Transformational CMO: From 4Ps to 4Cs

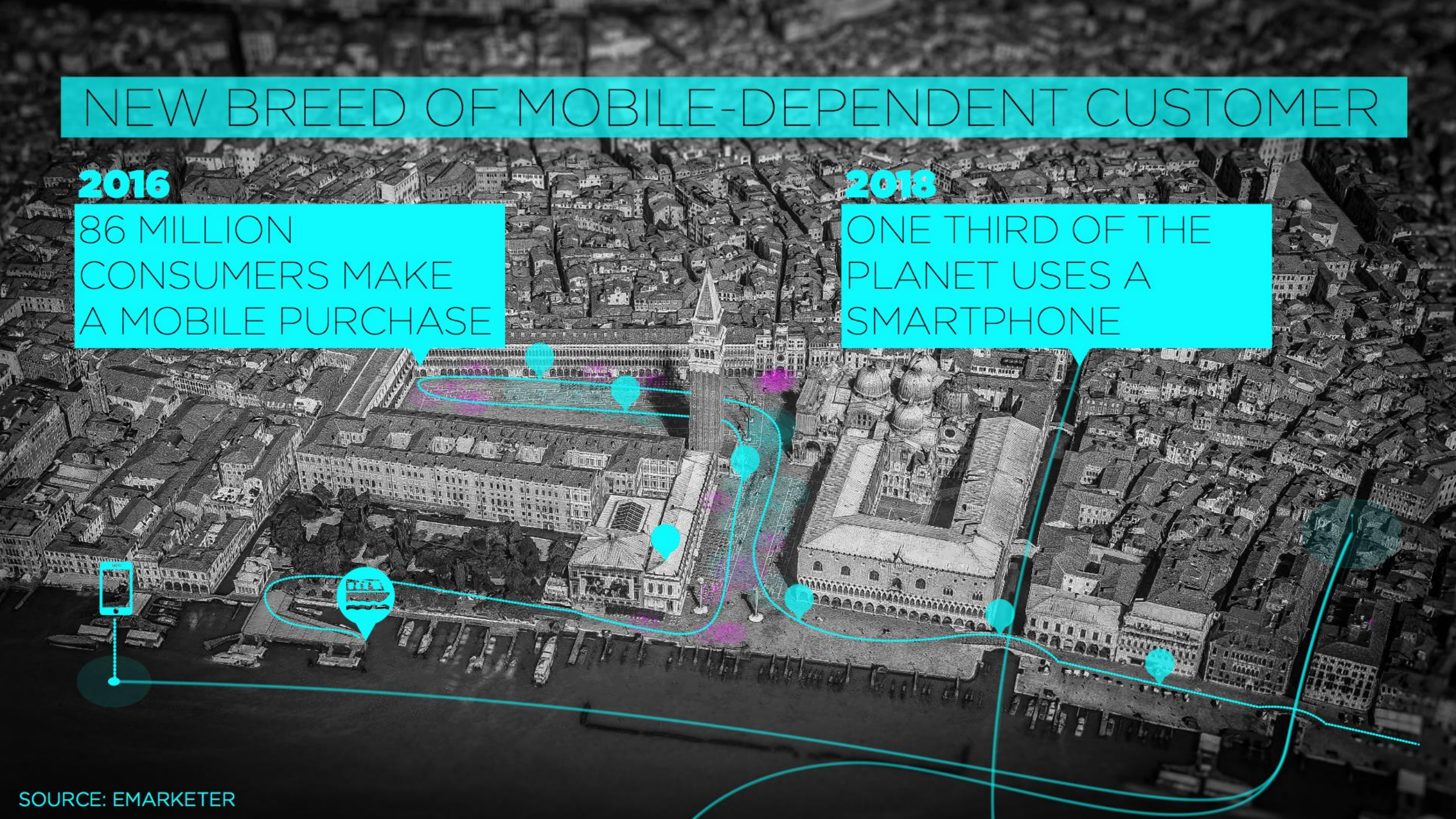
Culture
Capabilities
Content
Commerce


LOCATION
A STRATEGIC MARKETING IMPERATIVE
How location-based marketing is reinventing the path to purchase

“The power of combining mobile and local is to take 1:1 marketing to an even more effective and personal level.”

John Costello
President of Global Marketing and Innovation,
Dunkin’ Brands

NEW BREED OF MOBILE-DEPENDENT CUSTOMER



2016

86 MILLION CONSUMERS MAKE A MOBILE PURCHASE

2018

ONE THIRD OF THE PLANET USES A SMARTPHONE

SOURCE: EMARKETER


CUSTOMERS TODAY EXPECT
PERSONALIZED
IN-THE-MOMENT,
RELEVANT
EXPERIENCES
yelp
tinder
UBER


“Location is about serving up relevant messages to consumers where they can actually act on them.”
Angelique Krembs
V.P. Market Activation, PepsiCo North America Beverages

