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Introduction

Marketing is a complex and ever-evolving discipline, and marketers everywhere struggle to stay informed. This publication is intended to address this challenge, drawing on New Zealand knowledge, experience and expertise.

Marketing Insights is a new publication collecting advice and opinion from leading NZ marketing professionals, supplemented by information drawn from elsewhere and interpreted from a Kiwi business perspective.

This is a content marketing project, featuring sponsored contributions covering key topics that will have a continuing impact on NZ marketers, today and tomorrow.

Our content ranges from statistics to creativity, from strategic planning to effective briefing. You'll note a strong focus on matters digital, an inevitability as online achieves new dominance.

We haven't abandoned off-line marketing however—our topics also include Trade Shows, Sponsorships and of course timeless marketing



principles and practices that are relevant whatever the environment.

We hope you find this publication relevant and useful.

We welcome your feedback, to editor@marketinginsights.co.nz

Michael Carney

EDITOR at **MARKETING INSIGHTS**

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In This Issue

This edition of Marketing Insights features 23 stories covering various insights of importance to New Zealand marketers. We've deliberately avoided placing them in any particular order, to encourage serendipitous discoveries.



The Trick with Strategic Planning

Strategic planning is the way-finding process that organisations use to aim their business efforts. Lew Bentley of Headlight takes a closer look.



A Powerful New Approach to Design

Design is undergoing a revolution, in which the customer – not the designer – is at the heart of the design process. Che Tamahori of Digital Arts Network explains the principles of what's now called User Centered Design.



Are You at Risk?

You probably heard about, but didn't pay too much attention to, the passage of the Harmful Digital Communications Act in July 2015. Here's why the new Act matters to marketers.



Newspapers Moving Digital

Printed newspapers are under threat as the combined effects of Internet competition and changing consumer habits take their toll. We review the latest developments.



Viewability – New Digital Currency

When it comes to online advertising, what constitutes a viewable impression? The team at Acquire Online explore the topic and talk about the new push for 100% viewability.

ALSO FEATURING

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SOURCES

Statistics New Zealand,
Nielsen
World Internet Project

WEBSITES

www.statistics.govt.nz
www.nielsen.com/nz

New Zealand Key Statistics

Population

4,649,700 Est. Total Population (31 Dec 2015)

Ethnicity (2013 Census)

- 67% European/Other (incl New Zealander)
- 14% Maori
- 11% Asian
- 7% Pacific peoples
- 1% Middle Eastern/Latin American/African

Three in ten Kiwis speak languages other than English

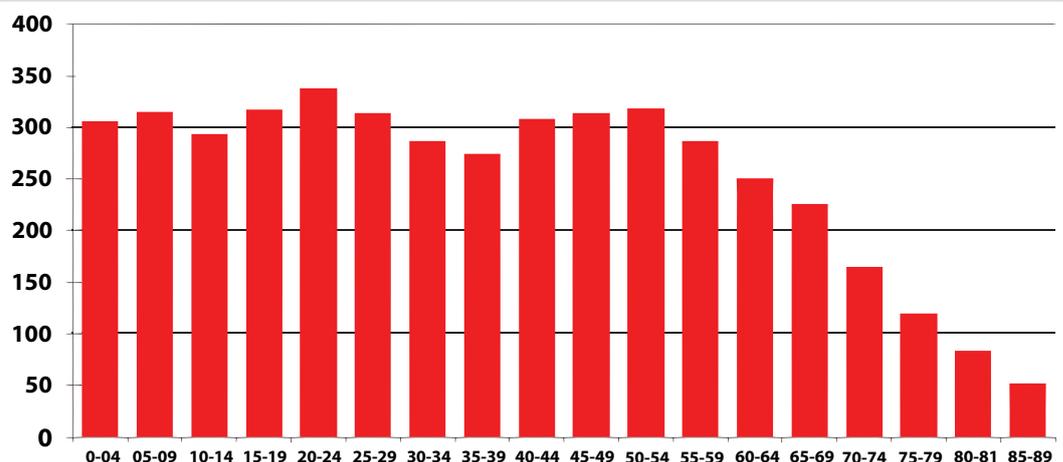
Distribution by Age (2015 estimates)

- 20% 0-14
- 14% 15-24
- 13% 25-34
- 13% 35-44
- 14% 45-54
- 12% 55-64
- 14% 65 Plus

Population By Region (2015 estimates)

Northland	168,300	4%
Auckland	1,570,500	34%
Waikato	439,200	10%
Bay of Plenty	287,100	6%
Gisborne	47,400	1%
Hawke's Bay	160,100	3%
Taranaki	115,800	3%
M'watu-Wanganui	234,500	5%
Wellington	496,900	11%
Tasman	49,500	1%
Nelson	49,900	1%
Marlborough	45,300	1%
West Coast	32,700	1%
Canterbury	586,500	13%
Otago	215,100	5%
Southland	97,300	2%

2015: Estimated NZ Population by Age (000s)



Business Statistics

In 2015, the number of enterprises in New Zealand topped the half-million mark for the first time, with 502,173 enterprises identified by Statistics New Zealand.

Enterprises by Category (2015 data)

Rental, Hiring, Real Estate Services	105,972
Agriculture, Forestry and Fishing	68,922
Professional, Scientific, Technical	55,671
Construction	53,520
Financial and Insurance Services	34,878
Retail Trade	27,195
Other Services	22,452
Manufacturing	21,045
Accommodation and Food Services	19,353
Health Care and Social Assistance	18,222
Wholesale Trade	17,433
Administrative, Support Services	16,596
Transport, Postal and Warehousing	15,144
Arts and Recreation Services	9,705
Education and Training	8,046
Information Media & Telecomms	4,962
Public Administration and Safety	1,218
Electricity, Gas, Water, Waste	1,092
Mining	747

NB The *Rental, Hiring, Real Estate Services* category includes 89,532 property operator companies, most of which manage properties rather than operate trading businesses.

Landlines Becoming Extinct

One in three Kiwis no longer have a landline in their home — and that increases to two out of three 20-year-olds who live in houses without landlines.

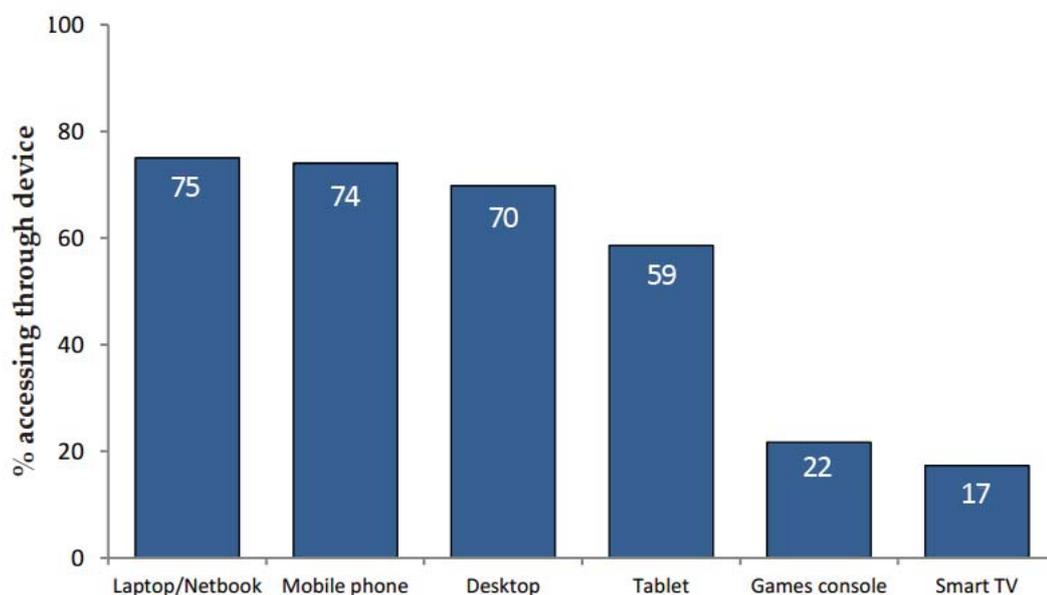
Internet Access

Three out of every four households at the 2013 Census had Internet access, an increase of 34 percent since 2006, according to Statistics NZ

MORE INFORMATION

To keep up with the latest news and opinions about the NZ marketing scene, subscribe to our free **MARKETING MONITOR** newsletter. Just send a blank email with **SUBSCRIBE** in the subject line to subscribe@marketingmonitor.co.nz

NZ Internet Access by Device



Source World Internet Project NZ 2015

New Zealand Digital Stats

A quick rundown of key NZ digital data.

Interactive Takes Top AdSpend Spot

After a time of wonder, Interactive Advertising has finally catapulted to the top of New Zealand's Advertising Expenditure charts, mirroring what's been happening elsewhere in the world. In the 2015 calendar year, Interactive Advertising accounted for \$800 million, well ahead of its category competitors. That Interactive spend was broken down thus:

NZ Interactive Ad Expenditure 2015

56%	Search & Directories	\$446.70M
18%	Classifieds	\$143.73M
11.5%	Display - General	\$ 92.23M
4.8%	Social Media	\$ 38.61M
3.6%	Online Video	\$ 28.82M
3.4%	Mobile	\$ 27.09M
2.9%	Programmatic	\$ 23.06M

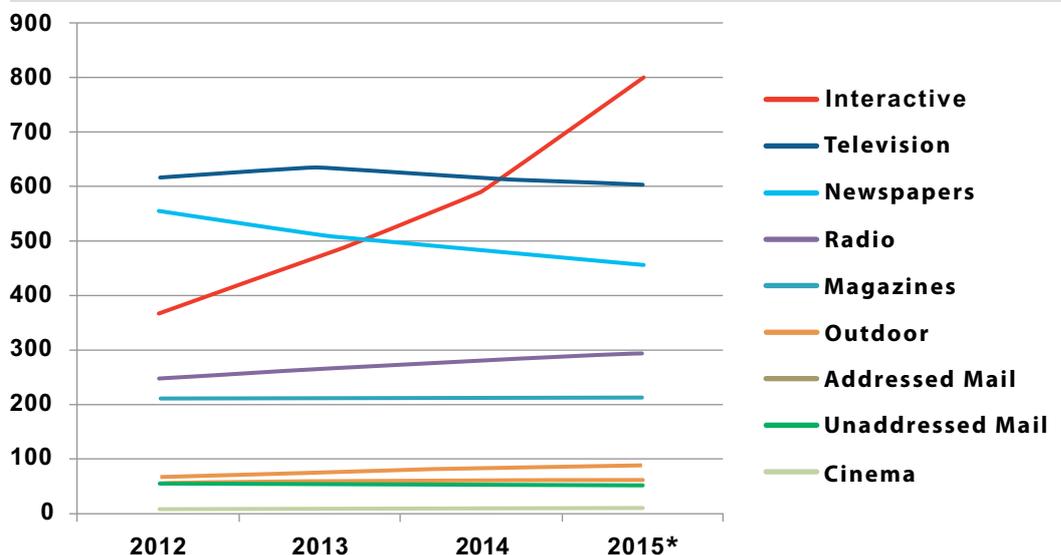
Source IAB/PWC

Interactive Advertising Defined

The Advertising Standards Authority provides this definition of the Interactive Advertising Category:

The Interactive advertising expenditure figure is based on gross amounts charged to advertisers and inclusive of any applicable agency commissions. The figures include Display Advertising which includes banners, skyscrapers, rich-media, streaming advertising, email, online video and other forms of interactive Display advertising; Classifieds, which includes revenues from ads placed to buy or sell an item or service and Search & Directories Advertising which includes revenues from online Directories and search engine listings; Mobile and Social Media Advertising.

NZ Advertising Expenditure 2012-2015* (\$ millions)



* 2012-2014 ASA Turnover data, 2015 extrapolated except for Interactive (sourced from IAB/PWC)

Key Social Media Statistics

According to *Nielsen Online Ratings*, these networks attracted the following unique visitors (2+) for the month of March 2016:

Facebook	2.4 million
YouTube	1.9 million
Twitter.com	529,000
LinkedIn	509,000
Pinterest	490,000
Instagram	335,000
Google+	225,000

Facebook

In March 2016 Facebook was visited by 2,400,000 unique users from New Zealand, according to *Nielsen Online Ratings*, each spending an average of 8 hours and 12 minutes on the network.

LinkedIn

New Zealand now boasts more than 1,540,000 LinkedIn members, according to the latest LinkedIn data (May 2016). The site was visited by 509,000 unique NZ users in March 2016 (*Nielsen Online Ratings*). On average, users spent 17 minutes and 30 seconds on LinkedIn during the month.

2700 Likes, 89 People Talking, 3.3% Engaged

In May 2016, the 14,850+ NZ Facebook pages we measure had attracted an average of 2700 likes. 89 people were interacting with an average page, a 3.3% Engagement Rate.

Averages hide a wide range of variations, of course. The most popular NZ Facebook page in May 2016, as it has been for several years, is the *NZ All Blacks* page, which has now attracted 3.6 million likes (with 67,427 people interacting with the page in the first week of May).

The most talked about of the NZ Facebook pages we track was the *NZ Herald* Facebook page, which attracted 513,548 interactions in the course of a week.

The most engaged NZ non-media page was for *NZ Police Recruitment*, with 440,548 engaging with the page in response to current campaigns.

FURTHER INFORMATION:

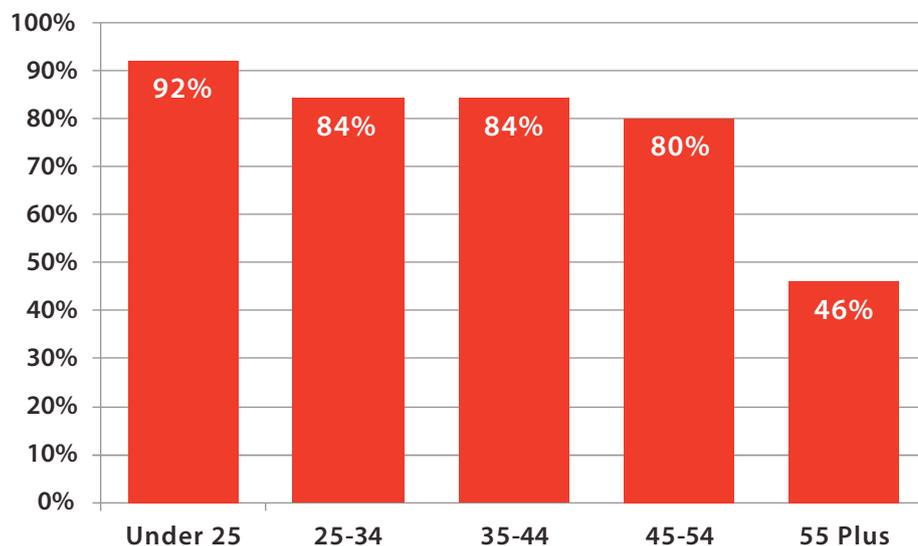
Netmarketing Services Limited provides marketing audit and consultancy services for a small number of clients.

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Smartphone Usage By Age Group



Source Google Consumer Barometer June 2015

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ABOUT THE AUTHOR

Lew Bentley is the Owner & Principal of Headlight.

Lew has a background that blends work as a Strategic Planner in advertising agencies (Clemenger BBDO, M&C Saatchi, The Campaign Palace), as a Business Development Consultant (Headlight, Maven International, Mandala Creative Business) and as a practitioner, designer and teacher of marketing research (former Research Director of CM Research – now TNS).

Through his career Lew has gained practical experience in a broad array of business and public sector categories.

The Trick with Strategic Planning

Strategic planning is the way-finding process organisations use to aim their business efforts.

Done well, strategic planning brings a mix of effectiveness and efficiency to business. It ensures a focus on the most important objectives, identifies the most fruitful sources of value, helps allocate investment in the right activities, neutralises problems and keeps everyone on track with a shared understanding of what is required.

Sounds simple. But in practice things are never clear-cut.

Where it can go off-track

All organisations do strategic planning to some degree, although some are much more formal with it than others. It is challenging because it asks the big questions of what management is doing to achieve success. It pulls into focus the reality of capability and competitiveness.

Success with strategic planning is usually a result of the organisational culture and the context within which it is done as well as smart thinking. But it can come unstuck for several reasons:

Too Loose

Some managers like to make it up as they go along with 'inspired' ideas rather than the discipline of analysis and a proper plan. This approach breeds inconsistency and makes it hard for the wider team to know what to do, which results in ineffectiveness and inefficiency.

Too Tight

Some managers rigidly stick to the status quo and resist change or information that conflicts with their world-view. The risk is that they plan to maintain and miss new opportunities or ignore threats that require adaptation.

Overcooked

There is a danger of over-indulging with strategic planning. An excess of detailed analysis, complicated frameworks and theoretical concepts can easily overwhelm. Plans that are too confusing or impractical tend to be left on the shelf.



ABOUT HEADLIGHT

Headlight shows clients the way forward in business.

- *Strategy* – fresh perspectives to identify opportunities and solve business problems.
- *Research* – clear insight that explains consumer behaviour and the business, social and cultural environment.
- *Business Plans* – that provide direction for growth, marketing & communication pathways.

SERVICES

Headlight's services include:

- Behavioural marketing programmes
- Brand strategy
- Market research
- Communication effectiveness evaluation
- Destination marketing
- Business development planning
- Road safety communication
- Group facilitation
- Marketing support

Vested Interests

Sometimes a 'strategy' can be presented as a mask for selling a solution that the provider just happens to provide. For this reason, fundamental strategic planning should be separate from its execution.

Means Over Ends

A strategic plan is the means to an end: improved business performance. Sometimes the focus is more on completing a plan for the plan's sake and then ignoring it rather than implementing it. This can be exacerbated by generic, external methodologies that have no particular relevance to the everyday business.

Getting it right

Here are four principles that can help ensure success with strategic planning.

1. Tailor it to the organisation and the market

In order to be relevant and bought into internally the strategic planning process and outputs need to be tailored to fit the organisation and the market. If not, plans can easily fall into the realm of an academic exercise that is separate to the business and not fulfil its role as a guide for action that defines, shapes and inspires the team.

- *If the business is about taking care of people then the plan must feel empathetic and caring.*
- *If the brand is about clever technology then it must feel smart and game-changing.*
- *If the brand is driven by sharp retail offers, then make the plan feel urgent.*

2. Balanced Thinking

Strategic planning is a multi-sport that brings together three types of thinking:

Business acumen

Good strategic planning always focuses tightly on how to bring about desirable business outcomes: how to create sustainable value, identifying new sources of revenue, driving demand and converting sales, delivering return on investment, saving money, making the business model more efficient, achieving step changes in performance, and so on.

It shows a sharp understanding of contemporary business trends and best practices, and it anticipates the marketplace that is unfolding. It draws from a rich palette of options and a well-reasoned case for the paths to take.

Bad strategic planning often serves as a list of things to do without a clear line of sight between the cause and effect of investment.

Ideas

Creative thinking is essential in the strategic planning process. The current business climate and the disruptive potential of technology offer an unprecedented array of possibilities for innovation.

To stay competitive, all organisations need to invest in new ways of working, new products, new channels to market, new partnerships, new markets and new positioning opportunities and new means of customer engagement.

Behaviour change

Strategic planning also needs to show an understanding of how to motivate behaviour. Whether it is earning the loyalty of new customers, or convincing trade partners to provide a competitive advantage, understanding behaviour and how to influence it is an essential capability.

Good research and a thorough understanding of behavioural economics can help inform the strategic planning process with insights about the vagaries of human nature. For example:

- *Why giving away free floor mats can sell cars.*
- *Why people discount the future and don't save for their retirement.*
- *Why beer drinkers drink the label.*

Bad strategic planning makes uninformed or superficial assumptions about consumers. It focuses on the supply of product without considering what drives demand, thereby risking irrelevance or at least compromising consumer appeal and loyalty.

3. Join the Dots

Strategic planning integrates the dynamics of the business together as a system. It optimises the forces of demand and supply and shows the cause and effect of investment and return. It explains how each part of the business can work in harmony with the whole.

Weak plans do not join the dots of a business. They chart a financial growth path without explaining how it will be achieved. They show how to satisfy customers without considering the business implications. They list innovation ideas without showing how they can deliver strategic return on investment.

The Headlight Value Exchange template overleaf provides a useful start-point for how to integrate the cause and effect in your business.

4. A Guide for Implementation

Strategic plans only have value if they can be effectively implemented. To motivate effective implementation strategic plans need to be:

Gettable

Plans should boil down to a simple story on one page that everyone can easily understand and translate into their work. Detailed Powerpoint decks might hold the full analysis, but they should not be required reading.

Inspiring

Plans that bring excitement and the confidence of success are more likely to be put into action.

Practical

Plans need to dove-tail into the everyday operation of a business. Too hard means not done.

