TRENDS IN DIGITAL MARKETING
5 THINGS YOU NEED TO KNOW

March 15th, 2017

IDG

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IDG STRATEGIC MARKETING SERVICES

CREATING WORLD CLASS MARKETING AND CUSTOMER EXPERIENCES

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IDG STRATEGICMARKETING SERVICES
WHO WE ARE

- A full-service global digital marketing services organization serving B2B and B2C technology vendors

- A business leveraging IDG's 50+ years of expertise in engaging and acquiring audiences through high-quality content

- Over 20 years providing clients custom marketing services

- 80+ specialized services employees worldwide

IDG STRATEGIC MARKETING SERVICES
GLOBAL SCALE

- **Our Infrastructure:** Headquartered in Boston with regional operational hubs in NYC, SF, London, Munich, Stockholm, Sydney, and Singapore serving the 97 markets IDG operates in globally

- **Our Approach:** Global consistency + regional efficiency + local relevance

- **Our Footprint:** The world's largest technology media, data and services company

- **Our Scale:** Unmatched marketing and content services delivery, first-party audience data/intelligence, audience targeting and reach capabilities

OUR CORE AREAS OF SERVICES EXPERTISE

Intelligence Services

Primary Research, Data & Analytics

Marketing Architecture

Strategy & Innovative Solution Design

Visual Experience

Impact Design & Production

Content Creation

Strategy, Creation & Management

Platform Services

Distribution, Engagement and Management (Social, Native, Mobile, Online)

Project Management

Customer Success

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PACKAGED AND CUSTOMIZE INTEGRATED MARKETING SOLUTIONS

IDG | SOLUTIONS
STRATEGIC MARKETING SERVICES

Content Driven Solutions

BRANDING & AWARENESS

Solutions that drive visibility and reach of brand messaging through high impact creative executions and targeted distribution and placements across online, mobile and social platforms.
Keywords: Media, Targeted, Programmatic

ENGAGEMENT SOLUTIONS

Solutions that drive user participation, activity and advocacy through a range of compelling content formats optimized for online, mobile and social platforms.
Keywords: Native, Social, Visual Content

THOUGHT LEADERSHIP

Solutions that establish brands as thought-leaders by developing educational, insightful, credible and authoritative content targeted at and marketed to a distinct audience target.
Keywords: Research, Video, White Papers

PERFORMANCE MARKETING SOLUTIONS

Solutions that are singularly focused on driving quantifiable lower funnel performance via a range of content marketing options deployed across online and social platforms.
Keywords: Lead Generation, Conversion, Traffic

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OUR GLOBAL TRACK RECORD

Clients Served	Projects	Assets Created	Research Studies	Account Renewal
900+	1,800+	10k+	200+	85%

IDG Fiscal Year 2016 (Oct-Sep)

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KEY MARKETING TRENDS

"Content marketing is the only marketing left" Seth Godin

Trend 1:
BRAND AS A PUBLISHER

- 73% say strategy includes operating content marketing as a process vs. campaign (CMI)
- Quality at scale challenge (quantity, variety, engaging) (CMI)
- 60-70% of content in organizations goes mostly unused (Sirius Decisions)
- 70% lack a consistent of integrated content strategy (Altimeter)
- Publishing is difficult...

87%

SAY DEVELOPING ENGAGING CONTENT IS A MAJOR CHALLENGE– FORRESTER

Trend 2:
ROLE OF DATA: DRIVE CONTENT RELEVANCE

- 87% state that data is their most underutilized asset (Teradata)
- Top 2 content priorities: Personalization, optimization (eConsultancy/Adobe)
- Content: Get smart, get aligned (Data-driven content)
- Understand: Buyer journey, buyer persona, know your customer
- Relevance: Validation of peers (research, data intelligence)
- Build TRUST by being relevant...

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63%
BUYERS HAVE ENGAGED WITH DISAPPOINTING BRAND CONTENT; 23% WON'T GIVE THE BRAND A SECOND CHANCE-PARDOT

Trend 3:
MODERNIZATION OF CONTENT: VISUAL

- Visual marketing the most important form of content for business, second only to blogging (Social Media Marketing Industry Report)
- Infographics: Biggest effectiveness increase across all content types (CMI)
- Visual content 40x more likely to get shared on social media than other types of content. (HubSpot)
- 75% of marketers using interactive content plan to increase use (CMI)
- By 2017, 74% of web traffic will come from video (Syndcast)
- Design-led content approach needed

