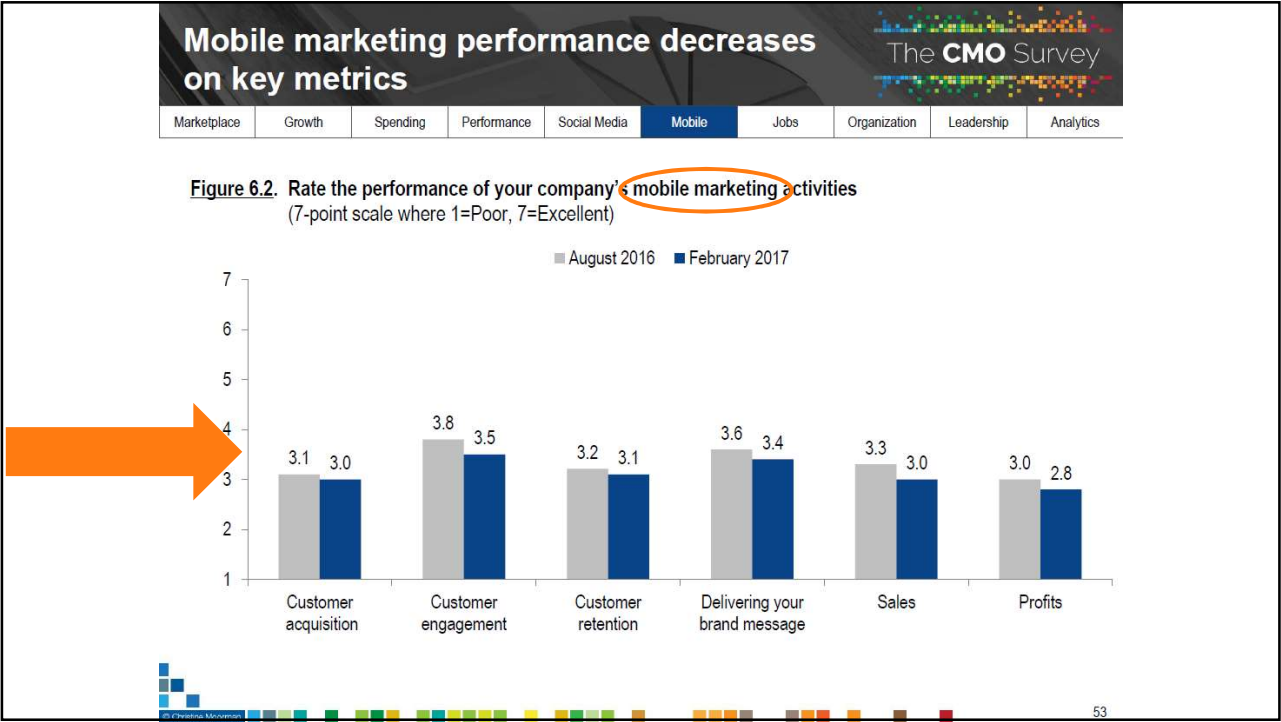
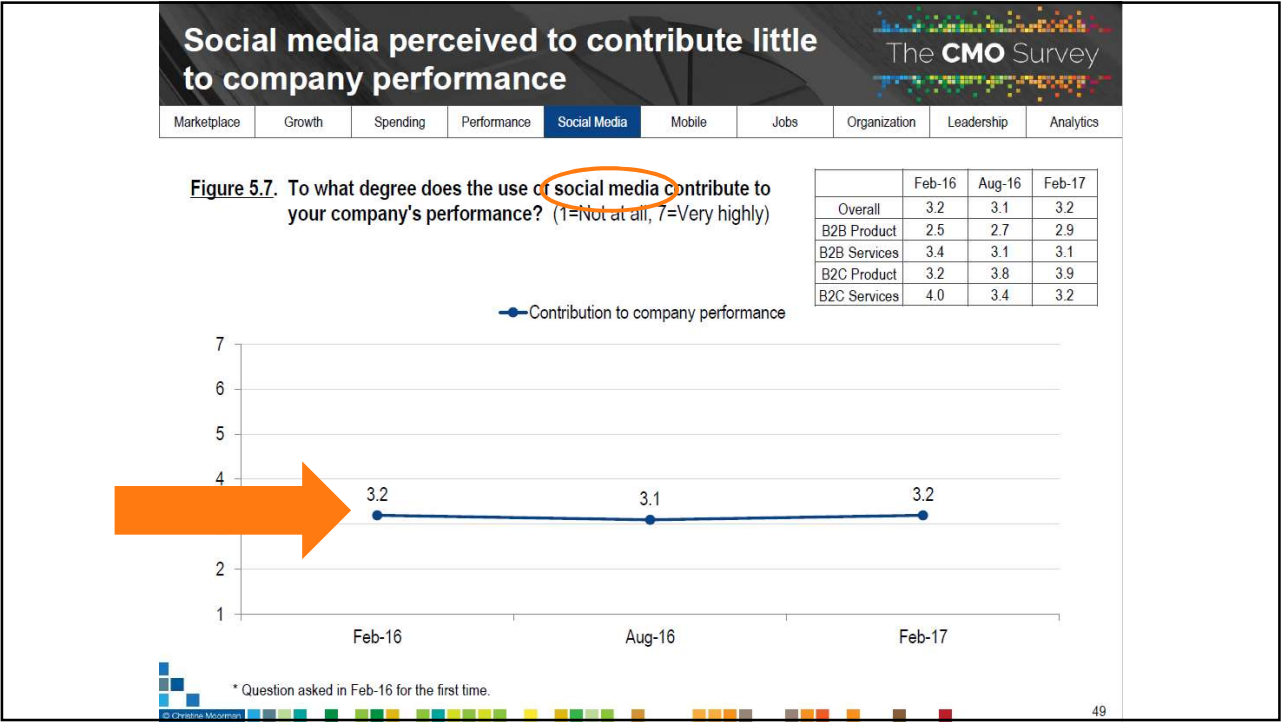
Marketplace	Growth	Spending	Performance	Social Media	Mobile	Jobs	Organization	Leadership	Analytics
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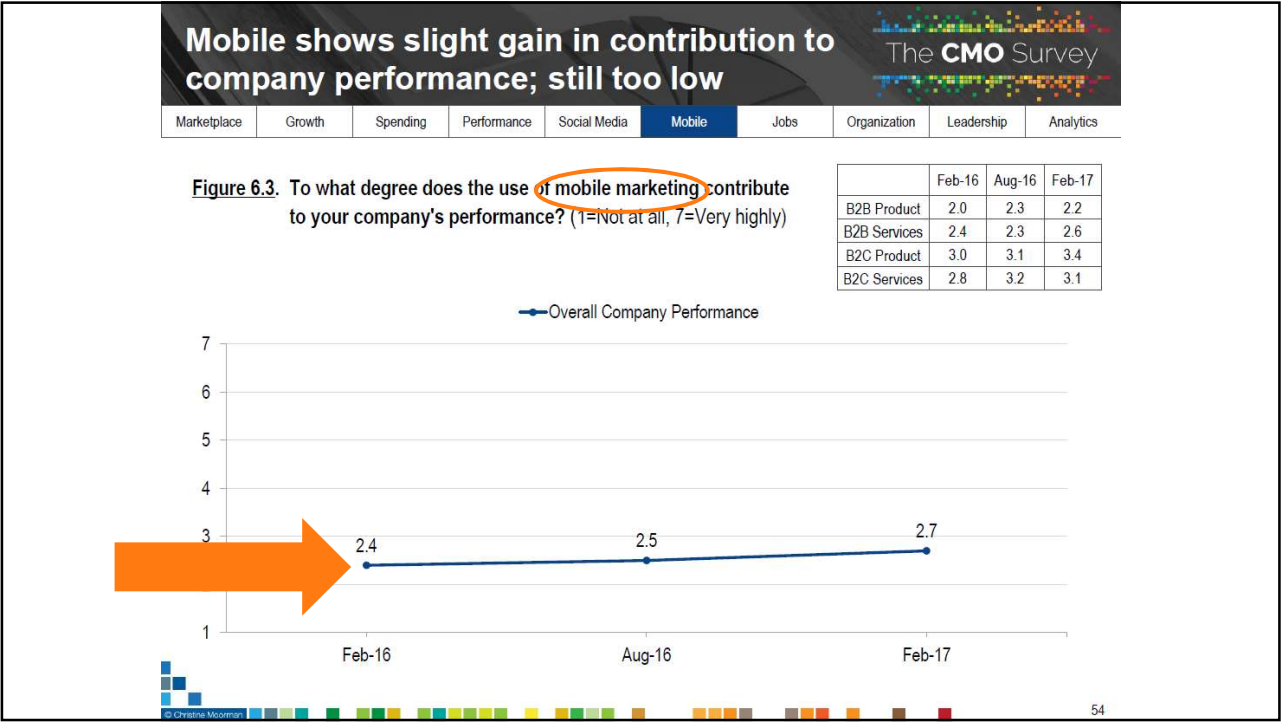
Figure 5.6. Which best describes how you show the impact of social media on your business?

- Have proven the impact quantitatively
- Have a good qualitative sense of the impact, but not a quantitative impact
- Haven't been able to show the impact yet

	Haven't shown impact	Qualitative sense	Proven quantitatively
Overall	43.3%	38.2%	18.4%
B2B Product	47.3%	36.5%	16.2%
B2B Services	44.4%	43.2%	12.3%
B2C Product	39.4%	33.3%	27.3%
B2C Services	34.5%	34.5%	31.0%







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DIGITAL REPORTING HAS FLAWS

Hello Eddy,

We've noticed you haven't been opening the E&P newsletters. We're sorry, but this is coming to an end.

