MMA FORUM VIETNAM
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How to manage Omni mobile marketing

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YOU ARE ALL EXPERT IN YOUR FIELD, I AM NOT HERE TO TELL YOU WHAT TO DO, I AM HERE TO HELP YOU BUILD YOUR ROADMAP FOR STRATEGIC THINKING OF WHY & HOW TO START OMNI MARKETING AND SHOW YOU SOME EXAMPLE HOW MY TEAM AND I DID

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WHAT IS OMNI MOBILE MARKETING

OMNI MOBILE MARKETING is 360° MARKETING, MANAGING the 360° CUSTOMER TOUCH POINTS at both ONLINE and OFFLINE. MOBILE is THE strategic PLATFORM to CONNECT all of THE TOUCH POINTS for THE MOST EFFICICENCY MARKETING MANAGEMENT

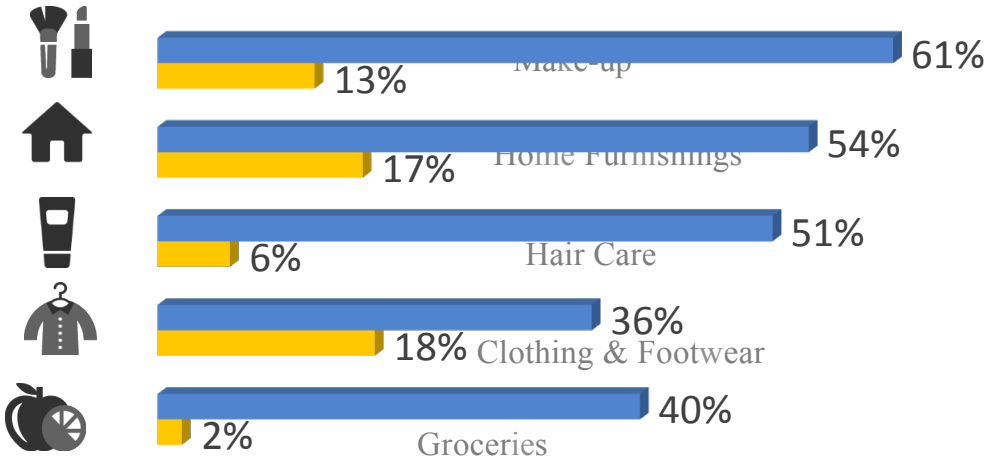
Omni retail is crossing all biz function of the retail & brand and not only at marketing

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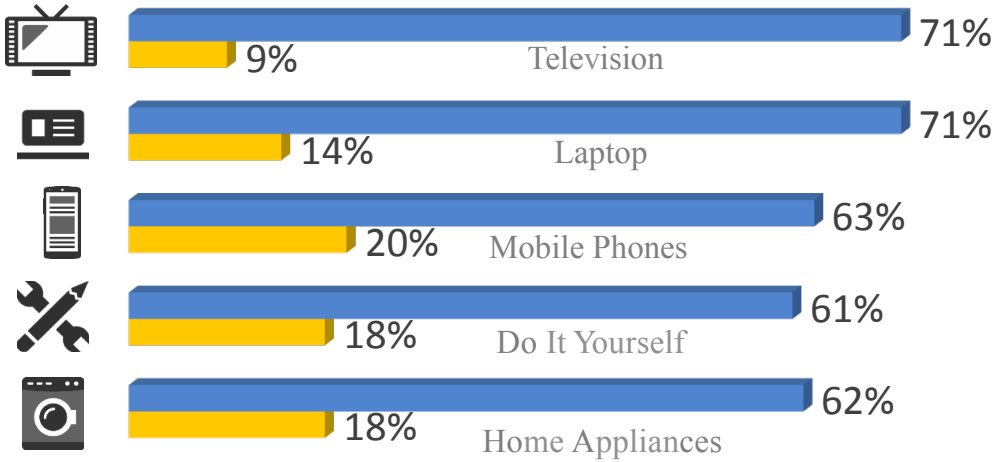
THE BEHAVIOR CHANGING