SHIFTING CONSUMER EXPECTATIONS PRESENT NEW OPPORTUNITIES TO ENGAGE

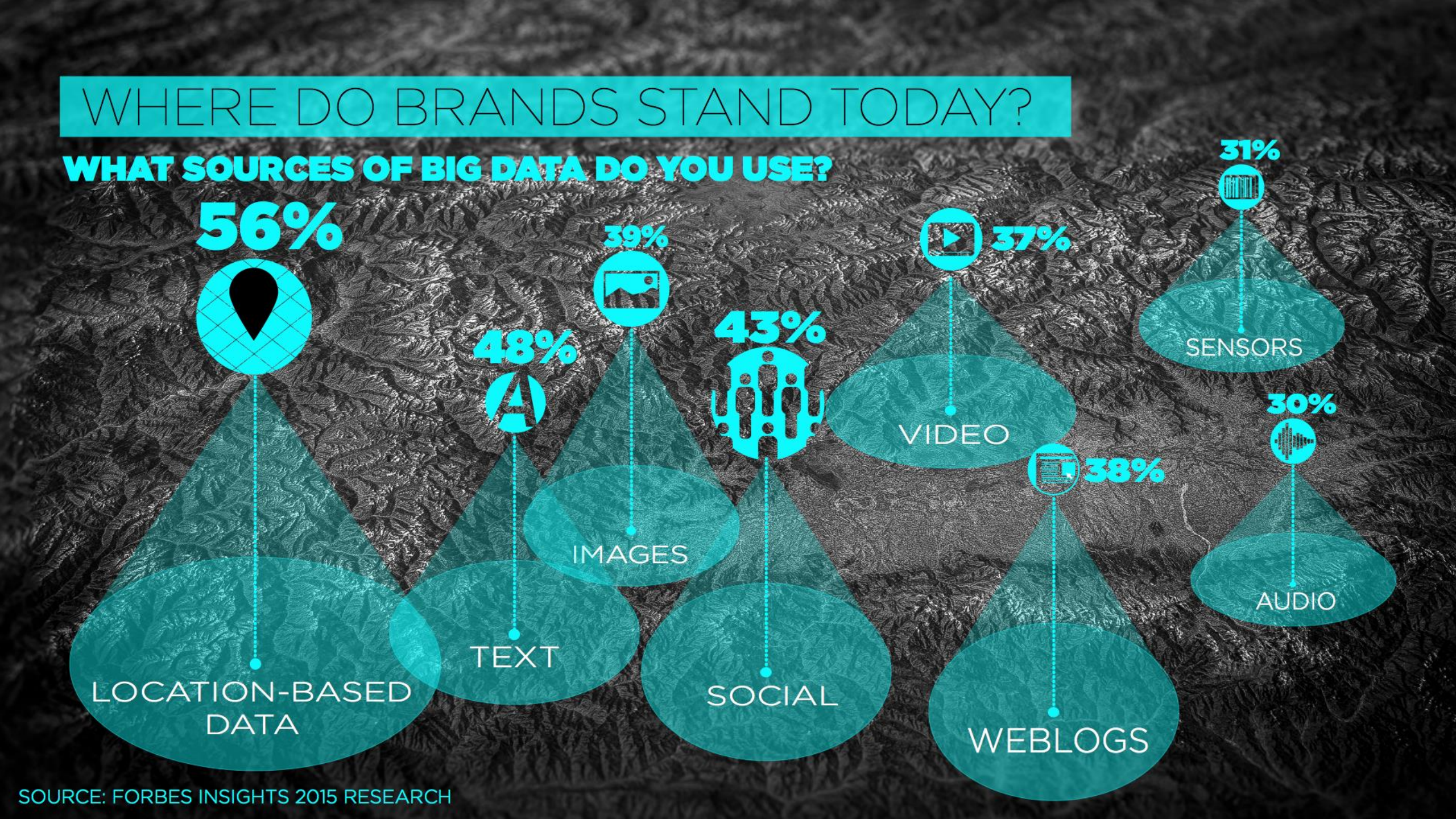


LOCATION- BASED ADS WILL MAKE UP OVER 40% OF MOBILE SPEND

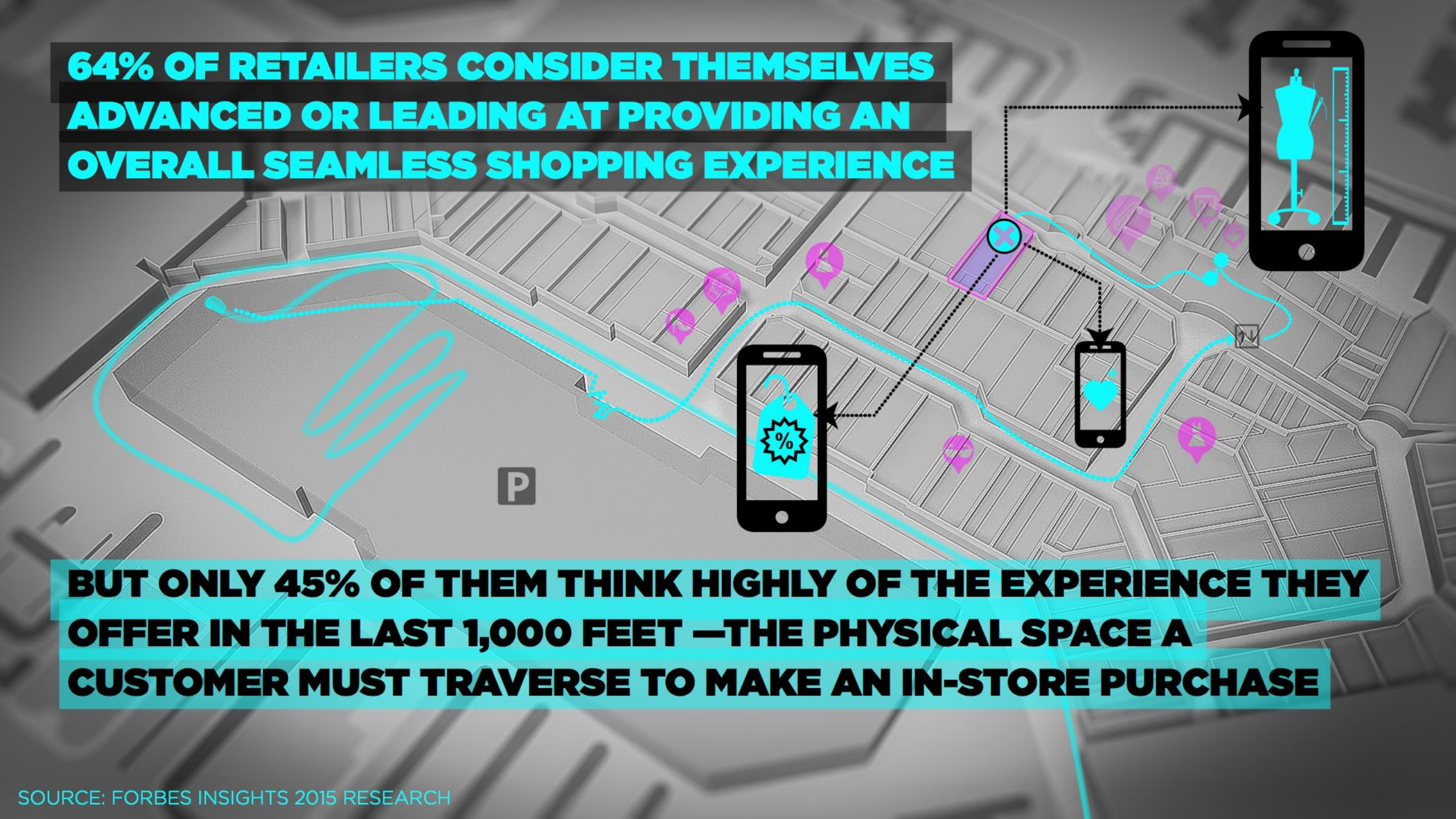
LOCATION-AWARE APPS WILL TRIPLE BY 2019

SOURCE: EMARKETER AND JUNIPER RESEARCH

WHERE DO BRANDS STAND TODAY?