We are in the process of cleaning up our list, and you've been marked as inactive. If you'd like to still receive Editor & Publisher, please click the link below and we'll keep you on the list. If you don't click the link, we'll remove you from the list.

We hope you enjoy the rest of your week!

E

Editor & Publisher <webmaster=editorandpublisher.com@mail5.atl111.rsgsv.net> namens Edi

1

wo 18:07

Tech Companies and U.S. Lawmakers are Clashing Over the Need for New Regulations Targeting Politic...

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E&P | 10/25/17

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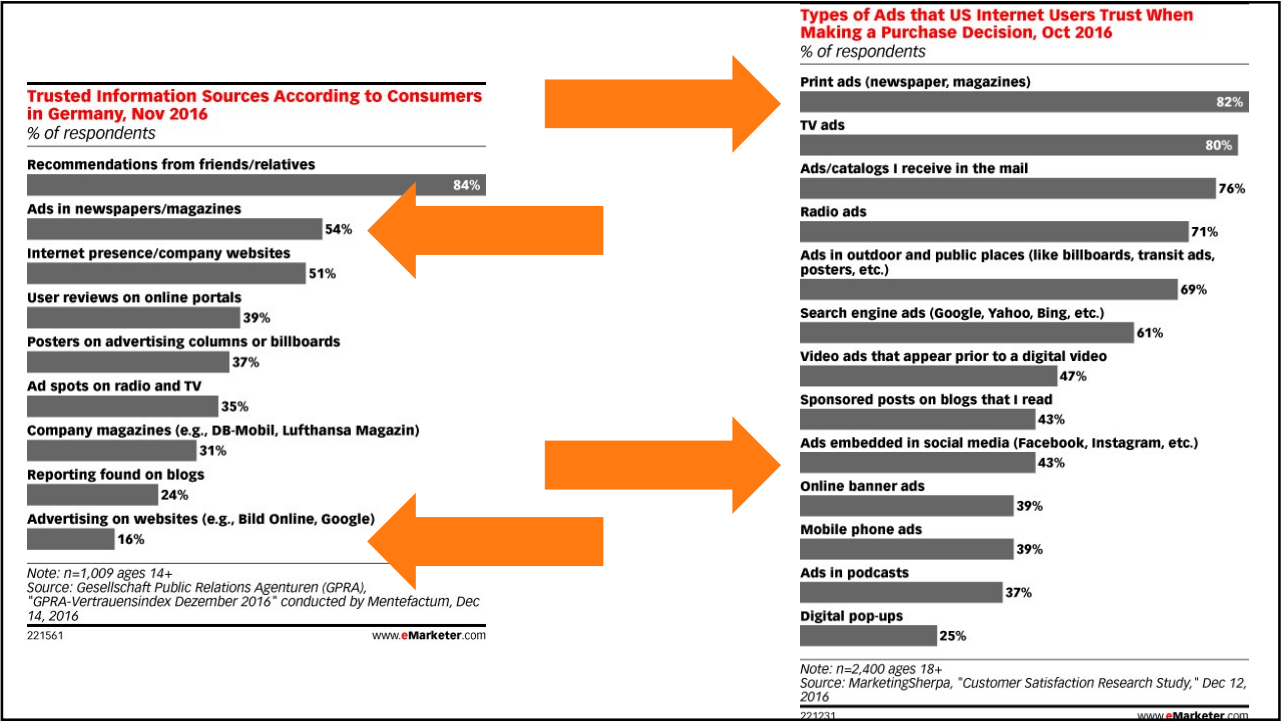
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PRINT IS TRUSTED, DIGITAL NOT REALLY

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Traditional channels were most trusted by every generation

While TV ads skewed younger, and print ads and direct mail skewed older, the most trusted channels were the same for every age group.

Q. In general which type of advertising channels do you trust more when you want to make a purchase decision? Please sort the options into "Ads I trust" and "Ads I don't trust that much" categories."

Chart 8.3

N=1,095

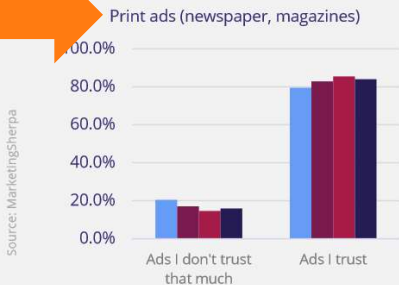


Chart 8.4

N=1,097

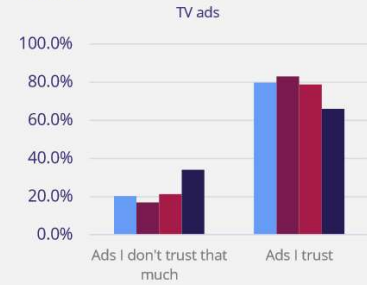
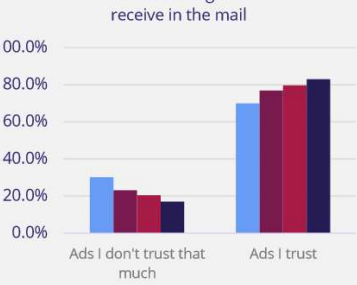


Chart 8.5

N=1,088



■ Millennials ■ Generation X ■ Baby Boomers ■ The Silent Generation

5

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Least trusted channels by every generation

There was more differentiation in the least trusted channels, with older cohorts much less likely to trust these digital channels than younger generations.

Q. In general which type of advertising channels do you trust more when you want to make a purchase decision? Please sort the options into "Ads I trust" and "Ads I don't trust that much" categories.

Chart 8.6

N=1,095

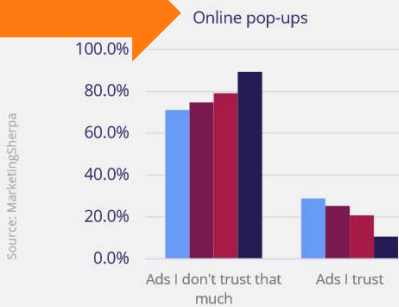


Chart 8.7

N=1,075

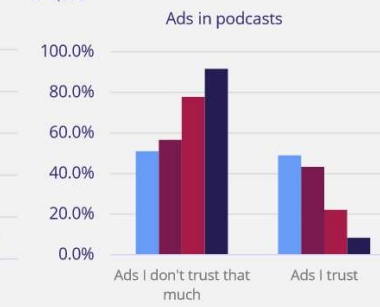
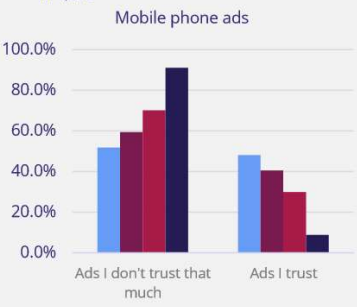


Chart 8.8

N=1,076



■ Millennials ■ Generation X ■ Baby Boomers ■ The Silent Generation

6

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ADVERTISING FRAUD IN THE DIGITAL SPACE...

THE WALL STREET JOURNAL.

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CMO TODAY



Google Tells Publishers, 'We Come In Peace'



CMO Today: Shari Redstone Talks Scale; Netflix Dismisses 'Peak TV' ...



CMO Today: Fake News and Russian Ads; Big Tobacco Campaign; AB ...



[BUSINESS](#) | [MEDIA & MARKETING](#) | [CMO](#)

P&G Cuts More Than \$100 Million in 'Largely Ineffective' Digital Ads

Consumer product giant steers clear of 'bot' traffic and objectionable content



CONTENT FROM OUR SPONSOR

Deloitte.

CMO Insights and Analysis from Deloitte

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ATTRIBUTION: VERY DIFFICULT

- Especially with 'multi touch'

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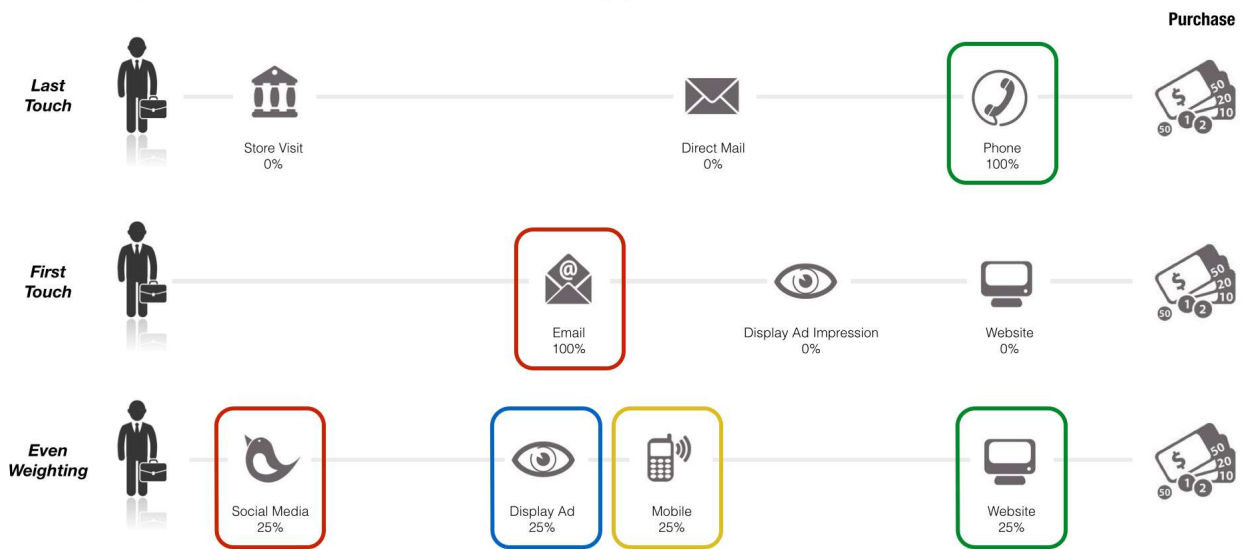
LAST TOUCH: OVERSIMPLIFIES THE CUSTOMER DECISION PROCESS



