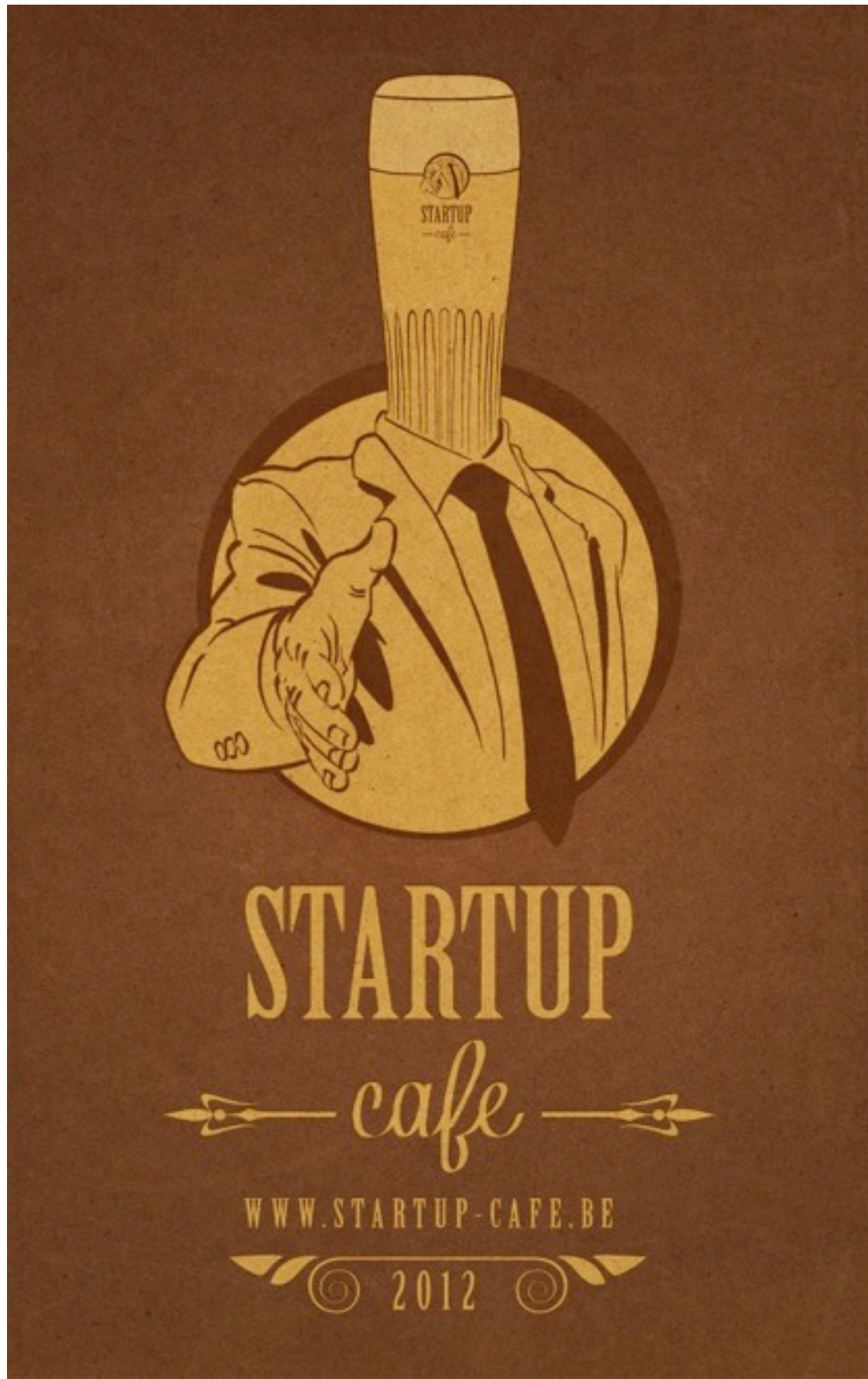




**Get started
with your digital
marketing plan**



&



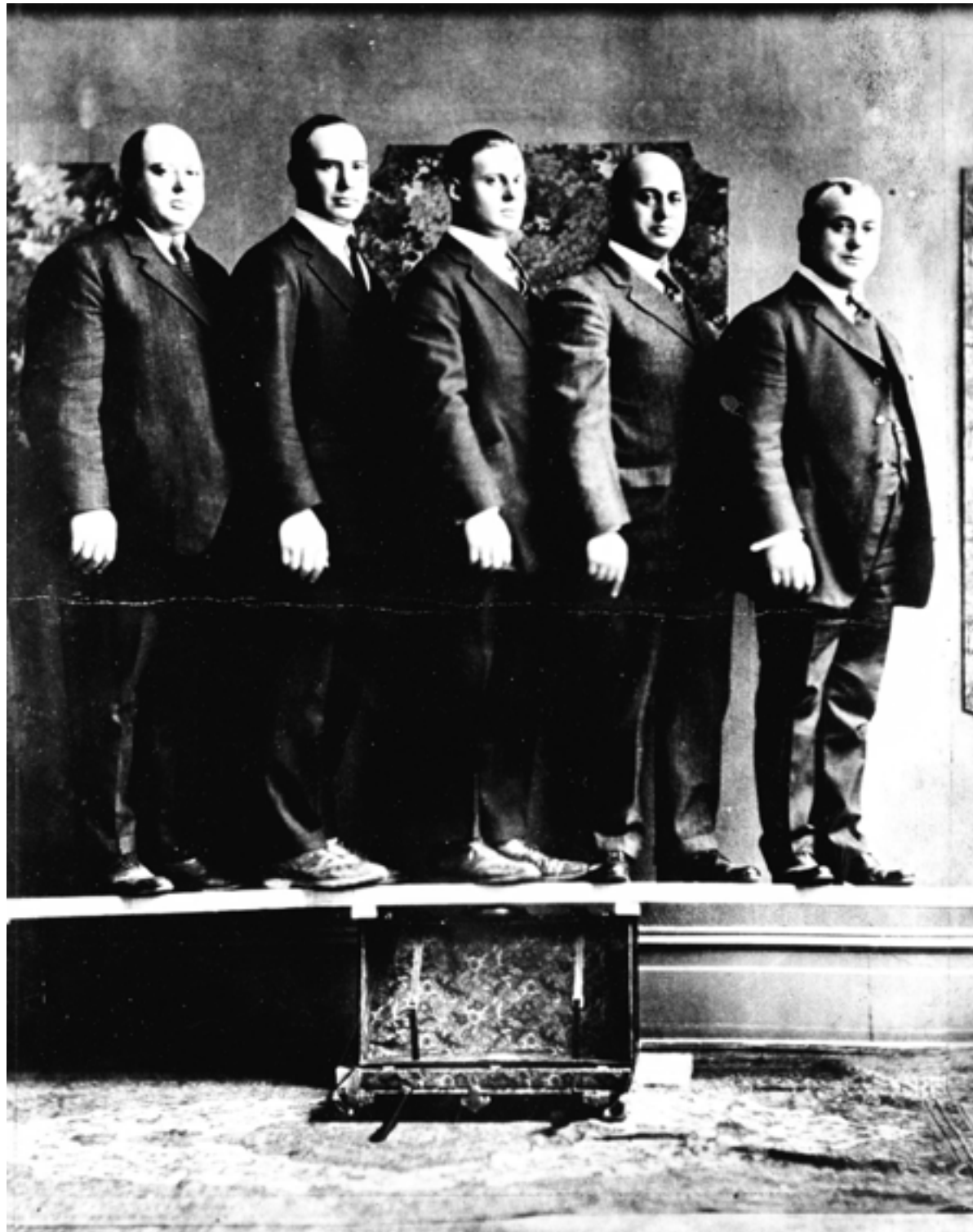
KEEP YOUR
DOORS
LOCKED
AND YOUR

Service Announcement

- Startup Café is dead!
- Long live:



THINK WITH PEOPLE



THINK WITH PEOPLE

Bert Van Wassenhove

EEN DIGITAAL
MARKETINGPLAN
IN 100 DAGEN



 LANNOO
CAMPUS

THINK WITH PEOPLE

Bert Van Wassenhove

- Founder at “THINK with people” & ~~Facilitator at startup-cafe.be~~
- Digital Strategist at “All The Way”
- Managing Partner at “Heaven Can Wait”
 - Little Miss Robot – digital product design
 - Mirror Mirror – branding
 - Walkie Talkie – content PR
 -  the ultimate digital marketing agency
- Content Lab, MonkeyShot, Farmboy, No Computer, Bazookas, Talking Heads, Darwin Analytics, AG Consult, All The Way
- Wrote a book: “Een Digitaal Marketing Plan in 100 Dagen” (www.digitaalmarketingplan.be)
- Chief biker @ mototravel.be
- <http://www.ibert.be>
- www.twitter.com/ibert



THINK WITH PEOPLE

Is marketing for startups DIFFERENT?

THINK WITH PEOPLE

**All marketing is
“different” because
CUSTOMERS are
different!**

THINK WITH PEOPLE



The Altucher Confidential

The Ultimate Cheat Sheet For Starting And Running A (startup) Business

<http://jamesaltucher.quora.com/The-Ultimate-Cheat-Sheet-For-Starting-And-Running-A-Business>

