

Marketing 2020: From Social Media to What?

University of Macedonia March 2014

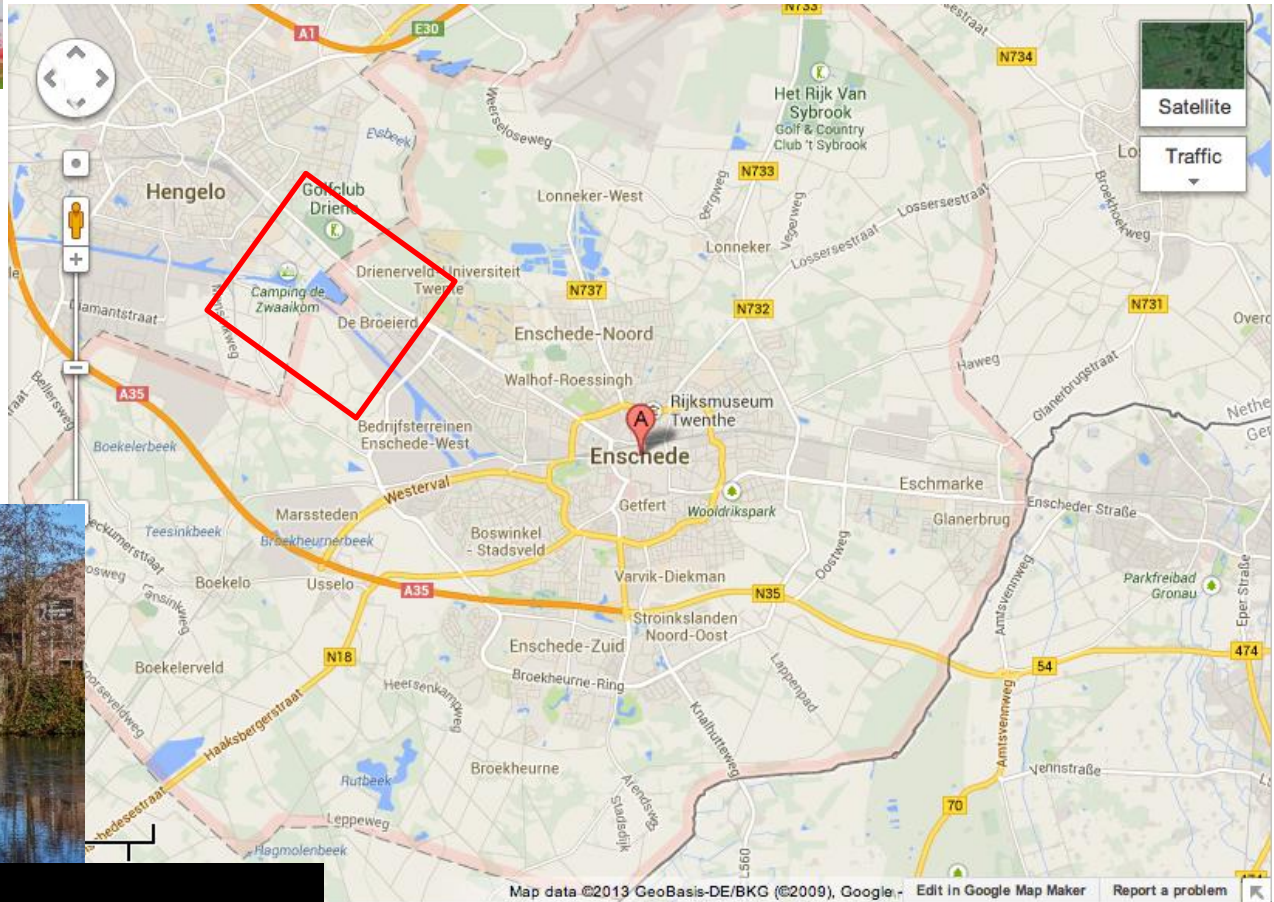
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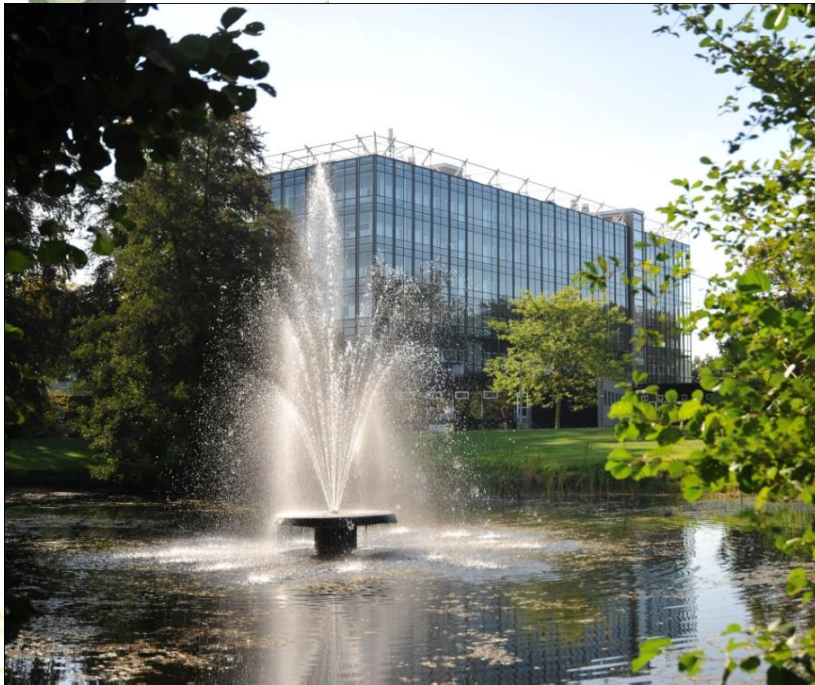
Agenda

- **Part 1: UT and Venture Lab International**
- **Part 2: Social Media Marketing and the future of Marketing**



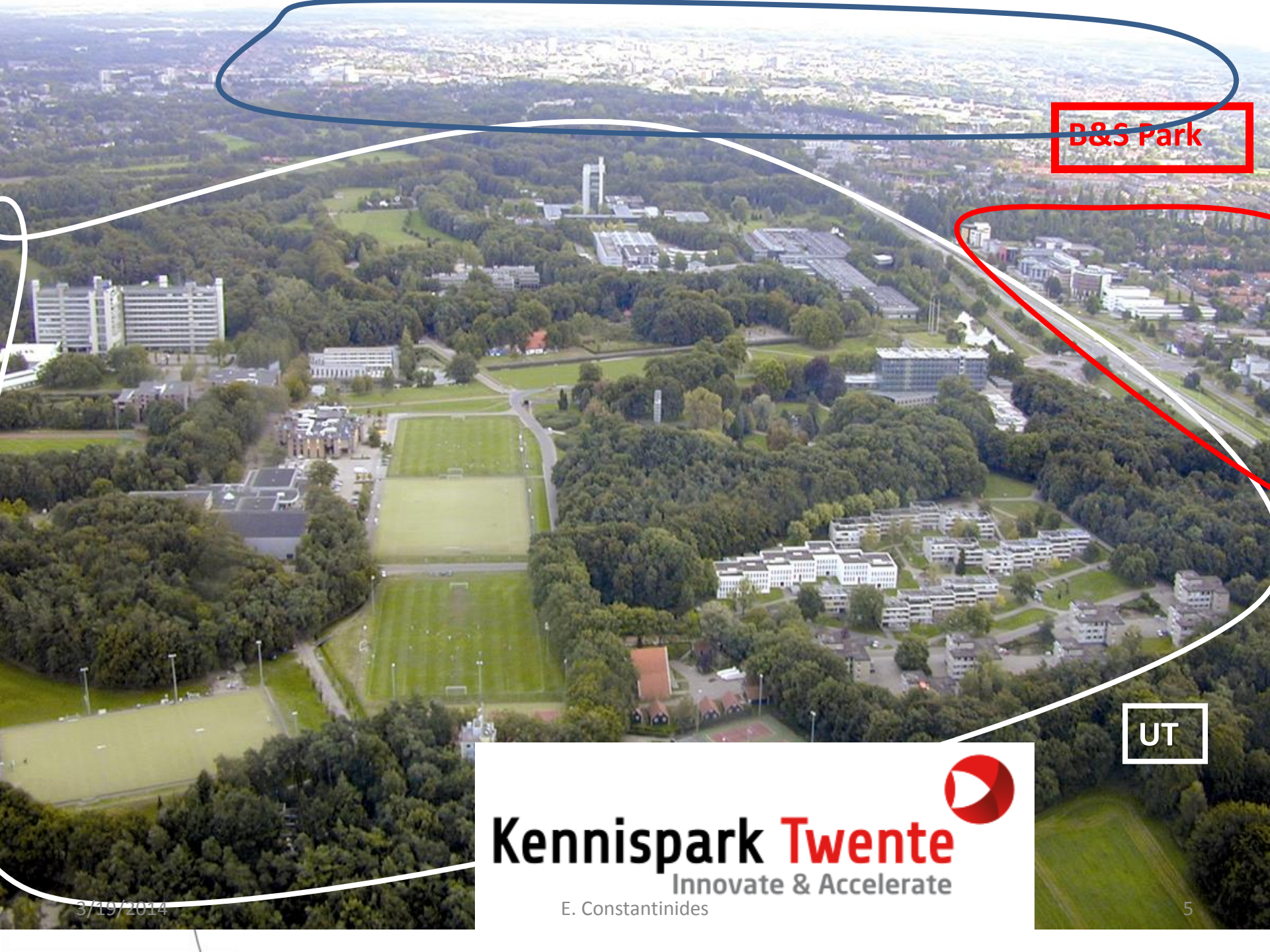
UNIVERSITEIT TWENTE. Constantinides

UNIVERSITEIT TWENTE.