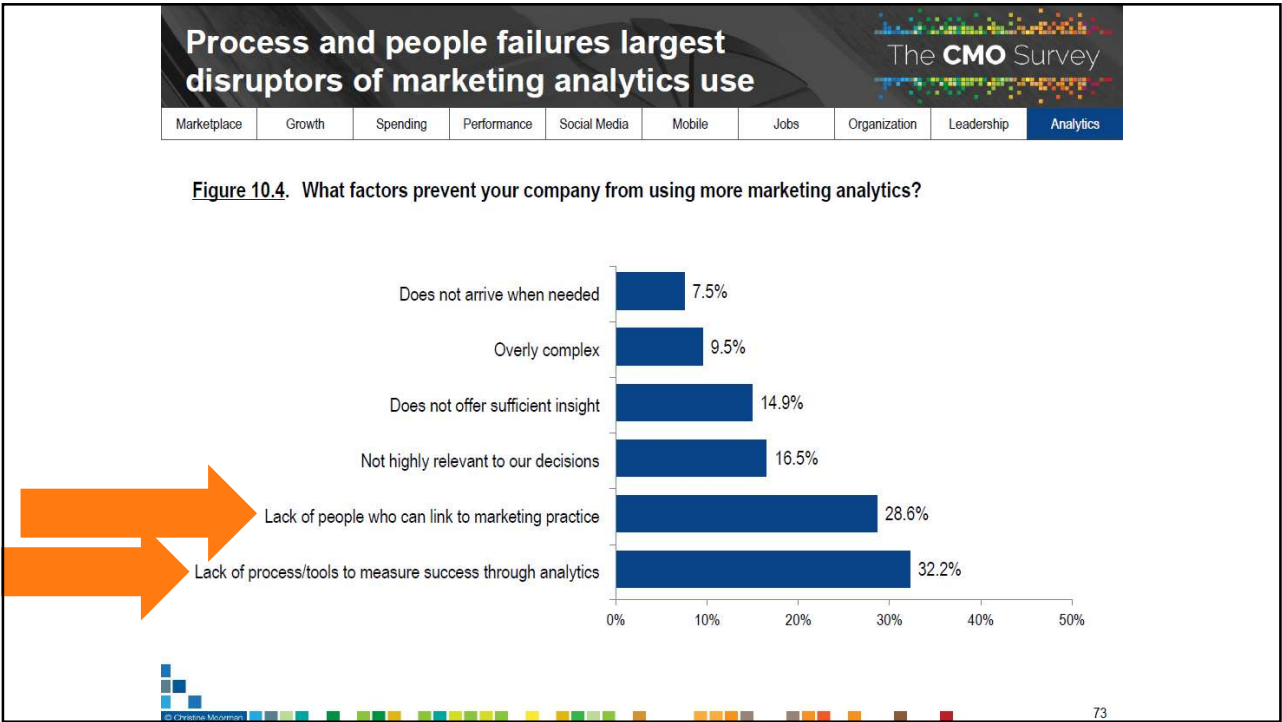
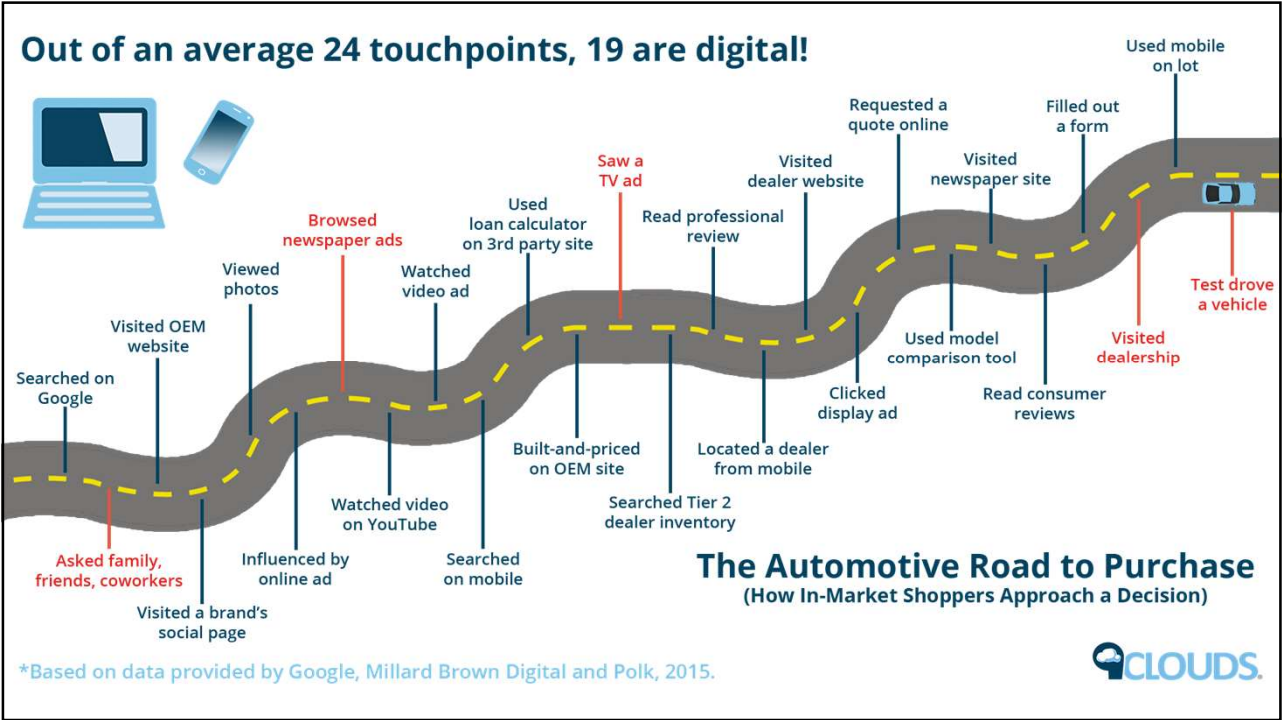
- Oversimplifies performance measurement
- Overestimates last-touch marketing efforts
- Underestimates previous interactions
- Double-counts conversions
- Provides inaccurate cost metrics