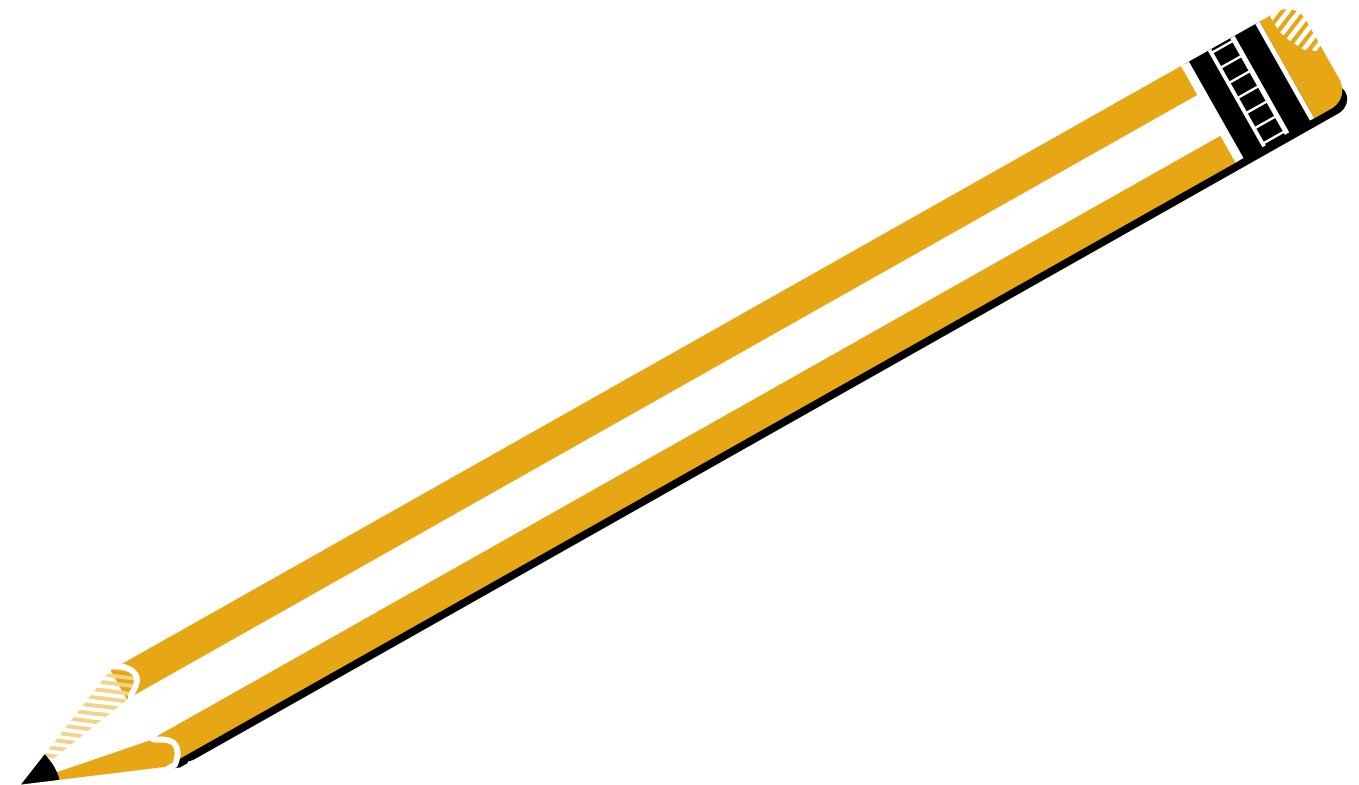
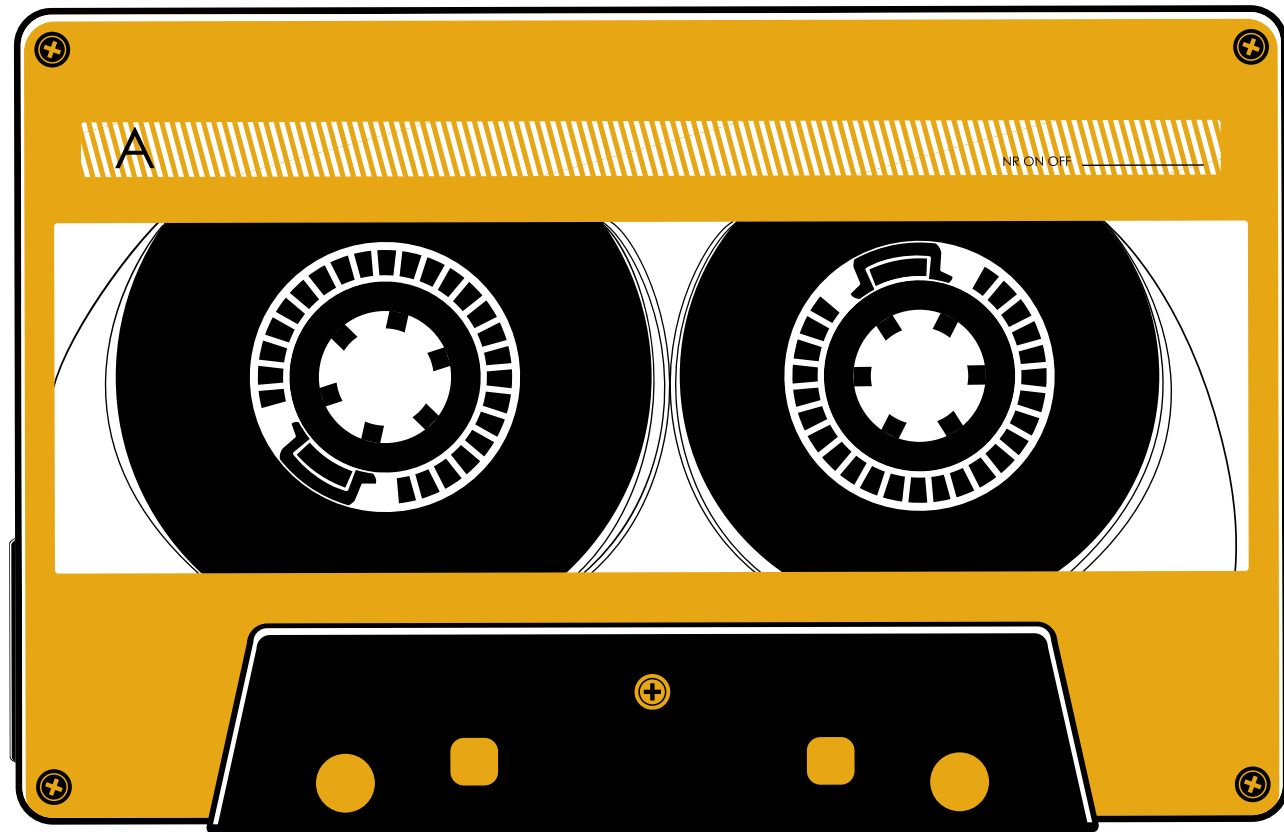
THINK WITH PEOPLE



Some interesting views

- 10) How do you market your app? Friends and then word of mouth.
- 18) How do you get new clients?
The best new clients are old clients. Always offer new services.
- 21) Should I ever focus on SEO? No.
- 22) Should I do social media marketing? No.
- 35) When should you have sex with an employee?
When you love them and the feeling is mutual.
- 51) What is the only effective email marketing? Highly targeted email marketing written by professional copywriters and the email list is made up of people who have bought similar services in past six months.
- 62) Should I have sex with an employee? Stop asking that.

Who can see the connection?