3/19/2014





B&S Park

UT

Kennispark Twente

Innovate & Accelerate



E. Constantinides

3/19/2014

5



University of Twente

- Founded in 1961 as the youngest of 3 Dutch Technical Universities
- 6 Faculties - Both technical and social sciences
- Students 9.000, PhD's 730, Staff 2.500
- Compensation for loss of textile industry in the region
- Entrepreneurial university:
 - 800+ spin-off companies
 - >8000 jobs created



VentureLab ... initiative and objectives

Companies fail to grow and to create economic value

Twente University: > 800 start-ups in 25 yrs

... but they remain small (< 10 fte)

VentureLab Program designed to support growth

VentureLab Twente (2009-2012)

... 235 participants - excellent results

VentureLab International (2012+)

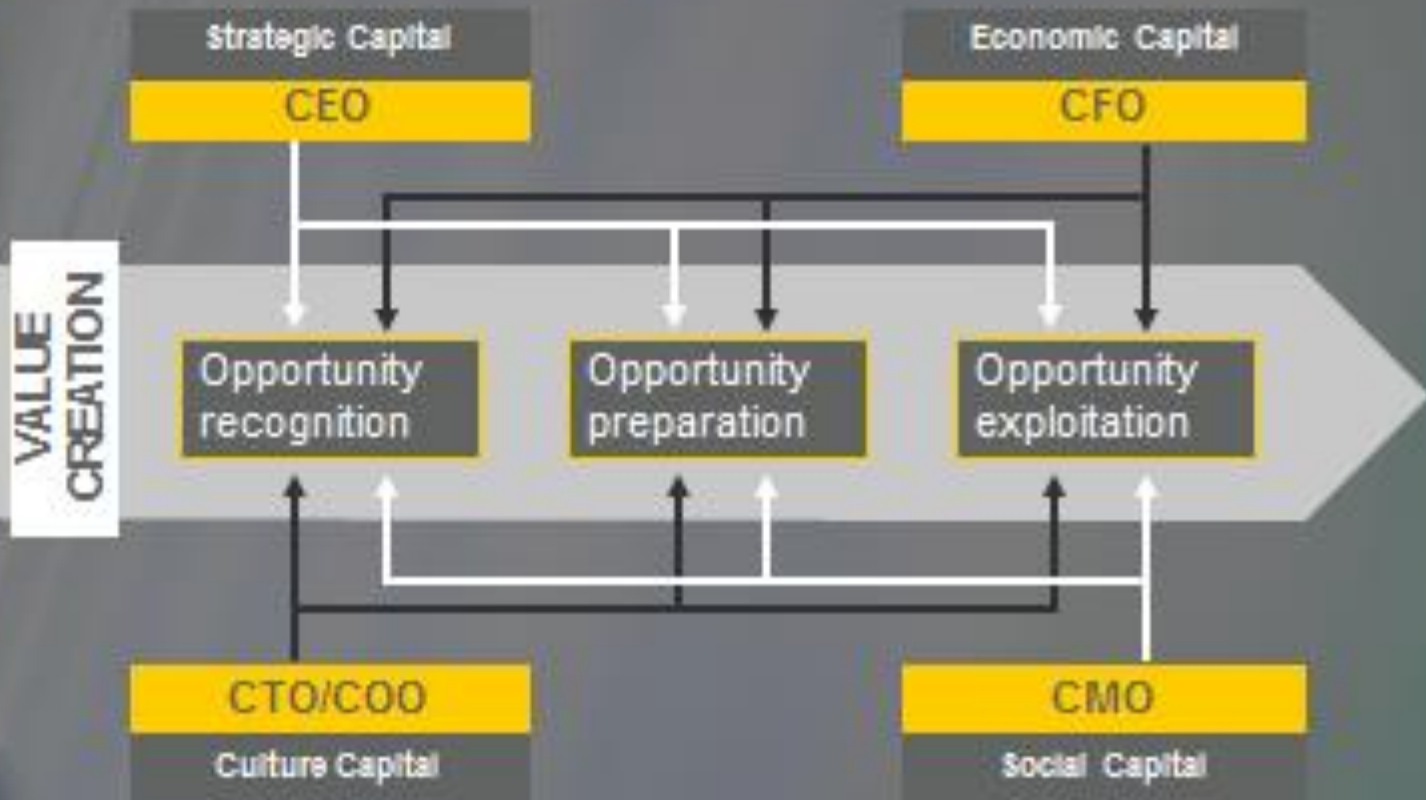
Ambition: Worldwide recognized business support program for growth companies

VLI Concept

VENTURELAB



Key success factor for value creation .. focus on personal skills & team skills



VLI Concept

Nikos model the foundation of VentureLab



VLI Concept

VentureLab instruments for success



VLI Concept



In 3,5 years from 2009 to 2013

VentureLab results

235

participants

2.000 jobs

= 9 fte per company

Expectations 2020:

7.000 jobs

= 30 fte per company

VLI Results

235
participants

GENALICE
TECHNOLOGY FOR PEOPLE & SCIENCE

bluedec[®]
's werelds best isolerend materiaal

GENALICE, specialized in innovative software solutions for DNA analysis. Winner national ICT Award 2012, 5 July 2012

Isolation company innovates NASA Aerogel with R&D support of UTwente nano-instituut Mesa+



Solmates, a young research driven company develops a patent based production machine on piezo technology providing chips a very thin and movable layer which adds new functionalities. Some people speak about "a new ASML"

Axiom IC, a high qualitative semiconductor company, was bought by US company Teledyne DALSA in May 8th 2013

Participants contribution to research

- Participants profile at intake
- Weekly diary (5 minutes)
 - Including weekly coach monitors
- 4-Monthly monitor
- 4-Monthly Business panel presentation
- Exit interview
- Annual monitor afterwards





One of the largest databases on entrepreneurship research in the world

NIKOS research in VentureLab is unique

1.000

questionnaires

6.000

weekly diaries

300 variables

1.100 items

250.000

individual datapoints

On academic congresses in Europa, Australia, Asia and the USA...

... this had lead to strong interest

VLI Research

Agenda

- Part 1: UT and Venture Lab International
- **Part 2: Social Media Marketing and the future**

CARS

CROSSOVERS & SUVs

TRUCKS

HYBRIDS & EVs

COMMERCIAL

ALL

TECHNOLOGY

SHOPPING TOOLS

2013 FIESTA

Gallery Features Specs Models Accessories Pricing

Build & Price

Cool tech gets you in and MPG* gets you home.

\$14,200 Starting MSRP*

\$159/mo lease

Prices for Apr 16, 2013

and ZIP

[Learn More](#)

Automatic 29 / 39
SFE Pkg 29 / 40
mpg* City/Hwy

Search Dealer Inventory

Request a Local Quote

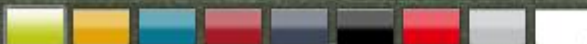
Get Updates

Switch to Sedan



* Disclosures

Exterior



View 360

Color availability varies by model. As shown \$18,995



Fuel Efficient Technology



Driving Dynamics
Time: 0:57



Available Intelligent Access With Push-Button Start



18 SYNC With SYNC AppLink™



Interior Style Packages



Moon & Mood Manual Package

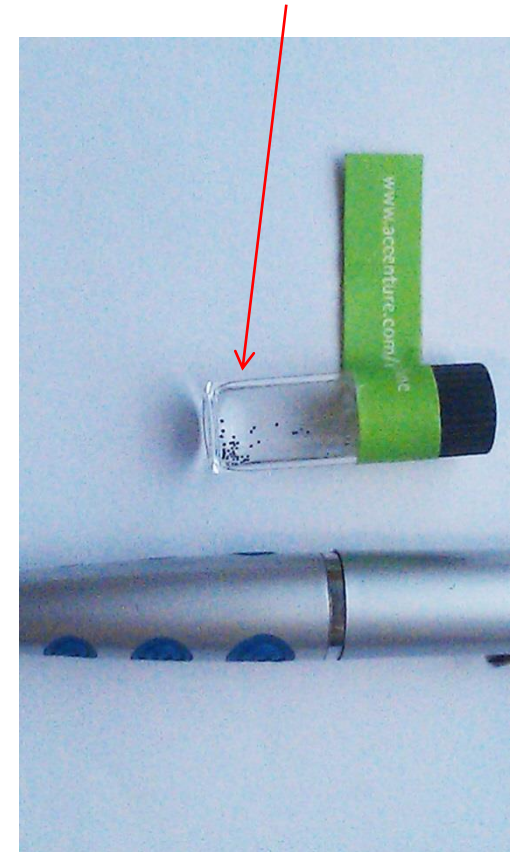


Questions keeping Marketers busy

- How can I survive / grow in a fast evolving, global marketplace?
- What is the meaning and value of the New Media / Social Media and new technologies for me?
- What is the impact of the **New Media** on the Old Media, on Customers and Marketing?
- How to deal with the **Empowered Customer**?
- Is my brand still [my property](#) ?.
- **Is the Market and the Marketing Paradigm changing?**
- **What next?**

Digitalization and new ICTs: Dramatic shift in marketing practice

- Internet: e-commerce threat for many traditional branches
- Mobile Internet and Smartphone apps disrupt industries
- [“Wearable” Technologies](#)
- Gamification: NIKE, Accenture
- Datafication
- New Sensor and Logistics Technologies (ex RFID)



- [New Marketing models in retail: Tesco](#)

Agenda Part 2

- **What is Social Media?**
- **How Important is Social Media for Marketing?**
- **Effects of Social Media on Marketing**
- **Effects of Social Media on Customer Buying Behavior**
- **Social Media Marketing Strategies**

What is Social Media?