Multi-Channel Attribution

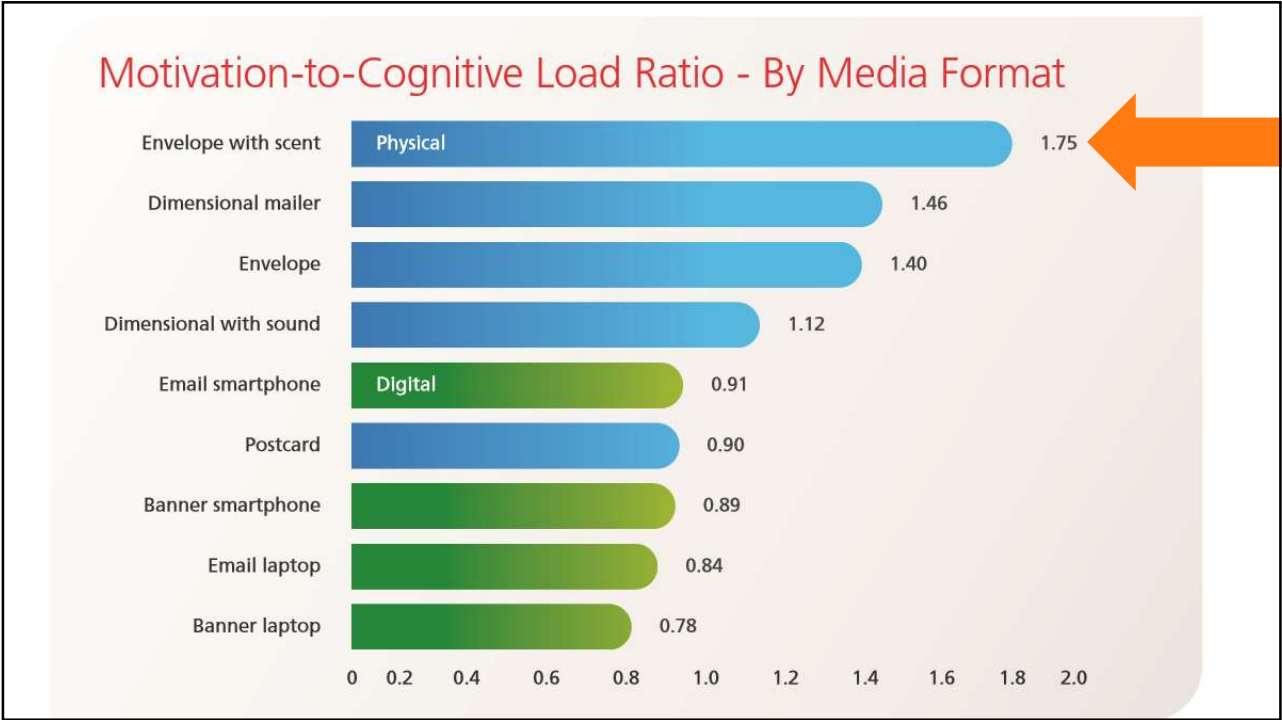
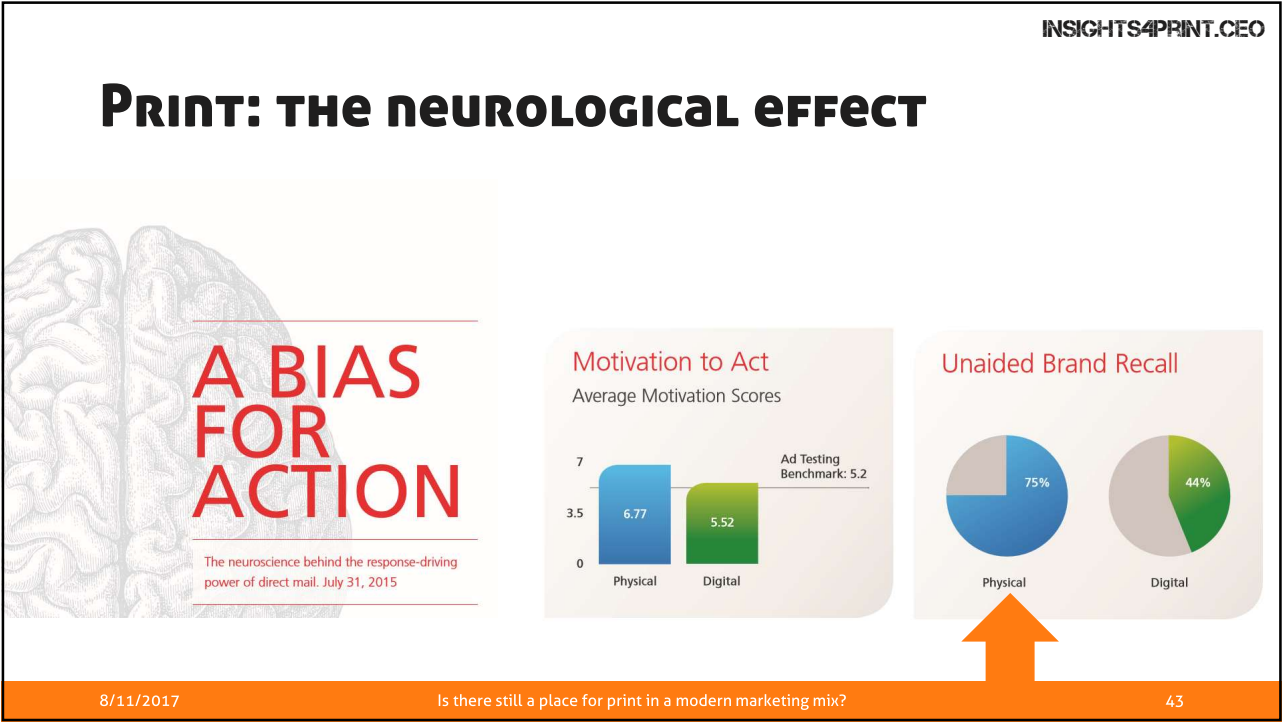
Examples of rules-based attribution approaches



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UNITED STATES
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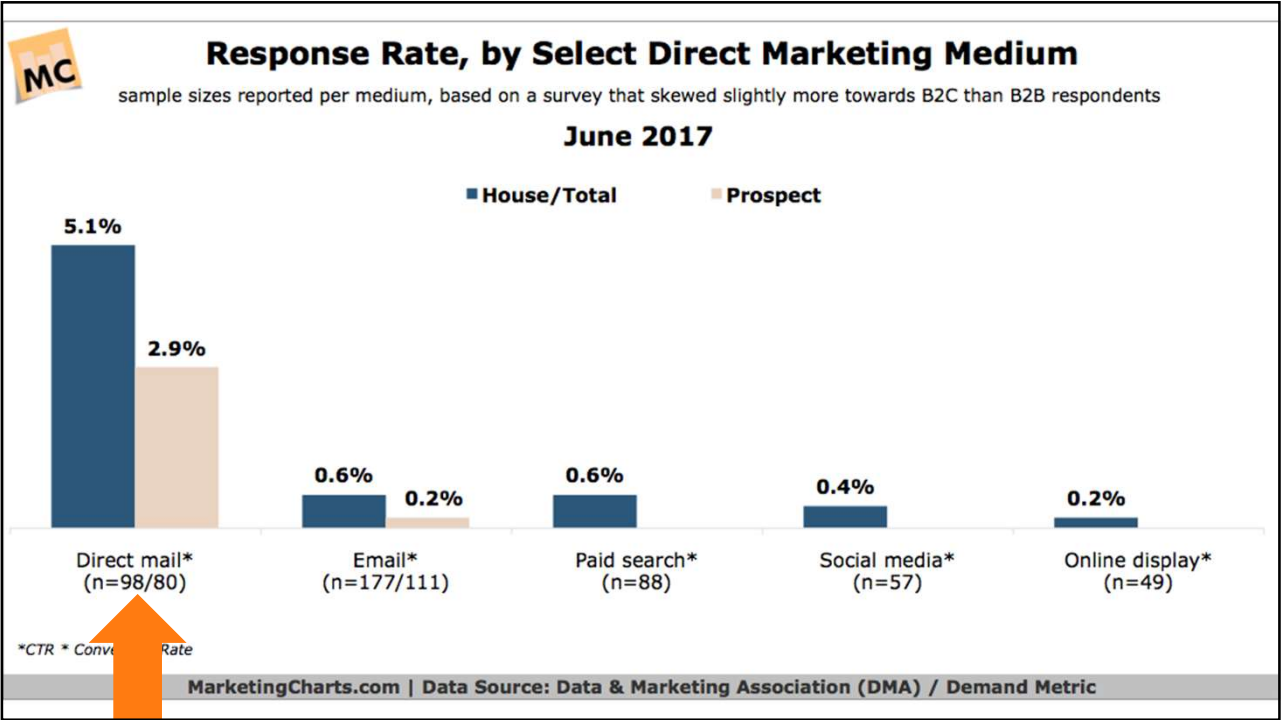
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Response rates DM are HIGH!

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'DOOR DROP' materials response HUGE!

- Belgium: 92% 'opening rate'
- Netherlands: 95%
- UK: 92%
- And very actionable: making shopping lists!

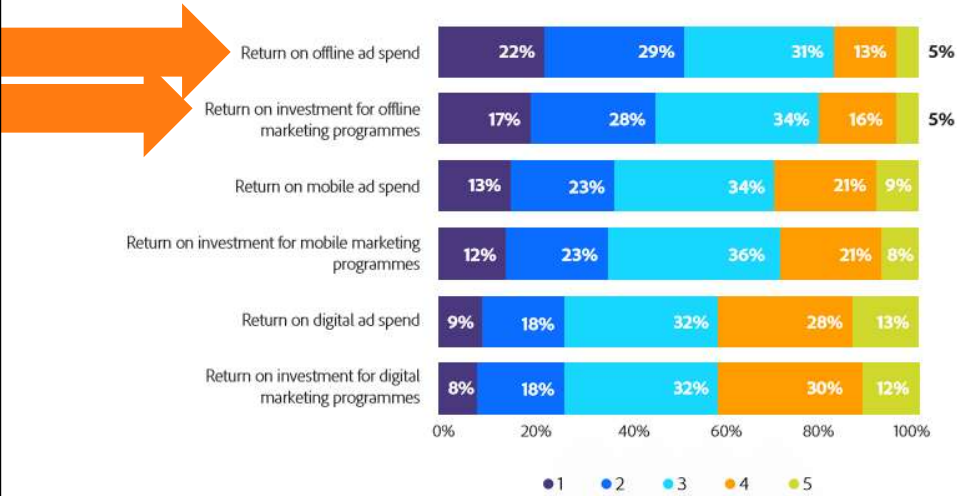
	Reads publicity folders (total)	Paper only	Both paper and digital	Digital only
18 – 35 y	90%	37%	50%	3%
35 – 54 y	94%	32%	56%	6%
55+ y	90%	40%	46%	4%