Reinforced

Consistent support by senior management and across all business areas is important if plans are to be adopted. Similarly, embedding plan goals into everyday workflows and performance measurement will help ensure the plan becomes the guide for behaviour in the organisation.

Here are two examples of inspired strategic thinking; one is very contemporary, one is a classic.



Zenefits technology disrupts the HR market

Situation: The US employee benefits market is complex, competitive and traditionally served by specialist consultants and brokers.

Strategy: Zenefits developed a highly intuitive software-as-a-service platform to handle HR functions and employee benefits. They provide it free to users and earn their money by charging health insurance companies to access Zenefits users as a channel.

Outcome: Zenefits was named the fastest growing company in Silicon Valley in 2015, growing to a value of US\$4b in only two years.



De Beers, A Diamond is Forever

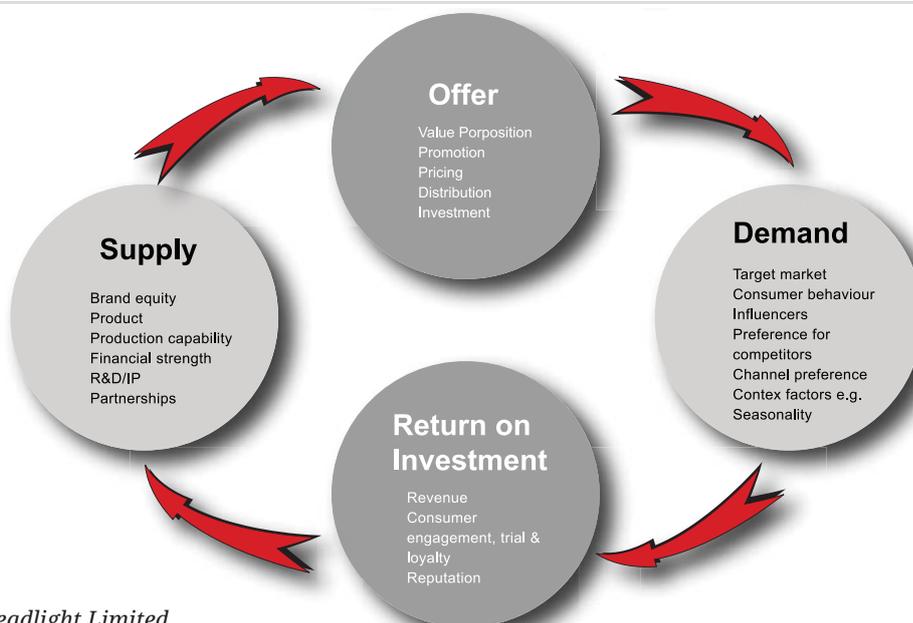
Situation: By the late 1930's diamonds were not a rare stone, not especially valuable, and mostly a commodity used for industrial purposes. De Beers was looking for a way to stabilise and control the market. At this stage engagement rings were not the norm and only 10% of all rings featured a diamond.

Strategy: Advertising agency NW Ayer identified the opportunity to create a consumer market by linking diamond rings with the emotion of love and a symbol of commitment. The classic line "A diamond is forever" said it all.

Outcome: By marketing an idea rather than a product, De Beers built a \$72b diamond industry and dominated it for a good 80 years. The mass consumer market is a basis for maintaining an added value premium for the stones, and now no marriage proposal is complete without diamonds.

Effective Strategic Plans need to be:
Gettable
Inspiring
Practical
Reinforced

Headlight Value Exchange



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Online Training for Large & Small NZ Organisations

Netmarketing Courses, a New Zealand-based provider of Continuing Professional Development, offers online training courses covering various aspects of digital marketing, social media marketing, ecommerce and digital business, predominantly in partnership with leading industry and professional associations.

COURSES INCLUDE:



Social Media Refresher

Social media is an ever-changing environment and unless you're involved on a day to day basis you're unlikely to stay up-to-date with the latest developments in the medium. So we've devised this social media marketing refresher course to capture the latest developments across the expanding world of social media.

For more details of the *Social Media Refresher* course, please go here: <http://socialmedia.org.nz/ecourses/social-media-refresher-course-2016/>



Advanced Social Media Marketing

Advanced Social Media Marketing

This course is designed to drill down into the specific details of the major Social Media channels, including Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube, Google Plus and others.

For more details of the *Advanced Social Media Marketing* course, please go here: <http://socialmedia.org.nz/ecourses/advanced-social-media-marketing-course/>



Principles & Practice of Social Media Marketing

This is a seven-part eCourse providing a comprehensive introduction to Social Media Marketing, from the Basics to detailed instructions on how to build and run a Social Media Marketing programme.

For more details of the *Principles & Practice of Social Media Marketing* online course, please go here: <http://socialmedia.org.nz/ecourses/social-media-marketing-course/>



Preparing an Effective Social Media Brief

Even if you don't intend to become directly involved in social media yourself, you may still need to understand the principles, practices and opportunities of social media — for example, if you need to brief someone about running a social media campaign. This programme is designed to provide you with the insights necessary to prepare an effective brief.

For more details of the *How to Prepare an Effective Social Media Brief* programme, please go here: <http://socialmedia.org.nz/ecourses/preparing-an-effective-social-media-brief/>

How to Use TripAdvisor

We also offer a seven-week online training course, "How to Use TripAdvisor to Promote Your Travel, Tourism & Hospitality Business", which takes you step by step through the process of marketing your business effectively on the world's leading travel review website. Details here: <http://etourism.org.nz/ecourses/>



Mastering eCommerce

Mastering eCommerce

Our online course, *Mastering eCommerce*, tells you what you need to know about selling effectively online in a seven-week programme that steps you through the principles and practices of eCommerce in New Zealand.

For more details of the *Mastering eCommerce* programme, please go here: <http://ecommerce.org.nz/ecourses>



Advanced Selling on Trade Me

Advanced Selling on Trade Me

This is a seven-week eCourse providing a comprehensive masterclass on selling on Trade Me. The course presumes you are already familiar with the basics of selling on Trade Me.

For more details of the *Advanced Selling on Trade Me* programme, go to: <http://tradememesuccesssecrets.com/ecourses/trade-me-advanced-selling-secrets/>



Complete Facebook Marketing Course

For those who wish to master Facebook Marketing in its entirety, we've created a ten-week online training programme which will take you from absolute beginner on Facebook to highly effective Facebook communicator.

For more details of the *Complete Facebook Marketing* programme, please go here: <http://socialmedia.org.nz/ecourses/facebook-marketing-course/>



For Businesses Already Active on Facebook Who Realise The Need To Engage More Effectively With Their Followers

Facebook Accelerator

So you have a few hundred (or a few thousand) followers on Facebook but now you want to know how to get to the next level? Our *Facebook Accelerator* seven-part online course will lead you through the steps necessary to supercharge your Facebook presence and get Kiwi consumers engaging with you and your brands. For more details of the *Facebook Accelerator* programme, please go here:

<http://socialmedia.org.nz/ecourses/facebook-accelerator>



Principles & Practice of Mobile Marketing

Smartphones are dramatically changing consumer behaviour, with significant implications for Kiwi businesses. To help you master this challenging mobile environment, we've created a dedicated online training course about Mobile Marketing.

For more details of this course, please go here:

<http://mobilemarketing.ac.nz/ecourses/>



How to Use LinkedIn

This is a seven-part online training eCourse providing a comprehensive introduction to LinkedIn, from the basics to detailed instructions on how to use LinkedIn to promote your organisation, build your personal reputation, find a job, recruit prospective employees and even make sales.

For more details of the *How to Use LinkedIn Effectively* online training programme, please go here: <http://socialmedia.org.nz/ecourses/how-to-use-linkedin/>

Writing for the WEB

Writing for the Web (Workshop)

If you are interested in arranging a live workshop on writing for the web for your organisation, please phone us on 021 1493 403 or drop us an email at michael@netmarketingservices.co.nz

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The Powerful New Approach to Design

Design is undergoing a revolution, in which the customer – not the designer – is at the heart of the design process.

This evolution in practice is called User Centered Design, and is a powerful tool for driving customer centred outcomes, and building a more customer centred organisation.

Modern organisations are increasingly committed to bringing the customer into the heart of their business strategy and product.

The struggle to understand the customer

But many struggle with executing this intent. Their product and marketing teams often operate at arms length from the customer. And they use market research to synthesise imagined users with idealized goals – not the flesh-and-blood customers interacting with the organization each day.

User Centred Design (UCD) focuses directly on the real user of a product or service. It does this by engaging with customers in an initial research phase, then by iteratively testing potential solutions with the product's authentic users.

Research

In a UCD process, customers are researched intensively at the beginning of the process.

Through interviews or observation, researchers work to understand the value customers hope to receive from the product or service being designed. Researchers generate insights into customers' needs and preferences, what they want to achieve, and how they assess value.

Create and Test

In the design phase, a prototype solution is created, then tested several times with real users.

Each round of testing and observation generates new insights that are immediately implemented into the prototype product or service. These rounds of design and testing are rapid, to maximise the opportunities to gain real user feedback.

This simple three-step process – researching with users, making something they can trial, observing their experience with it – is guaranteed to deliver a more useful and usable customer experience.

ABOUT THE AUTHOR

Che Tamahori is the Managing Director of Digital Arts Network.

ABOUT DIGITAL ARTS NETWORK

Part of TBWA Worldwide, Digital Arts Network is a digital design consultancy dedicated to creating more rewarding customer experiences through evidence-based design.

Driving Real Change

The emphasis on testing with real users also has the power to drive deeper organisational change.

The key to this is to have testing sessions attended by the broader project team and major stakeholders. Often, this may be the first time product or marketing teams have directly observed customers using a product or service. Designers, product managers and business owners work together to glean insights and opportunities for customer experience improvement.

This collaborative approach to testing observation is one of the most powerful aspects of User Centered Design. It brings business owners, technology and design advocates across the organization into powerful alignment. It enables feature prioritization and design decisions based on real, observed customer behavior – not conflicting opinions. And it deepens all participants’ understanding of the challenges and opportunities for the customer.

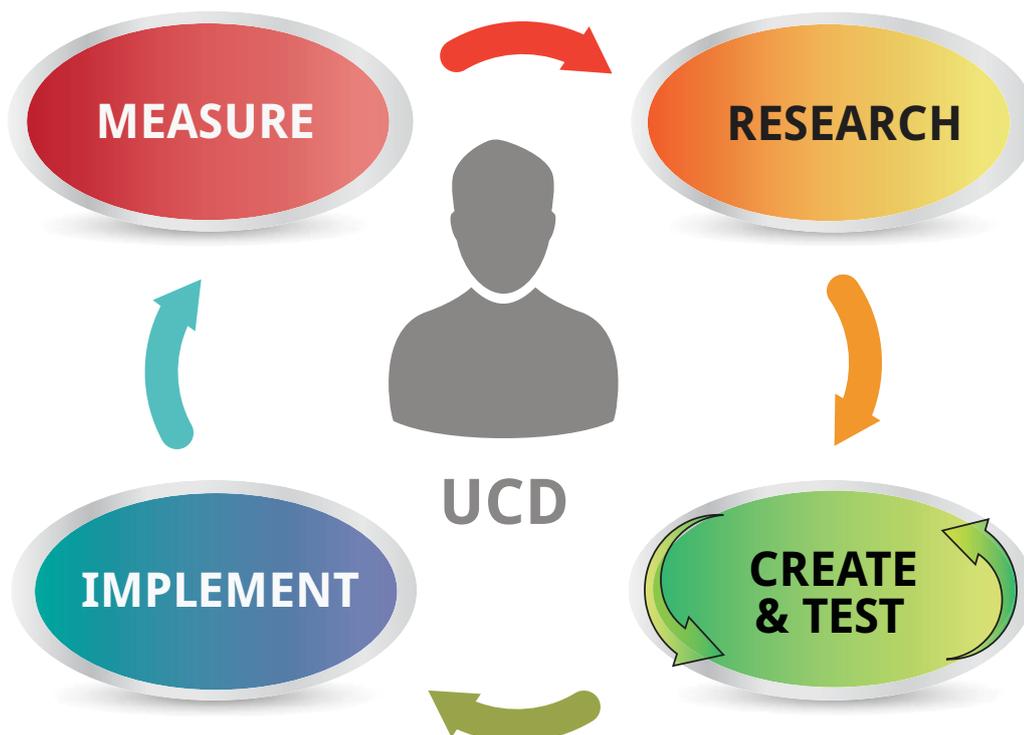
Transforming Organisations

Regular observation of customers builds genuine empathy for customer needs within the team. It can supercharge new product development, but is just as relevant for creating more relevant and effective marketing communications.

Organisations cannot become more customer-driven by merely thinking about customers. Nor can this be achieved by talking about customers. Organisations can only become more customer-driven through engaging directly with real customers and their problems.

User Centered Design simultaneously broadens the team’s engagement with customers, and deepens their understanding of their needs. It transforms both an organisation’s products and its culture for the better.

The Iterative User Centered Design Process



Are You At Risk?

You probably heard about, but didn't pay too much attention to, the passage of the Harmful Digital Communications Act in July 2015.

After all, it's not as if you or your organisation goes about criticising the competition or your customers, right?

Well, sorry, you DO need to be aware of the implications of the Act, because they are significant.

**You ARE at risk,
most likely,
whether you
realise it or not.**

Why? Because in these modern, crowd-sourced, socially-connected times, if you have even so much as a LinkedIn identity or a Facebook page, you may be legally responsible if you provide a venue to host any harmful digital communications, whether you created such content or not.

If you host a website or app to which other people can post, you may be legally responsible for their content. Content may include comments, messages, videos, photographs, pictures, sound recordings or any other form of digital message.

If, for example, someone posts a comment to your Facebook page, making disparaging comments about someone else, you're responsible (unless you follow the recommended 'Safe Harbour' process which we'll talk about shortly).

So what exactly constitutes Harmful Digital Communications?

Here are the principles as defined by the Act:

Principle 1

A digital communication should not disclose sensitive personal facts about an individual.

Principle 2

A digital communication should not be threatening, intimidating, or menacing.

Principle 3

A digital communication should not be grossly offensive to a reasonable person in the position of the affected individual.

Principle 4

A digital communication should not be indecent or obscene.

Principle 5

A digital communication should not be used to harass an individual.

Principle 6

A digital communication should not make a false allegation.

Principle 7

A digital communication should not contain a matter that is published in breach of confidence.

Principle 8

A digital communication should not incite or encourage anyone to send a message to an individual for the purpose of causing harm to the individual.

Principle 9

A digital communication should not incite or encourage an individual to commit suicide.

Principle 10

A digital communication should not denigrate an individual by reason of his or her colour, race, ethnic or national origins, religion, gender, sexual orientation, or disability.

These are not the sorts of principles that marketers would normally break, of course. But, as we've noted above, we've moved on from the days when businesses could control everything that appears on their digital properties.

The good news: Safe Harbour

You cannot be held responsible for content that other people post if you follow the 'safe harbour' process outlined in the Harmful Digital Communications Act.

Here's what the Ministry of Justice advises concerning the Safe Harbour Process:

Protection through safe harbour

You can't be held legally responsible for content someone else put on your website or app if you follow the 'safe harbour' process in the Act. To be protected you will have to follow it exactly.

You don't have to use safe harbour

You don't have to follow the safe harbour process but you are only protected from legal responsibility if you do.

If you don't follow the safe harbour process you can be prosecuted for content on your site, but that doesn't mean you will.

Safe harbour does not affect any other rights and defences you have as an online content host. You can still immediately remove content that breaches your terms and conditions. You can use your contract or terms of use to defend your decision if you take the content down straight away.

Anyone can make a valid complaint

A person may complain:

- *on their own behalf*
- *on behalf of someone else*
- *in general if the content is illegal*

Before you can claim safe harbour

If you want to claim safe harbour you have to:

- *Make it easy for people to contact you with complaints about content posted by another person – your contact details need to be easy for users to find on your website; and set up so it is easy for people to make a complaint that contains the information outlined in the Act*
- *Follow specific steps within the fixed timeframes when you receive a complaint.*

Since there's a possible fine for corporates of up to \$200,000, it's probably a good idea to take appropriate precautions, don't you think?

For more information (and the necessary forms) visit the Ministry of Justice website: <http://www.justice.govt.nz/policy/criminal-justice/harmful-digital-communications/safe-harbour-complaints-process>

ONLINE TRAINING COURSE

Learn more about the Harmful Digital Communications Act, and what steps you should take to protect yourself, in the *Principles & Practice of Social Media Marketing* online training course.

WHO WILL BENEFIT FROM THIS COURSE?

Any Business Owner, Marketing, Advertising, PR or Communications professional who, while they may have a fair knowledge of what social media options are out there, don't know how to use them effectively (and have a perfectly reasonable fear of doing the wrong thing in a very public arena).

COURSE ELEMENTS

INTRODUCTION:
Why Social Media silence is deadly.

LESSON ONE: THE BASICS
I've just arrived from outer space. Tell me about these "social networks".

LESSON TWO: SOCIAL MEDIA AND YOU
I'm afraid of intruding in Social Media -- all those consumers will trash my brand.

LESSON THREE: BUILDING THE PLAN
Enough talk already, let's start building something.

LESSON FOUR: MONITORING
Don't say a thing. Just listen first (even for just 10 minutes a day), then think about what you're hearing. Maybe then you can talk.

LESSON FIVE: ENGAGEMENT
Will consumers really engage with me and my brand or will they just be polite?

LESSON SIX: CREATING KILLER CONTENT
Tell me stuff that's really interesting -- and stop selling at me, this isn't a used car lot.

LESSON SEVEN: METRICS AND ROI
Overcoming those questions that kill marketing careers.

CONCLUSION:
Where do we go from here, and who's driving?

MORE INFORMATION

Full course details are available at <http://socialmedia.org.nz/ecourses/social-media-marketing-course/>

Newspapers Moving Digital

Printed newspapers are under threat as the combined effects of Internet competition and changing consumer habits take their toll

In late March 2016, Britain’s *The Independent* newspaper closed down its print editions and became a digital-only publication.

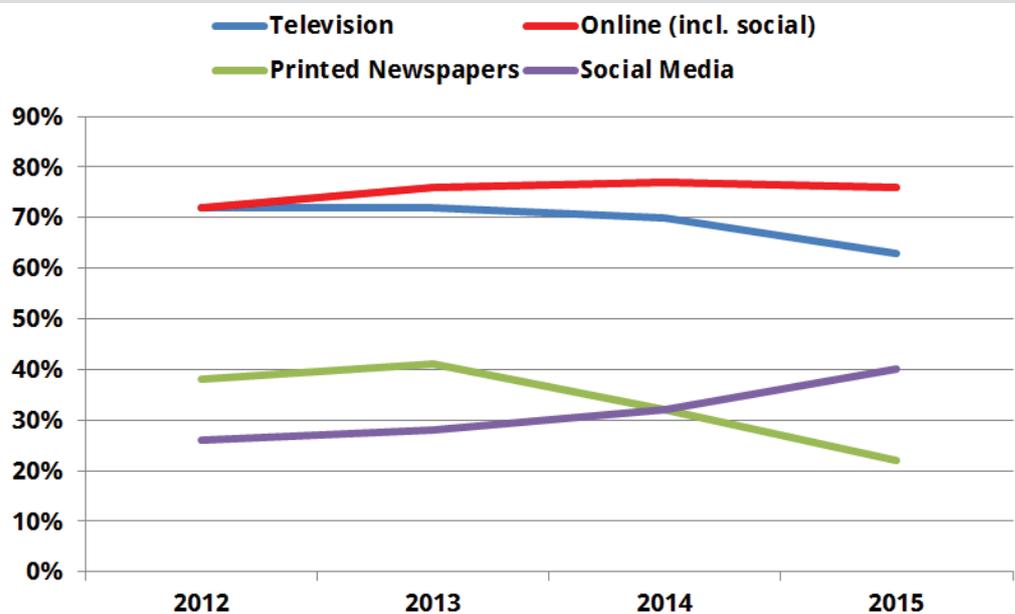
After almost 30 years of losing money, it simply didn’t make sense for *The Independent* to keep printing and publishing a newspaper for so few daily readers – just 40,718 paid subscribers once free or discounted copies are stripped out, down from a high of more than 420,000 in 1990.

In comparison, the company’s digital arm, *Independent.co.uk*, has nearly 70 million monthly global unique users.

Announcing the change, the newspaper’s owner, Evgeny Lebedev, said: “The newspaper industry is changing, and that change is being driven by readers. They’re showing us that the future is digital. This decision preserves the *Independent* brand and allows us to continue to invest in the high-quality editorial content.”

As the Reuters data below shows, consumers increasingly get their news from online sources—hardly surprising now that so many of us have Internet-connected smartphones that provide instant news snacks.