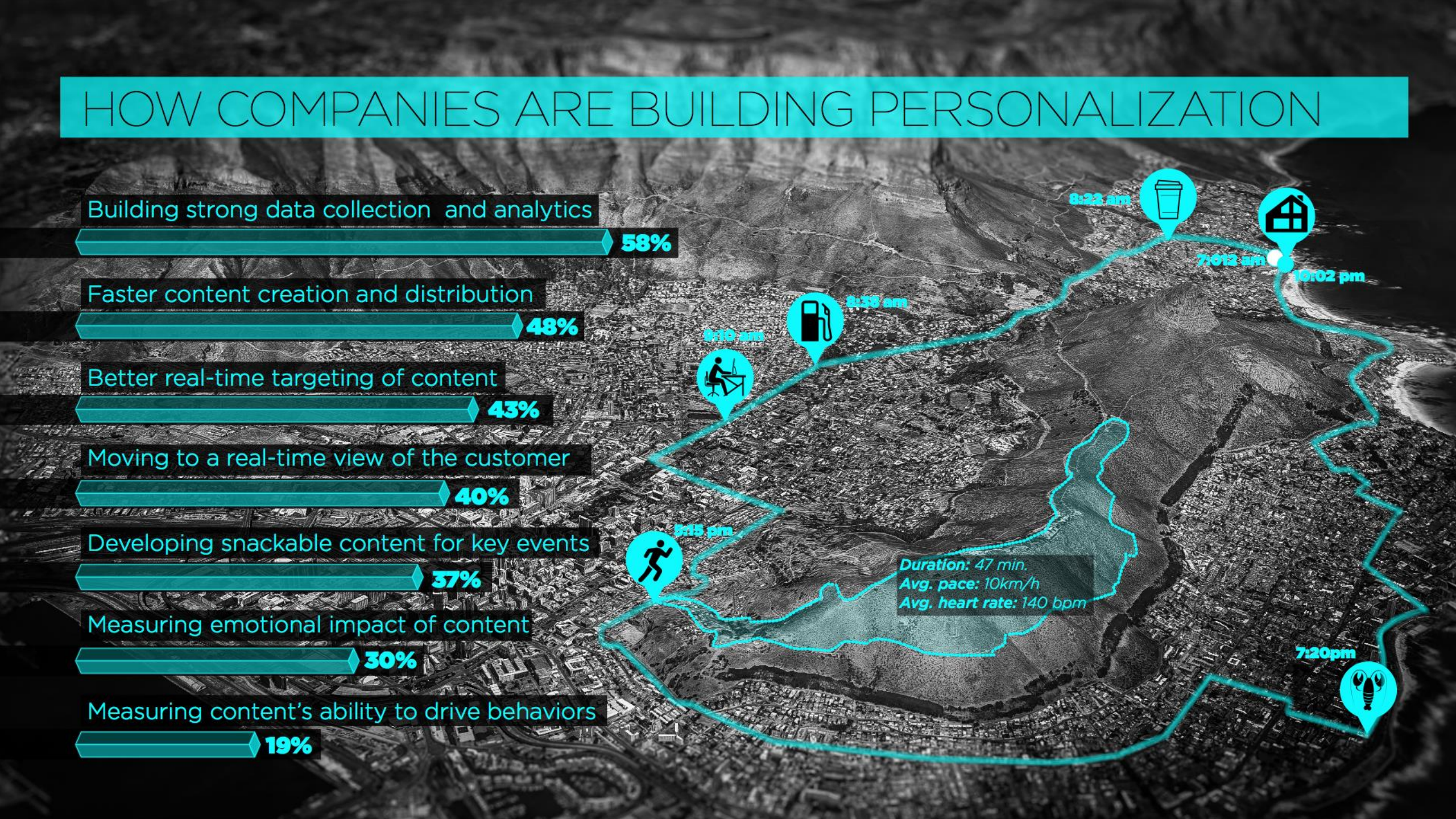


SOURCE: FORBES INSIGHTS 2015 RESEARCH



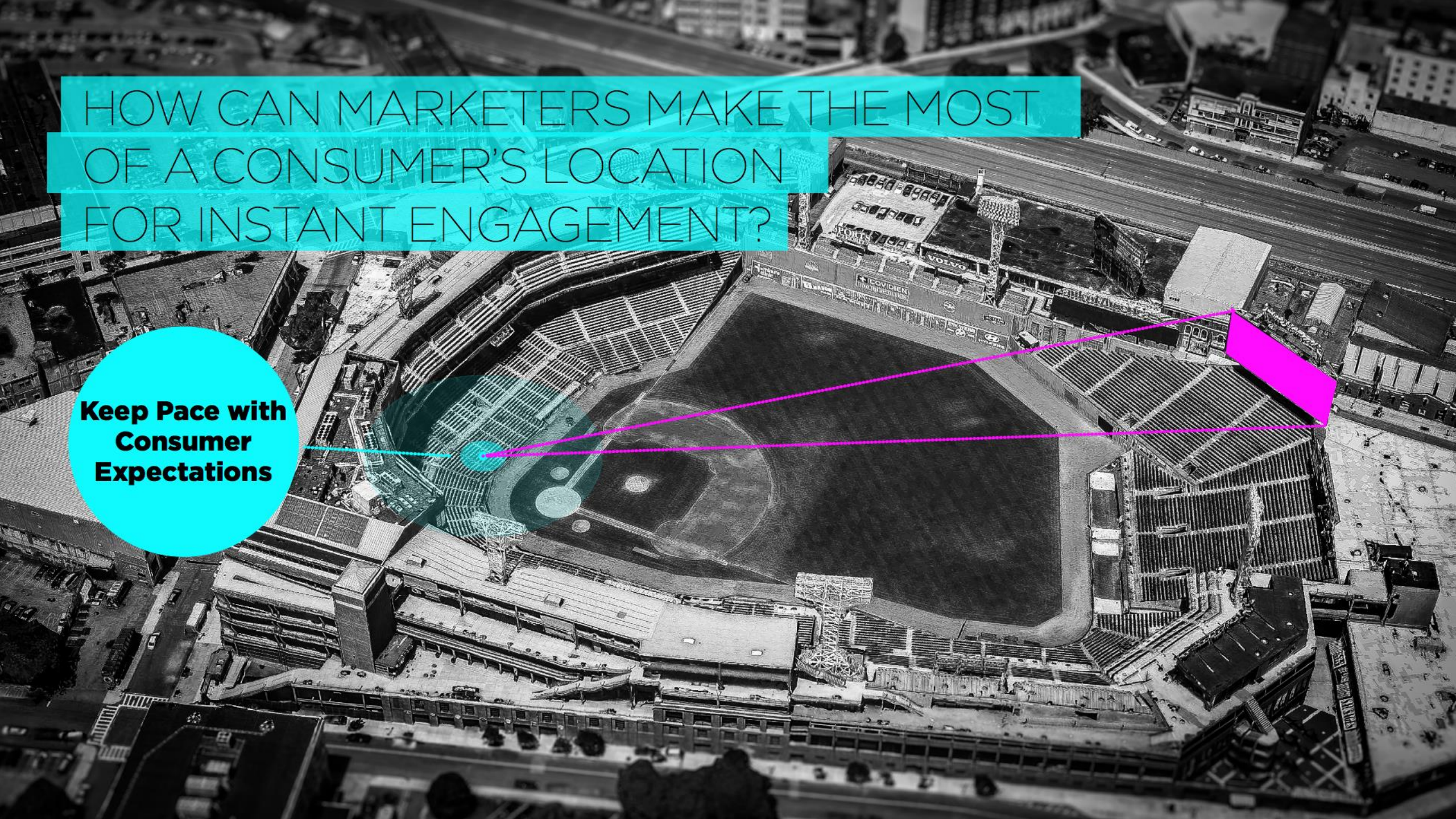
SOURCE: FORBES INSIGHTS 2015 RESEARCH