FACTS ABOUT MARKETING
LESSER KNOWN FACTS...
ACTION PLAN FOR PRINT

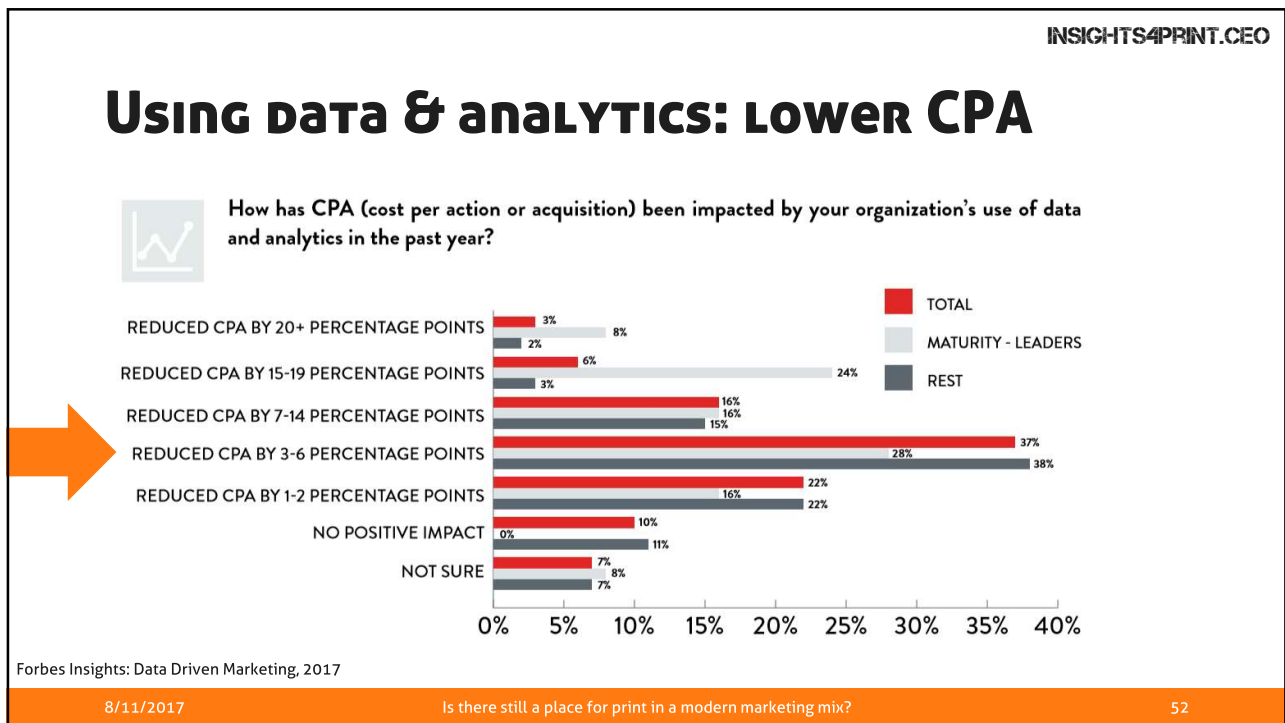
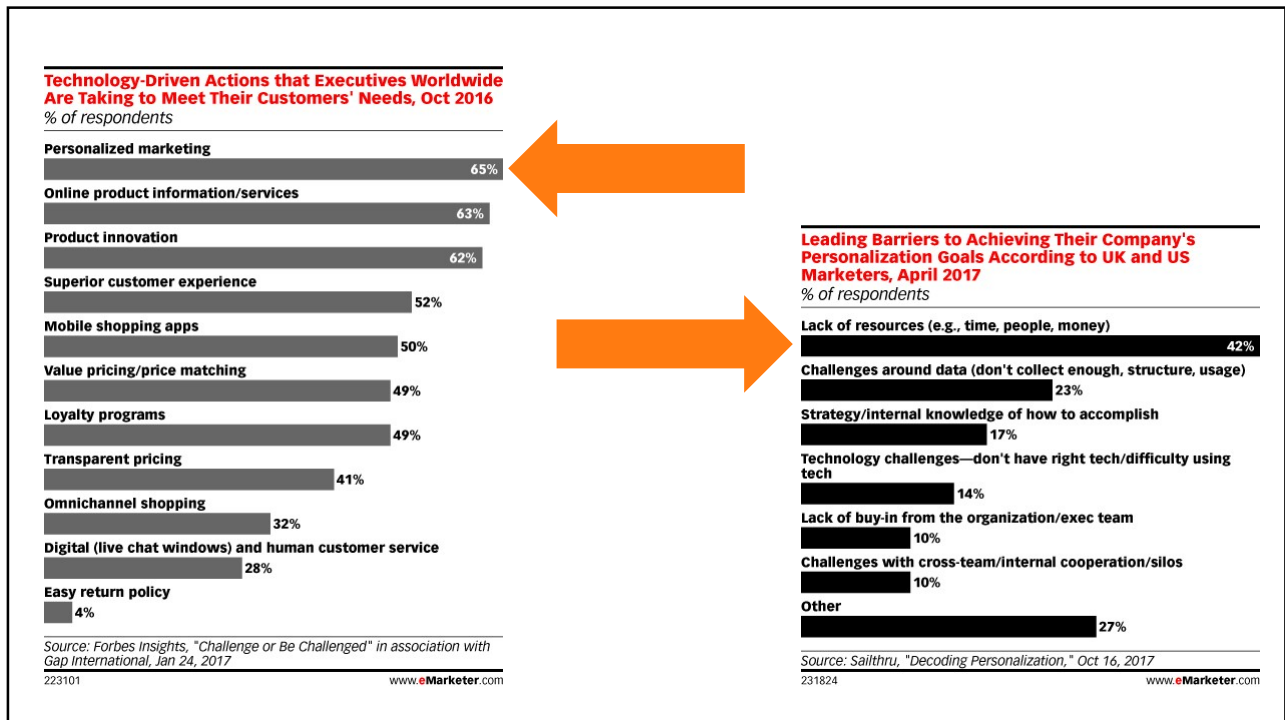
A marketers CRY FOR HELP?

- Need for personalization
 - But lack of databases and the knowledge to deal with data
- Need for reporting
 - But ability to measure offline (including print) is missing
- Data & analytics: powerful tool to lower Cost per Acquisition
- Opportunities for you?

FIGURE 2: ON A SCALE OF 1-5, WHERE 1 IS 'NOT AT ALL CONFIDENT' AND 5 IS 'EXTREMELY CONFIDENT', HOW CONFIDENT ARE YOU IN YOUR ORGANISATION'S ABILITY TO MEASURE THE FOLLOWING?



Source: Econsultancy/Adobe Quarterly Digital Intelligence Briefing
Respondents: 1004



Measuring response: a TUTORIAL

- Opening rates emails are flawed, therefore not that relevant
- Only good metric: actions taken
 - Did prospect / customer go to the website?
- So: link paper to website and therefore online reporting tool
 - Use specific landing page for every mailing
 - If necessary: let it redirect to another page
- But: make it user friendly...
 - Can you remember this: <http://bit.ly/2xddaTi> ?
 - And this: <http://i4p.ceo/XeroxPP> ?

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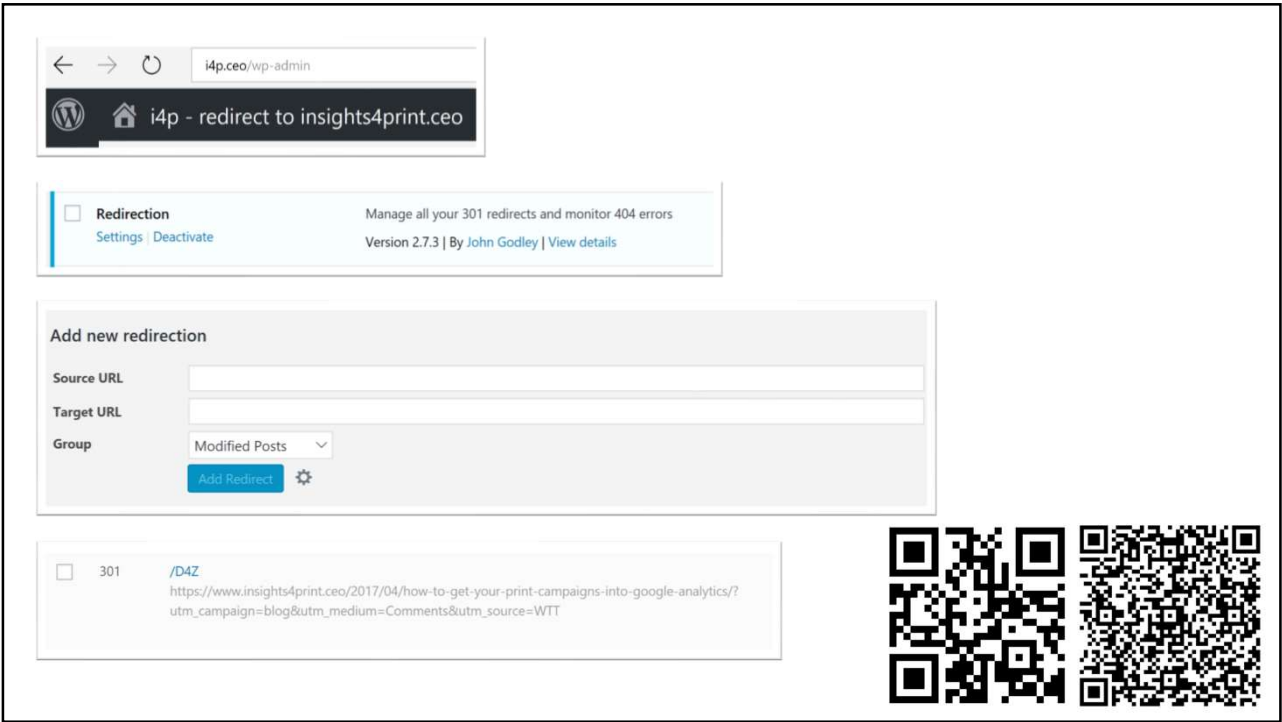
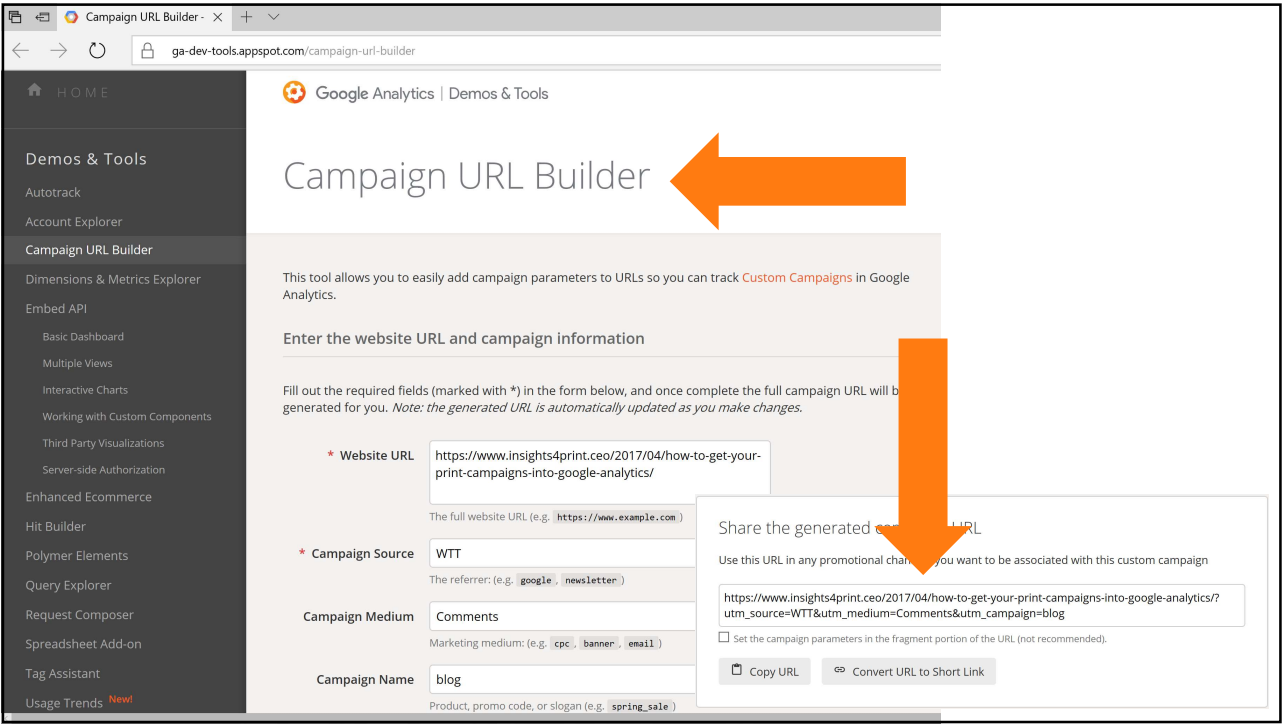
Measuring response: a TUTORIAL