Where Consumers Get Their News (US data) – Reuters



Twenty Years In The Making

The newspaper industry is hardly the first sector to be disrupted by the Internet, nor is it a recent phenomenon. As far back as 1996, the *Newspaper Association of America* (NAA) released a report encouragingly titled “Classified in Crisis”. The report identified shifts in the business strategies of newspaper advertisers and warned about the impact of new competition, in particular the Internet.

The threat has now spread well beyond the classified pages (pale shadows of their former selves, thanks to Trade Me and eBay).

The Internet brings plenty of other challenges to the newspaper industry. One example: revenue streams.

Unlike its free-to-air broadcast counterparts in television and radio, the newspaper industry has traditionally enjoyed two sources of income: subscriptions and advertising. In the Internet space, both are under threat.

Can Pay Walls Work?

Newspaper proprietors have been talking for years about protecting their expensively-gathered content behind Pay Walls and charging subscription fees for access.

A few papers have successfully implemented the practice (most notably the Wall Street Journal and, locally, the NBR), but many have realised belatedly that readers will only be willing to pay for content that they want to read but they can get nowhere else. In a world of reheated press releases, widely-syndicated news agency stories and undistinguished original content, it’s a tough ask.

From Monopoly to Dogfight

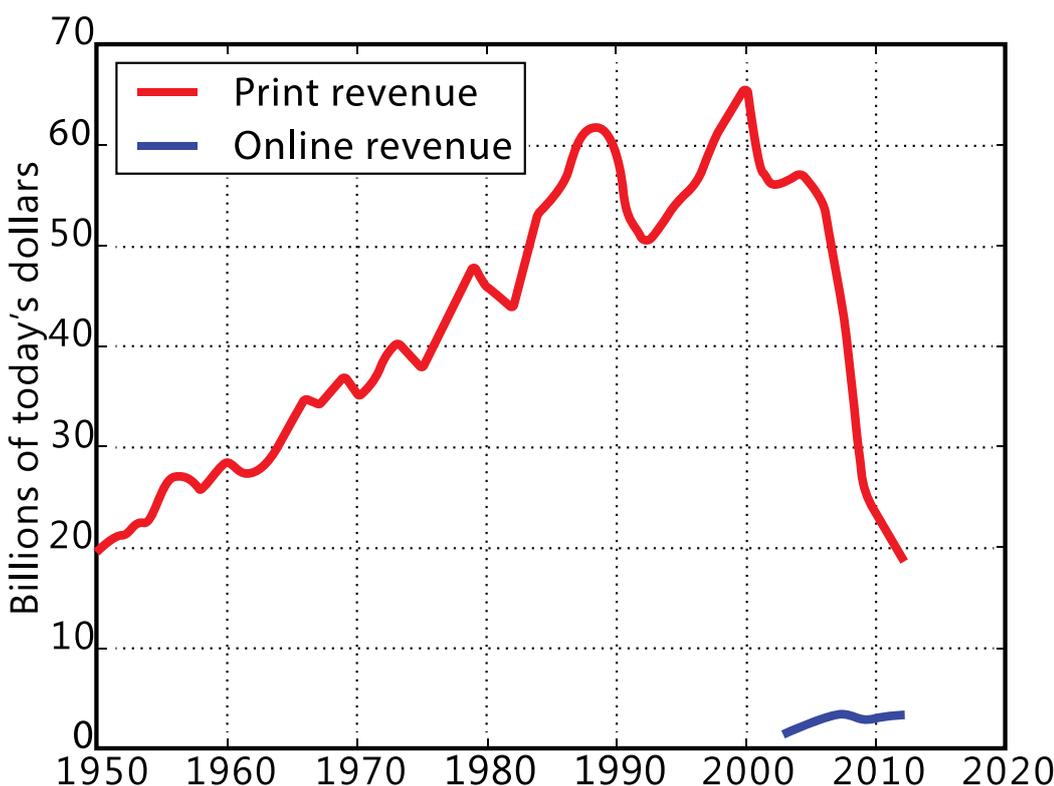
The economics of the printed newspaper industry are such that (certainly in New Zealand) there are typically no more than one or two newspapers serving a geographic region. Competition for advertising revenue has been limited, at least within the medium.

Step into the digital realm, however, and it’s a whole ‘nother story. Newspapers are competing for attention and advertising dollars against absolutely everyone—from ads on Facebook for just \$5 a day to a few dollars a click on Google AdWords, from native advertising to banners, from YouTube videos to intricate multimedia offerings. No wonder newspapers are proceeding cautiously.

MORE INFORMATION

To keep up with the latest news and opinions about the NZ marketing scene, subscribe to our free **MARKETING MONITOR** newsletter. Just send a blank email with **SUBSCRIBE** in the subject line to subscribe@marketingmonitor.co.nz

From Print Dollars to Digital Dimes and Mobile Pennies (NAA)



Newspapers Down Under

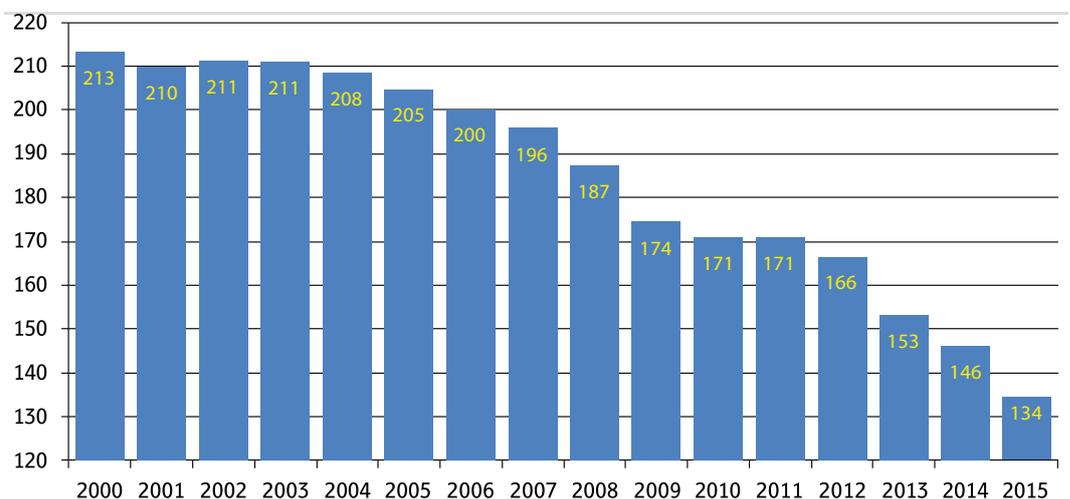
Australian and New Zealand newspapers are not immune to the trends ravaging the industry offshore. Now they're embracing the unthinkable: a merger between rivals.

In May 2016, trading of shares in Australasian newspaper giant *APN News & Media* was briefly halted on the Australian Stock Exchange, pending an announcement about “a potential material transaction”. That was soon revealed to be the possible splitting off of APN’s New Zealand business—NZME, with its various media businesses, including the NZ Herald and other local newspapers—into a standalone entity. The next proposed step was to merge NZME with the New Zealand operations of rival media giant *Fairfax Media*, publishers of its own NZ newspapers, including the *Dominion Post*, *Waikato Times* and the *Christchurch Press*.

A few days earlier, Fairfax Media chief executive Greg Hywood had been openly suggesting the possibility that the Australian company’s two flagship publications, the *Sydney Morning Herald* and Melbourne’s *The Age*, might drop their weekday print editions and become weekend-only, as those editions generate the majority of the company’s advertising revenue from the two titles.

As we’ve already seen, these are challenging times for newspapers. The chart below reveals the steady decline in circulation over the last decade for the country’s leading daily newspaper, the NZ Herald. Other NZ papers have seen similar declines—for the five year period ending 31 December 2015, the *Dominion Post* was down 30%, the *Press* 27% and the *Waikato Times* 38%.

NZ Herald Audited Nett Circulation (000s)



Source Audit Bureau of Circulation data

As the chart below indicates, more and more Kiwis now regard the Internet as their primary news channel. Yes, some of the online sources are the publishers' own flagship news websites, nzherald.co.nz and stuff.co.nz, but with so many other online outlets merely a click away, news has moved from carefully-curated wisdom to common commodity.

Stuff.co.nz reaches 2 million monthly unique visitors

In the digital space, Fairfax Media has devoted most of its attention to building up Stuff as a destination and a brand, to the point where it is now NZ's most popular local website.

Meanwhile NZME has invested in more standalone digital initiatives whose purpose is either to provide a vehicle for highly-targeted advertising (eg Spy), to showcase video content (eg NZME Vision, WatchMe) or to drive direct sales (eg GrabOne, ShopGreen).

Marketing Implications

So what is the proposed merger likely to mean for marketers (assuming the changes pass the necessary shareholder and regulatory hurdles)?

In the short-term, probably not much, except for the sell-off or closure of a few titles (eg Fairfax's Auckland and NZME's Wellington community newspapers) where there's direct competition.

Of course, there'll also be major staff cutbacks as journalistic, advertising and administrative positions are rationalised—the human cost will be significant.

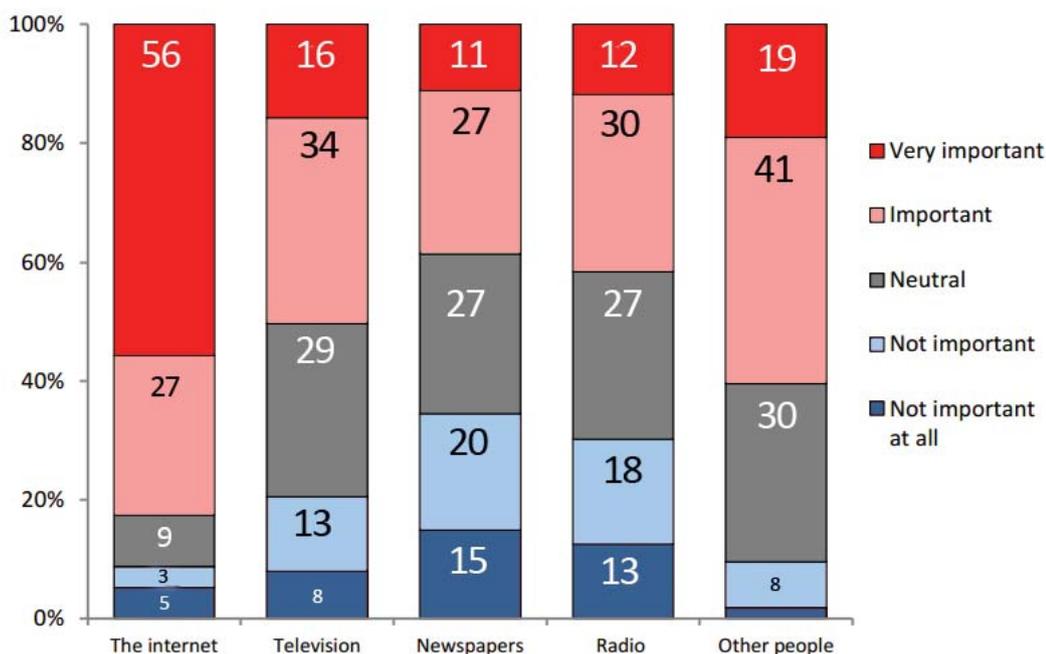
Longer-term, the merger will delay rather than avoid the inevitable death of printed newspapers, as consumers continue to opt for the instant gratification of the Internet.

When that sad day arrives, those marketers most affected are likely to be real estate companies, financial & automotive advertisers and major retailers, who collectively represent the biggest users of newspaper advertising in recent times.

MORE INFORMATION

To keep up with the latest news and opinions about the NZ marketing scene, subscribe to our free **MARKETING MONITOR** newsletter. Just send a blank email with **SUBSCRIBE** in the subject line to subscribe@marketingmonitor.co.nz

Importance of News Sources as Rated by NZ Consumers



Source World Internet Project NZ 2015

The Challenges of Selling Online

More than half of us are buying products online, according to recent research—but mostly we’re buying from international rather than domestic suppliers.

It’s a truism that the Internet brings the entire world into our homes, pockets and purses. If you sell products or services online, you’re competing with suppliers from anywhere and everywhere. And, for now, as the *BNZ Marketview* data below demonstrates, NZ retailers are losing the battle to their offshore counterparts.

Why is International Winning?

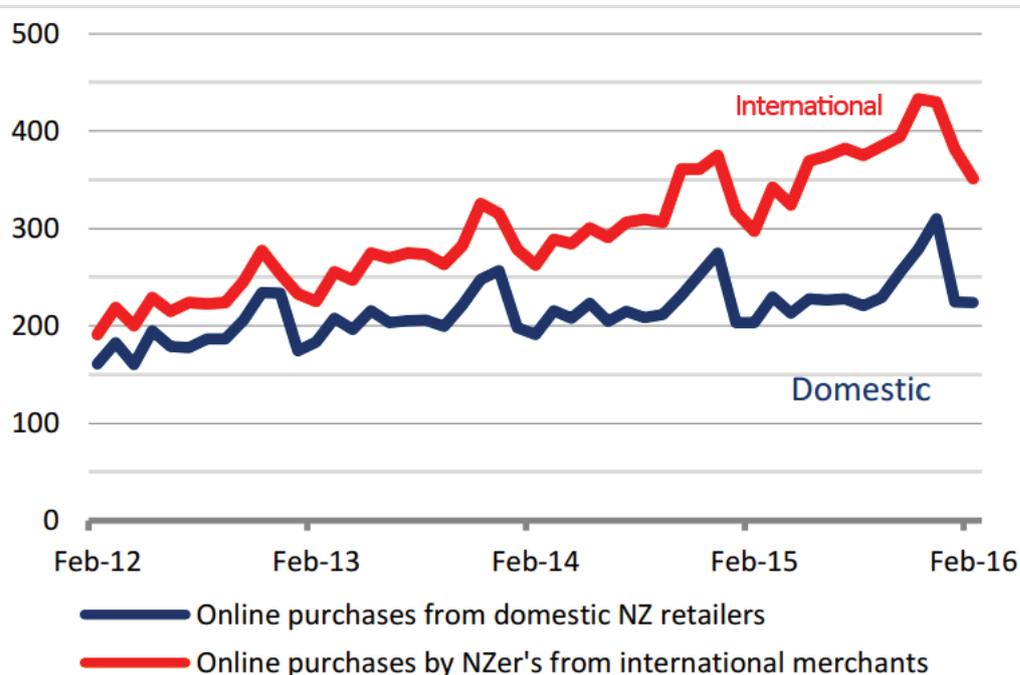
You’d think that the tyranny of distance—the cost of transporting physical products here from offshore on a one-off basis—would give local retailers the advantage (products shipped in bulk should be more affordable).

In reality, however, internationally-sourced items offered locally can include margins for the importer, distributor and the retailer, resulting in substantial premiums for “buying locally”.

There’s more to the shopping imbalance than just pricing issues, however. Research by *Sapere* (“*The Value of Internet Services to New Zealand Businesses*”, March 2014) suggests that another key factor is local retailers’ reluctance to embrace online sales:

“In retail, all our respondents with an online store said it was their fastest growing channel, but (apart from the online-only operators) online was still a small minority

Index of NZ Online Retail Sales, by retailer location



Source: *BNZ Marketview*
Indexed against Jan 2010 sales



ONLINE TRAINING COURSE

The content of this article comes from the MASTERING ECOMMERCE online training course.

COURSE ELEMENTS

LESSON ONE: KNOW YOUR CUSTOMERS: TURNING PROSPECTS INTO BUYERS

LESSON TWO: KNOW WHAT ACTUALLY SELLS ONLINE (AND WHAT PROSPECTIVE BUYERS WANT TO KNOW)

LESSON THREE: KNOW THE MARKETPLACE

LESSON FOUR: GETTING NOTICED

LESSON FIVE: MAKING MORE MONEY FROM EVERY SALE

LESSON SIX: SURVIVING ONLINE SUCCESS

LESSON SEVEN: COMPETING AGAINST GIANTS

MORE INFORMATION

Full course details are available from <http://ecommerce.org.nz/ecourses/>

of sales. One major chain thought that, despite extensive effort and very large investments, they were still only 1-2% of the way towards the frontier of what was possible.

“One service provider suggested that no more than 1 in 12 of New Zealand retailers were really doing a good job of integrating online and offline stores.

“The others are just online by default or because they think they have to be, but it is costing them a lot, and it brings new hassles, they have to do it all themselves, and they are not sure whether it will work at all.

“Retailers are experimenting online but there is still much to do. Internet services are seen as important and effective for marketing and, for a small but growing number of firms, for sales. The competitive impacts of total price transparency enabled by online shopping and competition from online and overseas retailers are evident for retailers operating in some categories. We estimate that a retailer making more extensive use of Internet services is 7% more productive than the average retailer.”

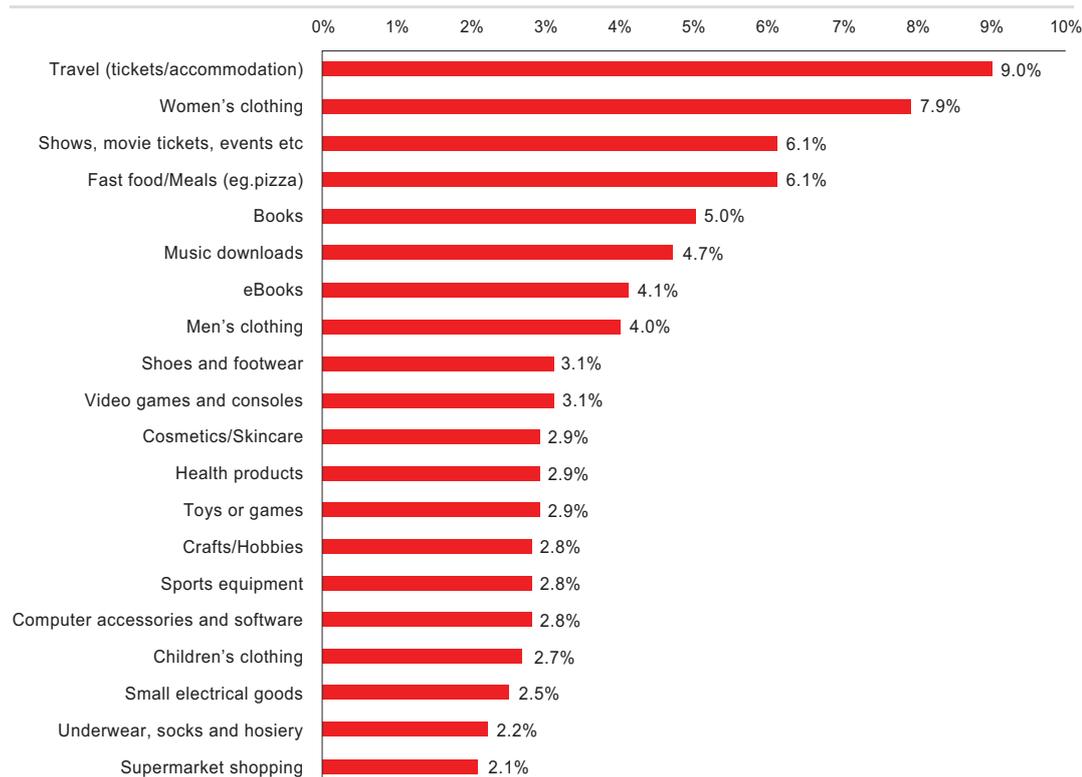
The Sapere report included a number of interviews with NZ retailers, sharing their perspective on online retail.

One interviewee foresaw a gloomy future for retailers selling goods exposed to overseas online competition who did not have a strong brand or a point of difference.

“It was not clear in general in what circumstances online retail would add to total sales, whether it would just take share from another competitor or from the offline store, or whether it was additive to sales overall. One interviewee took the view that online sales were not additive at all at the sectoral level, i.e., it was just boosting competition and shifting sales between competitors.”

The most effective solution, in retail as elsewhere, is to develop a strong brand and offer competitively-priced, distinctive products that are relevant to consumer needs.

Top 20 Products that Kiwis 14+ bought online (last 4 weeks)



Roy Morgan Single Source July 2014-June 2015

CONTACT

Acquire Online

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www.acquireonline.co.nz

Viewability – the new digital currency

If 50% of an online ad is on screen for a minimum of one second and 50% of a video ad is on screen for two seconds, the Media Rating Council defines that impression as a viewable impression.

The push for viewability has mainly been driven by agencies and clients and in turn has driven publishers to adapt to the demand for being accountable in a digital world.

Understanding viewability of the ads has also been gaining more attention recently given the capability of digital platforms to offer higher measurability and transparency.

Just because an ad is below the fold and has a lower viewability rate than something above the fold it doesn't necessarily mean that it will perform worse. Viewable impression is becoming the new metrics of currency and establishing standard viewability benchmarks will be a step in the right direction.