Vietnam Omni Channel Consumer behavior crossing various industries

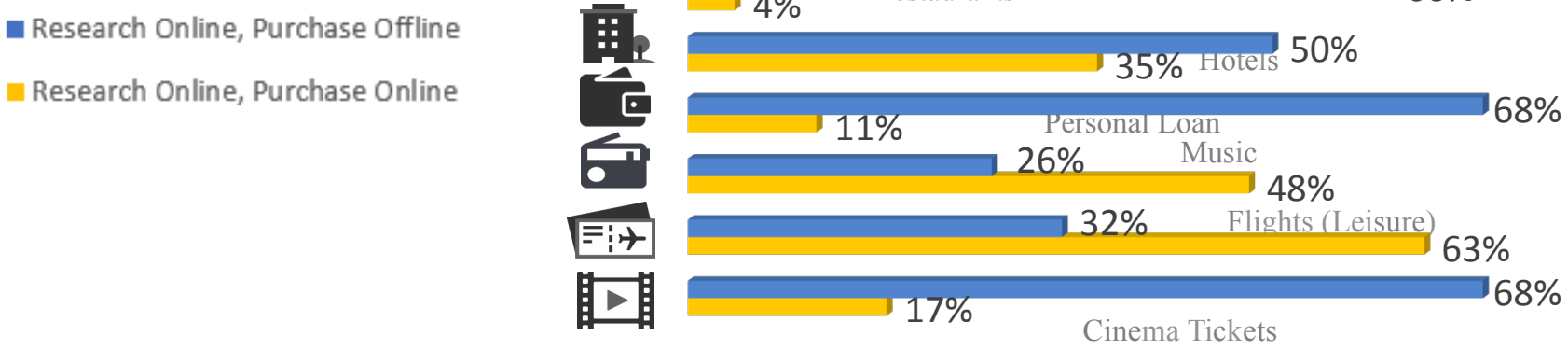
Department Store Assortment



Electronics Assortment



Potential Services Online





Source: The Consumer Barometer Survey 2015
Question: Did people research or purchase their product online or offline?

Base: Internet users (accessing via computer, tablet or smartphone) | Answering based on a recent purchase (in select categories)

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Fun Facts

1. 2/3 of millennials prefer to buy in-store
2. 31% of Gen Z prefer brick-and-mortar stores
3. 75% of luxury goods purchases will still be done in the stores by 2025

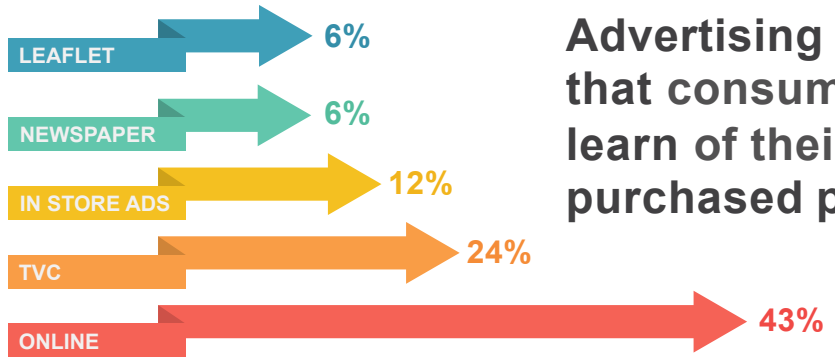
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DEFINE TOUCH POINTS - CUSTOMER IS CHANGING THEIR BEHAVIOR SO FAST

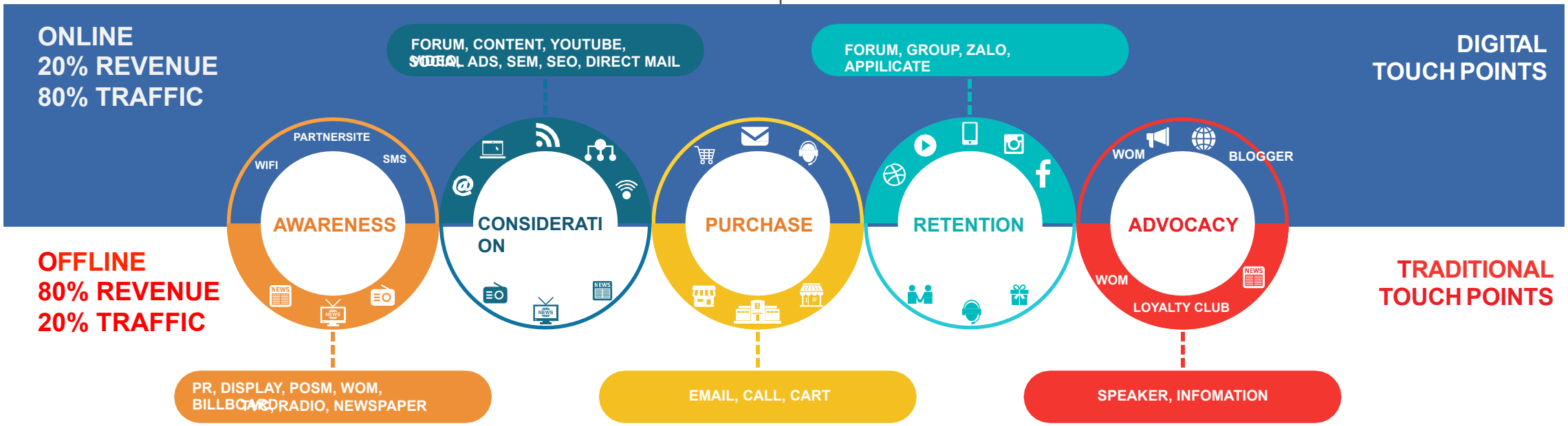
Retailer should change - Retailer should define and update the customer touch points

4 BIG VIETNAM CONSUMER TRENDS

- I have the power to buy
- It's all about me
- I am on the move
- Connect me to the world



Advertising channels that consumers firstly learn of their purchased product.