THINK WITH PEOPLE

The world has changed

1



2



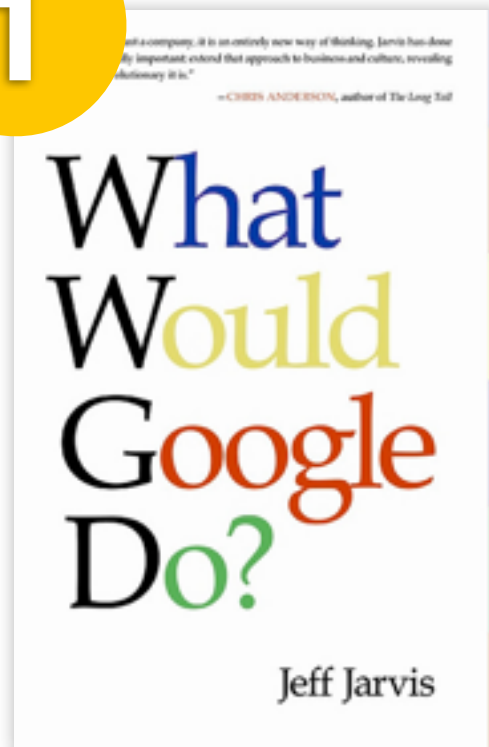
3



THINK WITH PEOPLE

The world has changed

1



2



3



THINK WITH PEOPLE

Top Of Mind becomes Omnipresence



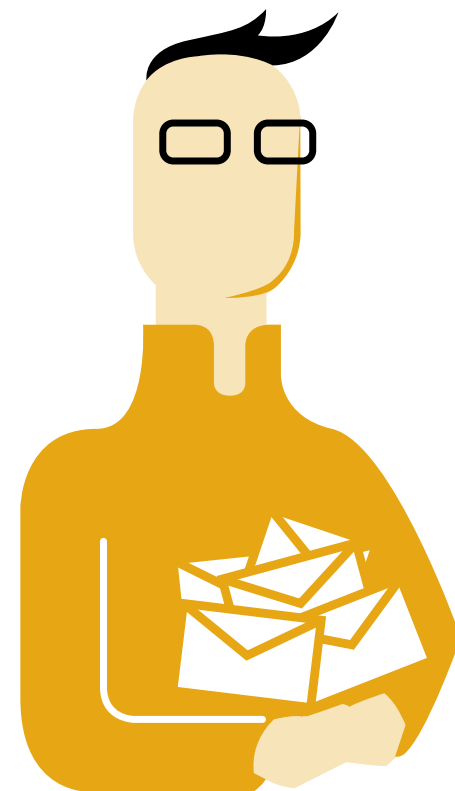
**“Digitale media” is
more than a website**

THINK WITH PEOPLE



THINK WITH PEOPLE

10 jaar geleden



Ding!
Je hebt mail!



THINK WITH PEOPLE

10 jaar geleden



Ding!
Je hebt mail!



Nu



Je hebt 423
ongelezen mails



THINK WITH PEOPLE

Google



1



Betaalde resultaten

Betaalde resultaten

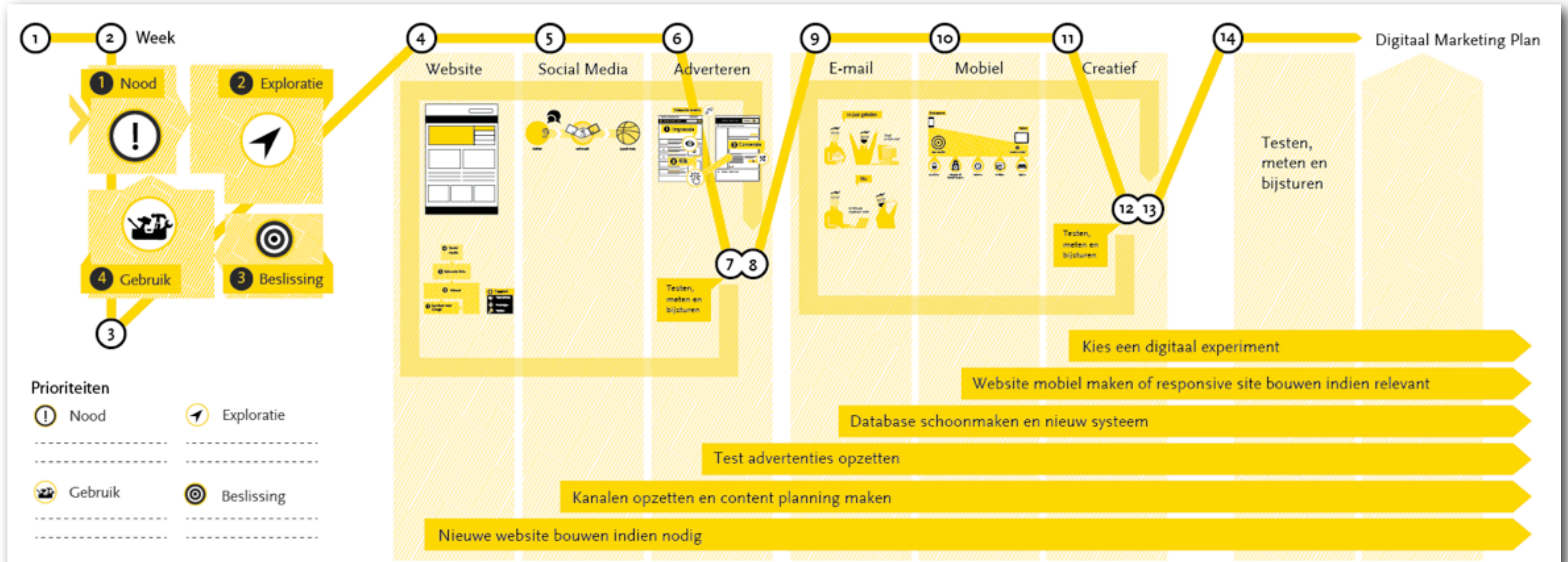
Natuurlijke resultaten

THINK WITH PEOPLE



Riiiiigh...t
I need a plan ...

BUILD your marketing plan, don't INVENT it!



1

SMART QUESTIONS TO
START WITH ...



THINK WITH PEOPLE

1

SMART QUESTIONS TO
START WITH ...

**Who do you want to
reach?**

THINK WITH PEOPLE

Your Target Group

- Online I guess?
- Think about influencers!
- Segment based on what you mean for your customers



THINK WITH PEOPLE

2

SMART QUESTIONS TO
START WITH ...