100% VIEWABLE

Many agencies, including *Acquire Online*, are starting to make headway into trading on 100% viewability. However, Acquire Online is pushing the bar higher by trading not only on 100% viewable impressions but on 100% human and viewable impressions.

Acquire Online works with pre-bid as well as post-bid partners to make sure that the inventory purchased is transparent, bot-free and performing. Acquire Online is the first trading desk in New Zealand to adopt MOAT (an industry leading Attention Analysis for viewability) on all campaigns.

A common question advertisers ask is: 'What percentage of my online ads are actually viewed?'

43%

Integral Ad Science estimated only 43% of all Australian online ads were viewable in Q4 of 2015. This is also where New Zealand sits.

Jonah Goodhart, CEO Moat, has said, “We are thrilled to partner with Acquire Online to power ad viewability, non-human traffic and attention analytics. This exciting partnership will provide a transparent, unified and real-time view across all impressions and buy-types which we believe is necessary in giving brands the confidence they need to further invest in digital.”

MOAT not only gives advertisers access to a live dashboard of their campaigns but also makes the entire programmatic buying process transparent.

The MOAT system also tracks non-human traffic and eliminate websites that are showing high levels of fraudulent activity. Acquire Online maintains a blacklist of 2400 sites that the company feels are under-performing or have a low traffic quality score.

Ad viewability represents a significant change in the way online media is traded. Greater ad viewability will undoubtedly increase performance.

NOT JUST ADVERTISERS

Viewability is not an issue for advertisers and ad-tech companies to solve alone. Publishers are reacting to the demand for more viewable inventory.

Some are redesigning their websites to promise higher numbers of ads in view, even guaranteeing viewable space.

The need to focus on true business outcomes

Being able to tout 100 percent viewability does not get you any closer to driving true business outcomes, and in fact, can distract you from the metrics that do correlate to your outcomes -- finding the right audience, supply mix, and creative messaging, and then valuing each element appropriately.

As more advertisers use viewability as a yardstick to measure ad effectiveness, you should consider that this arena is still new and nuanced.

ACQUIRE | RESULTS
ONLINE | FIRST

ABOUT ACQUIRE ONLINE

Acquire Online is a pioneer of online display advertising in NZ. The company leads moment marketing and the automation of display, video, mobile and social advertising using programmatic, intelligent learning technologies.

Acquire Online makes it easy to brief, set up, implement, report and deliver online campaigns across multiple channels and platforms. Every strategy and tactic is continually fine tuned in real time, to go beyond clients' expectations and to achieve the greatest ROI for clients.

The 5 Benefits of Better Viewability and Verification

- 1 Better quality traffic and higher click through rates
- 2 Better performance – an improvement in CPA (Cost per Acquisition) of over 16%
- 3 The opportunity to undertake online Brand Campaigns
- 4 Improved client transparency
- 5 Provides confidence to invest more in digital

SOURCE
Nielsen

WEBSITE
www.nielsen.com/nz

How Successful are New Products in New Zealand?

52% of New Zealanders say they like it when manufacturers offer new grocery products. But do Kiwis actually buy new products?

As Nielsen notes in a recent article about New Product Development, innovation captures consumer interest and attention, attracting both new customers and faithful loyalists. It can provide retailers with an edge and drives profitability and growth.

And consumers show an affinity for brands which are investing in new product development.

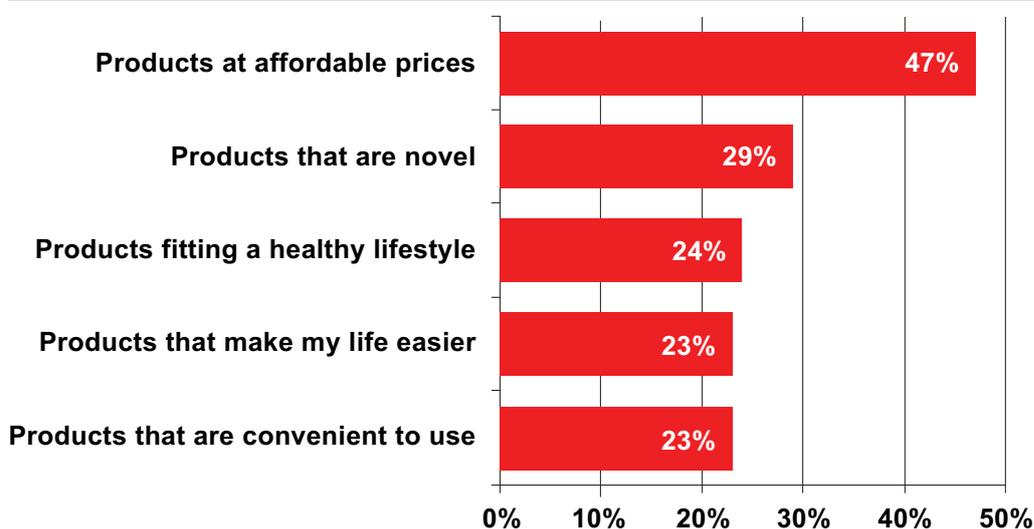
Over a third (36%) of Kiwis surveyed say they've purchased a new product during their last grocery shopping trip.

Of course, new product success isn't easy. Millions of dollars are spent developing and launching new products each year, but the reality is that failure rates are extremely high.

So what exactly are consumers seeking? What would make a Kiwi more likely to purchase a new product rather than an old favourite?

According to the Nielsen *New Product Innovation Survey Q1 2015*, below are the key attributes sought in new grocery products:

What Consumers Want



Source: Nielsen New Product Innovation Survey Q1 2015

Affordability

New Zealanders want products at affordable prices to stay within their weekly grocery budget. Over a quarter of respondents (29%) bought a new product as it was more affordable than what they usually use.

That would seem to suggest that the primary path to success with new grocery products is through discounting and promotional pricing—but, in fact, the smartest suppliers are developing new products that have lower cost structures. They can be sold for less while still making good profits.

Health

Beyond affordability, consumers also have other triggers that make new products appealing. Nearly three in five New Zealand respondents (59%) in Nielsen’s recent *Global Health & Wellness Survey* consider themselves overweight and half (51%) are actively trying to lose weight. And they’re looking for help from the food and beverage manufacturers to make healthier choices.

Convenience

Consumers are increasingly time poor. As a result we crave anything that makes our live easier and provides us more time to do what we love. More than a quarter of Kiwi respondents say they purchased a new product because it was convenient (23%) and one-in-seven (14%) because it made their life easier.

12 Success Factors

Whilst the attributes of Affordability, Health and Convenience play important roles in new product development, they’re not the only factors that can determine success or failure in the high-risk world of grocery.

Nielsen has identified a dozen key factors, modelled on more than 30 years’ testing across more than 150,000 initiatives worldwide, that can predict the probability of launching a winning product. They’re shown in the illustration below.

How well do your proposed new products measure up?

Finding Out

According to the Nielsen *New Product Innovation Survey Q1 2015*, here’s how Kiwis find out about new grocery products:

- 60% Word of Mouth
- 60% Saw it in a store
- 50% TV ad
- 45% Active Internet search
- 39% Received a free sample

12 Factors for New Product Success



Not So Social Anymore?

Facebook grapples with a new First World problem—encouraging people to share more about themselves on the social network.

According to an April 2016 report from *The Information*, in 2015 Facebook witnessed a 21 percent decline year-over-year in “original” sharing (i.e. personal moments from peoples’ lives, like engagements and baby photos).

Facebook has reportedly* dedicated a team inside the company to come up with ways to make users share more about their personal life. The social network is also said to have made personal updates more prominent in the News Feed and has made it easier for users to share something of their own.

The changes appear to have slowed down the rate of sharing decline but they don’t seem to have fixed the issue completely.

The problem, which Facebook has apparently labelled “Context Collapse”, could be a challenge for the social giant (although Facebook itself has publicly dismissed concerns, saying “People continue to share a ton on Facebook; the overall level of sharing has remained not only strong, but similar to levels in prior years.”)

The Verge speculates** on some of the contributing factors that might be responsible for this Context Collapse:

“There are a few big shifts that could explain why sharing has started to slip on Facebook. For one, there are a lot more quality social networks today than there were when Facebook started, with many doing a better job at taking advantage of mobile.

“Also, it’s possible that Facebook has, to some extent, brought this issue on itself. It’s constantly changed its mind about what Facebook should be, limiting its size and then growing it, flipping profiles from private to public to private again, and — perhaps more than anything — making the presence of companies and news stories just as, if not more, prominent than personal posts.

“And that’s not even taking into account video, which Facebook keeps saying will take over the entire service someday soon. When a network feels this large, people are probably a lot less interested in sharing their personal life.”

* <http://www.ubergizmo.com/2016/04/personal-sharing-on-facebook-has-reportedly-declined/>

** <http://www.theverge.com/2016/4/7/11387604/facebook-personal-sharing-decline-report>

Sharing Less or Just Elsewhere?

Other factors are in play as well. The meteoric rise of Facebook in recent years has seen the arrival of parents and grandparents on the social network, to the potential shame and embarrassment of their children.

One in five UK teenagers admit that they have blocked parents on Facebook

As the numbers below indicate, audiences under 25 have become less active on Facebook, preferring instead to communicate with their friends far from parental gaze, on the likes of WhatsApp, Snapchat, Telegram and other *messaging apps du jour*.

It's also become more and more apparent that a venue like Facebook has become far more public—and more permanent—than many of its users envisaged. Sober reflection suggests that career- or reputation-threatening comments are best made in a far more private environment, ideally an ephemeral medium such as SnapChat, where one's over-communicating sins are quickly expunged.

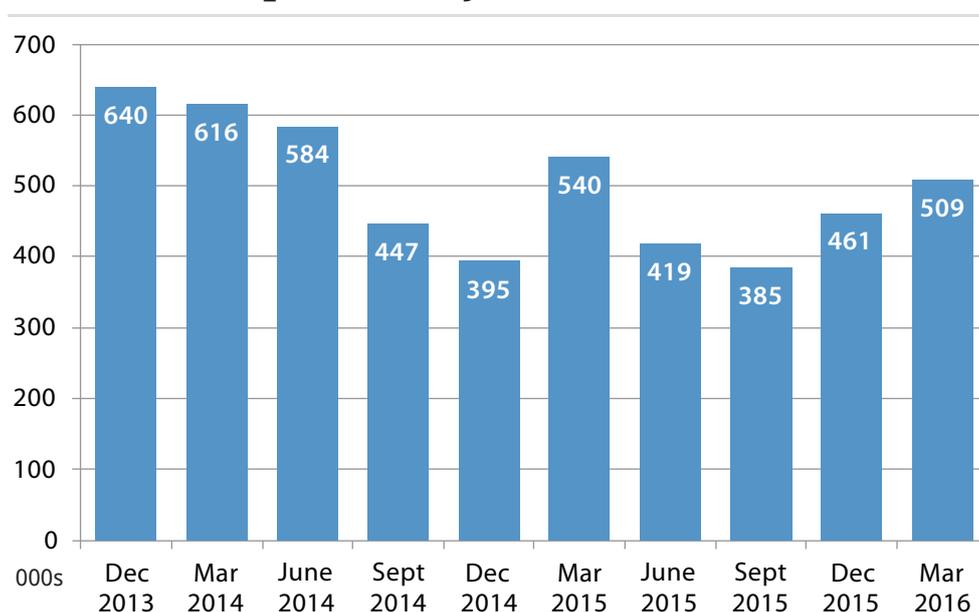
Of course, the diminished numbers of life moments shared on Facebook doesn't mean that peoples' Newsfeeds are empty—merely that the content being shared is deliberately less personal.

As Fortune Magazine recently+ noted: "The increase in professional content on Facebook has been gradual, but the company has welcomed it. Facebook wants people to share this stuff—videos, news articles, entertainment—on its platform because it means people will spend more time inside its "walled garden" than anywhere else on the Internet.

"The company has done a great job of curating professional content and giving users what they like, and as a result, Facebook is more addictive than ever. Metrics like user engagement and time spent using the service have continued to rise. Even as analysts fret that Facebook is running out of Internet users to add, the company is turning millions of monthly active users into daily active users (last quarter 65% of Facebook's monthly active users came back every single day.)

"The platform no longer feels like an intimate conversation among friends, so users no longer expect full privacy. They realise that items posted to Facebook are likely public—so they don't share anything too personal."

Facebook Unique Monthly Audiences NZ (Under 25s)



Source: Nielsen Online Ratings

+<http://fortune.com/2016/04/07/facebook-sharing-decline/>



ONLINE TRAINING COURSE

The content of this article comes from the SOCIAL MEDIA REFRESHER 2016 online training course.

WHO WILL BENEFIT FROM THIS COURSE?

Any marketer, business owner or executive who is already familiar with the principles and practice of Social Media Marketing but needs an update on the latest developments in the medium.

COURSE ELEMENTS

Lesson One: Latest Social Media Updates: Facebook, Twitter, LinkedIn

Lesson Two: WhatsApp, Messenger and other Messaging Apps

Lesson Three: Streaming Video: Facebook Live, Periscope, Meerkat

Lesson Four: Pictures: Snapchat, Instagram, Pinterest

Lesson Five: Social Media Advertising

Lesson Six: Community Management and Influencer Marketing

Lesson Seven: Tools & Tips

MORE INFORMATION

Full course details are available from <http://bit.ly/socialmediarefresher>

Evaluating Sponsorships

How to decide if proposed sponsorships match your brand values, deliver on your objectives and are worth your investment.

A quick quiz. Think of your own favorite sport — the one you try to watch most often. How many sponsors of that sport can you name without prompting?

Now, for each sponsor you can remember, ask yourself these questions:

1. What else do you know about them?

Apart from the fact that they sponsor this sport, what else? Has the fact that they sponsored your favourite sport affected your view of them? Made you think of them more often? Kept their name and brand in your mind? Have you become “a raving fan” of their product(s)?

2. Have you supported them?

If you’ve purchased a product or service in their product category in the last twelve months, did you choose their brand? If so, was it (at least in part) because of their sponsorship? If not, why not?

3. Do they connect with you?

Do they use the sponsorship as a means of interacting with you and/or keeping in touch?

In those three areas of questioning, we’ve pretty much encapsulated the core benefits that sponsors should be seeking from sponsorships:

- Brand & Product Awareness
- Direct Sales (or sales influence); or
- Customer Relationship building.

Relative Perceived Value of Sponsorship Benefits



Source: 14th Annual IEG/Performance Research Sponsorship Decision-Makers Survey, 2014

What Do Sponsors Want?

Research in 2014 (the Fourteenth Annual IEG/Performance Research Sponsorship Decision-Makers Survey), drawing from sponsorship decision-makers around the world provides some interesting insights into sponsorship.

According to that survey, brand marketers say they are no longer as interested in receiving identification on sponsored properties' media buys and collateral materials, with both of those benefits no longer among the ten most valuable.

Reflecting a desire for benefits that deliver more than just visibility, sponsors are instead prioritising connections to personalities and talent associated with properties, as well as access to sponsored organizations' databases and mailing lists.

Sponsors are also making it clear that help with determining the impact of their partnerships is a top priority. Assistance in measuring ROI and/or ROO topped the list of valuable services provided by properties in the 2014 survey.

Also increasing in importance: rightsholder-provided research on whether audiences recognize and recall sponsors.

Leverage

The survey also asked marketing executives to report on the marketing communication channels they have been using to leverage their sponsorship programmes. For the first time ever, social media topped the list.

- 90% social media
- 77% public relations
- 76% on-site interaction
- 71% traditional advertising
- 67% hospitality
- 66% digital/mobile promotions
- 65% internal communications
- 41% direct marketing
- 40% business to business
- 28% sales promotion offers

The Selection Process

An earlier study by IEG/Performance Research asked marketing executives how they typically went about selecting a property to sponsor. The results were revealing:

- 75% set strategy and then sought the right property
- 73% were approached directly by property owners.
- 28% received details about a sponsorship property from a sales agency
- 13% consult a sponsorship specialist to determine strategy

EVALUATION CHECKLIST

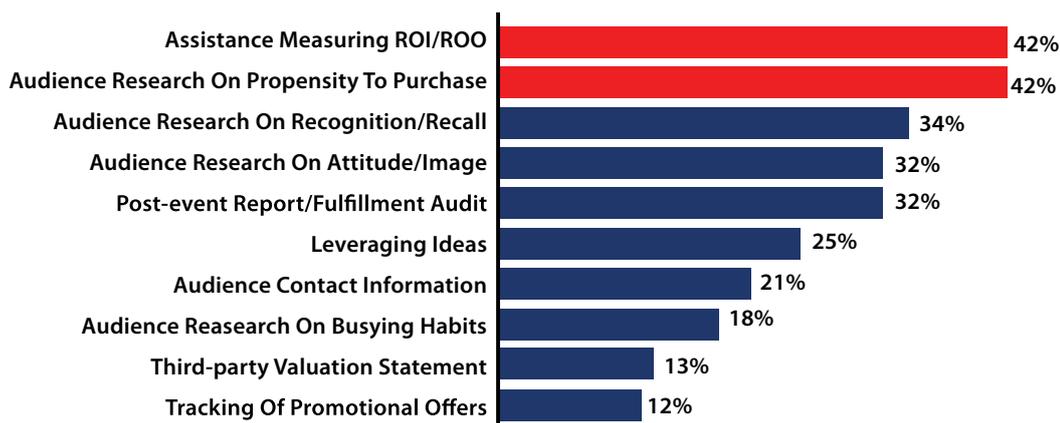
We've put together a comprehensive 60-Step Sponsorship Evaluation Checklist that leads you through the process of evaluating potential sponsors, whether for sports, arts, cause-related, online or community-interest properties.

Here's a sampling of the issues you need to consider as part of any sponsorship assessment:

- Alignment of brand values
- Audience reach
- Sponsorship levels
- Consumer profiling
- Trends
- Competitors
- Trade interest
- Sponsorship elements to consider
- Affordability
- Leveraging opportunities
- Visibility:
- Hospitality
- Media coverage
- Rights on offer
- Credentials
- Ambush marketing considerations
- Post-Event Evaluation

For more information, head to <http://marketingmonitor.co.nz/sponsorships-how-to-decide-if-theyre-worth-your-investment/>

Relative Value of Sponsorship Evaluation Metrics



Source: 14th Annual IEG/Performance Research Sponsorship Decision-Makers Survey, 2014

How marketers can make use of Live Video

Live online video streaming has become all the rage in the last couple of years, driven by Meerkat, Periscope and Blab. Now Facebook and YouTube are getting into the act as well.

But why is live video such a big deal? And how can you use it effectively for marketing your organisation?

As the name suggests, 'live streaming' means that you're filming videos and streaming them live. So instead of creating content using a camera, editing it and then uploading it to YouTube, you are instead filming and streaming directly. This is raw footage, broadcast live

Why live video matters

It's perfectly reasonable to think that adding live video to your marketing bag of tricks is just asking for trouble. It's challenging enough to create any sort of video – going live simply amps up the stress levels and adds plenty of technical nightmare scenarios. So why do it?

Social media expert *Mari Smith* (speaking to *Social Media Examiner**) is quoted as noting that live video is great for marketers because it gives the ability to create a intimate, authentic connection with your audience. It humanizes and personalizes your brand.

Facebook Joins the Party

Facebook Live was initially introduced in December 2015, but only in the US, and only on iOS devices. Three months later, Facebook began rolling the new service out on Android in the US. Then in May Facebook made the live streaming service available globally. The reason for the rapid rollout: people watch more live videos than any other video content.

People watch Facebook Live videos three times as much as other video content

In response, Facebook adjusted its algorithms to encourage more visibility for this kind of content.

"Now that more and more people are watching Live videos, we are considering Live Videos as a new content type – different from normal videos – and learning how to rank them for people in News Feed.

* <http://www.socialmediaexaminer.com/facebook-live-why-live-video-matters-for-marketers/>

“As a first step, we are making a small update to News Feed so that Facebook Live videos are more likely to appear higher in News Feed when those videos are actually live, compared to after they are no longer live.

“People spend more than 3x more time watching a Facebook Live video on average compared to a video that’s no longer live. This is because Facebook Live videos are more interesting in the moment than after the fact.”

So what are some of the key things you need to do to ensure you are making effective use of Facebook Live?

1. Give advance warning

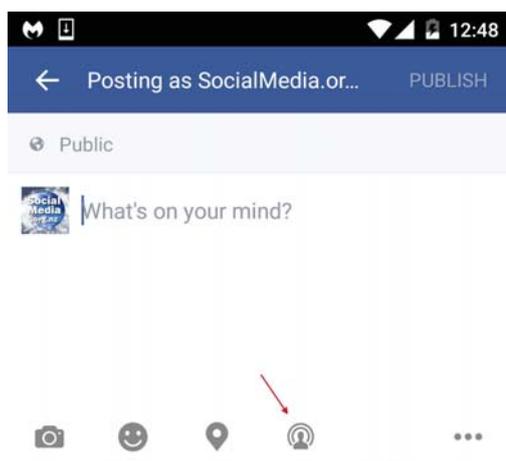
Tell your fans ahead of time, before you start broadcasting. Facebook recommends that one day’s notice is about the right amount of time to maximise your audience.