HOW COMPANIES ARE BUILDING PERSONALIZATION

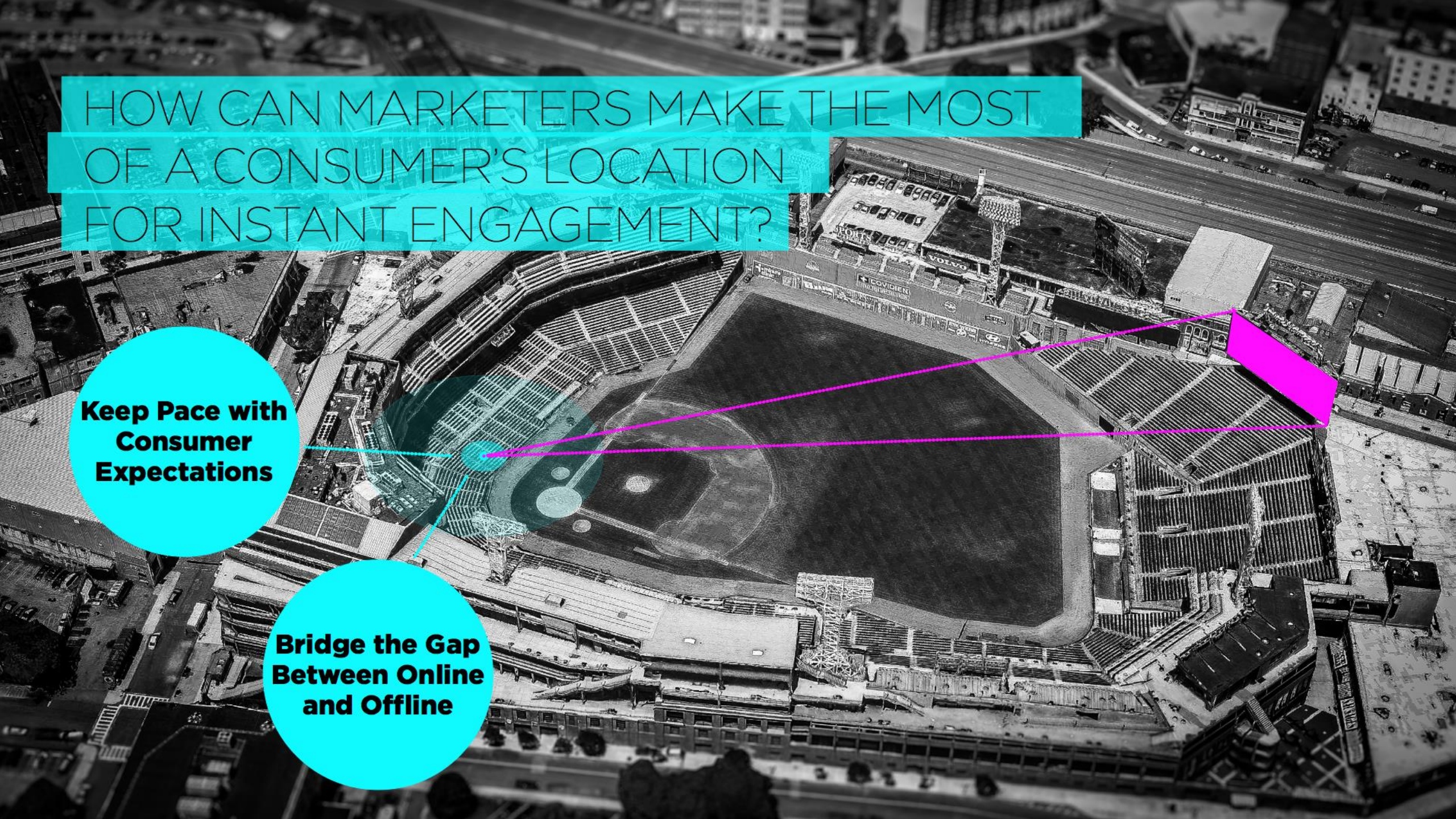



“We’re using location-based marketing to identify our target customer.”