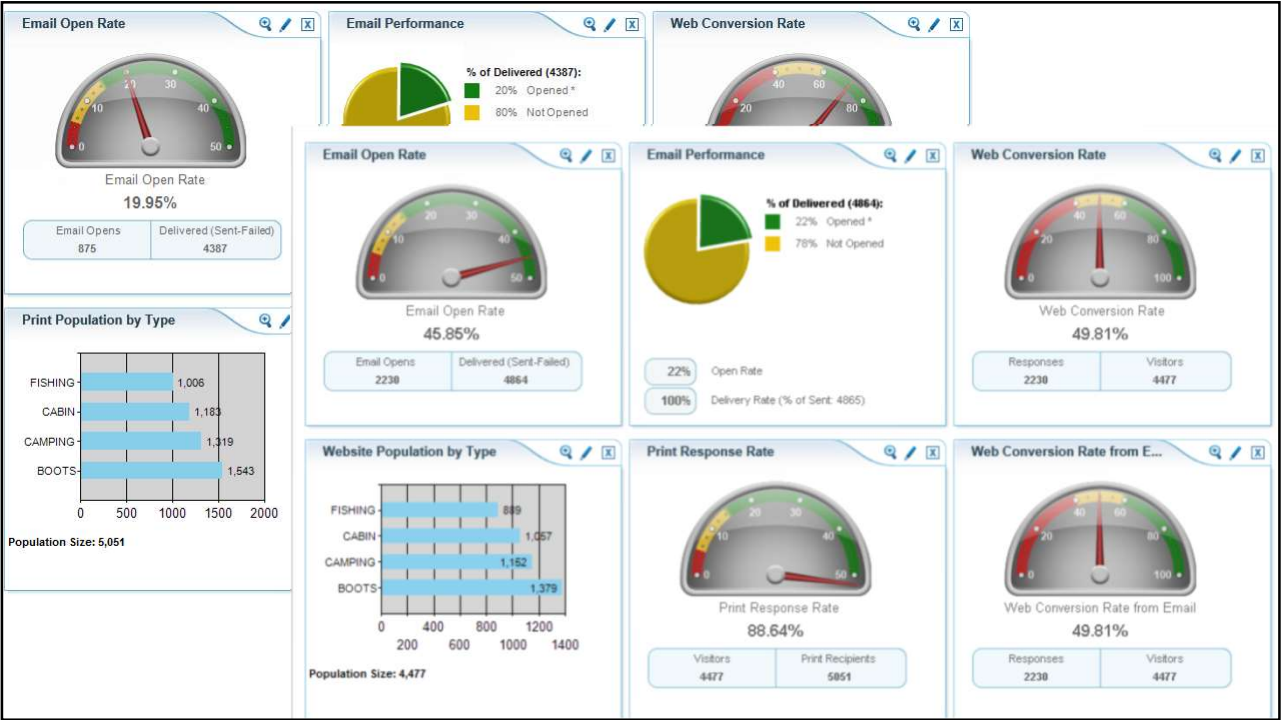
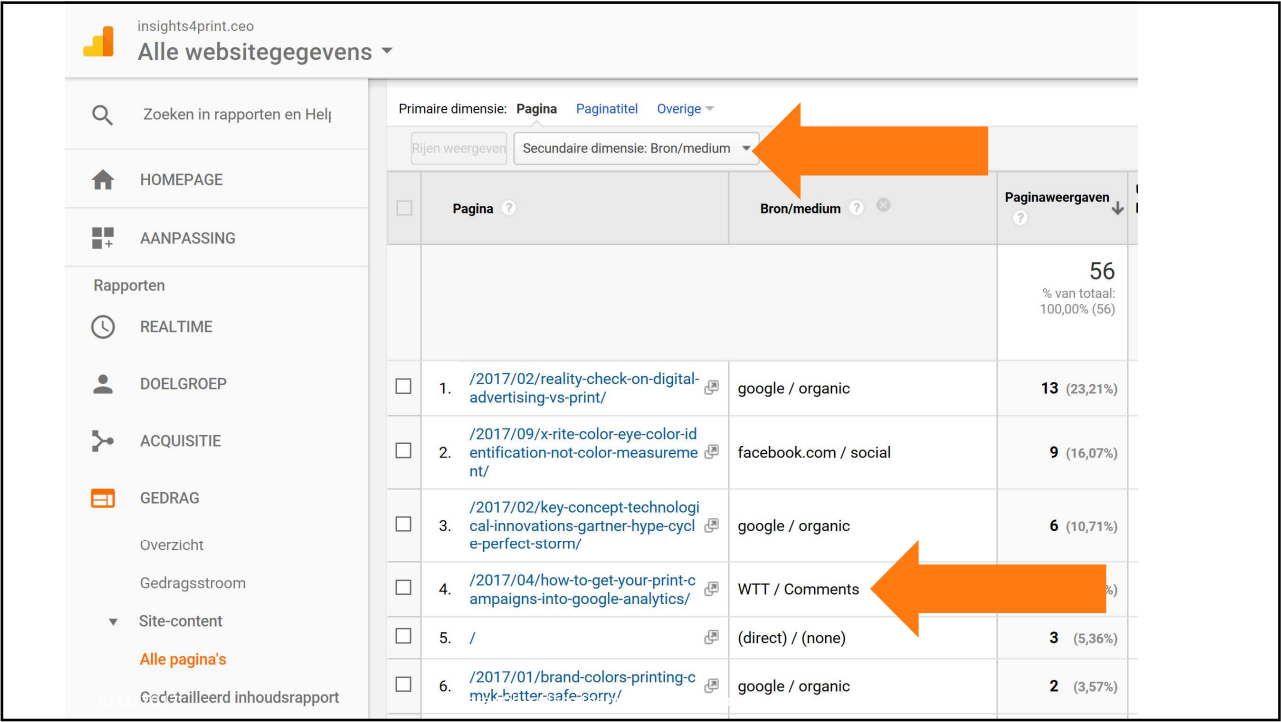
- My 100 euro private URL shortener
- Extra domain name: insights4print.ceo -> i4p.ceo
- WordPress + Redirection plugin
 - Redirects 'i4p.ceo' immediately to 'insights4print.ceo'
 - Very specific target URL's: containing UTM codes, which show in Google Analytics
- Excel-sheet: random generated unique 3 character strings (numbers + letters)
 - 46.656 combinations
 - And: rather easy to remember
 - Plus: simple QR code...

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QR codes are dead!
unless...

Via
smartphone
or tablet:



ik verzeker me beter

EDDY HAGEN

Uw contract B.A. Gezin 6
Uw dossier Familis 1

1. Vink het 'JA'-vakje aan om Pack Familiale+ aan te nemen.
2. Vul dan uw e-mailadres in, en noteer eventueel uw telefoonnummer.
3. Klik daarna op 'Ik bevestig mijn aanvraag'.