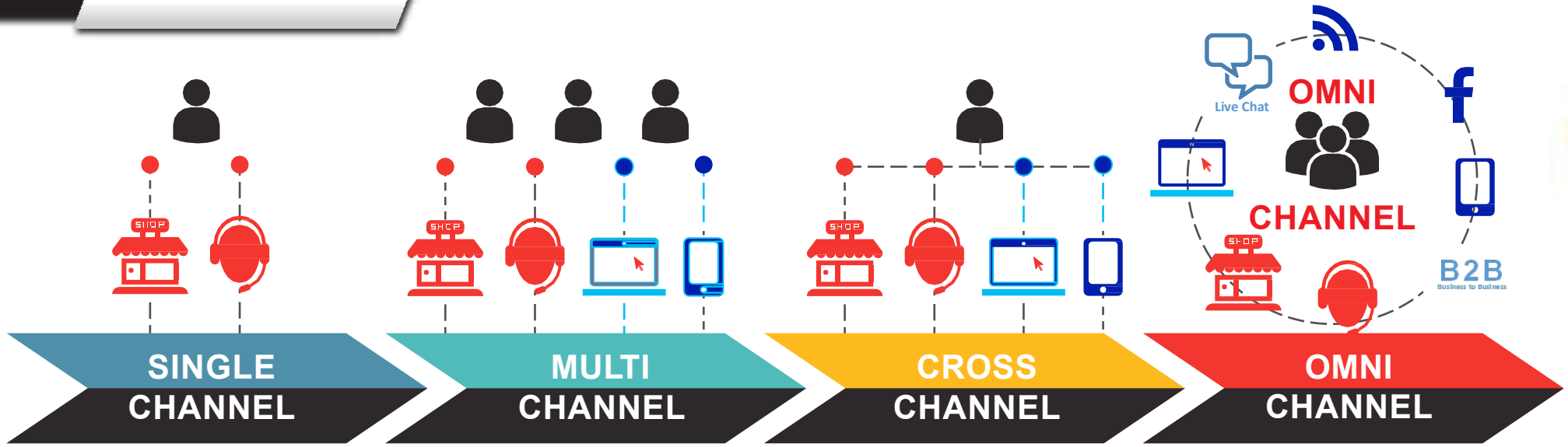


The touch points only have its value when retailer can measure it => Big Data

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WHY WE OMNI?

Mobile and Phone Number are the key contact driven





"Traffic of " **1** website/App ≥ 100 x "the visit" of 1 Shop = able to **reach 63/63 provinces**
≥ 10 x "the visit" of 1 SHOPPING MALL

That does not mean substitution but resonance

- Unique retail message - **Unique Customer 360° Experiences** - Seamless Communication at both back end and front end - Customer Convenience Focus
- **Customer can access Anywhere, Any Time, Any Touch Points/Divider** as a retailer you needs to be there to serve them and fulfill their needs before the competitors do.

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WHAT IS OMNI THE OMNI CHANNEL MARKET

Omni is the 360 DEGREE marketing approach – it is the 360 degree CUSTOMER management



Mobile is the KEY tool to connect all of Omni touch point channels

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BENEFIT OF OMNI CHANNEL RETAIL MANAGEMENT



SYNERGY !



Online Store

- Low Operational Cost
- Wide Product Assortment
- Grab more customers
- **80% Customer visit 10% Sale CR**

Physical Store

- High Operational Cost
- Limited Product Assortment
- Selective customers
- **20% Customer visit 90% Sale CR**

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STEP 1: DEFINE YOUR BUSINESS DIFERENTIATION

QUESTION FOR STRATEGIC THINKING – TRANSLE YOUR BIZ AMBITION

- WHAT MAKE YOU DIFFERENT TO OTHERS?
- WHAT MAKE CUSTOMER THINK OF YOU RIGHT AT THE TIME THEIR DEMAND IS RAISING?
- What are your target customers? Your target business partners?
- What MAKE YOUR KING HAPPY and get convince when in touch with your business