Christine Xu
CMO, McDonald’s, China

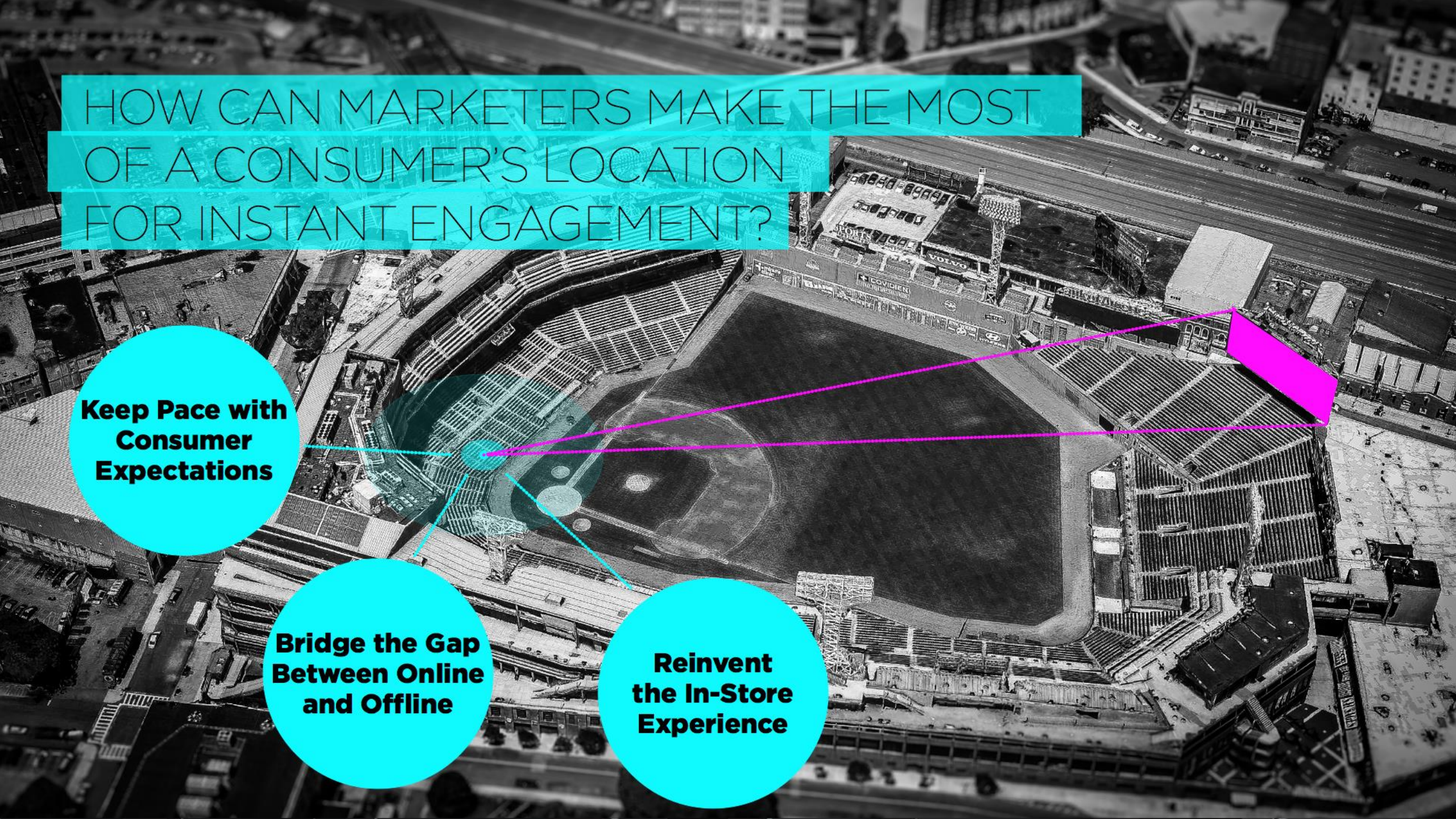
HOW CAN MARKETERS MAKE THE MOST OF A CONSUMER'S LOCATION FOR INSTANT ENGAGEMENT?