- Everyone knows **Facebook, Twitter, LinkedIn, Hyves** and maybe **Google+, MySpace**

But Social Media is more:

Citizen Journalism: [Theuniversityblog Paper.li](http://Theuniversityblog.Paper.li)



Knowledge sharing: [Wikipedia](#) [Quora](#) [EDX](#) [Slideshare](#)



Video and photo sharing: [Vimeo](#) [Youtube](#) [Flickr](#) [Instagram](#)



Product Review sites [Epinions](#) [YouTube](#) [Tripadvisor](#) [Typophile](#)



Academic Social Networks: [Academia](#) [Research Gate](#)



Social Bookmarking [Pinterest](#) [Delicious](#), [Digg](#) [StumbleUpon](#) [AddThis](#)



Common aspects of Social Media

- **Domain: Interactive Internet / Web 2.0**
- **Special characteristics: Open access, interactive, content: customer generated**
- **One-to-one / one-to-many / many-to-many**

- **Weblogs** →   
- **SNS** →    
- **Online communities** →    
- **Forums** →    
- **Content aggregators** →   

Agenda

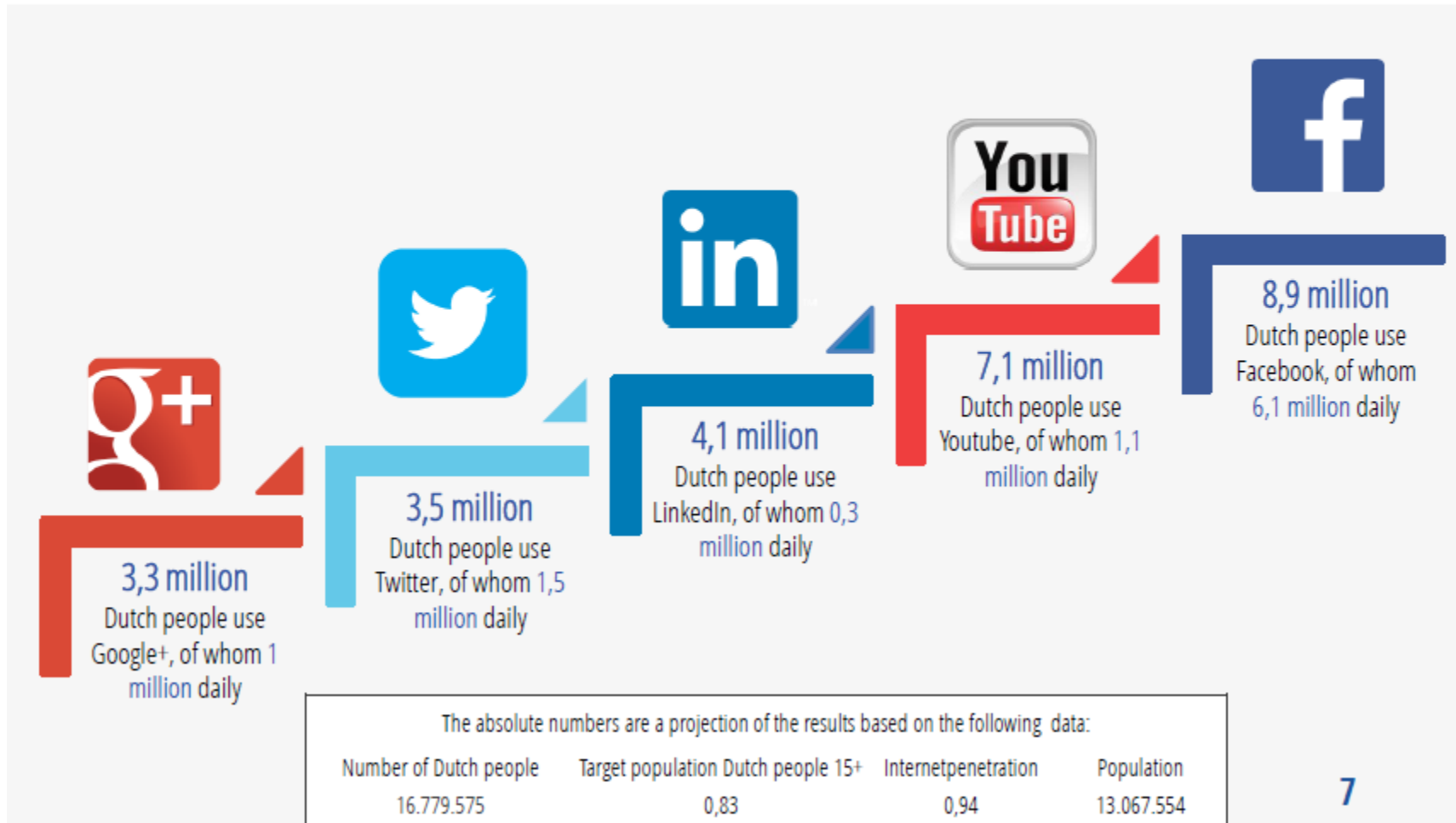
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MARKETINGTHEMA'S 2013

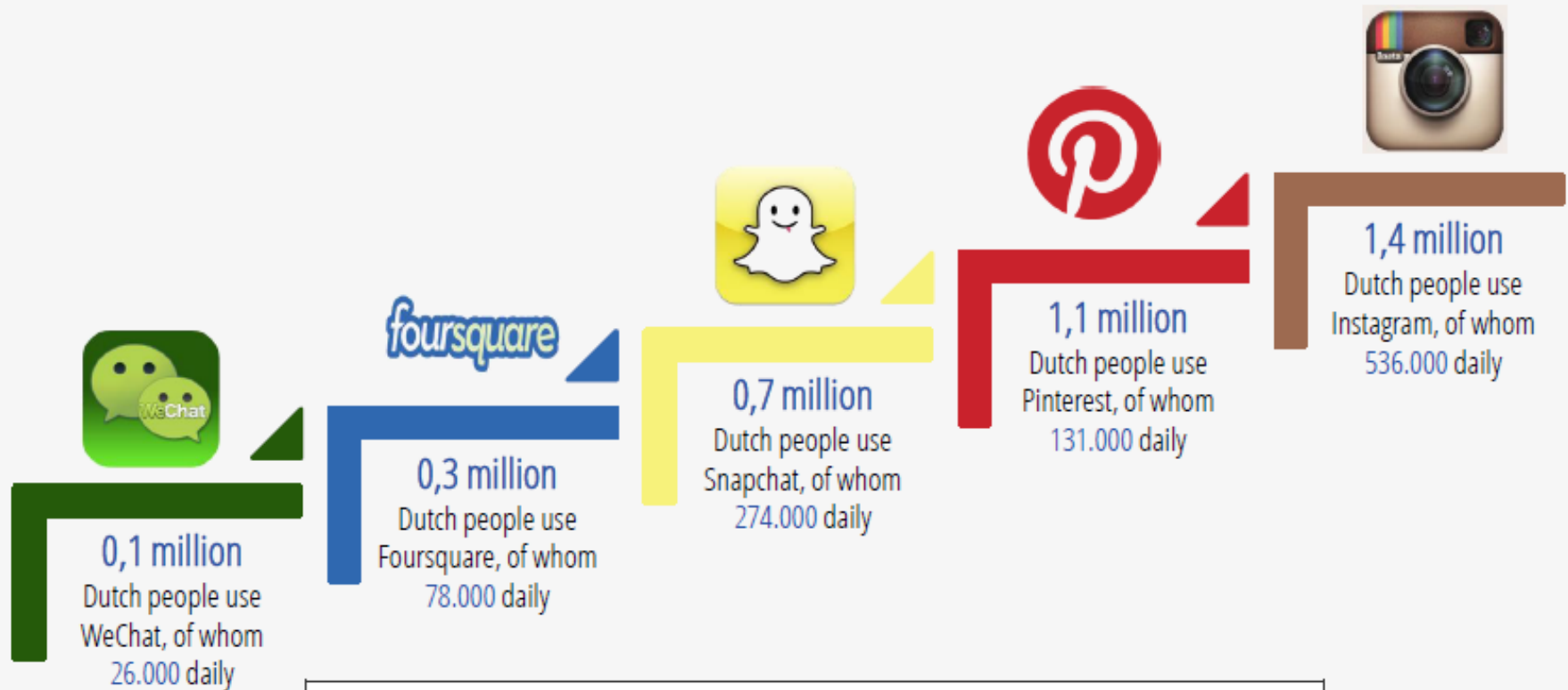


1. Social Media Marketing
2. Online Marketing
3. Customer Centricity
4. Content- en Dialoogmarketing
5. Meetbaarheid, accountability en ROI
6. Consument inzicht en beïnvloeding
7. Maatschappij en technologie
8. Merkidentiteit en gedrag
9. Business modelling en innovatie
10. Kanaalkeuze en optimalisatie