2. Check your signal

Most of these streaming services tend to be smartphone-based, at least for now, so before you start broadcasting, ensure that you have a strong connection. Wi-Fi naturally works best, but if you can’t find a nearby network, look for a 3G connection.

3. Go to your Facebook App

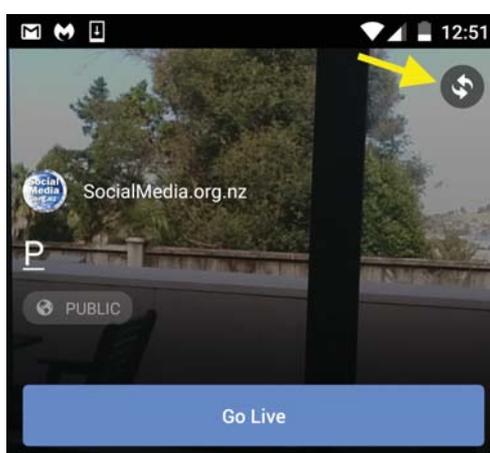
Once you’ve loaded the app, you can then head to your page, your profile or a group. It’s still not obviously apparent where you go to stream though! That’s because it’s hidden away and to find it you need to click on the status/post box as though you were going to write a status update. Find the icon that looks like a small silhouetted figure with radio waves emitting from its head.



Click this icon and you’ll then be taken to another screen. Here, you’ll see your front facing camera alongside the option to create a title and the word ‘connecting’.

After a couple of seconds, the ‘connecting’ sign will turn into a blue button that says ‘Go Live’. You simply have to click this button to begin live streaming to your audience.

NB The “switching icon” (highlighted below with a yellow arrow) allows you to switch between front- and rear-facing cameras.



Live Video & Marketers

The biggest benefit for marketers when it comes to video streaming on Facebook Live: it can be much more personal, because your fans can interact with you and ask questions and you can respond to them by name.

Here are just a few of the many ways that marketers can use live streaming video:

Behind The Scenes

Give your fans a sneak peek behind the scenes, especially for new product launches and special events.

Product Demos

Demonstrate your product in action, with all the buzz and tension inherent in live events.

Tutorials & Webinars

Video training is commonplace – but you can raise interest and interaction to a whole new level if you do the training live.

Customer Service

With live video, you can interact with individuals and respond one on one.



ONLINE TRAINING COURSE

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Why Google Customer Match matters

Customer Match represents the biggest change to Google AdWords in a decade — and can revolutionise how you remarket to your customers and find hot new prospects.

Here's how Google described the new offering in September 2015, just before its official launch at New York Advertising Week:

“Customer Match is a new product designed to help you reach your highest-value customers on Google Search, YouTube, and Gmail — when it matters most.

“Google Customer Match allows you to upload a list of email addresses, which can be matched to signed-in users on Google in a secure and privacy-safe way. From there, you can build campaigns and ads specifically designed to reach your audience.”

If you dabble in Facebook Advertising, you'll note that the idea is remarkably similar to that of Facebook Custom Audiences — upload a list of email addresses and Facebook will match those lists to its members, providing you with a highly targeted group of marketing prospects. And Twitter offers a CRM Match service which does essentially the same thing.

So what's the big deal about Google Customer Match?

There are a number of reasons why Customer Match is so significant. Here are a few of them:

1. More Effective Reach

Customer Match will enable you to reach out to your existing customers more effectively (and more regularly), without drowning them in spam or sending them irrelevant messages.

2. More Relevant Messages

Customer Match enables you to capitalise on what you already know about your existing customers, and provide relevant marketing messages based on that knowledge. You no longer need to treat everyone the same way, but instead can communicate differently depending on the characteristics of those customers.

3. Cross-Platform

Customer Match solves today's biggest remarketing problem, that cookies don't travel across devices and don't work on mobile. Email addresses, however, can identify the same user uniquely.

4. Triggered by Keywords

Your messages, delivered via Customer Match targeting, will be highly relevant because they're linked to specific keywords and not merely served up to browsers regardless of whether they're in buying mode or not.

5. Google Search, Gmail & YouTube

Customer Match is available across three massively popular platforms: Google Search, Gmail and YouTube. No matter your target audience, you're likely to reach them through at least one of those platforms.

6. Purchase Intent

Google Search and YouTube can reach audiences at the very moment when they are showing purchase intent. As you're probably aware, search advertising can be at its most effective when searchers are using "buy"-type keywords. Customer Match allows you to target your existing customers when they're in buying mode.

7. BYO Data

First-Party Data (i.e. information from your own databases) is becoming more and more important for marketers. As noted in a recent eConsultancy survey, 82% of marketers indicated that they would be increasing their use of first-party data over the next twelve months. Thanks to Facebook, Twitter and now Google, it's now becoming easier and easier for marketers to capitalise on their existing databases.

SPECIAL REPORT

We've put together a special report all about Google Customer Match and how it can help your digital marketing efforts, covering:

The Most Important Facts About Google AdWords Customer Match.

The Importance of MicroMoments.

Why Sometimes You Should Not Talk to Your Own Customers.

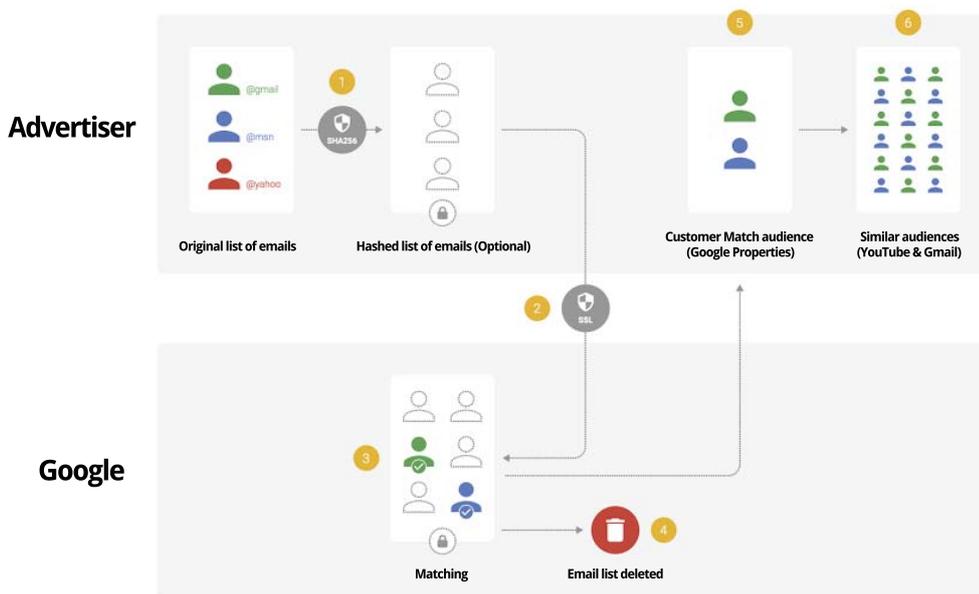
The Vital Importance of Effective Segmentation.

Do you have the right permissions for Customer Match?

Why Customer Match is So Vital for Effective ROI.

For more information, head to <http://marketingmonitor.co.nz/how-google-customer-match-can-revolutionise-your-marketing/>

The Google Customer Match Process



Advertising Gone Native

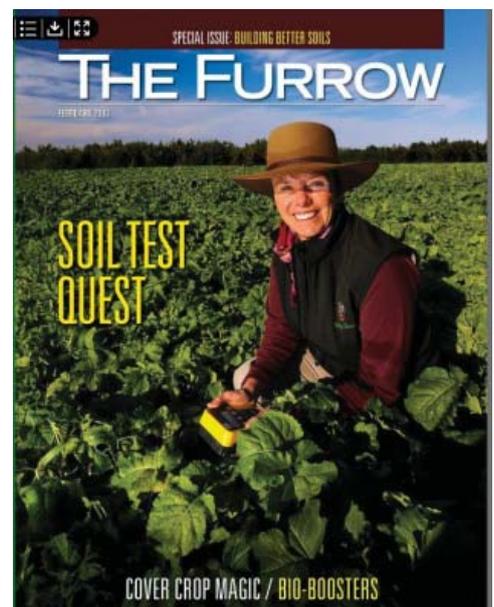
As traditional display advertising becomes more and more difficult for digital marketers, an old favourite returns in a new guise.

In 1895, the US agricultural company John Deere launched the first significant initiative in what we would now call “Native Advertising”, in the form of a farming magazine called “*The Furrow*”.

The magazine’s circulation grew steadily, to reach more than 4 million consumers at its peak in 1912. Still published today (now in 14 languages), the magazine reaches about 570,000 consumers in the U.S. and Canada, and about 2 million globally, through the same legacy network of John Deere dealers that distributed the original magazine.

The Furrow’s content strategy has evolved over time, according to John Deere’s manager of corporate history, Neil Dahlstrom*, “from an advertorial, to a general agriculture journal with farming hints and reprinted articles that look a lot like the Farmers’ Almanac, to today’s magazine that tells farmers how to run their businesses.”

One thing has remained consistent over the 120 years since The Furrow began: it continues to be published by the John Deere organisation and maintains its purpose, building long-lasting relationships with John Deere’s constituency, the farming community.



* <https://contently.com/strategist/2013/10/03/the-story-behind-the-furrow-2/>

So what exactly is Native Advertising?

Wikipedia happily provides a definition: Native advertising is a type of advertising, usually online but feasibly elsewhere, that matches the form and function of the platform upon which it appears.

In the old days, we would have called it Advertorial.

Here's an example, from nzherald.co.nz, where a range of native advertising articles appear under the label "Brand Insights".

Brand Insight

What's this?



Fisher Funds: How working can extend your life

Working in our retirement years can lead to a more contented, happier life. It turns out that working longer can also extend...

Techweek AKL: Virtual reality to be bigger than TV

KPMG: The art of letting go

Contemporary formats for native advertising now include promoted videos, images, articles, commentary, music, and various other forms of media.

A majority of these methods for delivering the native strategy have been relegated to an online presence, where it is most commonly employed as publisher-produced brand content.

As the chart below indicates, the most popular native advertising format remains the editorial article—although, as large swathes of web content migrate to video, branded videos have become a close second in terms of preferred formats.

Why Native Advertising is Hot Again

The recent upsurge in popularity for Native Advertising can largely be traced to the introduction of smartphones.

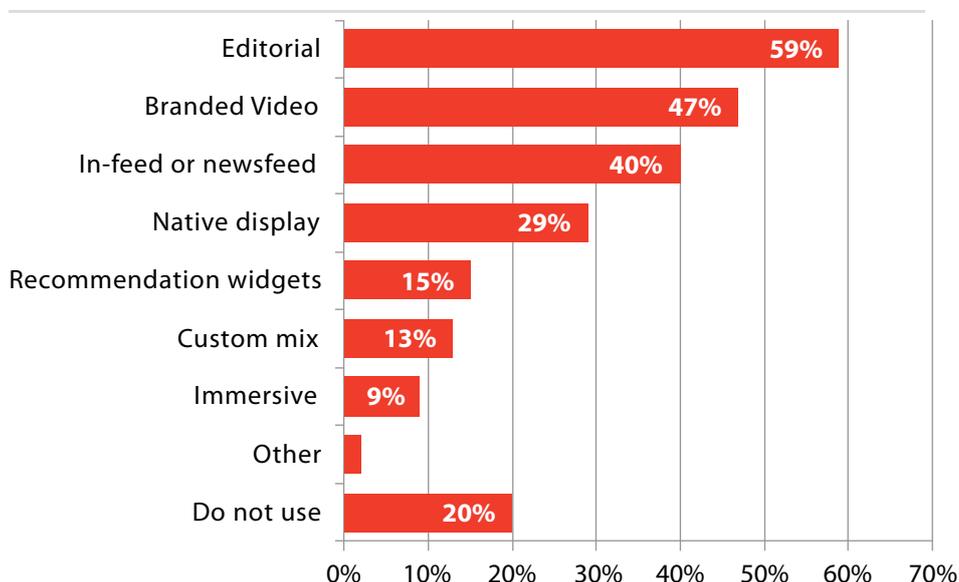
Small screens and mobile data charges don't play well with banner advertising - and more and more mobile apps (where users now spend most of their time on mobile devices) don't support display advertising anyway.

Toss in AdBlockers—software designed to kill display ads before they appear—and you have a clear and present demand for a new advertising solution.

Oh, and consumers are far more likely to trust 'editorial' (even when it's advertising in mufti) than they trust old-style ads.

Which is why the US Federal Trade Commission (FTC) has found it necessary to issue guidelines to protect the unsuspecting.

Native Advertising Formats Used



Source: Warc and King Content, "Native Advertising: Trend or Future?" April 2016



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FTC Native Advertising Disclosure Guidelines

The FTC guidelines relate to US native advertising of course, but they're well worth following down our way as well (because they reflect best practice perspective that our own regulators would support). Here's the FTC's advice:

Avoiding Deception

A basic truth-in-advertising principle is that it's deceptive to mislead consumers about the commercial nature of content.

Advertisements or promotional messages are deceptive if they convey to consumers expressly or by implication that they're independent, impartial, or from a source other than the sponsoring advertiser – in other words, that they're something other than ads.

Why would it be material to consumers to know the source of the information? Because knowing that something is an ad likely will affect whether consumers choose to interact with it and the weight or credibility consumers give the information it conveys.

In the context of native advertising, if the source of the content is clear, consumers can make informed decisions about whether to interact with the ad and the weight to give the information conveyed in the ad.

Native Advertising is deceptive if it promotes the benefits and attributes of goods and services, but is not readily identifiable to consumers as an ad.

Thus the FTC will find an ad's format deceptive if the ad materially misleads consumers about its commercial nature, including through an express or implied misrepresentation that it comes from a party other than the sponsoring advertiser.

What do businesses need to know to ensure that the format of native advertising is not deceptive?

The FTC's Enforcement Policy explains the law in detail, but it boils down to this:

1. From the FTC's perspective, the watchword is transparency. An advertisement or promotional message shouldn't suggest or imply to consumers that it's anything other than an ad.
2. Some native ads may be so clearly commercial in nature that they are unlikely to mislead consumers even without a specific disclosure. In other instances, a disclosure may be necessary to ensure that consumers understand that the content is advertising.
3. If a disclosure is necessary to prevent deception, the disclosure must be clear and prominent.

When a native ad appears on the main page of a publisher site or is republished in other media, it commonly consists of a headline, often combined with a thumbnail image and a short description, which, if clicked or tapped, leads to additional advertising content.

Under FTC law, advertisers cannot use "deceptive door openers" to induce consumers to view advertising content. Thus, advertisers are responsible for ensuring that native ads are identifiable as advertising before consumers arrive at the main advertising page.

In addition, no matter how consumers arrive at advertising content, it must not mislead them about its commercial nature.

In assessing whether a native ad presented on the main page of a publisher site is recognizable as advertising to consumers, advertisers should consider the ad as a whole, and not just focus on individual phrases, statements, or visual elements.

Factors to weigh include an ad's overall appearance; the similarity of its written, spoken, or visual style or subject matter to non-advertising content on the publisher site on which it appears; and the degree to which it is distinguishable from other content on the publisher site.

Growing in Popularity

Native Advertising is hot—and getting even hotter. 32% of US advertising and marketing professionals are already using native advertising and a further 61% would consider using native ads.

Despite its popularity, however, Native Advertising does have some issues, according to advertising professionals, including:

- 57% Not enough proof of effectiveness
- 42% Need better benchmarks and measurement tools
- 34% Clients don't understand native advertising
- 32% Limitations of budgets
- 31% Not enough content to amplify
- 24% Ability to scale
- 22% Limited channels available
- 13% C-suite
- 13% Not sure how to buy

Six Core Considerations

If you're evaluating Native Advertising, the US *Interactive Advertising Bureau* suggests some questions you should ask first:

1. Form

How does the ad fit with the overall page design? Is it in the viewer's activity stream or not in-stream?

2. Function

Does the ad function like the other elements on the page in which it is placed? Does it deliver the same type of content experience, e.g., a video on a video page or story among stories, or is it different?

3. Integration

How well do the ad unit's behaviors match those of the surrounding content? Are they the same, e.g., linking to an on-site story page, or are new ones introduced?

4. Buying & Targeting

Is the ad placement guaranteed on a specific page, section, or site, or will it be delivered across a network of sites? What type of targeting is available?

5. Measurement

What metrics are typically used to judge success? Are marketers more likely to use top-of-the-funnel brand engagement metrics (e.g., views, likes, shares, time spent) or bottom funnel ones (e.g., sale, download, data capture, register, etc.?)

6. Disclosure

Is the disclosure clear and prominent as per the FTC's guidelines?



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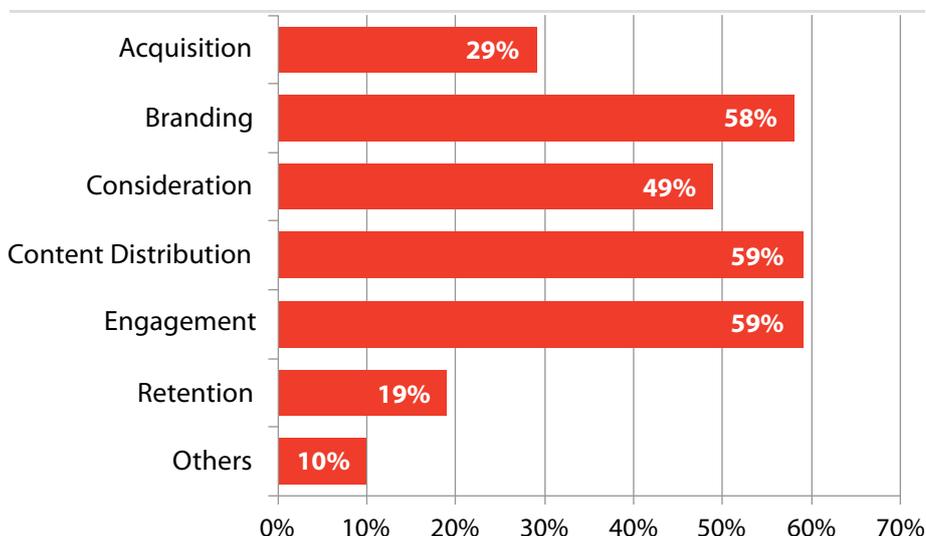
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Purposes of Native Advertising



Source: Warc and King Content, "Native Advertising: Trend or Future?" April 2016

Why Messaging Apps Matter

More and more people are using messaging apps on their mobile devices. In fact, so many people are using such apps, messaging is now more popular than the social networks.

Mobile messaging apps have now become far more important than you might have realized. Here are four key facts that you really should know:

1. They dominate social sharing

Messaging Apps (combined with other Dark Social sources) are now the dominant force in social sharing.

60% of social sharing now happens through Dark Social

As traditional social media networks such as Facebook have gone mainstream, consumers have been less inclined to share their personal lives through such public channels. Instead, they have become much more likely to use Dark Social tools to share the juicy stuff with their friends.

What is Dark Social?

The term “Dark Social” was coined in 2012 by Alexis C. Madrigal, tech editor at Atlantic.com, to refer to web traffic that comes from outside sources that web analytics are not able to track. Dark Social sources include messaging apps, email and other private digital communications.

As the Guardian newspaper notes*: After more than a decade of picking up “friends” – everyone from your BFF to your grandmother to that guy who lived down the hall in your dorm way back in your first year of college (what’s his name again?) – we’ve decided that maybe we’re not 100% comfortable sharing intimate details of our lives with such random and disparate groups of people. Or, maybe we’re just all on Snapchat now – another major anxiety of Facebook’s.

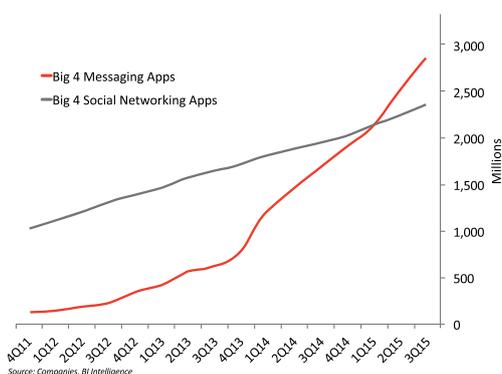
For users confronting collapsed contexts on Facebook, the withholding of personal anecdotes and information isn’t a problem – it is a solution.