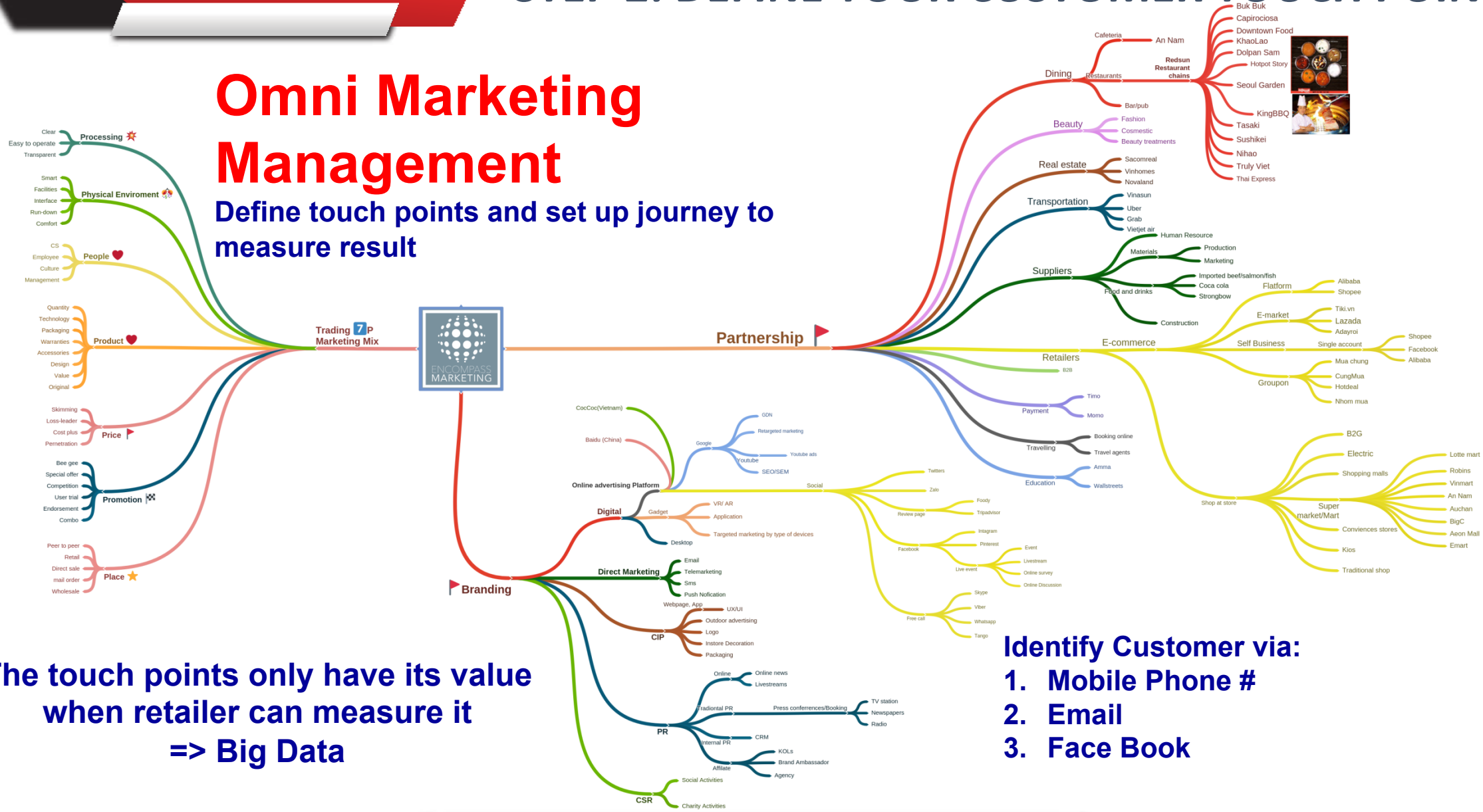
YOUR BUSINESS DIFFERENTIATION will be your KEY WORDS for driving customer -> Omni MKT Traffic, Campaign, Content, & Branding

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STEP 2: DEFINE YOUR CUSTOMER TOUCH POINTS

Omni Marketing Management

Define touch points and set up journey to measure result



The touch points only have its value when retailer can measure it
=> Big Data

Identify Customer via:

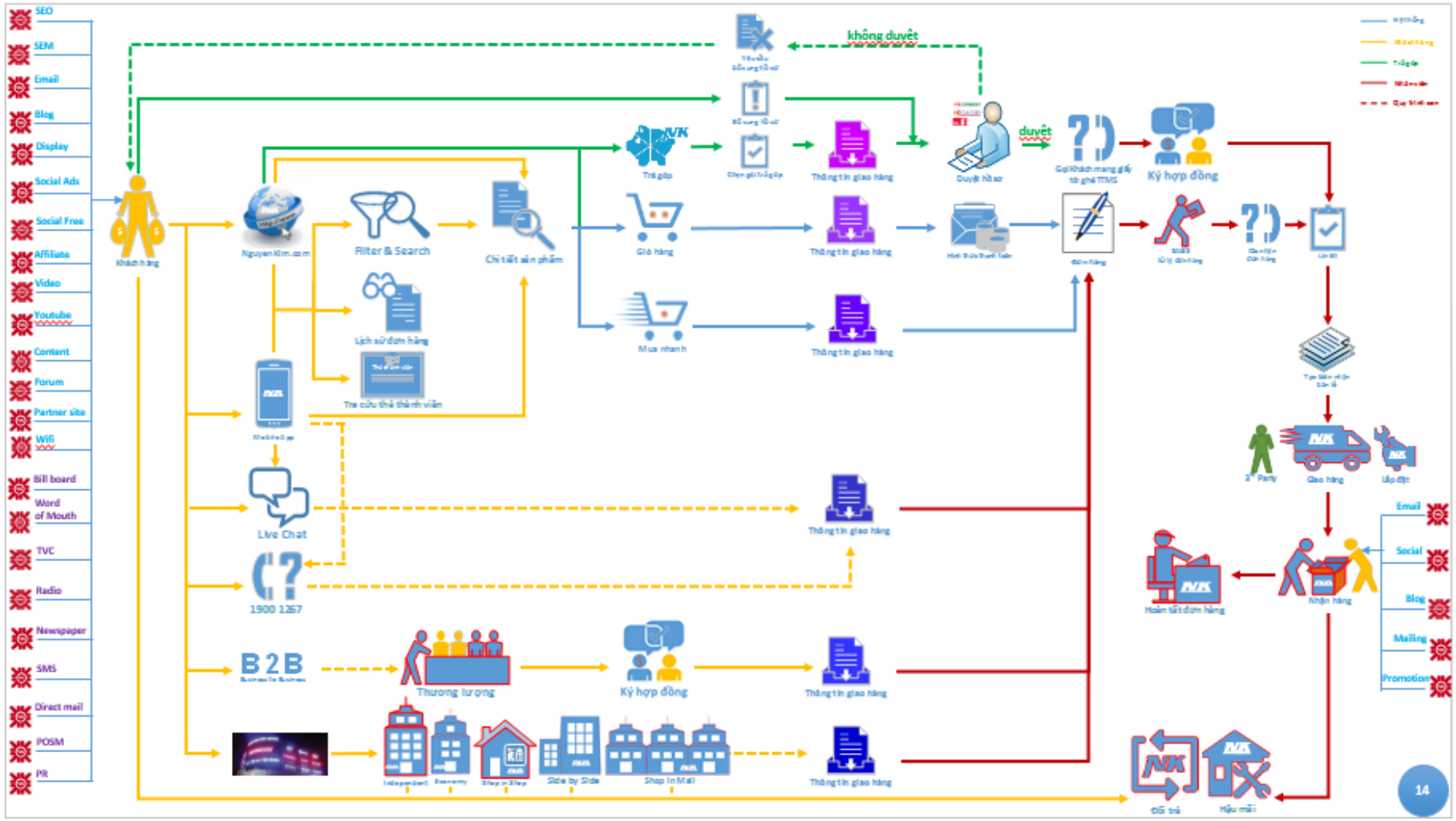
1. **Mobile Phone #**
2. **Email**
3. **Face Book**