**How will your customers
find your company or
brand?**

THINK WITH PEOPLE

Customer Journey



THINK WITH PEOPLE



Customer Journey

- ACTIVE needs versus LATENT needs
- Activating needs is what traditional marketing has been doing since forever, and it fits the purpose.



Customer Journey

- “The Zero Moment Of Truth”
- Digital Exploration at the ...
 - Through SEARCH
 - Through SOCIAL



ZMOT



Customer Journey

- “The First Moment of Truth”
- Different purchasing locations
 - Physical store
 - Online
 - Multi-channel retail



Customer Journey

- “The Second Moment of Truth”
- Help your customers
- The Customer experience is the ideal opportunity to generate & stimulate
 - CONVERSATION
 - CONTENT CREATION

Customer Journey




THINK WITH PEOPLE

3

SMART QUESTIONS TO
START WITH ...

What's your objective?

A lighthouse stands on a sand dune at sunset. The sky is a mix of orange, yellow, and blue. A white infinity symbol is overlaid on the image, centered horizontally and partially covering the lighthouse. The text is in a large, white, sans-serif font.

**Get your objectives
straight, they are the
lighthouse of your plan!**

What's your objective?

- We're looking at getting traction with a broad audience who doesn't yet know the need us ...
- We've got loads of customers, but we want to keep them from running off to competition ...



- We offer a popular service people look for on the web, we just need to get them on OUR site ...
- Loads of traffic on the site, but we can't get them to actually buy our stuff ...

2

Do I really need a website? We're on Facebook you know ...

WEBSITE

THINK WITH PEOPLE

YES

- Your website is the only piece of online real-estate you control for 100%.
- Don't trust Facebook (or any other tech startup)
- Nurture your URL, this is your identity!

When is the site important?

- 1. Exploration
- 2. Experience
- 3. Decision
- 4. Generating needs



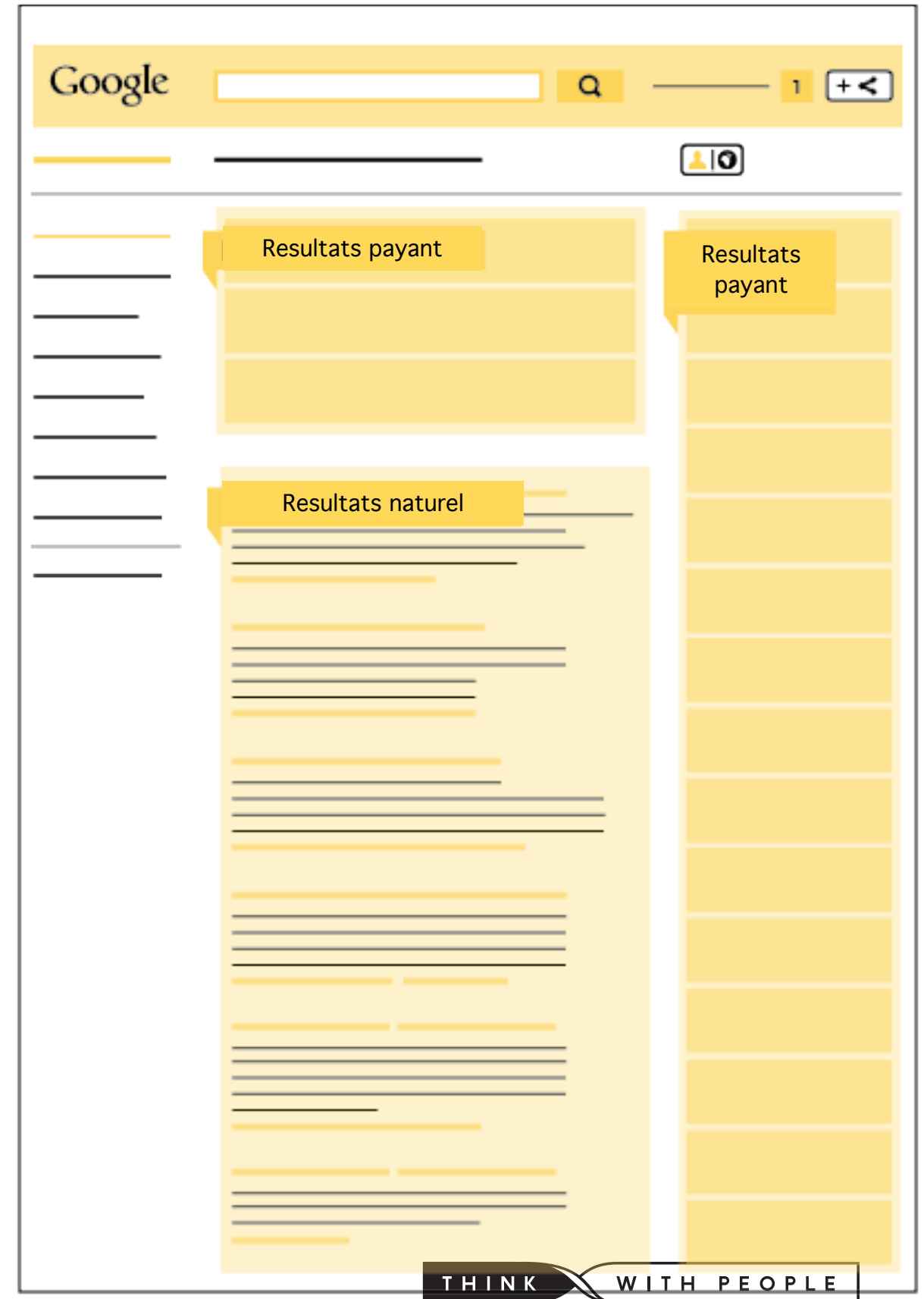


‘We create as much information in two days now as we did from the dawn of man through 2003.’

ERIC SCHMIDT

Basic SEO

- SEO versus SEA
- SEO is a long term job



When is SEO important?