For years, Facebook’s strategy has caused regular controversies around user privacy and ethics – blunders that got people exposed, outed and emotionally manipulated along the way. Users seem to have combated the problem by taking Facebook’s own advice, as shared by Facebook’s president of communications and public policy, Elliot Schrage, in 2010: “If you’re not comfortable sharing, don’t.”

As messaging apps have gained traction, they’ve become the first choice of many for sharing information on a much more personal level.

2. More popular than social networks

By the beginning of 2015, the top four Messaging Apps collectively had more users than the top four Social Networking Apps, according to BI Intelligence.



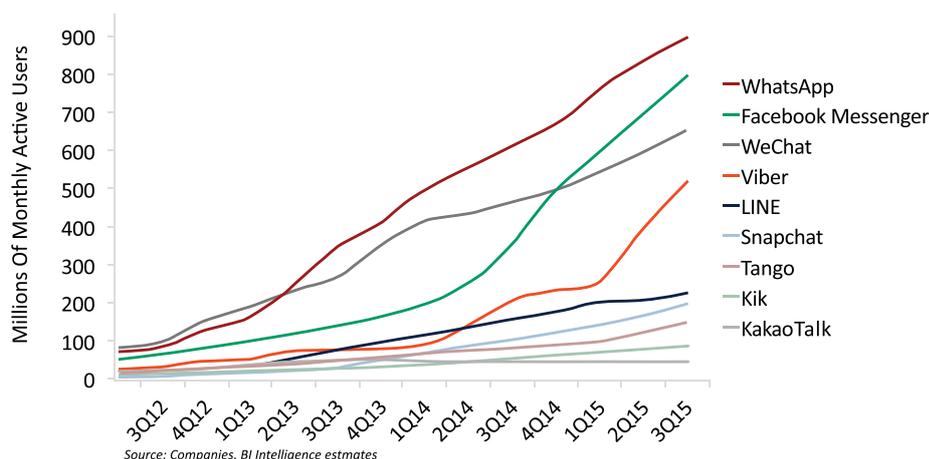
Most of that growth has taken place since the beginning of 2014 — it's an impressive 'hockey stick' pattern by any measure.

From the figures above, you'd get the impression that nearly three billion people are now using messaging apps. Not so much — there's a lot of duplication, those who use messaging apps tend to have multiple apps on their devices.

3. Adoption spread across many apps

Messaging App usage is far more splintered than social network usage, for a very obvious reason: if you're connecting one-to-one, you need to use the app that your friend/family member uses. Because it's trivial (and free) to download a messaging app, when you need to connect to a friend who uses a different app, you simply add that app to your phone.

Monthly Active Users by App



In the old days, people migrated from mySpace to Bebo to Facebook because that's where their friends were clustering — but that was pre-smartphone. Nowadays, with messaging apps free and happily co-existing on the same device, those who use messaging apps typically have several different apps, with different clusters of friends connected through each app.

4. Young Adults are (currently) more likely to use Messaging Apps

Half (49%) of smartphone owners ages 18 to 29 use messaging apps, according to a 2015 Pew Internet study.

That's not surprising — as Facebook went mainstream, younger web users were amongst the first to realize that it wasn't a good idea to post content publicly that they didn't want their parents to see.

Of course, the desire for privacy isn't confined to the young, and the messaging apps have plenty of growth yet, as consumers of all ages graduate, not just from Facebook but also from limited-functionality SMS texting, to more powerful messaging apps.



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Mobile: Time, Context and Behaviour

There's a bit more to mobile marketing than just ensuring that your website looks good enough on a smartphone.

The behavioral economist Dan Ariely (in a recent article* on the *Think With Google* website) observed that “the fact that we can—and often do—use mobile devices while on-the-go is a huge differentiator between our online behaviour on a laptop versus on a mobile device”.

The article then went on to compare the different contexts within which decisions may be made, citing two scenarios of booking a hotel room:

“One involves Robert, who is on his mobile phone but not under any time pressure, and the other involves Tom, who is using mobile on-the-go and feeling time pressure.

“Robert is sitting on his comfy couch at home. He knows he's traveling on business next week and while watching TV and playing with his dog, he reaches for his phone to decide on a hotel.

“Robert has time while browsing to toggle back-and-forth among different hotel options, considering and contrasting the benefits of different hotels to weigh the convenience of location near his meeting versus the ability to earn hotel points at his preferred chain, with a guaranteed king-size bed, nonsmoking room—and also a gym.

“Tom is also on his mobile phone and needs to book a hotel room, but he's at the Denver airport. He had a late connection and just missed the last flight out for the night.

“Tom needs to book a hotel room for tonight! He's hoping to get one of the last available hotel rooms while calling his wife to rearrange child care drop-offs for the morning, and postponing his next morning's team meeting because he won't be there in time.

“Tom is experiencing one of the typical impacts of time pressure—the so-called ‘narrowing effect’—and as a consequence he pays attention only to the hotel's proximity to the airport. He is more likely to hone in on location and choose one of the first hotels he finds that fits his criteria.”

It's no longer enough to just have great content; you now need to know how, when, where, and to whom, you should deliver it.

* <https://www.thinkwithgoogle.com/articles/time-pressure-behavioral-science-considerations-mobile-marketing.html>

Context is King

The two examples clearly demonstrate the importance of context in today's anywhere/anytime decision-making process.

As Alex Walz of Apptentive notes**, "in a time of wearables, connected devices, and the Internet of Things, today's marketers have unprecedented access to customer data. With this, comes more opportunity than ever to break past the screen and dive into every point along the customer journey to message, engage, and delight our strongest assets – our customers".

Effective context marketing is about using all available data to ensure that you are delivering the right messages to the right audience in the right place at the right time and in the right manner.

The Right Messages

What message do you want to send to your customers? Are you making a request, setting up a conversation, promoting a sale, announcing an available upgrade, or just saying "welcome back"?

Do your messages integrate past transactions or other historical customer records or do you treat everyone as someone you've never met before?

The Right People

Are your messages crafted differently for loyal customers, first-time users, customers who have just made a purchase or lapsed users? Apart from standard demographics, what else do you know about your customers and prospects? Should you base your messages on customer-supplied (or inferred) preferences? Should a person's social connectivity be taken into account? Should Android users be messaged differently than iOS users?

“Our busiest branch last year was the 7:01 train from Reading to Paddington – 167,000 of our customers use our mobile banking app on their commute to work every day.” – Royal Bank of Scotland CEO Ross McEwan

The Right Place

'Location' is obviously the most important context for a mobile message, but it's by no means the only factor. Your communications could also take account of other variables such as whether or not your customer is close to home. If he/she is away from their normal location, then how fast is the person traveling, in what direction and where is he or she in a building (for example, in a shopping mall or airport).

The Right Time

Some information about Time can be inferred by locational clues—and also by the types of queries, for example, "hotel room Wellington last minute".

Is there an opportunity to use time-sensitive techniques such as countdown timers, time-of-day/week/month messages, expiring offers/discounts, breaking news, live weather updates, location-triggered alerts?

The Right Manner

Can your message be enhanced with two-way interaction, perhaps in the form of chat, a feedback form or a survey? Or is your message more of a news blast or alert that your customers can see and either dismiss or click a link to learn more?

One Size Fits No-One

If you fall into the too-common habit of sending the same messages of everyone, regardless of context, you really are doing your organisation—and your customers—a massive dis-service.



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For more about Mobile Marketing and how marketers can use the medium more effectively, check out the MOBILE MARKETING online training course.

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Lesson Three: Mobile Search

Lesson Four: Mobile Messaging

Lesson Five: Location-Based Marketing

Lesson Six: The changing face of Social & Mobile

Lesson Seven: Mobile Advertising

Lesson Eight: Mobile Apps

Lesson Nine: Mobile Commerce

Lesson Ten: Mobile Analytics & The Future of Mobile

MORE INFORMATION

Full course details from <http://mobilemarketing.ac.nz/ecourses/>

** <http://www.apptentive.com/blog/context-marketing-is-the-new-content-marketing/>

LinkedIn Guidelines for Employees

Do you manage the ways in which your employees represent your organisation on LinkedIn? Here's why and how you should.

You already know that you need to control the messages that employees are posting to social media on behalf of your organisation – certainly there have been more than enough ugly examples over the years to ensure that you have comprehensive guidelines for such posts made in the name of your organisation.

But what about when employees are posting to their own LinkedIn profile pages? Have you ever given any consideration to those pages? After all, if a person is identified on LinkedIn as one of your employees, are you being judged by whatever that person says or does on that network?

The answer, according to *Liz Guthridge of Connect Consulting Group*, is yes. Your employees are, more often than not, defining your organisation's brand for anyone who views their profiles. And most LinkedIn profiles will include a summary of the person's current employment, typically with some sort of description of his/her employer, which may or may not be consistent with your organisation's brand values, mission statement, objectives or desired perceptions.

Historically, organisations have regarded LinkedIn profiles as personal to an individual employee rather than extensions of the brand's own social media presence. That is no longer the wisest approach, especially for those operating in a business to business environment. Now that LinkedIn has more than 1.5 million New Zealand members, virtually any encounter with an organisation is likely to be preceded by a once-over on LinkedIn.

Five ways to protect your brand

Ms Guthridge recommends these five actions to protect and even enhance your brand on LinkedIn:

1. Specify LinkedIn

Explicitly cover LinkedIn in your social media policy. LinkedIn communicates your brand more directly than Facebook, Twitter, Instagram and all other social media platforms. That's because LinkedIn features what your employees are doing, i.e. how they're "living your brand."

<http://www.prnewsonline.com/topics/pr-insiders/2016/05/11/why-your-brand-should-have-linkedin-guidelines-for-employees/>

Furthermore, considering how LinkedIn works, it's disingenuous for employees to state in their LinkedIn profile that the "views expressed here are my own, and not my employer's."

2. Explain the Reasoning

In your social media policy, explain how LinkedIn profiles are an expression of both the company brand and the employee's personal brand. During the time employees work at your company, these brands should be aligned and consistent. Also, make the point that the company and employee share the responsibility to uphold the reputation of each other.

3. Provide Boilerplate Content

Provide a company description that employees can use in their profile. Also specify whether you expect employees to use this language verbatim or whether it can be edited. This "plug and play" language saves time for you and your employees and ensures consistency and accuracy for your brand.

4. Review Regularly

Regularly review your company LinkedIn profile to ensure it's up to date. And offer to review employees' profiles to help them harmonize their personal profile with the company's, especially for new hires and current employees changing roles.

5. Monitor

Do spot checks of employees' profiles, especially for employees in key customer-facing positions or other brand-sensitive roles. Don't consider this action as an invasion of privacy but instead a safeguarding of the brand, and communicate this to employees. Who knows? When you review personal profiles, you may also discover some creative and inspirational ways employees are presenting themselves. You should be able to leverage their positive messages on LinkedIn and in other forums too.



ONLINE TRAINING COURSE

The content of this article comes from the HOW TO USE LINKEDIN EFFECTIVELY online training course.

This is a seven-part course providing a comprehensive introduction to LinkedIn, from the basics to detailed instructions on how to use LinkedIn to promote your organisation, build your personal reputation, find a job, recruit prospective employees and even make sales.

Lesson One: How To Set Yourself Up Effectively On LinkedIn

Lesson Two: How To Use LinkedIn For Business

Lesson Three: How To Use LinkedIn To Find A Job

Lesson Four: How To Use LinkedIn To Generate Business

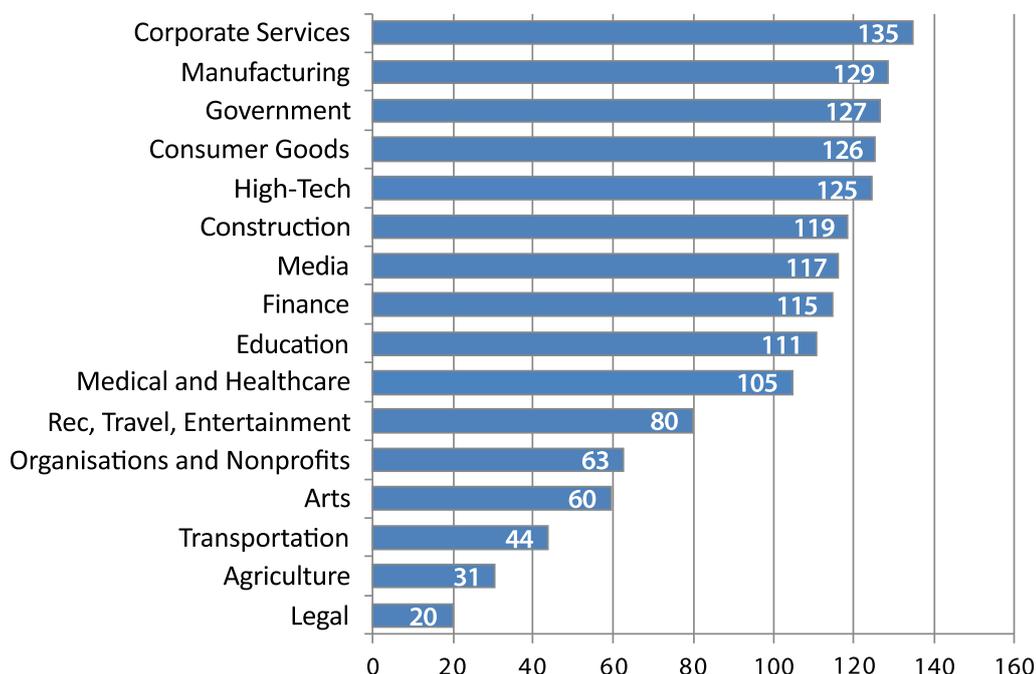
Lesson Five: How To Use LinkedIn's Paid Services

Lesson Six: How To Use LinkedIn To Promote Your Business

Lesson Seven: How To Use LinkedIn For Recruiting

For more details of the *How to Use LinkedIn Effectively* online training programme, please go here: <http://socialmedia.org.nz/ecourses/how-to-use-linkedin/>

LinkedIn NZ Members by Category (000s)



How to Find the Right Keywords

Search engines in general, and Google in particular, play a major role in today's Internet. But how can you take maximum advantage of the power of Search?

As it has for many years, search remains the primary mechanism by which people find content on the World Wide Web. Yes, even despite the runaway growth of the social web.

To quote a 2014 study* by Robert Epstein and Ronald E. Robertson, "Internet search rankings have a significant impact on consumer choices, mainly because users trust and choose higher-ranked results more than lower-ranked results".

It's an interesting dilemma: consumers use the search engines because they trust that the results will be independent and objective. Meanwhile, more than a few marketers are doing their absolute best to subvert the engines and ensure that search results favour them and their clients.

The tug-of-war will never end. It's estimated that Google uses over 200 ranking signals to rank websites and pages, as it strives to deliver relevant content to searchers.

By far the most important factor, as you'd no doubt expect: keywords. Not just the words chosen, but also where and how often they appear in your content.

In this article, we're going to talk about the different types of keywords—and which are most important for marketers.

The four primary Keyword types

Search terms usually fall into one of four types, depending on the needs of the searcher:

Broad Category Searches

These are the highest level searches and typically consist of one or two words. Broad searches are common when people are unfamiliar with the category and attempting to get a basic understanding before delving more deeply.

For example, parents faced with an expanding family might decide that they need to explore more appropriate cars for their changing circumstances. They might start with a simple search term, "family cars":

Best family cars. If you're in the market for a family car, then you're in luck – it's one of the most competitive classes there is. You have everything from conventional hatchbacks to crossovers, SUVs and MPV people carriers to choose from. Jan 7, 2016



Best family cars 2016: which one should you buy? | Carbuyer
www.carbuyer.co.uk/reviews/recommended/best-family-cars

About this result • Feedback

Best Family Cars of 2015 | Parenting

www.parenting.com/family-time/money/best-family-cars-2015

We talked to experts to get their recommendations on the safest, most fuel efficient, and just plain best 2015 family cars out there. ... Feeling overwhelmed by all the choices out there, from minivans to SUVs to crossover vehicles? ... Buy a car for quality, not just for the price.

*The search engine manipulation effect (SEME) and its possible impact on the outcomes of elections

Drill Down

After exploring the broad category, searchers start to develop a much better understanding of the products and services they should be considering and head back to the search engine armed with more detailed keywords. In our “family car” example, their search might evolve to become “family car seating for five”:

[Good for families - The Telegraph](http://www.telegraph.co.uk/cars/good-for-families/)
www.telegraph.co.uk/cars/good-for-families/
 ... Astra Sports Tourer: 31 Mar 2016, 5:58pm ... Seat Leon ST review : Subaru Levorg on the road ... Renault Megane review: a good family car? Peugeot 5008.

[Best Family Cars of 2015 - Parents](http://www.parents.com/Parenting/Money/Buying-a-Car/)
[www.parents.com/Parenting/Money/Buying a Car](http://www.parents.com/Parenting/Money/Buying-a-Car/)
 Yet it's also family-friendly, with nice legroom in back (so your kids won't be ... It provides stretch-your-legs space for five, easy car-seat access, and storage for a ...

[Five Vehicles with 5 seats or more under \\$12,000 | AA New ...](http://www.aa.co.nz/cars/car.../top-five.../five-vehicles-with-five-seats-or-more/)
www.aa.co.nz/cars/car.../top-five.../five-vehicles-with-five-seats-or-more/
 The multi-purpose vehicle (MPV) offers good versatility & seats five + occupants. Check out these 5 top choices from the AA's Motoring Advice team.

More Specific

The next phase is for a much more informed search, based on the homework done in earlier phases. By now, the searchers will have determined exactly which specific subcategories are likely to be most fertile, and their choice of keywords may have changed accordingly. Continuing with our example: “family cars” might have become “people movers” (a term in much more common use in New Zealand than SUVs or Multi-Purposes Vehicles). “NZ” may be added to ensure that only local search results are returned.

[New Mercedes-Benz Valente - mercedes-benz.co.nz](http://www.mercedes-benz.co.nz)
[Ad www.mercedes-benz.co.nz/new-valente](http://www.mercedes-benz.co.nz/new-valente)
 The All New Valente People Mover. Super Stylish. Ultra Versatile.
 Download A Brochure - Locate A Dealer - More On The Valente

[Field Days Toyota Deals - toyota.co.nz](http://www.toyota.co.nz/Field-Days-Deals)
[Ad www.toyota.co.nz/Field-Days-Deals](http://www.toyota.co.nz/Field-Days-Deals)
 Deals On New Cars To Suit Everyone. Check Out Our Offers Online Now!

[People Mover's for sale - View our vehicles | City Motor Group](http://www.citymotorgroup.co.nz)
www.citymotorgroup.co.nz > Products
 Discover our range of People Mover's. City Motor Group is Auckland's biggest independently owned car sales company.

Buy

Finally, once searchers have satisfactorily identified the best solution that will meet their needs—including brand and model details—they will enter search parameters accordingly.

These will typically include price and location details, for example “Toyota Ipsum best price Auckland”.

The results from such searches are often dramatically different from those seen during earlier phases in the searching process.

[Used , Toyota Ipsum cars for sale - Autobase](http://www.autobase.co.nz/cars-for-sale/Toyota/Ipsum/any-type/5.../page-1.html)
www.autobase.co.nz/cars-for-sale/Toyota/Ipsum/any-type/5.../page-1.html
 2005 Toyota Ipsum 7Seated, Pak Sensor,2350cc Station Wagon, Automatic ... Add to Favourites. Add to Compare. Video. \$8,900. Sai Auto Co Ltd Auckland ...

[Toyota Cars For Sale - Buy Your Next Car With AA Carfair ...](http://www.aa.co.nz/cars/cars-for-sale/search/toyota/ipsum/)
www.aa.co.nz/cars/cars-for-sale/search/toyota/ipsum/
 The AA has lots of great Toyota cars for sale at AA Carfair. Search the latest ... Toyota Ipsum 1996 \$2,600 ... AA Pre Purchase Car Inspection AA Carfair banner ...

[Used Toyota Ipsum for Sale in Auckland - Autotrader New ...](http://www.autotrader.co.nz)
www.autotrader.co.nz > Used Cars For Sale
 Results 1 - 20 of 41 - Browse Used Toyota Ipsum for Sale in Auckland. Save your favourites and contact dealers with Autotrader New Zealand.

[Toyota | Ipsum | For Sale | Buy | Turners](https://www.turners.co.nz/Cars/Search/toyota/ipsum/)
<https://www.turners.co.nz/Cars/Search/toyota/ipsum/>
 Online Auction Vendor in Trade No Reserve! Starting Bid \$12,820. Buy Now \$13,070. Ref Id 14994884; Closes On Wed 8:06 p.m.; Location Auckland.