☐ JA, ik voeg Pack Familiale+ toe aan mijn B.A. Gezin. De waarborgen worden morgen van kracht. Ik geniet eerst 3 maanden gratis dekking. Daarna kan ik de dekking voor maximaal 10 jaar opzetten. Ik kan dit geheel van optionele waarborgen elk jaar opzetten of afzetten.

Wilt u de [algemene voorwaarden](#) raadplegen?

Had u graag een bevestiging per e-mail?
Noteer hier dan uw adres.

e-mail

☐ U mag me op dit adres voorstellen sturen om mijn B.A. Gezin nog beter te verzekeren.



ikverzekermebeter.aginst

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Action point: quality assurance...



[C] INSIGHTS4PRINT.CEO

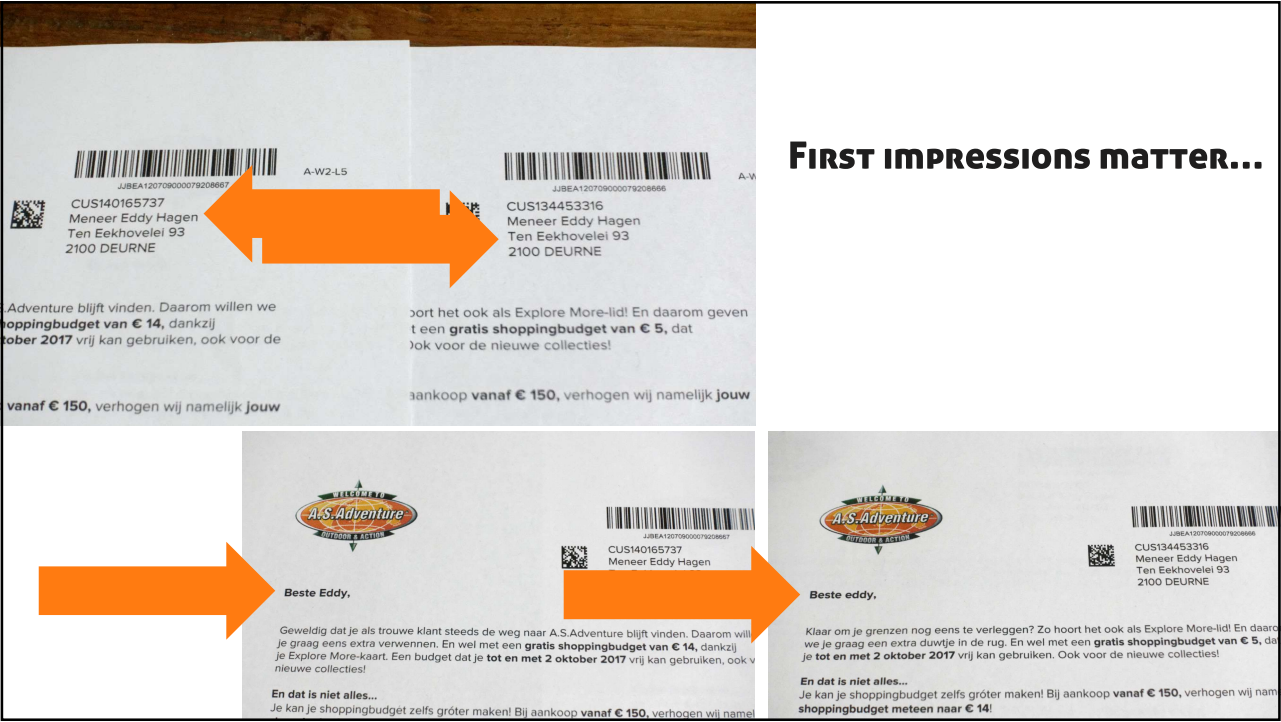
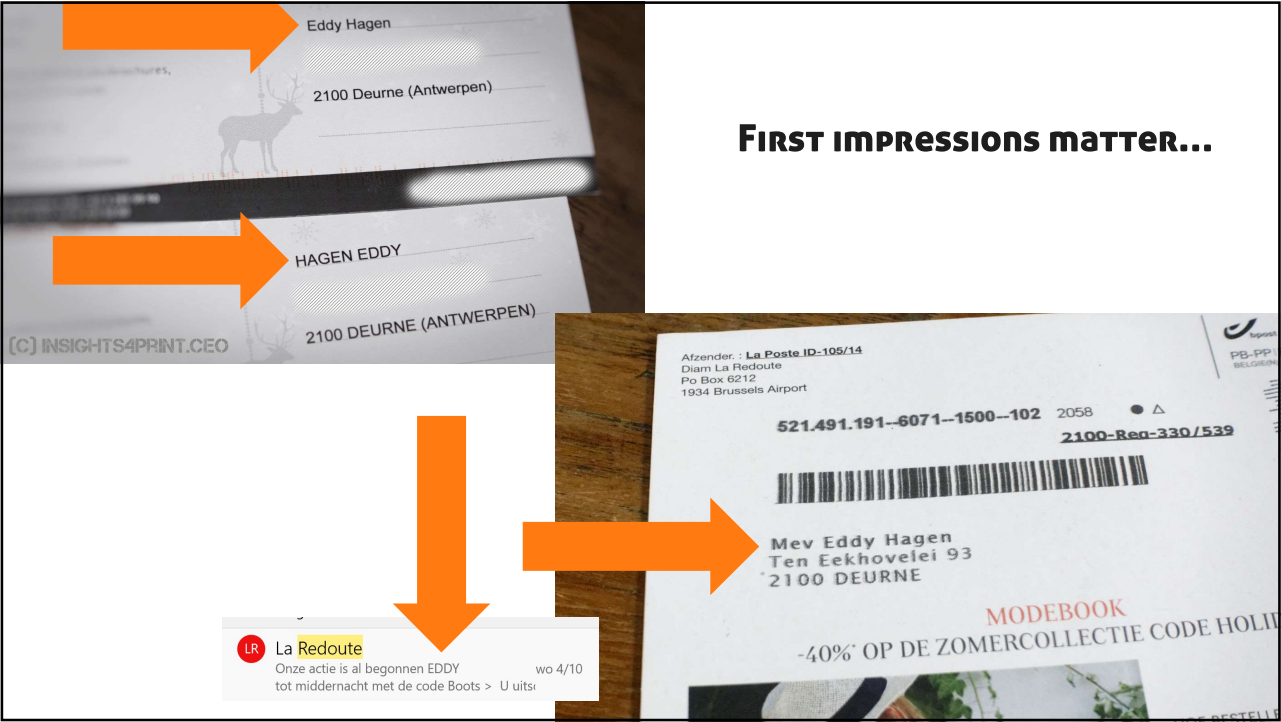


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Data cleaning is a necessity!

- Doubles
 - Use of capitals, lower case
 - Title, gender
 - Standardizing street names, cities
-
- Who delivers this as a service to customers?

Standard function in Excel!
(caution with d and v ...)

A	B	C
Customer Name		Region
KELLI LXU		Germany
DONALD CHANDRA		United Kingdom
DALE SHEN		France
PRESTON RODRIGUEZ		Northwest
CHRISTIAN A THOMAS		Northwest
JOSE J HALL		Canada
DARRELL GOEL		France

A	B
Customer Name	
KELLI LXU	=PROPER(A2)
DONALD CHANDRA	

A	B
Customer Name	
KELLI LXU	Kelli LXu
DONALD CHANDRA	

A	B
Customer Name	
KELLI LXU	Kelli LXu
DONALD CHANDRA	Donald Chandra
DALE SHEN	Dale Shen
PRESTON RODRIGUEZ	Preston Rodriguez
CHRISTIAN A THOMAS	Christian A Thomas
JOSE J HALL	Jose J Hall
DARRELL GOEL	Darrell Goel
NICOLE J WILLIAMS	Nicole J Williams

Data cleaning add-in Excel (XL Tools)

The Data Quality Life Cycle

Our full spectrum solutions work across the entire data quality life cycle – at the point-of-entry to prevent bad data from entering your systems in the first place, to continuously monitor and update your data to combat stale information.

Listware Online easily cleans and enriches all of your People Data – names, addresses, phones, and emails – to improve your omnichannel marketing efforts, speed up deliveries, and strengthen your bottom line.

Global Address Verify Clean, standardize, and format addresses for U.S. and 240+ countries in real-time

Global Email Verify Verify email address is active and accepting messages using SMTP ping.

- U.S. and Canada Data Verify & Enrich Verify and complete U.S. and Canadian contacts including name, address, phone, and email.

NCOALink® Change of Address Processing USPS
Move Update (NCOALink®) addresses. Update
Canadian addresses with Canada NCOA.

Business Coder Enrich your data with detailed firmographic info from 25 million business records

PROFILE & MONITOR YOUR DATA

Profiling is the first, necessary step. It helps identify weaknesses in your data and monitor data quality improvements over time.

■ CLEANSE YOUR DATA

Use a variety of programmatic or regular expressions to correct data inconsistencies quickly and easily.

VERIFY YOUR DATA

Leverage powerful global address, name, phone, and email validation routines, and match name-to-address to verify ID.

■ ENRICH YOUR DATA

Add valuable demographics, IP location, and property data for greater insights and better omnichannel marketing.

MATCH YOUR DATA

Consolidate similar records and eliminate duplicates with advanced fuzzy matching algorithms and survivorship rules for a clearer, more accurate view of your customers.

UPDATE YOUR DATA

Access up to 20 years of change-of-address records to get the most current address of your customers, domestically and internationally.