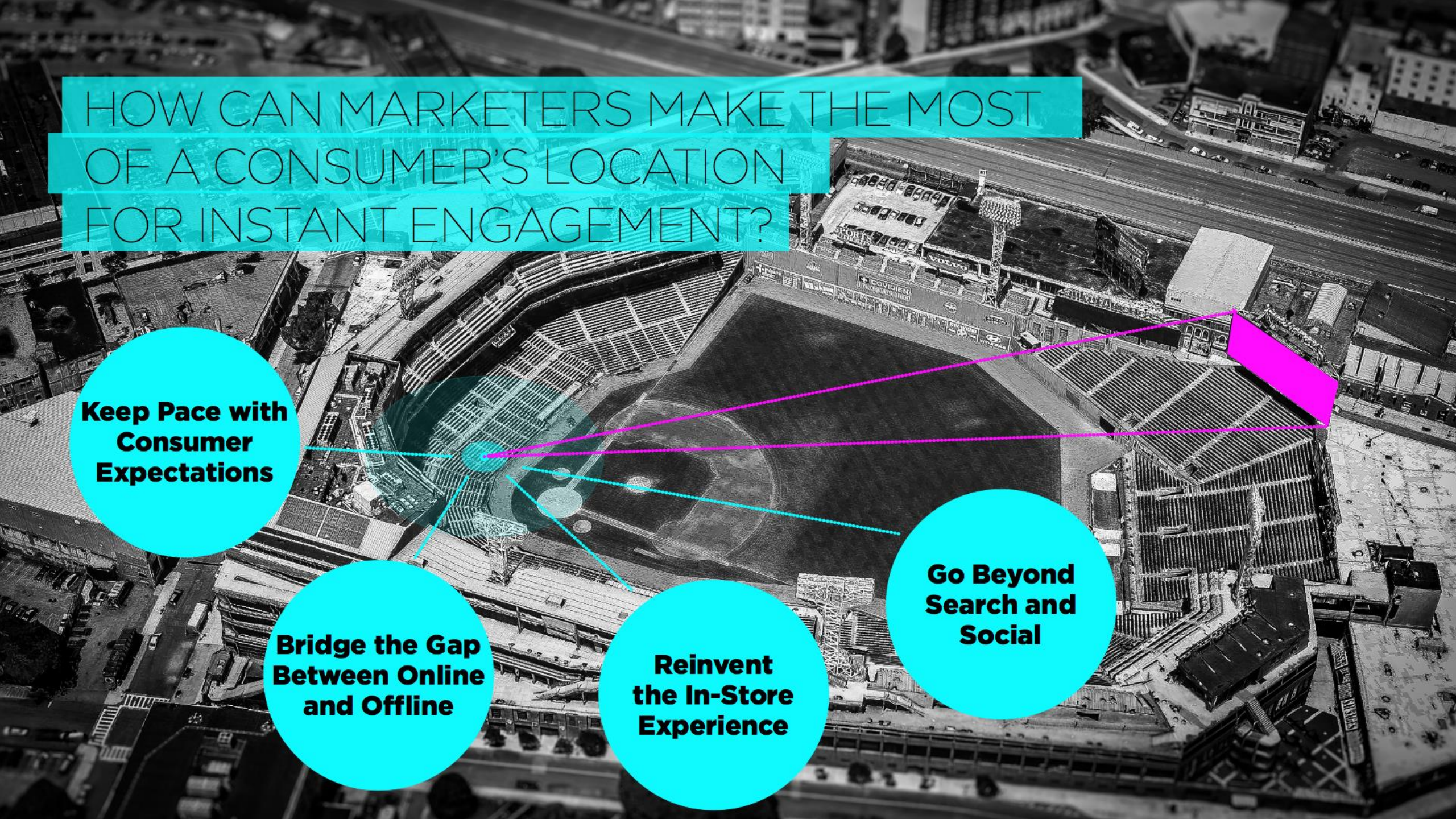
HOW CAN MARKETERS MAKE THE MOST OF A CONSUMER'S LOCATION FOR INSTANT ENGAGEMENT?