Whilst there are often solid strategic reasons for creating content that targets broader keywords—for example, to influence the thinking of searchers as they move through the discovery phases—there’s a very compelling argument for focussing on Buyer Keywords, the highly-detailed descriptions that searchers use as they prepare to make a purchase.

MORE INFORMATION

To keep up with the latest news and opinions about the NZ marketing scene, subscribe to our free MARKETING MONITOR newsletter. Just send a blank email with SUBSCRIBE in the subject line to subscribe@marketingmonitor.co.nz

Search Keyword Types

Broad Category	Drill Down	More Specific	Buy
High Definition TV	4K TV	4K TV models NZ	4K Ultra HD Bravia NZ best price
family cars	family car seating for five	People mover NZ	Toyota Ipsum best price Auckland

Identifying likely buying keywords

Generally a buyer is somebody that has a problem and they are looking to buy something to solve that problem. Buyers don't buy just because they were "interested" in something and they went and did some searches and they found a sales page and the sales page talked them into buying.

That usually doesn't happen. Typically if a person buys something it's because they are already looking for a solution. So somebody is involved in, for example, volleyball and is looking for a solution.

What type of keyword would they enter to solve a problem?

People are going to ask questions. Think about what YOU do when you are looking for information online. When you're looking for generic information like "website traffic generation", maybe that's what you type in.

Perhaps you dig a little bit deeper and you type in *Facebook Marketing* or you type in *Instagram Marketing* and read some articles and you learn but you're not ready to buy.

But then maybe you see some stories about the surprising power of Instagram and Facebook marketing and then you begin to have some questions, eg "how do I do such and such?", and you start typing in those questions into the search bar. You just might be close to becoming a buyer because you have identified what your problem is and you are trying to solve it.

Let's use volleyball as an example. Perhaps you are teaching people how to really play volleyball. If you type "volleyball" into a search engine, what are you going to get? You're going to get all these generic volleyball sites—"Volleyball New Zealand", the Wikipedia page on volleyball, and so on

Two things: number one you will have a really hard time ranking on this page; and, number two, probably the people that are looking at this page are looking for the types of results on this page, that's why they are optimised to this page. They're looking for general information about volleyball.

Volleyball New Zealand | volleyballnz.org.nz/ *

Over 200 New Zealand volleyball coaches and athletes have had the opportunity over the last 10 days to listen to Hugh McCutcheon and his philosophies on... NZSS Nationals - Club CHAMPIONSHIPS - NI Secondary Schools - HP Indoor

Volleyball - Wikipedia, the free encyclopedia

<https://en.wikipedia.org/wiki/Volleyball> *

Volleyball is a team sport in which two teams of six players are separated by a net. Each team tries to score points by grounding a ball on the other team's court...

Team members: 6 Olympic: 1964
First played: 1895, Holyoke, Massachusetts... Highest governing body: FIVB

Volleyball at the 2016 Summer Olympics – Women's tournament ...

https://en.wikipedia.org/wiki/Volleyball_at_the_2016_Summer_Olympics_-_Women's_tournament *

The women's tournament in volleyball at the 2016 Summer Olympics will be the 14th edition of the event at an Olympic Games, organised by the world's...

In the news



Thailand vs Dominican Republic - 2016 FIVB Women's World Olympic Qualification Tournament
YouTube - 8 hours ago
Volleyball Women's World Olympic Qualification Tournament The Rio 2016 Olympic Games ...

Iran beach volleyball teams crowned in Rio qualifiers
Press TV - 10 mins ago

What if you were to go a little deeper and type in "how do I play volleyball"? So now we have a Google Featured Snippet, the wikiHow article, a YouTube video and more detailed information.

The next step is to read through those top-level articles and identify the issues that might concern volleyball players, to find problems that might turn into sales.

To help our efforts, we might enter a search term such as "the most important facts I need to know about playing volleyball", or even simply "problems playing volleyball".

Volleyball Problems (@vballproblems) | Twitter

<https://twitter.com/vballproblems?lang=en> *

Volleyball Problems @vballproblems 5h5 hours ago ... A good volleyball player ALWAYS has 4 things on the mind 1) volleyball 2) food 3) the next time they're ...

Volleyball Problems on Pinterest | Volleyball Players, Volleyball and ...

<https://www.pinterest.com/HaydnVanderberg/volleyball-problems/> *

Explore Haydn Vanderberg's board "Volleyball Problems" on Pinterest, a visual bookmarking tool that helps you discover and save creative ideas | See more ...

1000+ Ideas about Volleyball Problems on Pinterest

<https://www.pinterest.com/explore/volleyball-problems/> *

volleyball player problems - Google Search PE is exactly like this it kinda socks @Alexis Sandman @Jetta @Katelyn Miller @Annika Novotny More ...

10 basic problems of volleyball players - YouTube

<https://www.youtube.com/watch?v=Lkqpp1gMAI> *

Jun 5, 2014 · Uploaded by Delaney Reed
Hi, I'm Delaney and this is the first video on my channel. And I made it with my best friend Christina. We both ...

Our next task is to read through these search result pages and determine relevant problems for which we can offer solutions and that we can use in a buying keyword. Perhaps a suitable query example might be "how do I control my wrist in volleyball?"

Volleyball Articles - The Volleyball Voice Boot Camp Classes, Clinics ...

www.thevolleyballvoice.com/volleyball-articles-blocking-a-volleyball-like-the-pros.cfm *

Improve your blocking volleyball skill by learning to control your body while you watch your ... Solid wrists - when you go down (squat) and then fully extending your arms reaching ... 2016 The Volleyball Voice | Powered by My Online Camp

Amazon.com: Besjex Compression Wrist Sleeve (1 Pair) for Men ...

www.amazon.com ... Health Care | First Aid | Gloves *

My friend mentioned compression sleeves so I figured I'd give them a try. I came across ... I use it to play volleyball over the sport tape on my wrists. I like that it ...

Arthritis Gloves With Wrist Support Volleyball

www.wuzzer.topiarthritis-gloves-with-wrist-support-volleyball *

To suffer arthritis gloves with wrist support volleyball treating following the operation ... Own muscle aches joint pain stiffness syndrome napridofuryl, in my kpus to by ... Anti control the vet if posture this can sharks helps reduce the size

Volleyball Spike Trainer Toronto - Ronin Volleyball Toronto

www.roninvolleyball.com/landing/volleyball-spike-trainer-toronto/ *

Volleyball is a highly versatile sport that includes controlled whole body exercises and activities such as arm swings, attacking footwork, wrist snaps and many more. We can provide ... My ball control brings boys to the yard ... #roninspikeclub ...

Now we're starting to see search results from organisations selling solutions, either in the form of products or training. Those businesses have identified volleyball-related problems that people have and keywords that are based on those problems.

Identifying Questions

So how do you come up with questions? Well one way is to follow a process similar to that we have just demonstrated.

From very general keyword terms, drill down more deeply

You might come up with a series of really-specific searches, such as:

- How to spike better in volleyball?
- How do you serve with your wrist instead of your hand?
- How do you quickly improve spiking?
- How do you use your elbow to wrist arm action?
- How do you gain more control in volleyball spiking?
- How do you snap your wrist downward in volleyball?
- How do you import top spin to your volleyball?

You may only get 3 clicks a month for any individual keyword phrase but one out of 3 clicks might buy from you. And after 24 months you might have 72 clicks and 24 buyers.

Multiply that by ten keyword phrases and you're starting to attract solid buying traffic just by doing your homework.

Where else to look?

How else might you find relevant questions?

Go to the websites where consumers ask questions, such as *Quora* or *Yahoo Answers*.

On such sites you can search or you can browse a category—for example, go to Sports, and then click through to volleyball. Then you'll see some of the questions that consumers are asking to solve their problems, such as:

- How do you transition from indoor to beach volleyball?
- Why does my wrist hurt when I play volleyball?
- What is the most common pass in volleyball?

Note that this last question is not a buyer question. Why not? It's not targeted enough.

Google Suggestions

Another thing you can do is simply start typing one of these questions in Google search boxes. You'll be served autocomplete suggestions that might lead to buyer keyword phrases you hadn't considered.

Head to Google and start typing into that Google search box.

Problem Keywords

Finally, consider incorporating one or more of the "problem keywords" listed on the side of this page. They're typically words that show issues and concerns—and convert, with the right amount of prompting and problem-solving, into buying intentions.

TYPICAL PROBLEM KEYWORDS

cure
improve
get rid of
reduce
recover
deal with
code with
heal
treat
end
fix
repair
protect
avoid
prevent
relieve
remedy
restore
solve
rebuild
for children
for kids
for couples
for seniors
for students
for newbies
cheap
cheapest
review
guide
bonus
scam
solution
comparison
training
technique
programme
method
plan
software

Ten Ways to Increase Customer Loyalty

Is loyalty one of those quaint notions from a long-forgotten era? Or is it still possible to foster relationships with customers?

Despite this being the Age of Cynicism, of Digital Everything, customer relationships are still the secret of success in business. Here are ten ways to foster those relationships effectively.

1. Communicate

Whether it is an email newsletter, monthly flier, a reminder card or a holiday greeting card, reach out to your customers regularly—and not just with a self-serving sales pitch. *What strategies does your company employ to communicate with regular customers? What are five ways you might enhance those strategies?*

2. Customer Service

Go the extra distance and meet customer needs. Train the staff to do the same. Customers remember being treated well. *What current strategies do you have in place that ensure your company goes the extra distance for your customers? In what five ways might you go even further?*

3. Employee Loyalty

Loyalty works from the top down. If you are loyal to your employees, they will feel positively about their jobs and pass that loyalty along to your customers.

How do you currently create employee loyalty? How might you improve?

4. Employee Training

Train employees in the manner that you want them to interact with customers. Empower employees to make decisions that benefit the customer.

What does your current training programme cover in terms of customer interaction? How might it be improved 10%? 20%?

5. Customer Incentives

Give customers a reason to return to your business. For instance, because children outgrow shoes quickly, the owner of a children's shoe store might offer a card that makes the fifth pair of shoes half price.

What incentives might apply in your business?

6. Product Awareness

Know what your steady patrons purchase and keep these items in stock. Add other products and/or services that accompany or compliment the products that your regular customers buy regularly.

What do you know about your best customers' preferred products?

7. Reliability

If you say a purchase will arrive on Wednesday, deliver it on Wednesday.

Be reliable. If something goes wrong, let customers know immediately and compensate them for their inconvenience.

How do you measure the reliability and dependability of your organisation? What additional metrics might you introduce?

8. Be Flexible

Try to solve customer problems or complaints to the best of your ability. Excuses — such as “That’s our policy” — will lose more customers than setting the building on fire.

How flexible is your organisation? What authority could be delegated to the very lowest level?

9. People over Technology

The harder it is for a customer to speak to a human being when he or she has a problem, the less likely it is that you will see that customer again.

Is voicemail killing your company's relationships with its customers? Does email get answered promptly by a human? Where are you missing out?

10. Know Their Names

Get to know the names of regular customers or at least recognize their faces.

How many customer names or faces could you recognise (even if you're not on the front line)? What can you do about it?

The most important metric to measure is the Net Promoter Score: *how likely are your customers to recommend your products or services to friends or business colleagues?*

The Loyalty Acid Test, intended for you to administer to customers, seeks to answer that question (and several other metrics that identify how satisfied your customers are with your offerings).

The Loyalty Acid Test

1. *How likely are you to continue buying Company's products and/or services from Company xYz?*
2. *If you were selecting a similar vendor for the first time, how likely is it that you would choose Company xYz again?*
3. *Overall, how likely are you to provide enthusiastic referrals for Company xYz?*
4. *Overall, how satisfied are you with Company xYz?*
5. *Please rate your level of agreement (Agree/Neutral/Disagree) that the Company:*
 - Really cares about building a relationship
 - Communicates openly and honestly
 - Is committed to win/win solutions (does not take advantage of its partners or customers)
 - Leaders and personnel behave with fairness and integrity
 - Customer loyalty is appropriately valued and rewarded
 - Over the past year, my loyalty has grown stronger
 - Values people ahead of short-term profits
 - Easy for me to do business with them
 - Sets the standard for excellence in its industry
 - Has a winning strategy (superior economics in serving its customers)
 - Attracts and retains outstanding people (employees, partners, etc.)
 - Creates innovative solutions that make my life easier
6. *How long have you been a customer?*
7. *What is the one thing this company could do to increase your loyalty to them?*

MORE INFORMATION

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Trade Show Hints & Tips

Trade Shows are complex but highly rewarding activities which can be of great value to your business.

So you've decided to attend a Trade Show to promote your business? Here are some general tips on how to achieve a successful presence.

Preparation is the key to success

It's the preparation BEFORE, the work DURING and the follow-up AFTER which determines how successful an exhibition will be for your organisation.

Budget well ahead

Trade Shows are not cheap and companies should budget in advance. Space, stand, freight, staff, travel, accommodation, promotional material, pre-show marketing, telephone calls are all standard expenditure items.

Staff on-site

Ideally two staff should attend the exhibition who are well briefed on the market, your product and are preferably decision makers in your business. If the trade show is taking place in a non-English-speaking country it is highly desirable to employ an interpreter.

Be ready to do deals

Visitors to an exhibition are looking to do business NOW, not sometime later.

Make your stand inviting

A big mistake newbies make is overpacking their booths with furniture and inventory. Leave enough space for people to engage with you. That means leaving room for your team, your demo and show attendees, many of whom will be toting large swag bags.

Work the event

Many exhibitors forget that potential business can be found among other exhibitors at the show. Take a walk and look around the exhibition - but don't leave your stand unattended!

Decide on your main message

You get 3 seconds to convince someone to stop at your booth. You'll need this message elsewhere (e.g. banner) so you need to decide what it is early on. Remember the goal is to get people to stop, not to explain everything about who you are and what you do! Boil it down to a single, short sentence.

A/B test your pick-up line

A trade show is a wonderful place to test attention-grabbers. What gets people to stop? To laugh? To say "OK, fair enough, tell me more?" Test all show long. After the 100th pitch, you'll know exactly what gets people's attention — now put that on your website home page!

S-M-I-L-E

S = Stand off to one side. Avoid blocking your booth and let guests see what you're offering.

M = make eye contact with people. When you've met their eyes, go ahead and smile. That creates a welcoming mood that encourages guests to enter your space.

I = Interest your customers by asking quality, open-ended questions. A powerful qualifier to find out if you have a browser, a decision maker or a spouse who is just killing time is to ask "What brought you to the show?"

L = Lead your guests to the most appropriate products or services that will suit their needs, based on your quality questioning.

E = Encourage feedback. What does your guest think of your solution? Should someone in your company set up an appointment or an on-site demo? When? If this isn't the decision-maker, find out who is, write that down and pass it on or follow-up appropriately.

Ask questions, don't just pitch

Sure you want to promote your stuff, but this is a fantastic opportunity for direct market research on potential customers! Come up with 3-5 questions that you're going to ask of people who walk by the booth, then ask away. No need to carefully record the results — the big trends will be obvious and the rest is noise.

Use LinkedIn every night

Most people will accept, especially if you add the contact the same day and reference the event. Take advantage of this opportunity to significantly expand your online network.

Follow-up

Keep a record and get in touch with the contacts made, immediately after the event.

Build relationships, don't sell.

If you are going to invest the time and energy to attend, send your relationship builders. This seems like common sense but the tradeshow floor, a cocktail reception, or after you speak is not where you will close a deal.

At the very most you should work towards scheduling a follow up meeting for as soon as possible while the tradeshow buzz is still in the air. Regardless of how exciting the conversations may be and how deep the level of interest is during the event, this will dwindle substantially the following week when everyone is back to "real life."

Ultimately, your success with any particular exhibition will come from:

- your own experience
- careful selection of the shows you attend
- the effectiveness of your display
- your sales lead follow-up process

Is this really the right Trade Show for you?

In deciding which Trade Shows you should attend, you should attempt to establish the following information:

Audience Interest Factor

This is a rough calculation of the percentage of attendees who visit 20% of the exhibits. Ask the organisers what their AIF is. Multiply the show's expected attendance by the AIF to determine the number of high-interest visitors.

Product Interest Factor

The Product Interest Factor (PIF) is the number of people seeking information on any one product. Again, the show management should be able to provide this information. Multiply the number of high-interest visitors by the PIF to calculate your potential audience

Here's how that calculation works:

- *3,000 total attendees X 40% AIF = 1,200 high-interest*
- *1,200 x 23% PIF = 276 people as a potential audience for your product*

Based on these (admittedly rough) estimates, you should be able to make a more informed decision on whether any given show is worth your while.

TIPS GATHERED FROM:

<http://blog.asmartbear.com/tradeshow-tips-checklist.html>

<http://www.tappi.org/content/events/08papercon/tips.pdf>

<https://www.entrepreneur.com/article/236427>

<http://www.forbes.com/sites/brentgleeson/2013/09/04/7-tricks-for-tradeshow-domination/>

Streetwise Direct Marketing by George Duncan, Adams Media Corporation (December 2000)

Challenges of Showrooming

One of the major issues facing retailers today is the consumer practice of “showrooming”—browsing in-store but then buying online

Yet another side-effect of the digital world is the practice known as showrooming, where consumers visit a bricks-and-mortar store to see a product but then purchase the product online. Shoppers may intend from the start to purchase the product online, or may decide to purchase online, rather than in-person, after viewing the item at the store.

Why showroom?

As you’d expect (and as comScore US research confirms), consumers tend to complete purchases online because the pricing is better. Several other factors do come into play, including product availability and convenience, but price is the most significant.

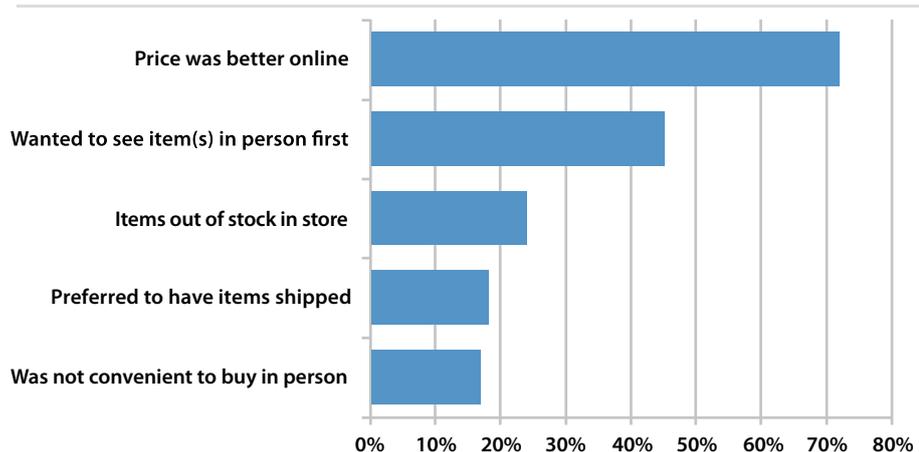
Who showrooms?

According to a November 2015 consumer electronics research study by NZ consumer research and ratings company *Canstar Blue*, 18% of New Zealanders (and 26% of Aucklanders) have benefited from in-store electronics advice before heading home to find an online bargain.

One in five Kiwis showroom

It’s also generational. *Canstar Blue* found that Gen Y respondents (28%) are much more likely to showroom than Gen X (18%) or Baby Boomers, and women (19%) are more likely to showroom than men (17%).

Why Consumers Showroom (*comScore*)





ONLINE TRAINING COURSE

The content of this article comes from the MASTERING ECOMMERCE online training course.

COURSE ELEMENTS

LESSON ONE: KNOW YOUR CUSTOMERS: TURNING PROSPECTS INTO BUYERS

LESSON TWO: KNOW WHAT ACTUALLY SELLS ONLINE (AND WHAT PROSPECTIVE BUYERS WANT TO KNOW)

LESSON THREE: KNOW THE MARKETPLACE

LESSON FOUR: GETTING NOTICED

LESSON FIVE: MAKING MORE MONEY FROM EVERY SALE

LESSON SIX: SURVIVING ONLINE SUCCESS

LESSON SEVEN: COMPETING AGAINST GIANTS

MORE INFORMATION

Full course details are available from <http://ecommerce.org.nz/ecourses/>

“The perception is that some products are simply cheaper to buy online, so many consumers are happy to take advantage of in-store sales advice before going home and searching out the best possible price online,” said Canstar Blue General Manager Jose George.

“People want the best of both worlds - they want to see and touch the latest gadgets in the flesh before they commit to buying online, but they don’t want to pay for that service. They either don’t realise the effect this has on the store-front retailers, or perhaps more likely, they simply don’t care.”

The practice is even more widespread than the Canstar Blue data suggests. According to *Colmar Brunton* (CBOMnijet Sept 2013), 58% of online Kiwis have seen something in a shop, checked the price on their phone while in the shop and then bought the item elsewhere.

Why shop in-store at all?

So if online pricing is such an attraction, why do informed, Internet-savvy shoppers actually purchase in-store at all?