Facebook and YouTube most used platforms in the year 2014



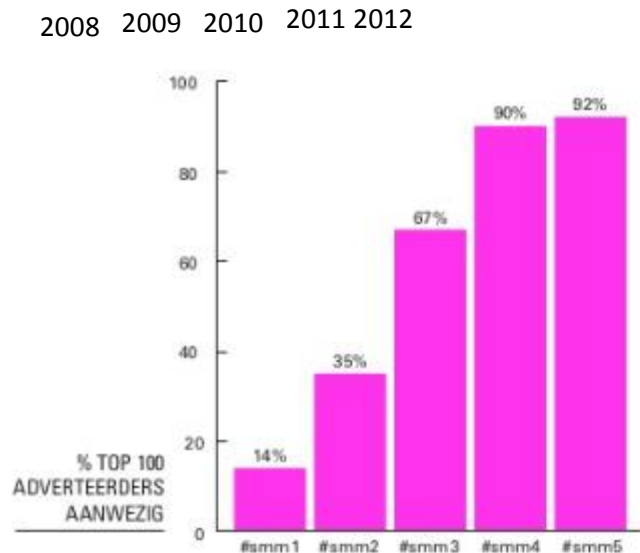
New platforms are on the rise in 2014



The absolute numbers are a projection of the results based on the following data:

Number of Dutch people	Target population Dutch people 15+	Internetpenetration	Population
16.779.575	0,83	0,94	13.067.554

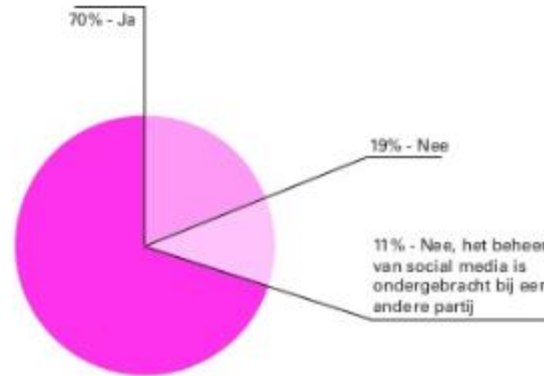
Social Media: 92% of Top-100 businesses and millions of consumers involved



IS HET PLAFOND BEREIKT?

Sinds de eerste editie van de Social Media Monitor is het aantal merken dat actief is op social media sterk gestegen. Dit jaar zien we echter dat de sterke groei er uit is. In 2011 was 90% van de top 100 merken al actief op social media. Met #SMM5 is dit aantal in 2012 licht gestegen naar 92% van de merken.

70% of the top 100 brands has a Social Media Manager in 2012



IS ER EEN SOCIAL MEDIA MANAGER AANGESTELD?
N = 79

STEEDS MEER SOCIAL MEDIA MANAGERS

Dit jaar heeft maar liefst 70% van de deelnemende merken een social media manager aangesteld. Tijdens de vierde editie van de Social Media Monitor had 48% de verantwoordelijkheid voor social media bij een social media manager neergelegd. 11% van de merken heeft het beheer van social media ondergebracht bij een externe partij.

SOCIAL MEDIA
MONITOR 6

Agenda

- What is Social Media?
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- **Effects of Social Media on Marketing**
- Effects of social Media on Customer Behavior
- Social Media Marketing Strategies



Last chance to enter.
Entries close 26 March, 2013.

Presented by
newmediaage



Nestle learns its social media lesson the hard way

Posted 18 May 2010 00:13am by [Meghan Keane](#) with [13 comments](#)



[Print](#)

Nestle has been in the media a lot lately. And not because of its delicious [new Kit Kat flavors](#). The company has come under fire for using questionable palm oil suppliers for its products. And while the candy giant may be new to social media, it has learned quickly that if you're going to join the social media game, you have to play by its rules.

After about two months of taking flack on Facebook, Twitter and with real world protests, Nestle has finally relented and bowed down to Greenpeace, and all of its demands on the palm oil issue.

Like Unilever and Kraft before it, Nestle has been getting palm oil from a company called Sinar Mas that has been accused of clearing rainforest land without permits. Unilever and Kraft saved themselves a big headache by severing ties. When Nestle's efforts to find more sustainable palm oil suppliers proved too slow to suit Greenpeace's tastes, the organization launched an all out shock campaign against the company on [Facebook and YouTube](#).

As I wrote earlier in this saga, [Nestle did not handle the situation well on Facebook](#). Deleting posts and threatening trademark infringement is not the way to quiet a social media revolt.



3/10/2014
However, after a certain point, it is hard to maintain any argument over the din of a shouting crowd. And that's what Nestle has learned. The company announced Monday that it would start working with the non-profit [Forest](#)


contribute to illegal rainforest and peatland deforestation

DAILY PULSE NEWSLETTER

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1

 Tweet


0

+1

 1

 Like

 in

 Share

2. No Mo



3. Un
dama



tatial

But my customer is happy!

(don't be so sure!)

- Example 1: Kryptonite
- Example 2: AOL
- Example 3: UA
- Example 4: FedEx



Tweets

People



Top images



Top videos



Trends - Change

- #P2000
- Griekse
- KLM
- Dank
- #nowplaying
- #dtv
- Nederland
- Nog 2
- PvdA
- Facebook

Results for #tmobile



Tweets Top / All / People you follow



Cedric D Entertainer @Pebodium

3m

Just searched " #tmobile " and dang....smh. We got some work to do. Well they bc I dnt handle all that.

Expand



Dylan Hawkins @dylan_hawkins

58m

Still not able to send or receive texts....#tmobile #EE

Expand



James Summers @sleepysummers

1h

When on hold, don't play songs like "Don't Hold Your Breath"... Silly #TMobile

Expand



Sophie Curtis @SCurtiss

1h

Any #EE, #Orange or #TMobile customers having trouble with 3G? Get in touch RT @techworldnews ow.ly/fBEbV

Followed by Richard Young

Expand



gomaam @gomaam

1h

#Nexus 4 back in stock on #TMobile USA site dlvr.it/2XxVqX

Expand



Saz-zle @tweetsazle

1h

#Nexus 4 back in stock on #TMobile USA site: After swiftly selling out on the carrier's website just a few days ago,... goo.gl/YvIcJ

Expand



Melissa Phillips @ItsMiloMari3

2h

One of the best things about traveling outside of Greenville.. 4G

Agenda

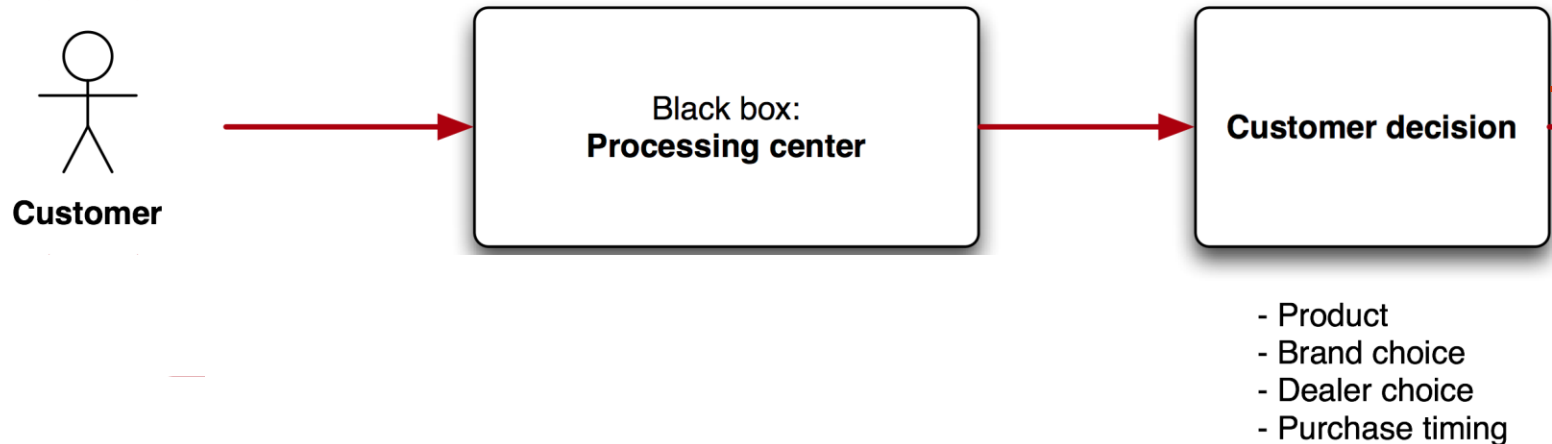
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- **Effects of social Media on Customer Buying Behavior**
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A. Controllable stimuli:
Traditional Marketing Mix

B. Uncontrollable stimuli:
Demographic, personal,
cultural, attitudinal, perceptual,
sociological, economic, legal,
environmental etc.