HOW CAN MARKETERS MAKE THE MOST OF A CONSUMER'S LOCATION FOR INSTANT ENGAGEMENT?



HOW CAN MARKETERS MAKE THE MOST OF A CONSUMER'S LOCATION FOR INSTANT ENGAGEMENT?



KEEPING PACE WITH CONSUMER EXPECTATIONS

Consumers today expect more personalized communications



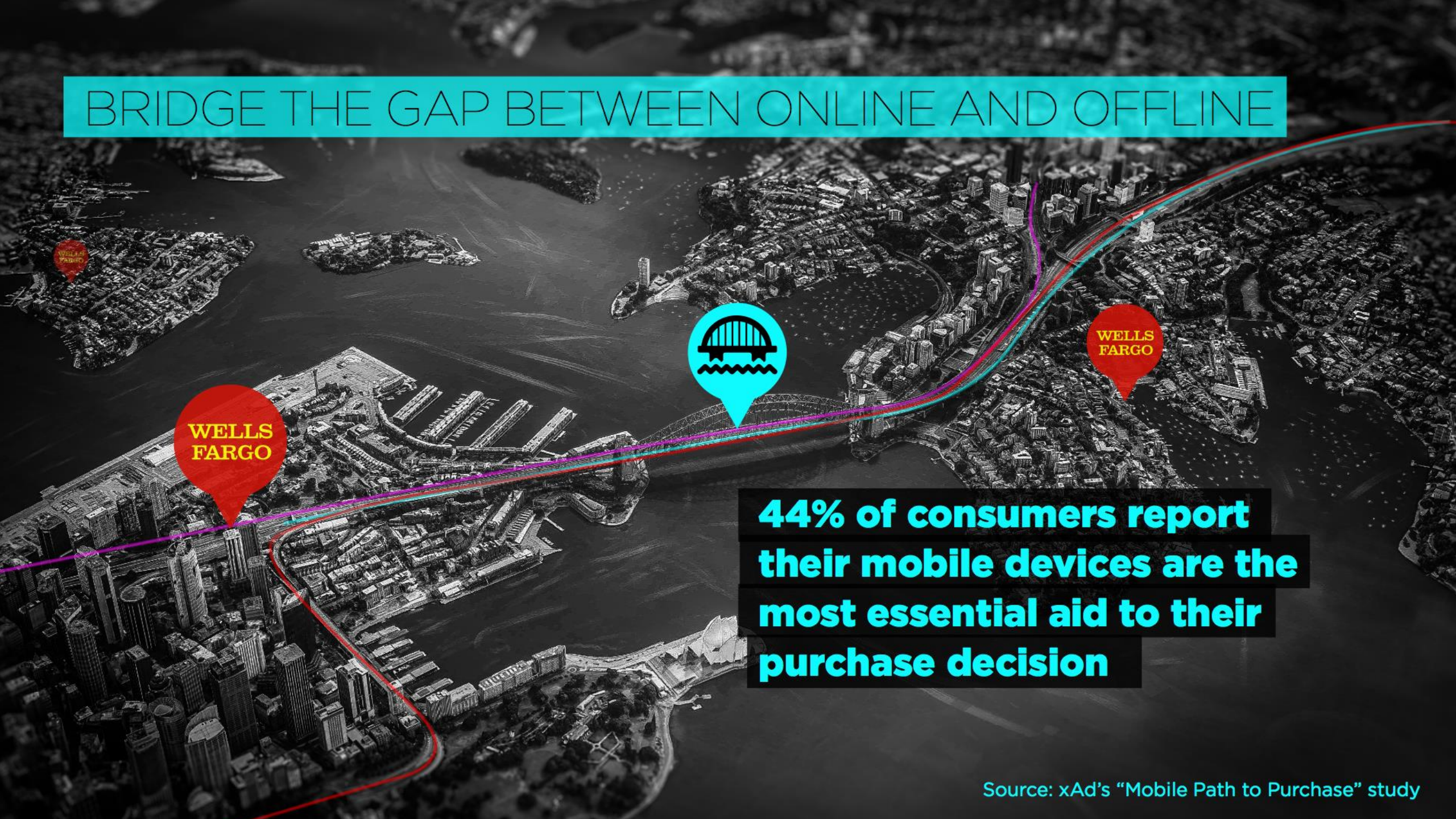
And more immediate returns on interactions with brands



Location is the perfect tool to provide relevant, tailored messaging and purchase opportunities in order to drive action