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HOW OMNI MOBILE

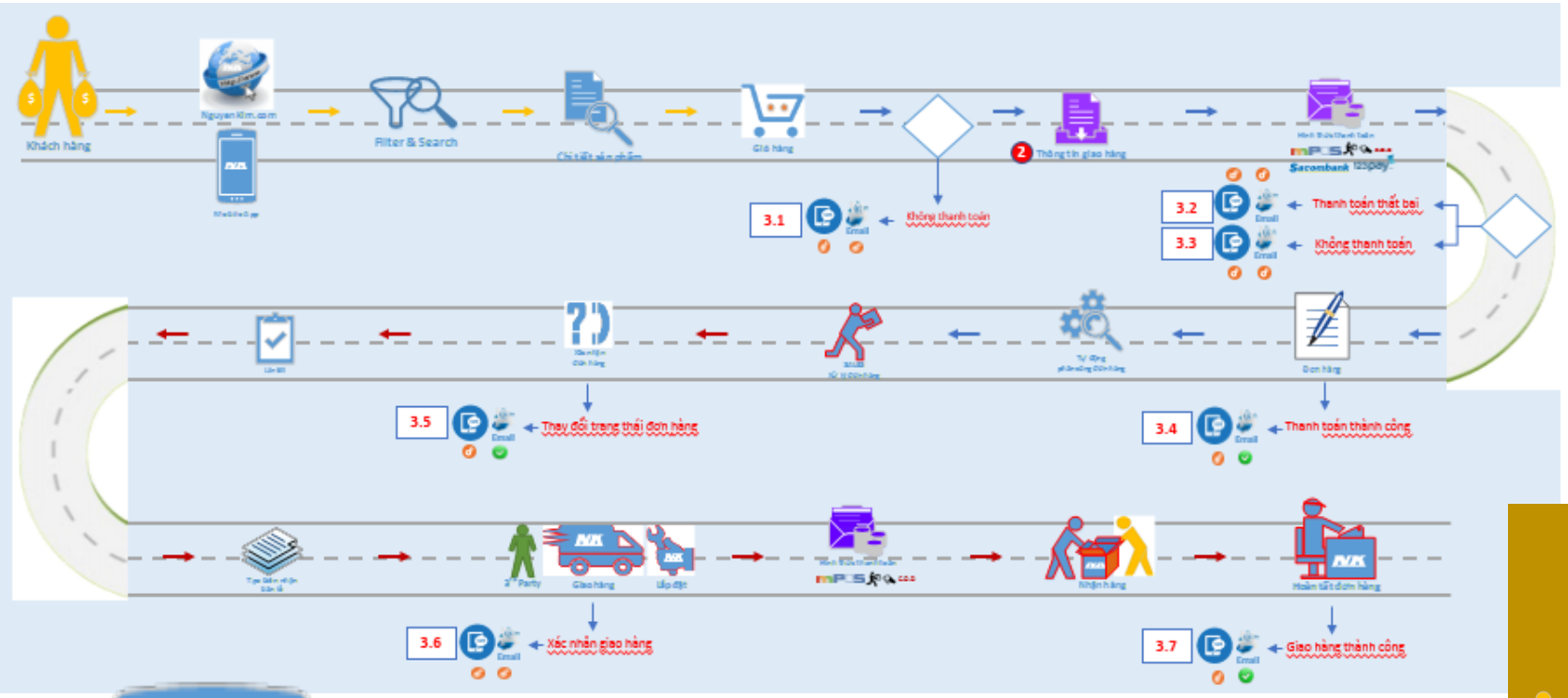
STEP 3: BUILD JOURNEY – MEASURE THE BEHAVIOR AT each OMNI journey to optimize TO CONVERT TO BUY



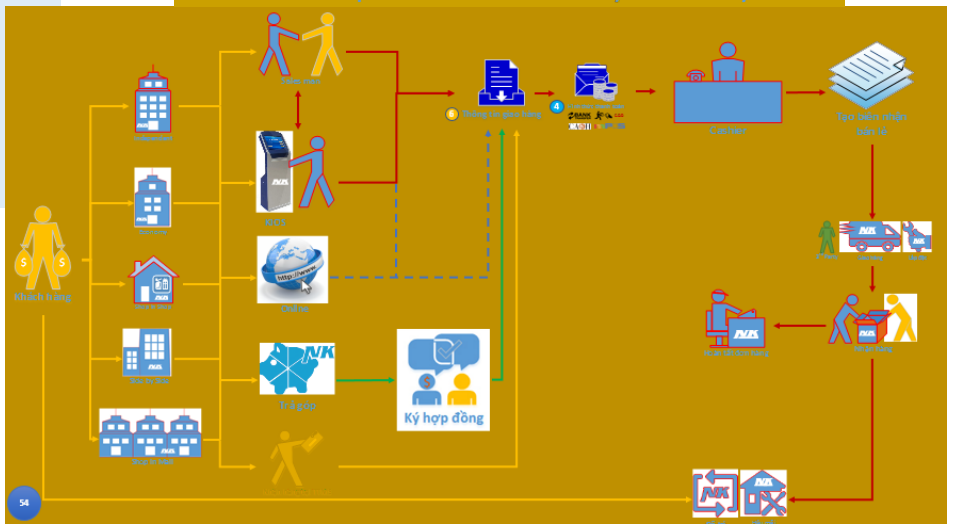
- BUILD THE MEASURE SYSTEM… ANALYSE… OPTIMISE JOURNEY…
- QUESTION “WHY” ALL THE TIME TO CONVERT… AND OPTIMISE…
- OPTIMISE…
- OPTIMISE… AT BOTH ONLINE & OFFLINE
- SEAMLESS & RECONGNISE THE CUSTOMER BOTH ONLINE & OFFLINE
- UNIQUE THE CLASS OF SERVICES

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STEP 3: DEFINE your Eco Omni – DEFINE DIVIDER & PHYSICAL TOUCH POINTS







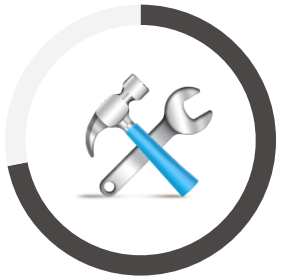




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STEP 4: SELECT THE PLATFORM, clear ROLE between Online vs. Offline then SYNERGY O2O but DO NOT FORCE the customer… Understanding them and give them the most convenience shopping… if not they would leave for a most Customer Oriented platform



Omnichannel



O2O



Visibility



Conversion

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HOW OMNI MOBILE

STEP 5: BIG DATA RECEIVING AND ANALYSING during each step of the customer journey until CR and then the step of the completed fulfillment

Why look at conversion?