Traditional Marketing

Marketing in Web 1.0 environment:
The "Broadcasting" Web
Marketing in Web 2.0 environment:
The "Interactive" Web



The way customers make decisions is changing: Model of Customer Behavior (Kotler et al. Marketing Management, 2009)

Customer Empowerment

Customers become Brand Ambassadors





Grind. Brew. Share. Steep. Juice. Love.

StarbucksMelody

6,066 likes · 673 talking about this

Like

Follow

Message



Food/Beverages

Welcome to the StarbucksMelody fan page - A total resource for all things Starbucks and all things from <http://StarbucksMelody.com/>



6,066

About - Suggest an Edit

Photos

Likes

Highlights ▾



Post



Photo / Video

Invite Your Friends to Like This Page

See All

Type a friend's name

Type a friend's name

...but also Brand Detractors





"United Breaks Guitars" is now a BOOK! Go to www.UnitedBreaksGuitarsBook.com

▶ 🔊 1:15 / 4:37

🗨 ⚙ ⌚ 📺 📱

United Breaks Guitars



sonsofmaxwell · 18 video's

13.362.335

- Tweets
- Following
- Followers
- Favorites
- Lists

Tweet to I Hate Ryanair

- Who to follow · Refresh · View all
- 
Consumentenbond @Consume...
 Followed by Hinke Barry and others
 Follow Promoted
 - 
Ogilvy & Mather @Ogilvy
 Follow
 - 
Real Time Economics @WS...
 Follow



I Hate Ryanair
 @ihateryanair

I hate Ryanair - filthy thieving bastards
 London · ihateryanair.org

554 TWEETS 94 FOLLOWING 1,085 FOLLOWERS

Follow

- Tweets**
- 
I Hate Ryanair @ihateryanair 11 Aug
 Tune on Monday night for "Ryanair: Secrets from the Cockpit".
 Channel 4. #ihateryanair #ryanair ihateryanair.org/ryanair-secret...
 Expand
 - 
I Hate Ryanair @ihateryanair 5610 Aug
 Ryanair cabin crew instructed to steal passengers change

3/19/2014

Popular accounts · Find friends



How quickly does your company respond on Twitter?

Find out your Response Rate & Average Response Time for **FREE**.

Get your **FREE REPORT** ▶

AdChoices ▶

Did you get scammed? Report it!

We help people share consumer experience about products and services. [Submit complaint >](#)

10 Most complained companies >
November 2013

Featured reviews >
Read our hand-picked most interesting stories

- Animals | Auto | Computers | Education | Entertainment | Finances
- Food | Health and Beauty | Household Services | Kids | Media | Shopping
- Sport | Transportation and Delivery | Travel | **All categories >**

Hotel Abbazia Venice Vanaf **€80.00**

Booking.com **Reserveer nu**

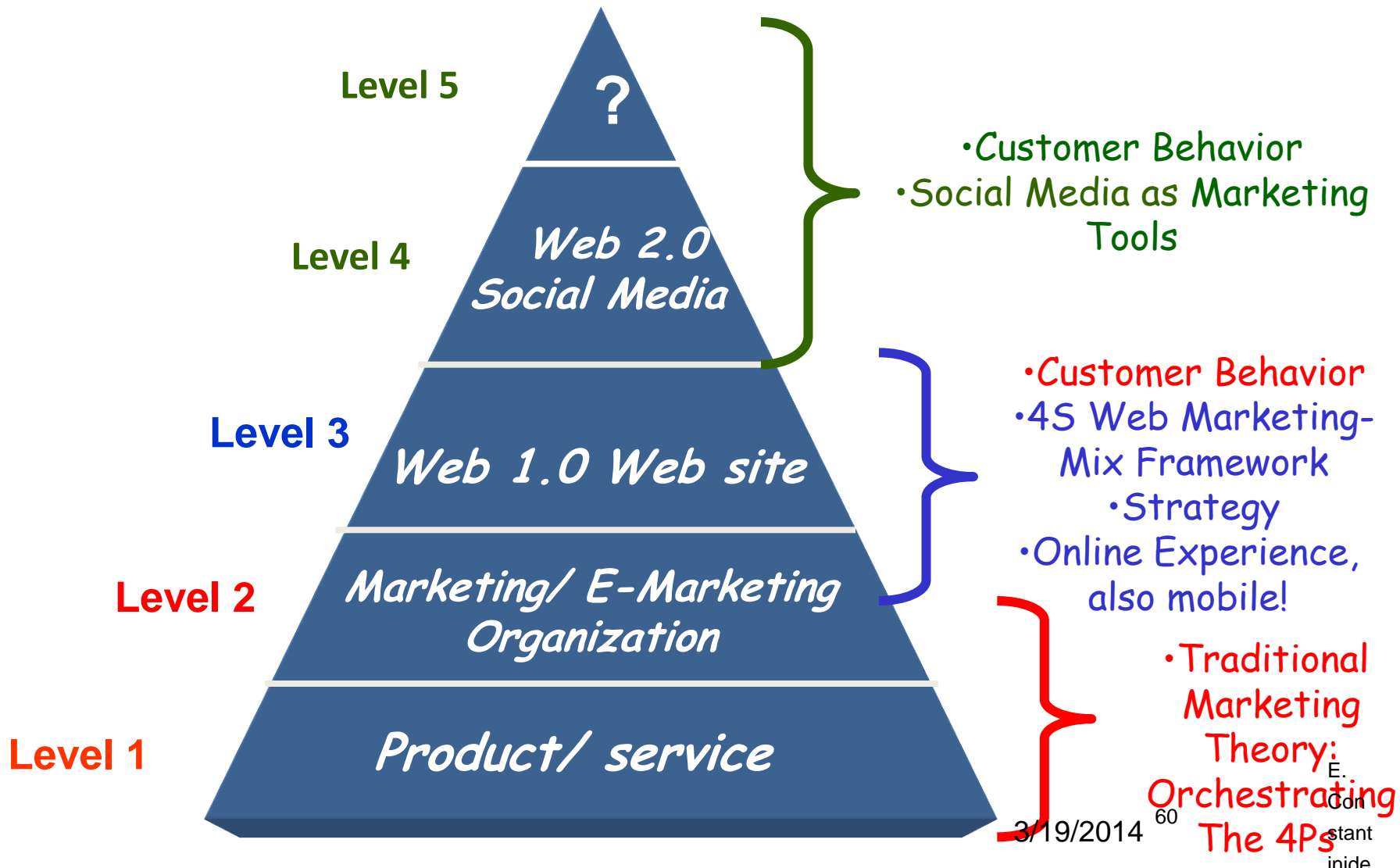
g+1 x AdChoices ▶ X

Pissed Consumer

Agenda

- What is Social Media?
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- Effects of Social Media on Customer Buying Behavior
- **Social Media Marketing Strategies (and the future)**

The Marketing Process Today

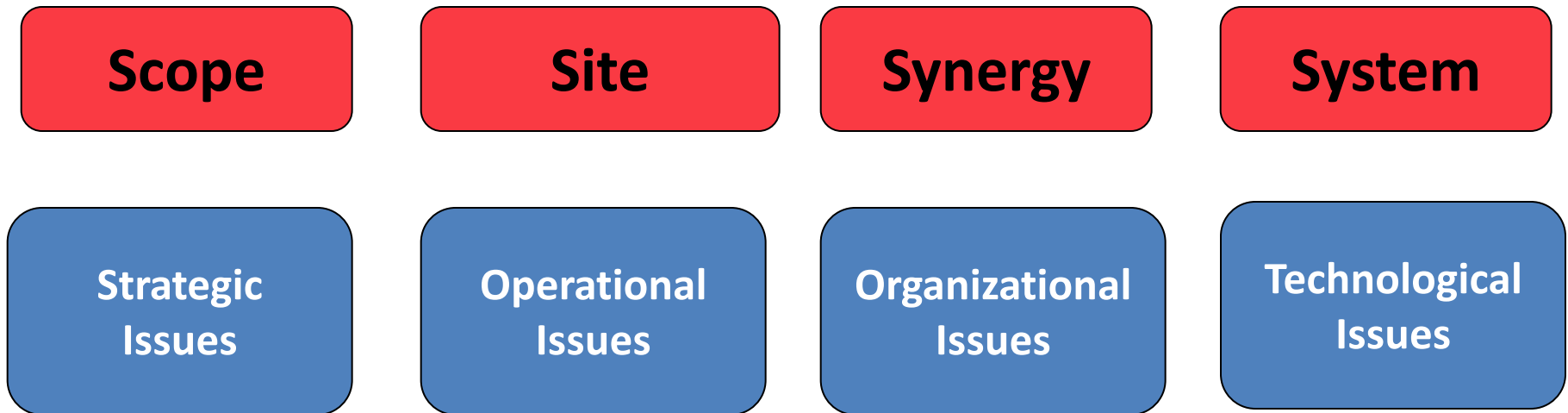


Web 1.0 Marketing Process

The “broadcasting” web:

not the 4P Marketing Mix but...