WATCH A SHORT VIDEO ON FULL SPECTRUM DATA QUALITY AT www.melissa.com/m-spectrum

CHECKING FOR DOUBLES

- A quick (and dirty) way to check the number of doubles

C1			
	A	B	C
1	Jan	Peters	Jan Peters
2	Piet	Peters	Piet Peters
3	Evelien	Peters	Evelien Peters
4	JAN	PETERS	JAN PETERS

English Excel-version:
=COUNTA(C1:C4)
=SUMPRODUCT(1/COUNTIF(C1:C4,C1:C4))
<https://nl.excel-translator.de/translator/>

C5					
	A	B	C	D	E
1	Jan	Peters	Jan Peters		
2	Piet	Peters	Piet Peters		
3	Evelien	Peters	Evelien Peters		
4	JAN	PETERS	JAN PETERS		
5				4	Total
6				3	Unique

C6					
	A	B	C	D	E
1	Jan	Peters	Jan Peters		
2	Piet	Peters	Piet Peters		
3	Evelien	Peters	Evelien Peters		
4	JAN	PETERS	JAN PETERS		
5				4	Total
6				3	Unique

CHECKING FOR DOUBLES

- A quick (and dirty) way to check the number of doubles
 - One flaw: Peters vs Peters-Janssens

F1							
	A	B	C	D	E	F	G
1	Jan	Peters	Statiestraat 1	2600 Antwerpen	Peters, Statiestraat 1, 2600		
2	Piet	Peters	Statiestraat 22	2600 Berchem	Peters, Statiestraat 22, 2600		
3	J.	Peters	Statiestraat 1	2600 Berchem	Peters, Statiestraat 1, 2600		
4	J.	Peters-Janssens	Statiestraat 1	2600 Antwerpen	Peters-Janssens, Statiestraat 1, 2600		
5						4	Total
6						3	Unique

ACTION PLAN FOR PRINT

- Become more than 'print provider': take responsibility!
- Services **BEFORE** and **AFTER** print:
 - Conceptual design of campaign: making the link with online
 - Data cleaning: avoiding doubles, waste, bad impressions
 - Data enhancements: profiling, selections
 - Reporting: show the value of your work
- Take initiative: altered DM design can lead to fewer service calls!
 - 2017 Nobel Prize for Economics: 'nudging'

8/11/2017

Is there still a place for print in a modern marketing mix?

69

ACTION PLAN FOR PRINT

- Walk the talk...
 - Who offers samples?
 - Do you show examples on your website? With response rates?
 - How do new customers find you?
 - Do you – as a private person – collect DM? And what do you learn from that?

8/11/2017

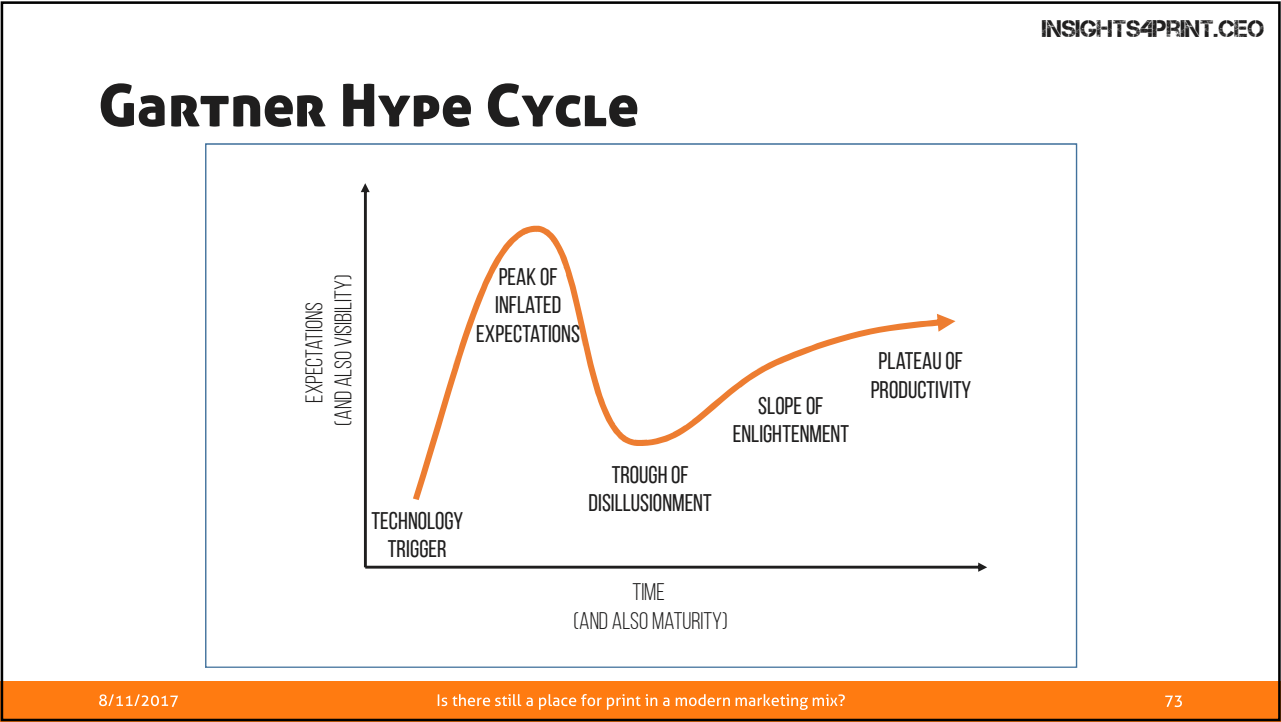
Is there still a place for print in a modern marketing mix?

70

ACTION PLAN FOR PRINT

- Provide clear, objective information about print in a multichannel environment
 - Not print versus digital
 - But print assisting digital, print as lead generator for digital

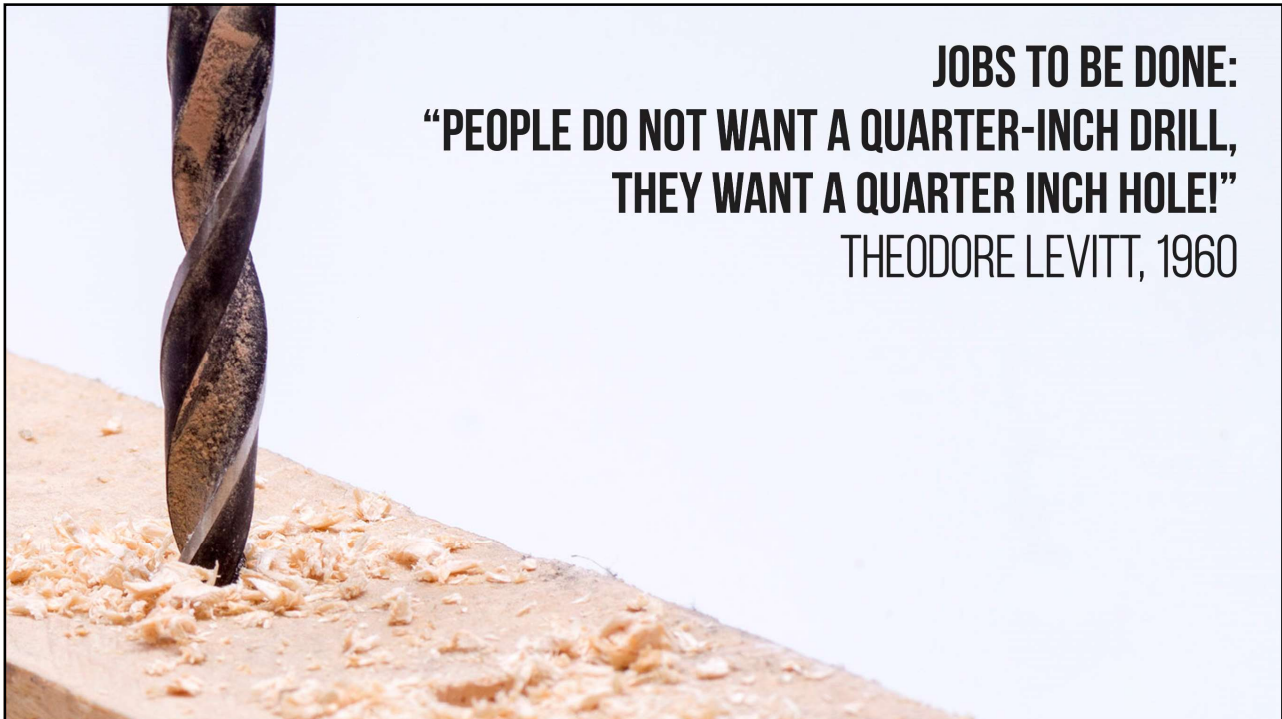
FACTS ABOUT MARKETING
LESSER KNOWN FACTS...
ACTION PLAN FOR PRINT
INNOVATION, THE FUTURE



INSIGHTS4PRINT.CEO

What business are you really in?

The screenshot shows the Galahad Services website. The header includes the company logo and navigation links: Home, Over Ons, Services, Contact, and ENG | NL. The main banner features a photograph of a row of mailboxes in a desert landscape with mountains in the background. Overlaid on the image is the text: "From design to mailbox" and "That's what we do!".



THE INNOVATION.MENU

The Training on Theories, Tools & Techniques

No black magic

No rocket science

Certainly no BLAH BLAH BLAH

Innovation is a set of tools and techniques that you can pick from,
according to your appetite and your needs.

Powered by insights4print.ceo & Yiist.com

THANKS!

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