91%

IMPORTANCE OF IMPROVING COLLABORATION BETWEEN CREATIVE AND MARKETING TEAMS
ECONSLUTANCY/ADOBE

Trend 4:
NATIVE: THE NEW DISPLAY MEDIA

- Native driving 2-4X response rates vs. traditional media (Business Insider)
- Role of content critical – contextually relevant, authentic, credible and
- Issues: Content/media identification; fake news!
- Visual content drives highest engagement
- Scale, programmatic, targeting are key...will develop quickly

74%

OF ALL AD REVENUE IN 2021 WILL BE NATIVE ADVERTISING (56% 2016)- BUSINESS INSIDER

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Trend 5:
SOCIAL PROLIFERATION

- Highly effective at consistent levels across all stages of the buying process (eMarketer)
- The share of marketing budgets spent on social media expected to more than double over the next five years, from 11% today to 24% by 2020. (The CMO Survey)
- Video/Live Video: 14% of marketers using; users watching 3x more than traditional video.
- Social becomes a horizontal marketing channel…

Social Media Marketers* in North America vs. Western Europe** that Find Social Media Effective for Accomplishing Select Marketing Objectives, Q3 2016
% of respondents

	North America	Western Europe**
Awareness—improve awareness and understanding of your brand and the products/services you provide	85%	81%
Post-purchase—product support, customer service	85%	78%
Demand generation—create demand for specific products or services	84%	70%
Purchase—facilitate sales (e.g., social buy buttons, chatbots, etc.)	81%	71%
Consideration—get consumers to add your brand to their consideration set	79%	74%
Relevance—make your brand and products/services relevant to buyer needs	79%	72%

Note: Europe n=202; North America n=321; "somewhat" or "very effective"; *from companies with 500+ employees; **France, Germany and the UK
Source: Altimeter, "The 2016 State of Social Business," Nov 15, 2016

219968   www.**eMarketer**.com

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OUR CORE BUSINESS FOCUS

Creating World Class Marketing and Customer Experiences

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THE CONTENT MARKETING PRACTICE

- Our Content-as-a-Service Business
- Leverages IDG's unparalleled content expertise and data intelligence
- Private label, co-branded
- Full-range content services
  - Integrated strategy and content framework
  - Activation models
  - Creation / production
  - Workflow management
- We help our clients become more effective publishers...

10k+
CONTENT ASSETS
PRODUCED GLOBALLY IN
2016

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DESIGN EXPERIENCE (DEX)

- Design-led content philosophy
- Content that inspires, evokes interaction
- Social, native, mobile, video
- Global infrastructure – localized talent
- Optimize content effectiveness...

THE NOWIST

An original film shot in a 'dramatic' film noir style documenting one man's journey to work – a familiar scenario to everyone regardless of nationality. It documents various stages of his journey and how IoT is connected to his experiences on the way. The film is likely to be produced in Eastern Europe to have a wide 'European cinema' appeal and will also be available as a series of 'edits' that will enable us to create additional content relating to the IoT technologies featured in each scene.

Sponsored by

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www.the-nowist.com

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INFLUENCER NETWORK

Leveraging our unsurpassed relationships with subject matter experts to create a variety of perspectives with global reach

Tech Journalists	Industry Analysts	C-Suite Executives
Social Influencers/Bloggers	Consultants	Academics
IT Professionals	Research Firms	Designers

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EXPANDING OUR CUSTOM RESEARCH SERVICES

Base/ Primary Research Services

Tech Pulse (1-2 Qs)

Quick Pulse (5-7Qs)

Market Pulse (10-25 Qs)

On-Demand Peer Analysis

Virtual Panels/Peer Communities

FutureCast Markets

Up-Level Data Insights

Premium Audience/Sample Targeting

Emotion-Centric Analysis

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SOCIAL INTEGRATION

No Longer a Vertical Strategy or Tactic

IDG SMart Ads

Content infused, data-driven, audience targeted, native and display integrated advertising solution.

Crowdsourced Content

Wisdom of multiple experts into one view that's complimentary/aligned to your key go-to-market value statements/proposition

IDG Influence

Leverage our experts to gain access to targeted audiences and association with a highly trusted and credible voice

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APPLIED INTELLIGENCE

Value interpretation and intelligence that informs and drives greater impact

Data Visualization

Integrated Program Reporting

Real-Time Report Access

Global Consistency

Content Intelligence

3rd Party Social, Search Data
+
IDG 1st Party Data
+
IDG Primary Research Data
+
IDG Program Reporting Data

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HOW CAN WE HELP?