- 1. Exploration
- 2. Experience
- 3. Decision
- 4. Need



SEO Pyramid



 **Opgelet!**

-  Valse belfotes
-  Links kopen
-  Foefelen

THINK WITH PEOPLE

4

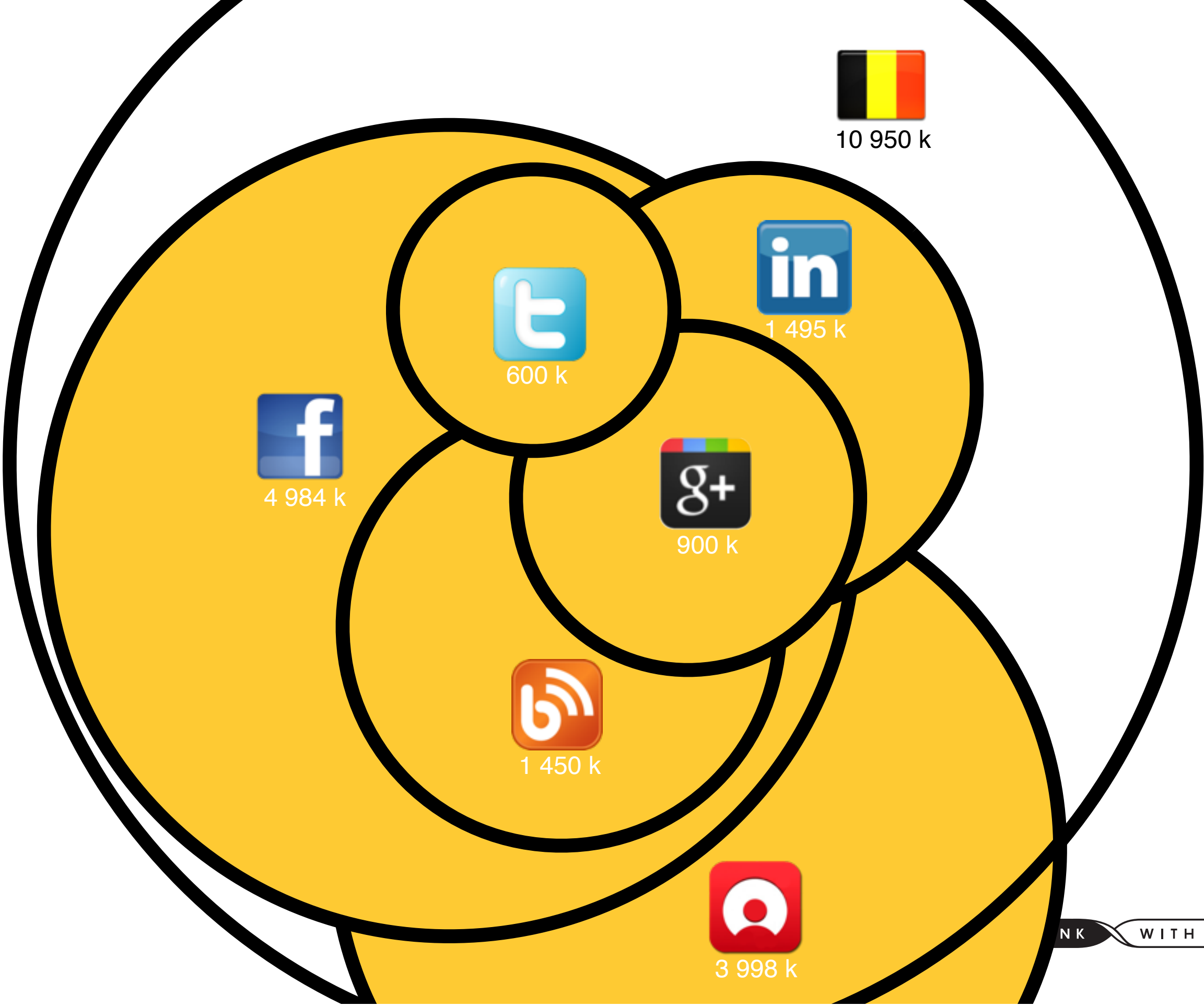
DOES MY MARKETING
PLAN NEED SOCIAL
MEDIA?



THINK WITH PEOPLE

Social Media in Belgium

APRIL 2013




10 950 k

Bron: <http://bvlg.blogspot.com>



The “Social Customer”