The 4S Web - Marketing Mix



SOCIAL MEDIA MARKETING

Social Media Applications

Blogs

Online
Communities

Social
Networks

Forums/
Bulletin
Boards

Content
Aggregators

Social Media as Marketing Tools

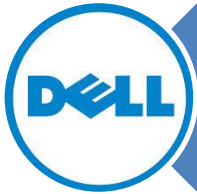
Passive: Listen the customer's voice



Active: Engage the customer



Active Social Media Strategies



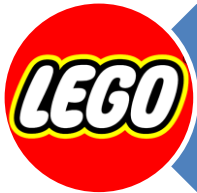
PR, Direct Marketing, Customer Service



Reach the Influencers



Customize your offer



Engage the customer in Innovation

	PASSIVE	ACTIVE			
Marketing Objectives	<u>COOSTO</u>	PR /Direct Marketing CRM	Reach the Influencers	Personalize Experience	<u>Tapping Creativity (Co-Innovation)</u>
Social Media Applications	<u>HOW SOCIAL IS YOUR BRAND? TwitterReach</u>	<u>Social Media Marketing examples</u>		<u>Configurator Database</u>	
Web logs	<u>MobileCrunch</u>	<u>Direct2Dell</u> <u>Clorox</u>	<u>DISTIMO</u> <u>SOOCIAL</u>		
Online Communities		<u>Tipp-Ex</u>	<u>Technotati</u> <u>Twittorati</u>	<u>NIKE</u>	
Social Networks	<u>Starbucks</u>	<u>AppleAppStore</u> <u>BestBuy</u> <u>1-800flowers</u>	<u>McDonalds</u> <u>Starbucks</u>	<u>FACEBOOK</u>	
Forums / B. Boards	<u>Epinions</u> <u>Reviewcenter</u>	<u>AmericanExp</u> <u>AA</u>			
Content Aggregators	<u>BizReport</u> <u>BuzzCupture</u>	<u>DELL RSS</u> <u>Grolsch</u>		<u>MyMuesli</u> <u>Design your Heineken</u>	

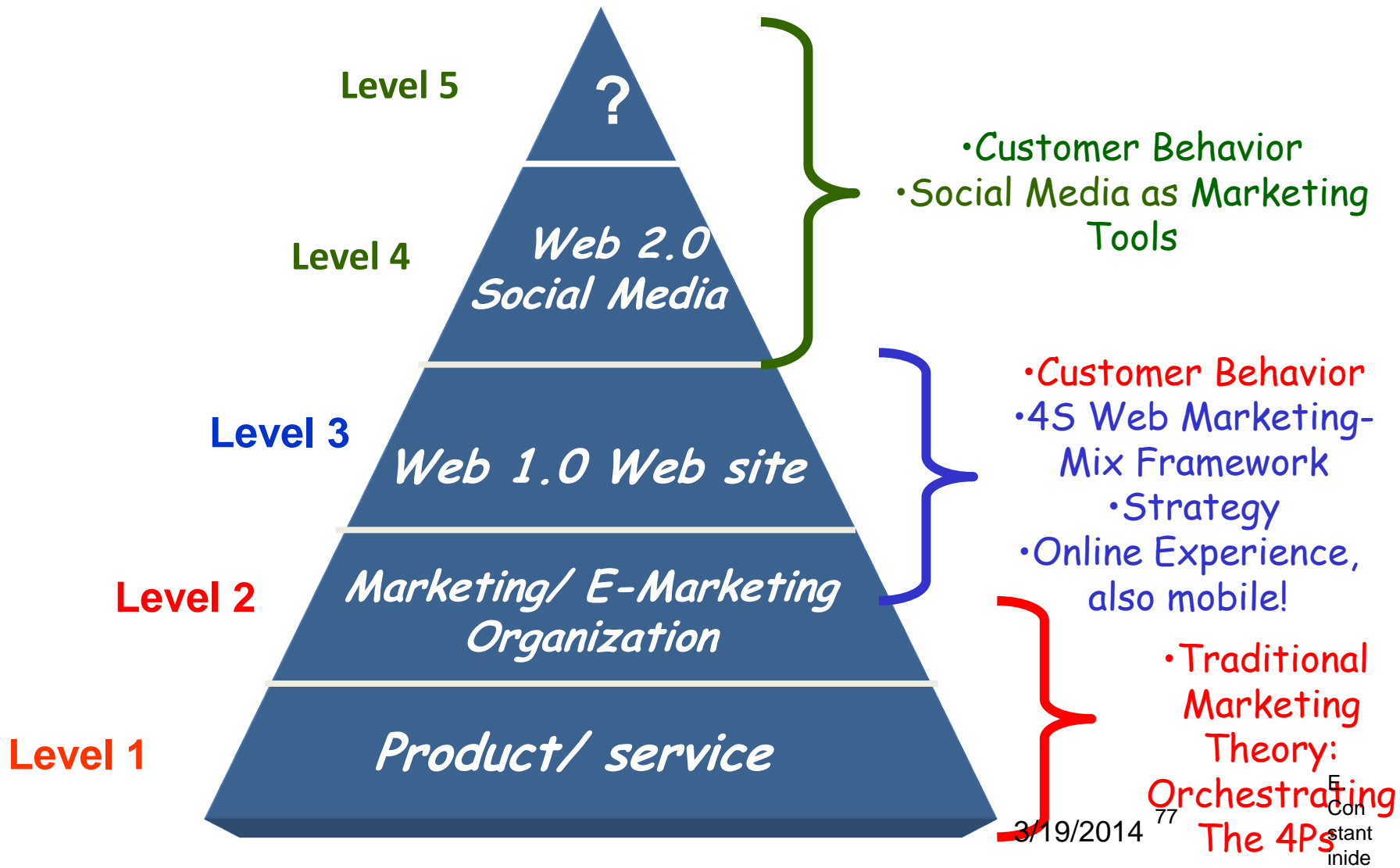
Co-Innovation Examples



Co-Innovation Examples

- Starbucks [Build Your Drink My Starbucks Idea](#)
- Dell Computers [Idea Storm](#)
- LEGO [CUUSOO](#)
- NOKIA [Developer](#)
- OSRAM [Emotionalize your Light](#)
- P&G [Swiffer](#) BOEING [newairplane.com](#)
- KLM [SuperFly](#) [Fly 2Miami](#)
- HEINZ [Commercial](#)
- [Innocentive](#) [Challenges](#)
- Quirky [A new co-creation model](#)

The Marketing Process Today



What is the crucial factor for the future of Marketing?