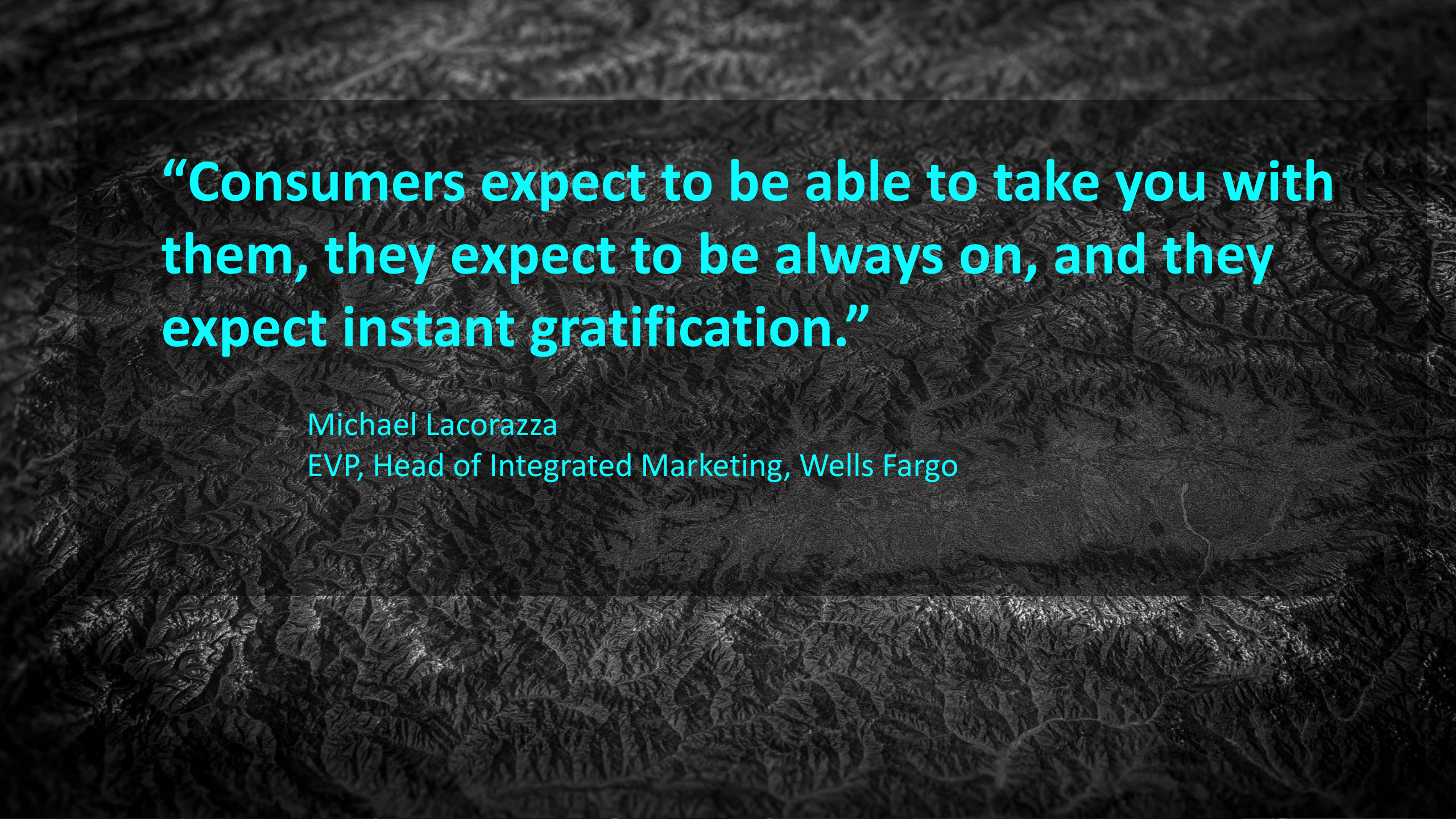

“Location-based services are getting to the point where consumers are expecting messages to be tailored to them.”
Miles Marmo
Brand Experience Manager, Mike’s Hard Lemonade CO.

BRIDGE THE GAP BETWEEN ONLINE AND OFFLINE



44% of consumers report their mobile devices are the most essential aid to their purchase decision

Source: xAd's "Mobile Path to Purchase" study


“Consumers expect to be able to take you with them, they expect to be always on, and they expect instant gratification.”
Michael Lacorazza
EVP, Head of Integrated Marketing, Wells Fargo

REINVENT THE IN-STORE EXPERIENCE

For all of mobile's perks, the brick-and-mortar buying journey is very much alive and well

90% of retail transactions still happen in the real-word



The right mobile strategy can enhance customer experience by nurturing brand-customer connections in-store

Goal for marketers shouldn't be to replace the offline experience with an online one, but to enable a faster, more seamless purchase process

GO BEYOND SEARCH AND SOCIAL



SEARCH AND SOCIAL

- Search engine optimization helps marketers deliver the right answers to inquisitive consumers in a timely fashion
- Social media channels let brands connect and engage consumers in real time, but neglect offline behaviors



LOCATION

- Taps into what's actually happening "now" in the real world without requiring explicit interest
- Allows marketers to act on consumer patterns and needs in real time, using relevant and contextual messaging; Prime opportunity for marketers to carefully share consumer behavior and drive sales

THE BIG TAKEAWAY



LOCATION INTELLIGENCE IS BUSINESS INTELLIGENCE

"IF YOU'RE A BUSINESS THAT IS IN ANY WAY ASSET-CENTRIC BUT HAS A LARGE BODY OF CONSUMERS THAT IT NEEDS TO DEAL WITH, AND NEEDS TO UNDERSTAND HOW TO DELIVER SERVICES OR COMMUNICATE WITH THEM, THEN LOCATION IS A CRITICAL PART OF HOW YOU SHOULD OPERATE YOUR BUSINESS."

- JAMES BUCKLEY, SVP OF LOCATION INTELLIGENCE, PITNEY BOWES

WHERE TO LEARN MORE