THINK WITH PEOPLE

5

MEASURABLE
ADVERTISING



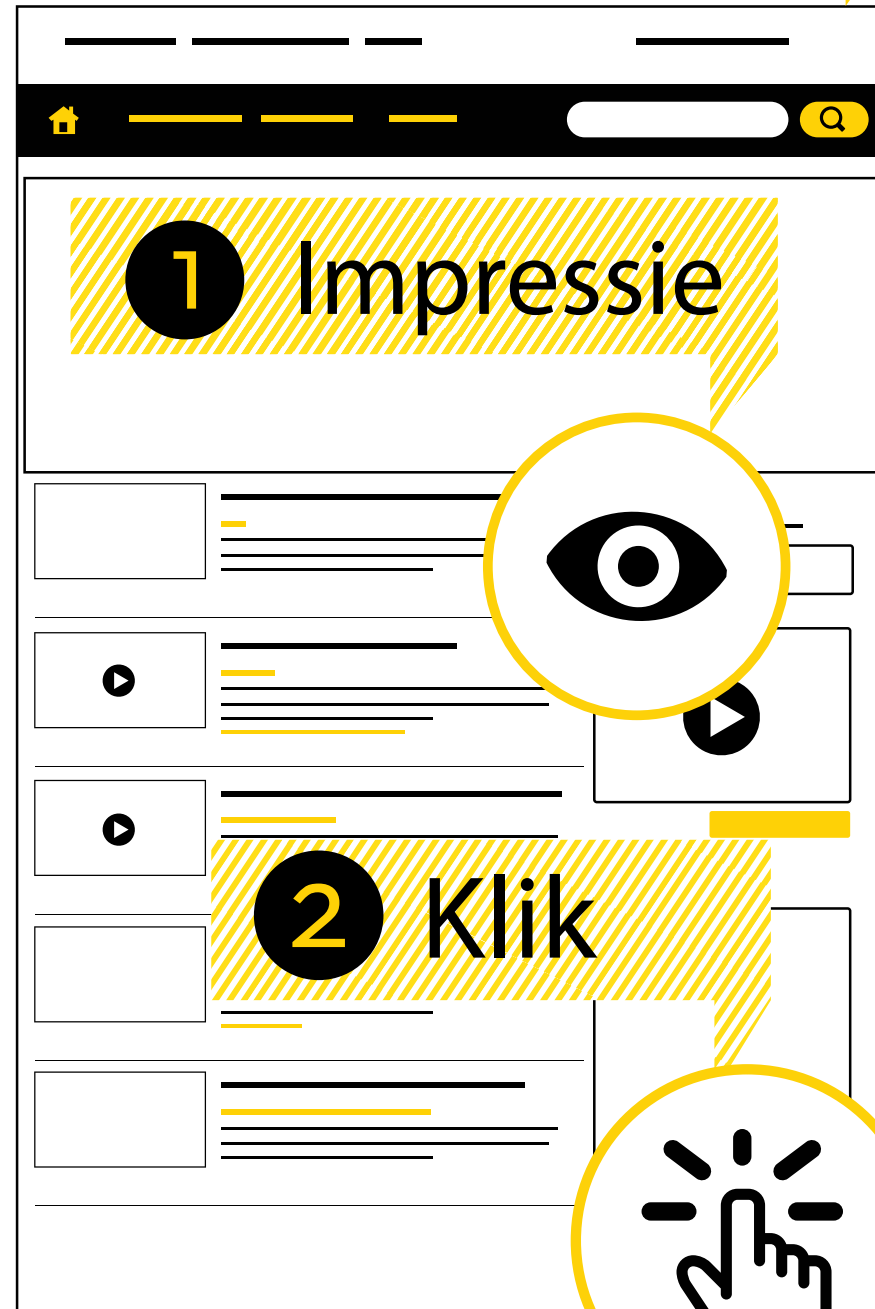
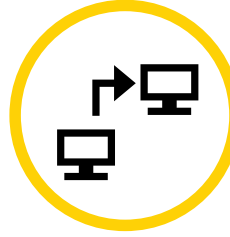
THINK WITH PEOPLE

When to use online advertising?

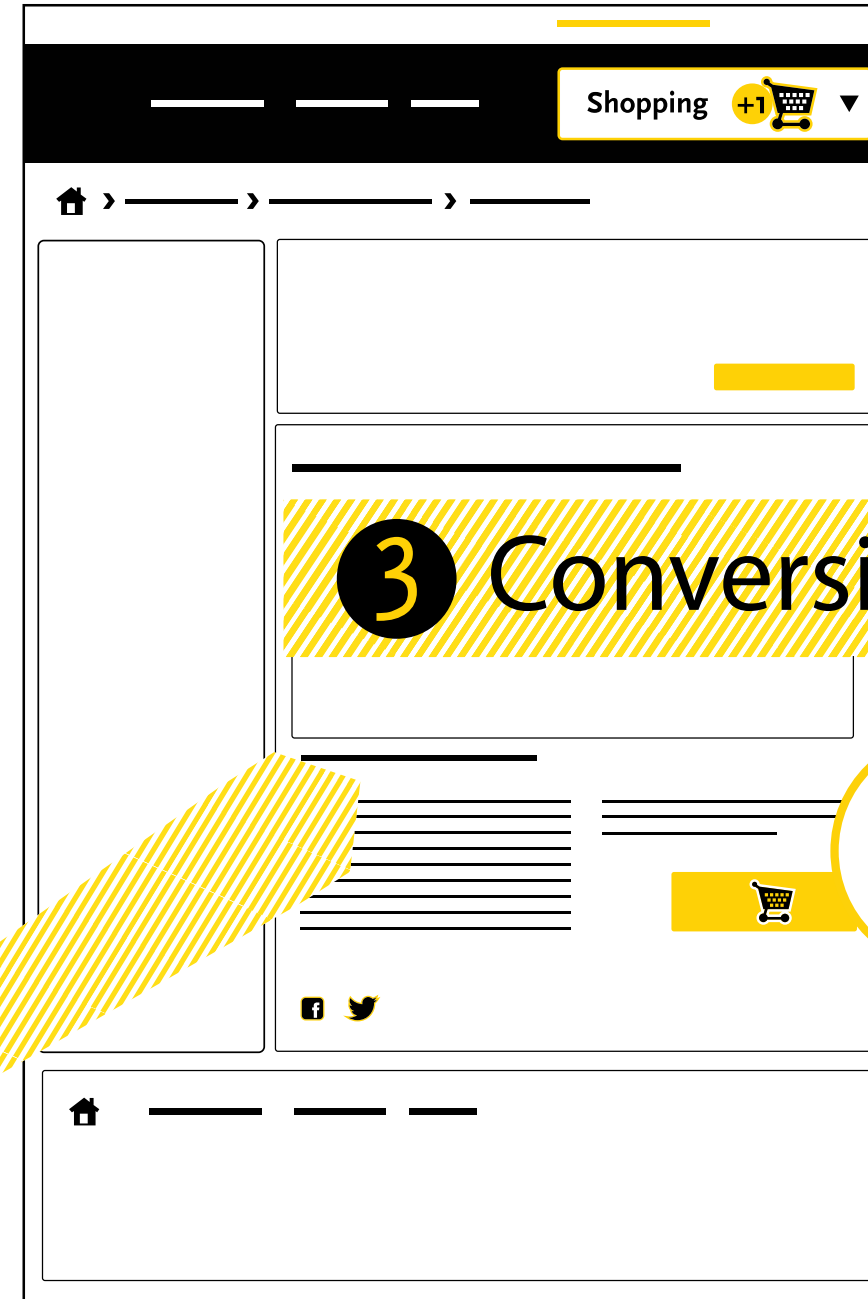
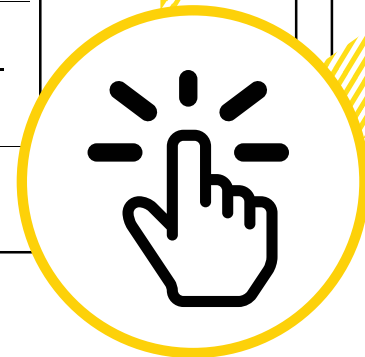
- 1. Decision
- 2. Create a need
- 3. Exploration
- 4. Experience (upselling)