Users	500k
S/U Conversion rate	2%
Units sold	10,000
Unit price	800
Revenue	8m

A website or app has 500k users over a period, and a sales/users conversion rate of 2%.

Friendly = *More likely to buy*

67%

"A mobile-friendly site makes me more likely to buy a product or use a service."



Unfriendly = *More likely to leave*

61%

"If I don't see what I'm looking for right away on a mobile site, I'll quickly move on to another site."



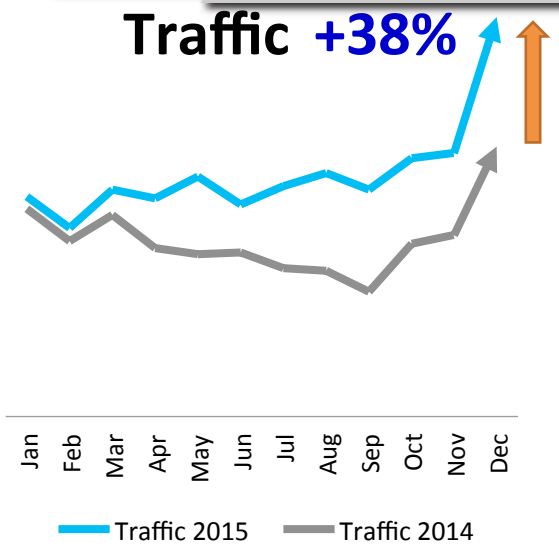
Measure … Omni REAL time adjustment… Optimize … 360° listening… Self question "Why" all the time… Optimize . . Optimize … Optimize … Optimize … Optimize …

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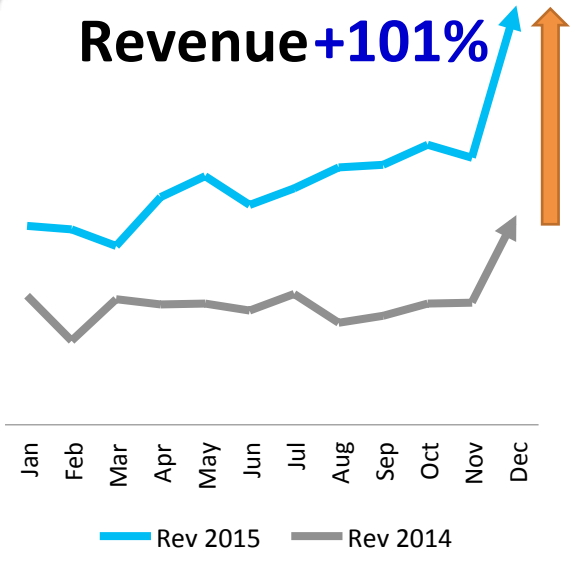
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EXAMPLE OF OMNI RESULT vs. "SILO"