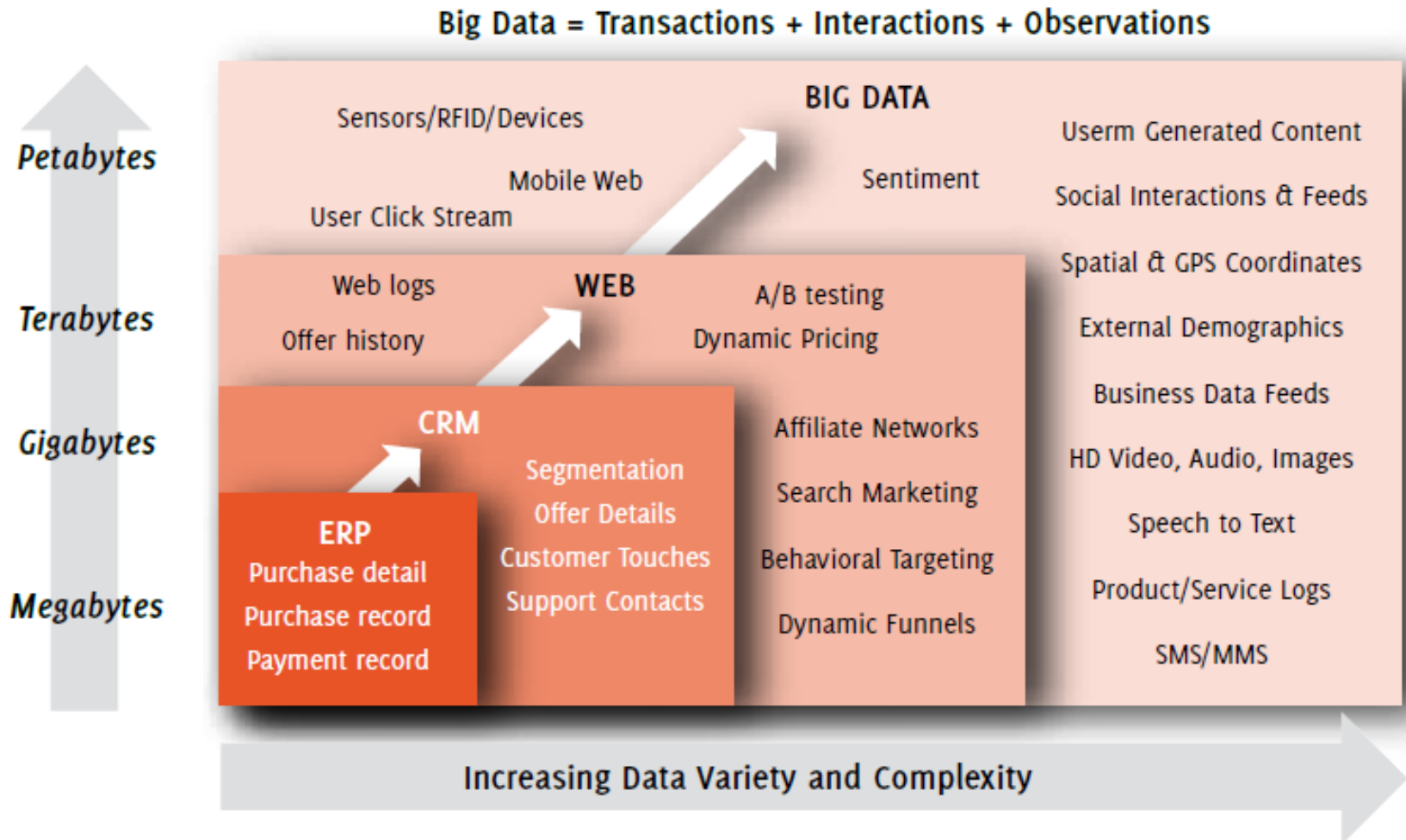


From the dawn of civilization until 2003, humankind generated five exabytes of data. Now we produce five exabytes every two days...and the pace is accelerating.

**Eric Schmidt,
*Executive Chairman, Google***



Big Data= Transactions + Interactions + observations



Future?

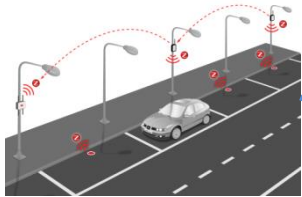
The Big Data Challenge: Main sources

- **Active Sources: Data From Customer Engagement**
- **Passive sources: Online Talk / Customer Voice**
- **Internet of Things (NEW!)**
- **Neuromarketing (NEW!)**

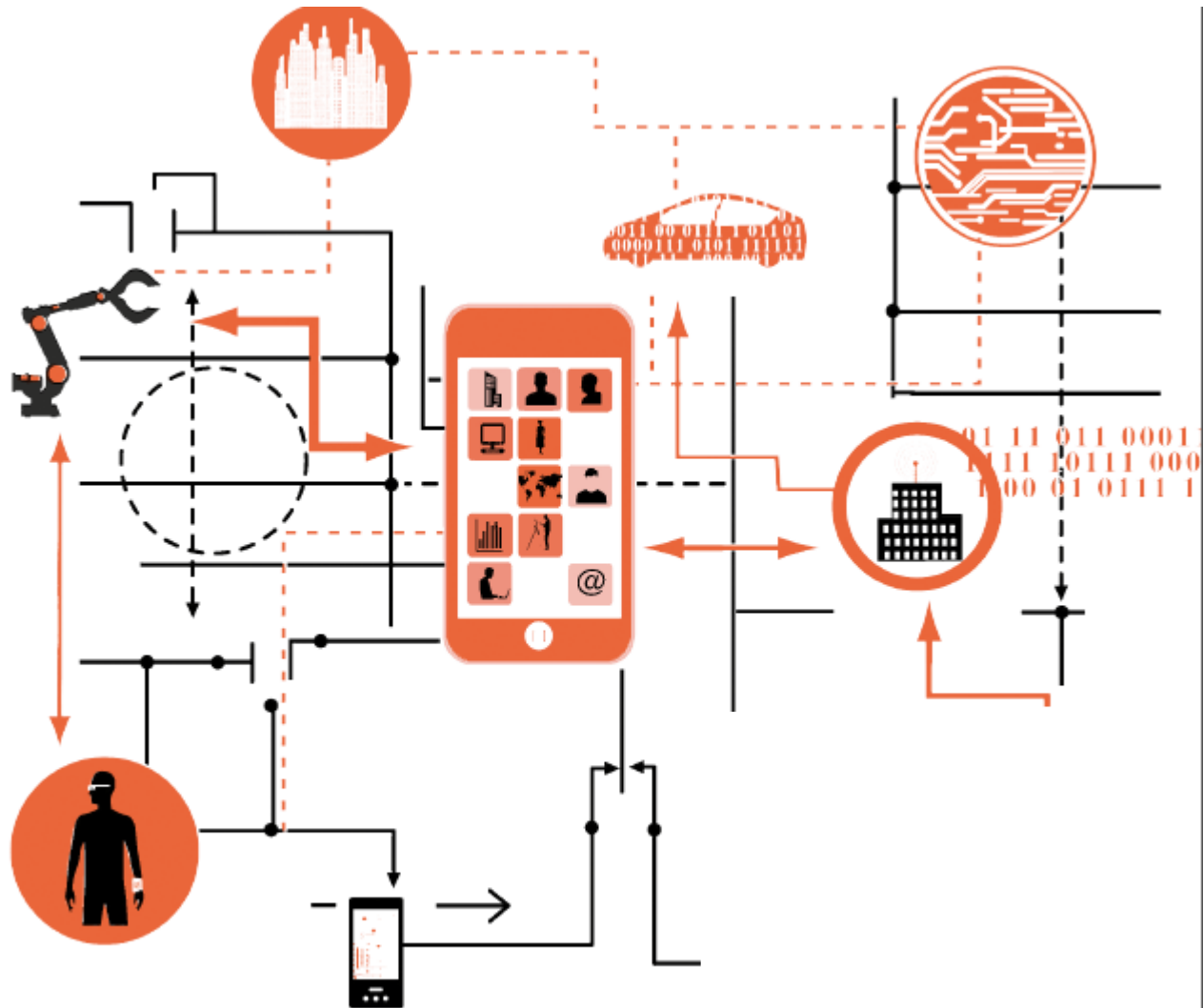


BIG DATA: “Datafication” = generation of new data at staggering rates

- Activity Data
- Conversation Data
- Photo and Video Image Data
- Sensor Data / Internet of Things