Paid Media



2 Klik



3 Conversie

THINK WITH PEOPLE

Which advertising channel?

Channel	Example	Segmentation method	Payment
Traditional banner	Newspaper sites	Last year's research shows our visitors are 60% male, so we'll show everybody car ads.	Per 1000 impressions (CPM)
Social Media Ads	Facebook	We know this guy is 35 and he's got 3 kids, so we'll show him SUV ads.	CPM or per click (CPC)
Search Ads	Google	This guy just did a search for a Renault Espace, so we'll show him a VW Sharan ad.	CPC
Affiliate marketing	Robscrappysite.net	We don't have a clue why we are advertising cars to this guy, but we only pay if he actually buys a car, so who	Per action or acquisition (CPA)

6

IS EMAIL DEAD?



Why use email?

- 1. Experience
- 2. Decision
- 3. Exploration
- 4. NOT: to create a need





ALWAYS AND EVERYWHERE ONLINE

4G

Phone, Mail 1, Messages 4

Pinspiration, Adam

WORD NTD EMA

kindle

VOGUE

Book club at Sandra's Seattle Thursday 7:00 PM - 9:00 PM

4G 12:38

Phone 4, Messages 1, Mail 2, eBay

Games 3

Yearly accounts review Building 1940 Thursday to Friday

Calendar Tue 31

ESPN SCORECENTER

4G 12:38

Phone 3, Messages 1, Maria

Mailed call

Dave Barnett

USA TODAY

AP, BBC NEWS

THINK WITH PEOPLE

MOBILE LAST (DEGRADED, SHOE-HORNED, SHORT-SIGHTED, CRAPPY)



MOBILE FIRST (PROGRESSIVELY ENHANCED, FUTURE-FRIENDLY, AWESOME)

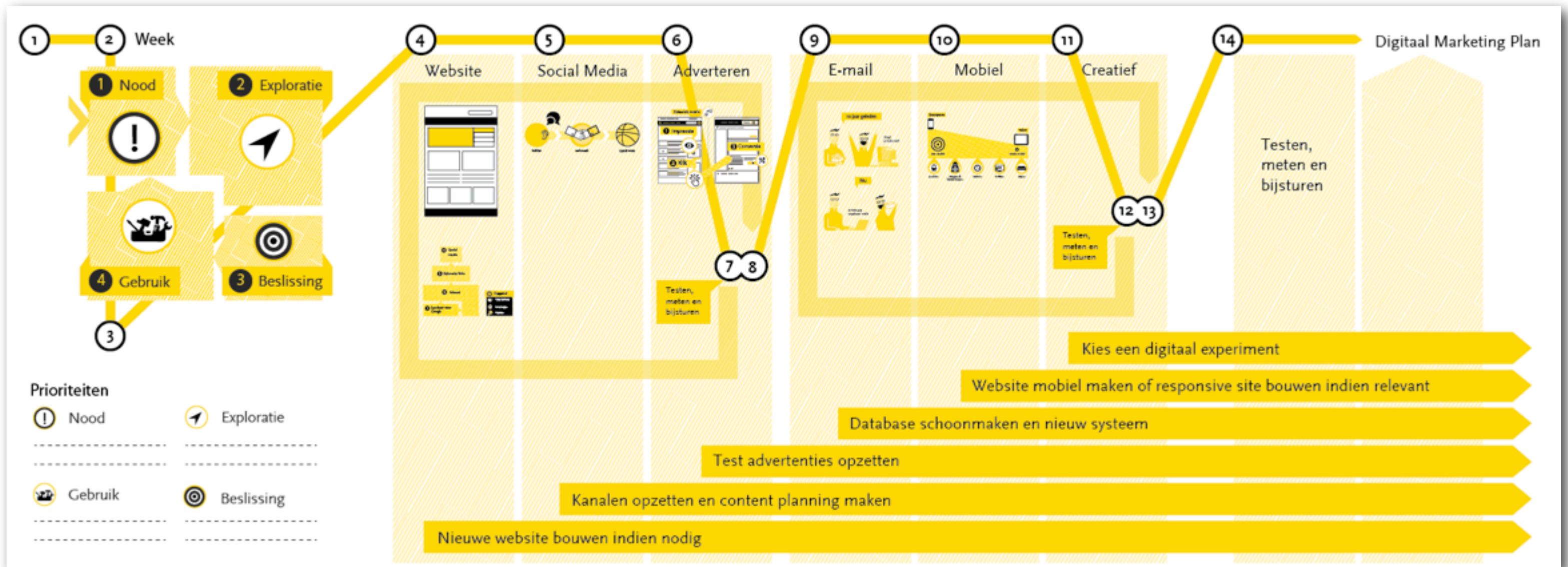


8

GET CREATIVE WITH
DIGITAL



BUILD your marketing plan, don't INVENT it!



THANKS for listening and participating, now ...

Follow me here: twitter.com/ibert

and as a startup especially here: twitter.com/thinkwpeople

and euh ... go buy my book here: digitaalmarketingplan.be