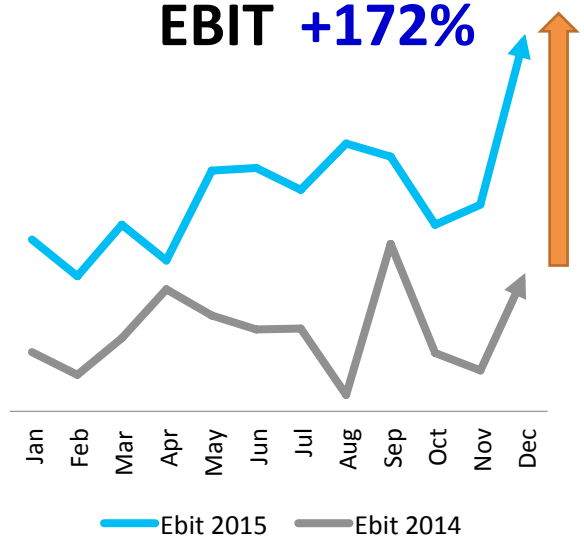
Traffic +38%



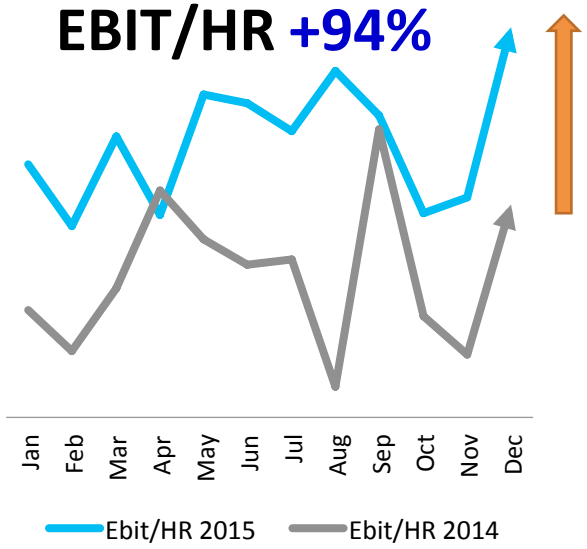
Revenue +101%



EBIT +172%

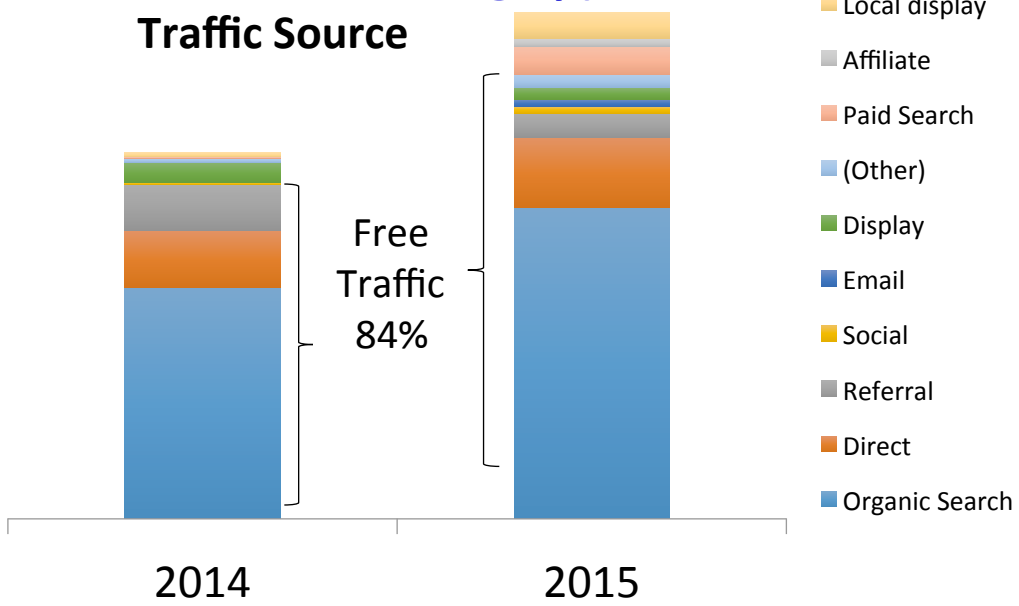


EBIT/HR +94%

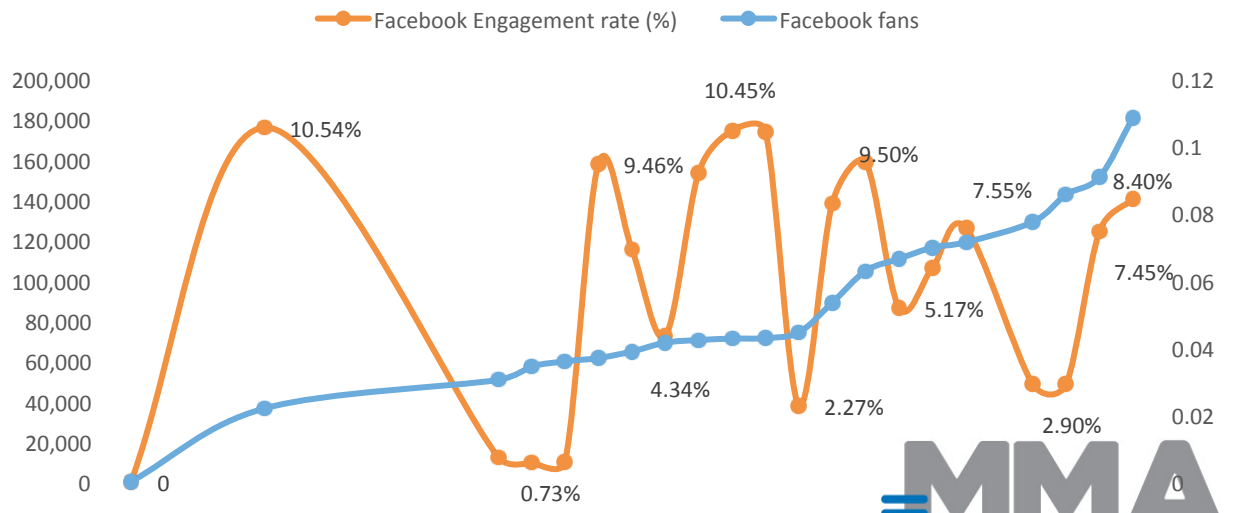


Traffic Source

84% FREE



Facebook



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NEVER STOP EXPLORING
OMNI MARKETING IS NOT A DESTINATION, IT IS A JOURNEY WHERE WE NEED TO OPTIMISE IT ALL THE TIME TO SERCE THE BEST TO OUR CUSTOMER
VIPeak
THE NORTH FACE

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THANK YOU