INTERNET OF THINGS



INTERNET OF THINGS



*Vehicle, asset, person & pet
monitoring & controlling*



Agriculture automation



Energy consumption



*Security &
surveillance*



Building management



*Embedded
Mobile*

Everyday things get connected  for smarter tomorrow



*M2M & wireless
sensor network*



Everyday things



Smart homes & cities

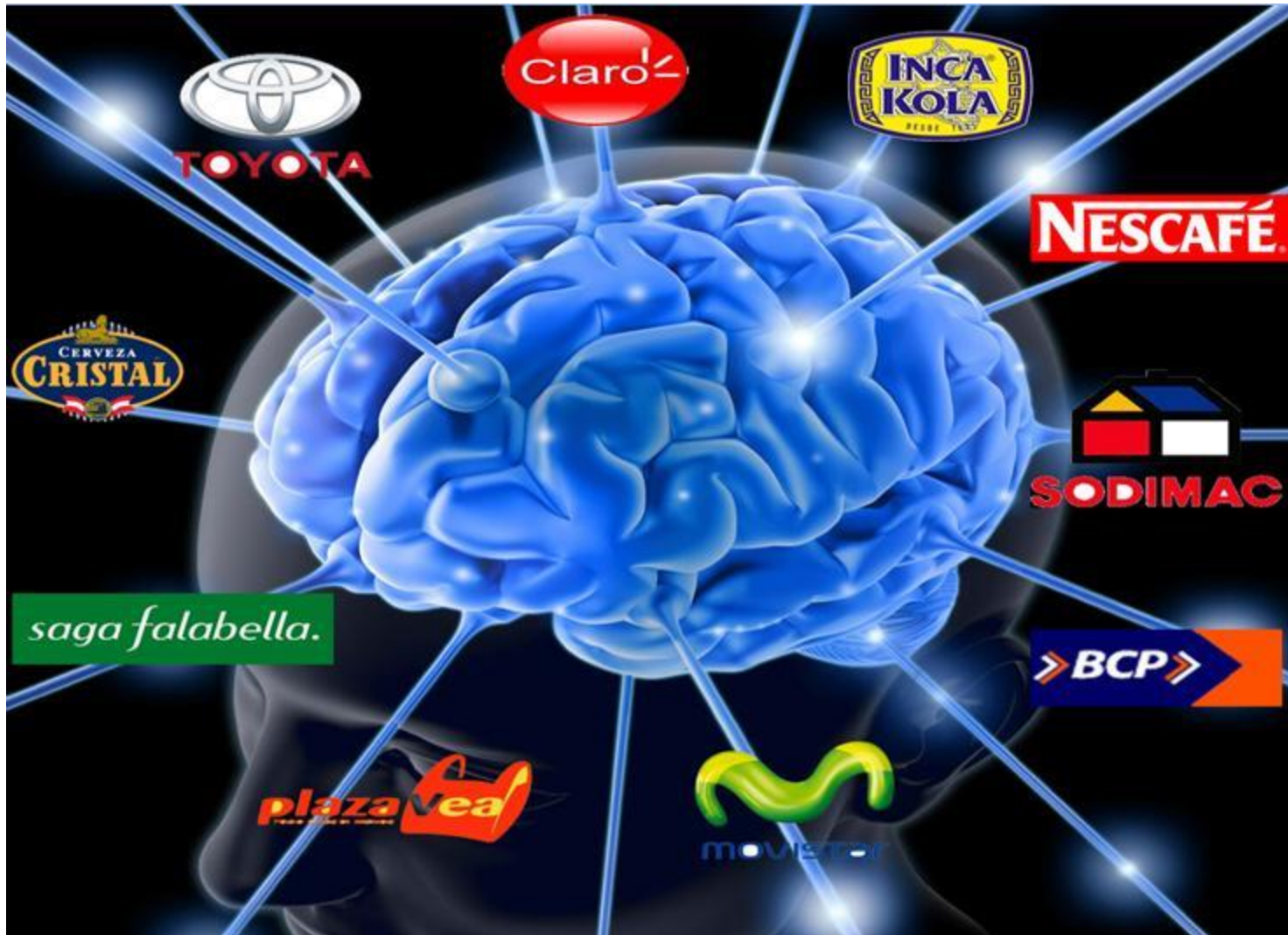


Telemedicine & healthcare

[Source](#)

Neuromarketing

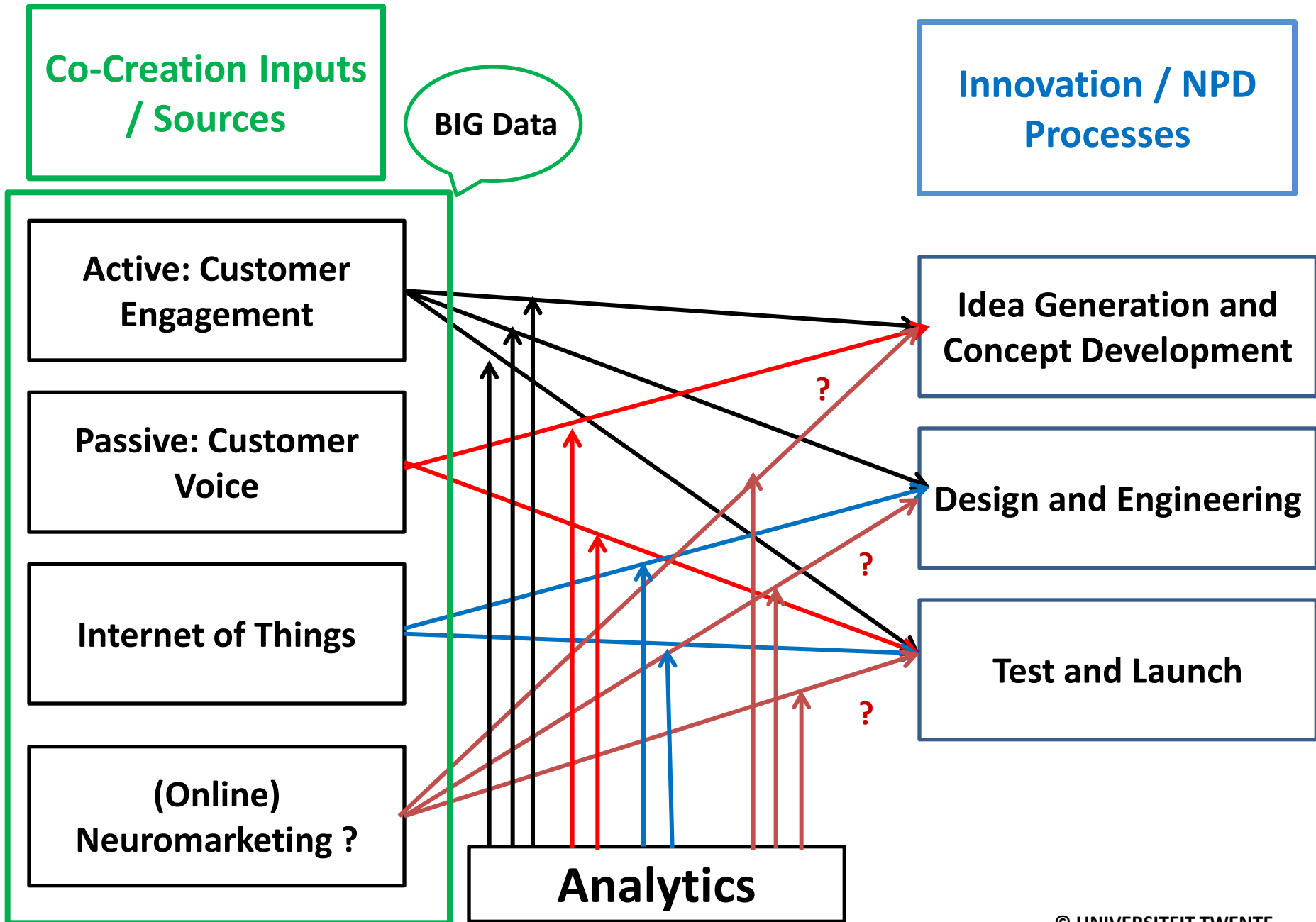
- Neuromarketing: a collective term describing a combination of technologies and techniques meant to unravel the customer decision “Black Box”
- Unravelling the impact of emotions in product preference and making purchasing decisions. The approach is based on the application of different techniques that allow customers’ behavioral predictions (Postma, 2013)



Neuromarketing Techniques

- **External Reflexes:** Identification of customer reaction patterns on marketing stimuli by studying the customer's Body Language, Empathic Design, Facial Coding and Eye Tracking
- **Input-/output Models:** the application of such models allows the measuring of effects of various stimuli on peoples' behavior. This approach is possible to be applied today due to the enormous volume of information people publish and distribute on the online public domain about their behavior.
- **Internal Reflexes:** Identification of customer reaction patterns on marketing stimuli by using advanced technologies like Electroencephalography (EEG) and fMagnetic Resonance Imaging ([fMRI](#)), Magnetoencephalography (MEG) and Transactional Magnetic Simulation (TMS).

Crowd-Based Innovation



Co-Creation* as Innovation model

- **Better predictions of market needs -> Higher NP success rate**
- **Higher Customer Satisfaction / Loyalty / NPS**
- **Lower lead times**
- **Lower Innovation cost**

***Crowd intelligence**

Main Challenges for the 2014 Marketer

- **Manage the Total Customer Experience: Web, Social Media and traditional media: cross-medial strategies**
- **Renewed emphasis on the Customer: Understand the New Customer**
 - Win Customer Trust and Create Customer Advocates (but also become Advocate of your Customers)
 - Harness the Crowd Wisdom: The customer as Co-Innovator*
 - From Consumer (segments) to Consumer Networks
- **Reputation Management: Crucial**
- **Keep up with technology developments:** mobile, wearable technologies, RFID, Cloud, Semantic Web, Internet of Things, Big Data , and Neuromarketing
- **Collaborative Marketing – *Collaborative Innovation / Co-creation**

THANK YOU



Coosto GeoMark, onze feature voor geo-analyse!

Coosto GeoMark laat zien welke plaatsen het meest genoemd worden in de resultaten voor een zoekopdracht. Probeer de [GeoMark-demo](#): voer je twitternaam in en bekijk je social footprints.

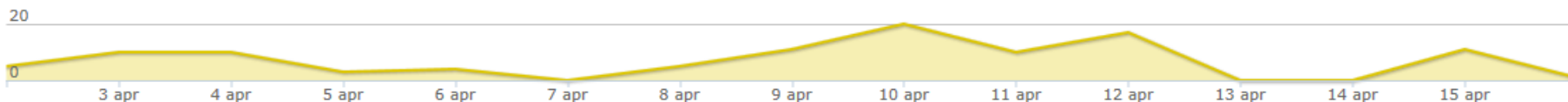
Probeer ook het [Sociaal Koraal](#) — wie gaat er met wie om?

7D 30D 2M 3M 6M 1Y 2Y

- Samenvatting**
- Activiteit & Sentiment
- Trending topics
- Bronnen
- Auteurs
- Expert

Activiteit & Sentiment

Activiteit



Sentiment



Trending topics voor utnieuws

- [leeftijd](#)
- [tweet](#)
- [nieuw artikel](#)
- [ut-nieuws](#)
- [jullie studentenhuus](#)

Websites voor utnieuws

- twitter.com/JoeyvanMaanen
- twitter.com/MaaikePlatvoet
- twitter.com/TinekeG
- twitter.com/UTNieuws
- twitter.com/djoerd