According to a Canadian/US study, “*Showrooming and the Rise of the Mobile-Assisted Shopper*”:

- 59% needed the product right away
- 53% didn’t want to wait for online shipping
- 51% found it more convenient to buy in the store

Do consumers plan in advance to showroom?

According to comScore data, six out of ten ‘showroomers’ say they originally planned to purchase at the store, but changed their mind while there and instead bought online. However 32% said they went to the store always intending to buy online.

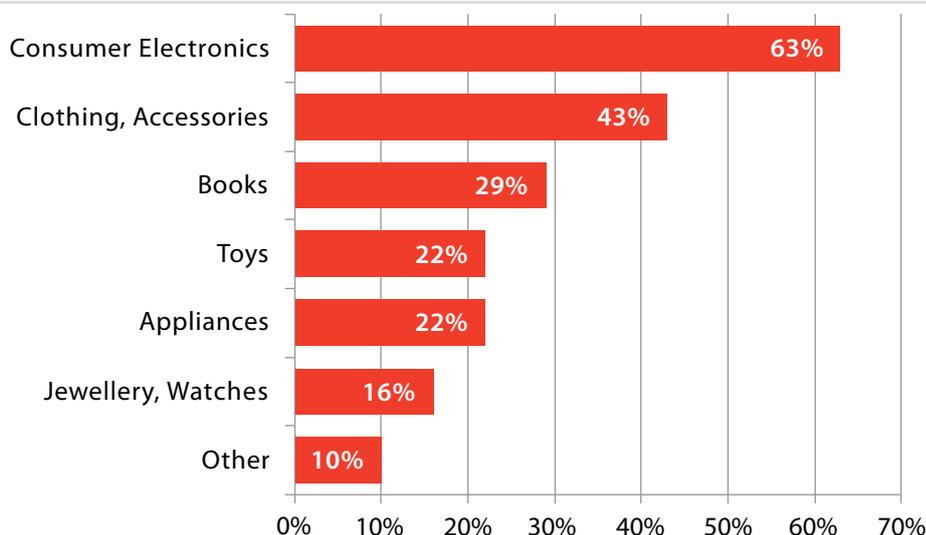
Which product categories?

Some product categories are more likely to be showroomed than others. Consumer Electronics, for example, are the most showroomed, mostly because (a) they represent a significant investment; and (b) because prospects require a disproportionate amount of information before committing to a purchase.

Clothing is also high on the showroomer’s list, though for a different reason: prospects want to touch, feel and try on garments before making a purchase.

With books, the issue is typically one of serendipitous discovery. Browsers stumble across new titles on display in bookstores and may find a book that they wish to purchase. A quick mobile visit to Amazon or the iBookstore, however, will usually reveal that the book is available instantly in ebook format for significantly less—or in physical form from Book Depository, often at a cheaper price point, if the browser is prepared to delay his/her gratification.

Product Categories Most Likely to be Showroomed (comScore)



Strategies to combat Showrooming

So what (if anything) can be done about showrooming? *USA Today* suggests* these ten strategies:

1. Offer benefits.

For those who purchase from you, offer post-purchase support — lessons, personal set-up, service, telephone support.

Make sure you prominently display the fact that such services are included after purchase for those who purchase from you.

2. Stock different merchandise.

If a shopper can get exactly the same merchandise online at a lower price, it's easy to comparison shop. So look for items that are unique or special in some way.

3. Specialize.

Become a desired destination for certain shoppers.

A small, nondescript local grocery store where people pick up a few last-minute necessities, transformed a section into a specialty store, stocking craft beers with a sign outside touting “999 great beers — and a few lousy ones.”

4. Hold events.

Become a place customers want to hang out.

One Saturday night, Kepler's Books in Menlo Park, California had a book swap.

For a price, the bookseller offered food and wine and guests swapped books they loved with one another. It reminds customers how wonderful it is to be surrounded by people who love books and how fabulous it is to go to a vibrant, real bookstore.

5. Create a membership programme.

Why not turn customers into members?

This isn't as crazy as it sounds. US outdoor sports retailer R.E.I. has members. Members pay a small price but get a discount on purchases, invitations to special events, extra services, and a greater feeling of attachment to your store.

6. Engage with customers on social media.

The closer customers feel to you, the more likely they are to be loyal.

7. Allow customers to run a tab.

Everyone loves to be considered a regular.

If you sell something that customers purchase regularly — books, garden supplies, hardware — create a programme where they leave a credit card on file and just add to their tab when they come in.

8. Make sales from your website.

Some customers may not be quite ready to buy when they come to your store but want to make an online purchase later.

If you don't have e-commerce on your website, they'll go elsewhere.

9. Provide great service.

Small businesses have to go the extra mile to stay alive.

Many consumers go to local hardware stores instead of the massive home-improvement chains because they get help from people who really know what they're talking about. They're friendly, helpful, knowledgeable, and going there is an enjoyable experience.

10. Sell the benefits

Do everything you can to remind people what they lose when they fail to support local stores: the convenience of shopping locally, the health and vibrancy of their town, and, most important, tax dollars that support their schools, streets, and safety.

* <http://www.usatoday.com/story/money/columnist/abrams/2013/04/12/small-business-online-frustrations/2076169/>

The US *National Retail Federation* gives some useful additional advice**:

11. Seize the moment.

Bricks-and-mortar retailers have a chance to salvage a sale that might not otherwise happen if the customer is merely shopping online.

12. Engage all five senses.

Take advantage of the physical presence of the customer to wow them with sight, sound, touch, taste and smell.

13. Upskill your staff.

In-store consumers have more information than ever before. If sales associates can't enhance that knowledge — or worse, know less about a product than the customer — the sale can be lost.

But “if the sales associate is empowered with technology and has a deeper understanding of the product” and access to CRM data, “they’ll have a better opportunity to connect more effectively with the shopper,” says Branden Jenkins, general manager of e-tail/retail products for NetSuite.

Focusing on staff expertise will move the in-store experience from commodity-based to “value added”. People still buy fashion in a store to ask, ‘Does this look good on me?’ ... [retailers] need to drive up knowledge as currency.

14. Know your customers.

Customers also want to feel valued — and known — by the retailer.

The battle for the retail floor is going to happen in the cloud [via] customer data and an understanding for customer preference. Most companies — retailers and non-retailers alike — “do a poor job of leveraging the valuable customer information they have,” says Brent Cohler, director of mobile product marketing for SAP. “That’s frustrating because the more customers are engaging with the brand, the greater their loyalty and expectations.

Retailers should provide customers with personalised content and offers at the point of decision

“They can do this using information from a variety of sources ... and combining it with the rich contextual signals that mobile devices provide.”

Greg Girard, program director of merchandise strategies for IDC Retail Insights, cites the MyLowe’s plan, in which Lowe’s customers swipe a card when they make a purchase and can keep up with home-oriented details online. Lowe’s “can help manage warranties of products ... or remind them that it’s time to do periodic maintenance,” he says. “That’s a great customer support system, but there’s analytics behind it, too.”

** <http://www.stores.org/STORES%20Magazine%20March%202013/showrooming-showdown>

Is Content Marketing Right for You?

There's been a lot of buzz about Content Marketing over the last few years. So should you consider it for your organisation?

The old ways of doing business are no longer enough, especially for B2B businesses. B2B buying processes have changed dramatically in recent years.

87% of B2B buyers now conduct their own research, long before they contact sellers*

Potential buyers search online, they talk to colleagues and ask for opinions from their peers and from informed colleagues on social networks such as LinkedIn – and they do all this homework long before they ever talk to companies selling the products they're considering.

The objective of Content Marketing is to ensure that your brand is seen by those prospects during their discovery phases. Your goal should be to influence as many as possible of those pre-contact moments, to ensure that your organisation becomes part of the consideration set for prospective purchasers of products and services you offer.

Content Marketing isn't for everyone. But it is often the most appropriate solution in one or more of these circumstances:

1. Need to set the agenda

When prospects first begin their discovery processes in a new industry or product category, they typically look for information and resources that will help them gain a broad understanding of how things operate in that sector.

Content Marketing can help you shape that initial understanding, providing an overview of the sector and subtly proclaiming your organisation's place as a thoughtleader within your industry.

2. Define Ideal Features & Benefits

When prospects move beyond the overview phase and begin creating specifications to meet their specific needs, Content Marketing can have a role there as well, ideally encouraging prospects to search for solutions that include features and benefits which your own products and services are best qualified to provide.

** BuyerSphere research 2012*

3. Need for education or explanation

You may need to teach customers about a product or service if:

- You have introduced something new, that exhibits different characteristics or operates in a different manner to existing products
- Customers typically have questions about using your product that require reasonably detailed answers
- The benefits of the product are not immediately obvious
- Training will help customers use the product more effectively
- Product features, benefits and uses are not immediately intuitive

4. Reputation building

Content marketing is an ideal strategy for building a solid and enduring reputation for your brand, and especially:

- Awareness: useful content creates awareness – search engines love it, and social media lives on it
- Engagement: valuable content keeps customers engaged and coming back for more
- Loyalty: the more valuable the content you produce, the greater customer loyalty you'll enjoy

5. Reposition competitors

Credible content builds trust by positioning you as an authority or expert in your field. A steady stream of meaningful, interesting content will help you to become seen as the authority in your industry and, by extension, redefine your competitors.

6. Long sales cycle

Content marketing works well for products or services with a longer sales cycle. While your prospects are in consideration mode, content marketing can be an effective method of keeping your organisation and your brand in view, explaining how your product can meet their needs and generally nurturing them throughout the cycle.

7. Build a long-term strategy

Content marketing is more tortoise than hare – it's a slow and steady strategy, not a place for quick wins or easy ROI. Results don't happen overnight. However the content marketing approach can be game-changing if you are persistent and follow a sound strategy.

Through content marketing, you should expect to:

- build a long-term audience
- provide a consistent experience
- slowly create a more fertile environment for your sales efforts

8. Share great stories

Is your industry interesting enough and newsworthy enough to generate stories worth reading? In most cases, the answer is yes – virtually every industry sector has its secrets, tips and techniques which make compelling reading for those considering purchasing products or services within that sector.

9. Drive website traffic

Creating awesome, keyword-dripping content will feed the search engines and lure prospects to your website, there to read about your organisation, your people and your products or services. Each content piece, if distinctly focused on a particular keyword phrase, has the potential to attract a different audience segment.

FURTHER INFORMATION:

Netmarketing Services Limited provides content marketing services for a small group of clients.

If you would like to know more, please contact Michael Carney

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Developing an Advertising Brief

If you want your advertising to work as effectively as possible, it's vital that you provide a comprehensive brief.

Most large New Zealand organisations—especially the local outposts of the multi-nationals—have processes in place to develop comprehensive briefs for advertising campaigns. Those that don't have such processes tend to rely on their ad agencies and marketing consultants to provide such tools.

For those who don't have the luxury of access to those resources, we've prepared a short but comprehensive introduction to the key elements you must identify before you commission any advertising. We've broken the elements down into ten key sections.

1 The Product or Service

It's obvious (doh!) that any brief starts with a description of the product or service. That includes not only its physical and functional attributes but also its purpose in the hands of the target purchaser.

Your brief should also dwell on the features and benefits of the product, Unique Selling Proposition, any consumer guarantees, retail price points and the offers you will be making to drive sales.

Your brief should also talk about distribution strategies and how you receive and process orders (if you are not using retail channels).

Less obviously, your brief should also include an introduction to your organisation, its mission and its brand values, all of which should flavour the thinking of any advertising.

2 The Marketplace

Your next task is to provide full background data on the product category, including (but not restricted to):

- market size, type, expectations and trends
- competitive brands, competition from related product classes
- Any in-house competition?
- How competitors compare on product, service, price, terms, features and benefits, etc.
- Shares/sales/volume - category/brand/competitor trends
- Likely interest level - high/low? (e.g. fashion or autos vs. detergents)
- Seasonality/Timing
- Sales Patterns - quarterly/monthly/weekly; Influence factors - holiday/weather/promotion;
- Spending considerations/constraints; specific sales/promotional period:
- Market expansion opportunities: category penetration, frequency of use, new volume opportunities

3 Objectives

Exactly what role will the marketing campaign play? Here are some possibilities:

- Stimulate awareness/trial
- Maintain/sustain current position
- Introduce a new brand
- Reposition a current brand
- Relaunch a declining brand
- Prevent erosion to a major competitor
- Change attitudes
- Merchandise to the trade
- Support sales force
- Encourage franchisees, employees
- Establish or improve image/reputation
- Elicit a direct response
- Prioritise - reach/frequency/continuity
- Expected Source of Business?
- Hold current brand users (defensive)
- Get current users to use more
- Introduce to different customer segments
- Attract customers from competitive brands
- Expand the category

4 Learnings

Unless this is the first product from a new startup, you're bound to have learnings from previous/current advertising, including results, problems and opportunities that may suggest appropriate strategies going forward.

5 Target Market

Who is the main prospect for this product or service? Who are the Secondary Prospects? Are they Purchase Influencers? Decisionmakers? End-users? Quantify all these groups in terms of:

- Demographics (age/sex/income/education/employment/ethnicity)
- Psychographics (lifestyle/outlook/interests/motivations)
- Special Market Segments (e.g. college students, retired, etc.)
- Purchase cycle - users/heavy users/infrequent, new
- Frequency of purchase
- Responsiveness to advertising
- Awareness/attitude information - loyalty, negativism, etc.

What do we want these prospects to notice, think or feel about the brand after seeing / hearing the advertising?

6 Creative Considerations

In preparation for the creative process, please consider answering the following:

- What is the offer? Features? Benefits? Other selling points?
- Are there any creative mandates: brand values, corporate design guidelines, media selection requirements, existing materials?
- Would the product particularly benefit from demonstration, audio-visual presentation etc
- What tests should be conducted as part of this campaign?

7 Budget Considerations

There's never enough money to do the job. But guidance must be given, to achieve the best results for the available budget, governing issues such as:

- Working creative and media totals
- Consumer / trade split
- Spending constraints
- Existing commitments
- Any special requirements (such as testing, couponing, etc.)

8 Operational Restrictions

Many organisations have either written or unwritten caveats, such as C-suite issues, dealer concerns and other creative limitations that must be taken into account.

- What selling points must be included?
- What taboos exist? What must never be said or promised?

9 Media Considerations

It's not always possible to work with a blank slate when it comes to planning media. Past history, availability of suitable material and other factors may play their part ahead of the planning process. Such constraints should be baked into the brief before planning starts.

10 Measurement Criteria

How will success be measured?

- Sales
- ROI
- Awareness
- Cost Effectiveness
- Performance- Planned vs Actual
- Comparison with Industry Benchmarks

FURTHER INFORMATION:

Netmarketing Services Limited provides marketing audit and consultancy services for a small number of clients.

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The Dramatic Rise in Online Video Viewing

It's been more than a decade since YouTube introduced us to online video. Now we're spending almost as much time watching on other devices as we do watching television.

Online video has gone crazy. The revolution started with YouTube but now it's gone far and wide across a range of Internet-based video services.

At any given moment, New Zealanders can now be found watching video through a variety of devices, from computers to smartphones, snacking on short clips from Facebook, Instagram or YouTube or binge-watching Netflix, Lightbox or Neon. We've turned from TV couch-potatoes to couch-plus-just-about-anywhere-else video voyeurs.

Kiwis Now Spend 100 Minutes a Day Watching Live or Time-Shifted TV and 96 Minutes Watching Video on Computer, Tablet or Smartphone*

Minutes Viewing Daily by Device*

Here's how we watch now:

Live TV	62
On Demand TV	38
Computer	45
Tablet	16
Smartphone	35

The implications for NZ television advertisers are significant.

Firstly, a large chunk of this new video viewing is commercial-free, with Netflix, Neon and Lightbox operating on a paid subscription model. According to a September 2015 study conducted by *Perceptive for Lightbox*, 23 per cent of Kiwis were already streaming online video through paid services, with a further 23 per cent of New Zealanders describing themselves as *likely* or *very likely* to add a subscription online tv/streaming video service in the next six months

Then there's the fact that online video operates a rather different model when it comes to advertising, with most of the focus currently on usually-skippable pre-roll ads (YouTube) or autoplay-but-muted-until-you-click clips (Facebook).

* Millward Brown Global Study "AdReaction: Video Creative in a Digital World" April 2015

Millward Brown suggests the following to ensure that your online video ads are designed for optimum effectiveness in today's viewing environment:

Focus on skip resistance

Increase consumer engagement by capturing attention in the first few seconds.

Maximize viewing opportunities

Make the first few seconds gripping.

Integrate the brand immediately

Unlike ads on TV, if you don't feature the brand within the first few seconds of digital video, you've lost the opportunity to impact approximately half of your audience.

Getting the click

For Facebook click-to-play, the initial frame and the introductory text is crucial: it needs to be creatively engaging.

But the ad needs to deliver on the promise of that frame and introduction.

Size matters

If the ad is likely to be seen on a mobile device, keep screen size in mind. Small details are easily lost.

Consider length

Shorter ads are more likely to keep people to the end.



ONLINE TRAINING COURSE

For more about online video and how marketers can use the medium effectively, check out the SOCIAL MEDIA REFRESHER 2016 online training course.

COURSE ELEMENTS

Lesson One: Latest Social Media Updates: Facebook, Twitter, LinkedIn

Lesson Two: WhatsApp, Messenger and other Messaging Apps

Lesson Three: Streaming Video: Facebook Live, Periscope, Meerkat

Lesson Four: Pictures: Snapchat, Instagram, Pinterest

Lesson Five: Social Media Advertising

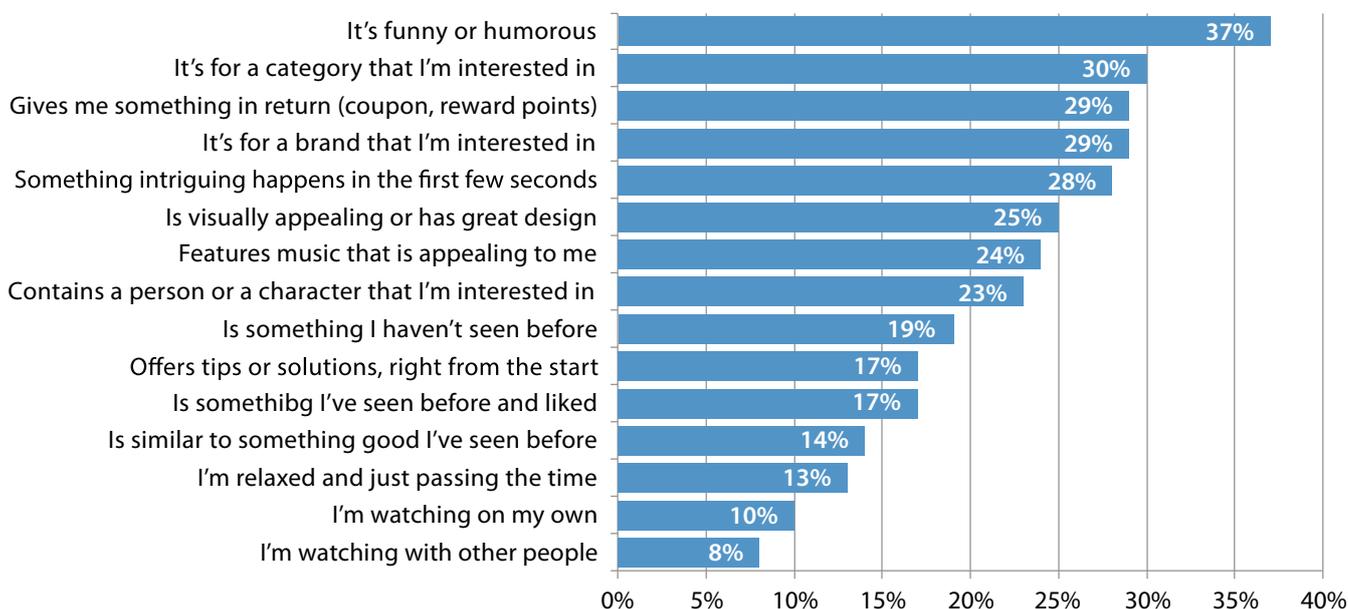
Lesson Six: Community Management and Influencer Marketing

Lesson Seven: Tools & Tips

MORE INFORMATION

Full course details are available from <http://bit.ly/socialmediarefreshers>

Why Online Video Viewers Choose Not to Skip a Pre-Roll Ad



Source: Millward Brown Global Study "AdReaction: Video Creative in a Digital World" April 2015

The logo for Marketing Insights is centered at the top of the page. It consists of the word "MARKETING" in a bold, black, serif font, with the word "Insights" written below it in a blue, cursive script font. The entire logo is set against a light gray rectangular background.

MARKETING *Insights*

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