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CLIENT CASE STUDIES

Local Program
Telefonica

Germany, Austria, Switzerland

Objective
Telefonica wanted to leverage the high volume of own video contents to access new audiences on the web. Video assets have been sitting on Telefonica's website for a long time and only little reach.

IDG Solution
Integration of client's videos into an custom rich media ad unit that allowed inline display of the videos. Delivery of ad units to target audiences in the DACH region based on data-driven targeting. Some key elements are:

- Creation of series of custom rich media ad units
- Integration of videos for inline display
- Targeted delivery to audiences based on targeting mechanisms

Results & Global Impact
10.000 video views in only two weeks showing an average viewing time of 45% of the video length. 1.200 click-throughs to the Telefonica landing page on M2M.
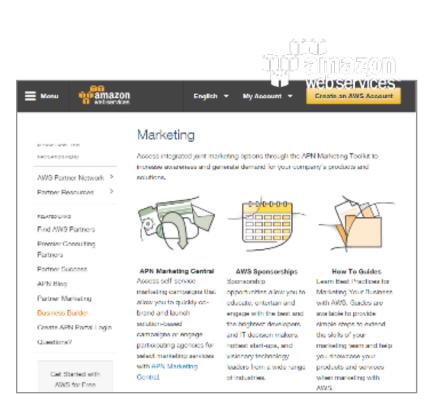
Global Program
Amazon Web Services (AWS)

IDG selected as one of two global content partners to facilitate joint AWS-AWS partner content marketing programs.   Includes all global AWS Partners (thousands).

Challenge:

- Lack of awareness, leaving partners unaware of who to work with
- Stronger focus on localization needed in regions- not one size fits all
- Too reliant on one off tactics- few integrated programs that drive scale
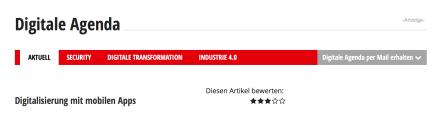- Requires KPIs to allow partners to understand investment and return

Solution:

- Alliance partnership solution offerings via the AWS global partner portal
- Activity with IDG tracked through the portal
- Includes a wide range of content production, event and lead generation services

- Standardized solutions, structure, processes/ work flows and central IDG management team.
- Services executing in the US, Australia, Germany, UK, India

Local Program
SAP

Digitale Agenda

| AKTUELL | SECURITY | DIGITALE TRANSFORMATION | INDUSTRIE 4.0 | Digitale Agenda per Mail erhalten ⌄ |

Digitalisierung mit mobilen Apps

Diesen Artikel bewerten:
★★★☆☆

Swarovski setzt auf SAP HANA Cloud Platform

10.01.2017   Von   Andreas Schaffry (Autor) ▾

✉ Empfehlen
💬 Diskutieren
🖶 Drucken
⬇ PDF
🔗 URL
✗ Xing
in LinkedIn
✖ Twitter
G+ Google+
f Facebook

SAP HANA Cloud Platform trägt dazu bei, die Entwicklung mobiler Apps zu standardisieren, egal für welche Anwendungsfälle sie gedacht sind. Das erleichtert die Zusammenarbeit mit Agenturen oder IT-Dienstleistern. In der PaaS-Plattform wird jede App, egal ob sie für den Anwender im Fachbereich oder einen B2C- oder B2B-Kunden gedacht ist, zudem zentral und übersichtlich verwaltet. Die Corporate IT kann also jederzeit nachvollziehen, welche Apps und welche Daten in welchem Umfang und für welche Zwecke genutzt werden.

WHITEPAPER HIER HERUNTERLADEN

Replikation von Daten in die Cloud

US, UK, FR, DE, Rest of Western Europe (Belgium, Spain, Ireland, Italy, Netherlands, Sweden, Switzerland), Middle East (UAE, Egypt, Israel, Qatar, South Africa, Turkey)

Objective
SAP wanted to grow brand awareness, consideration and overall perception of their S4/HANA cloud computing offering by documenting client cases and making the accessible to new audiences.

IDG Solution
SAP Digital Agenda is an program that takes a look at the many client cases that SAP has created for its S4/HANA technology. The program includes creation of a series (15) of client case reports including video and distribution of this content via a custom content hub integrated into one of IDG's media brands. Some key elements are:

- COMPUTERWOCHE branded Native Hub
- High-quality client cases including video interviews and features
- Filmstrip-style Rich Media Unit

Results & Global Impact
Currently moving into its 2nd year, the program has generated more than 30.000 unique visits to the hub and more than 50.000 engagements with the custom content. The client is currently planning to roll this program out to international.

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Global Program
Microsoft

US, UK, FR, DE, Rest of Western Europe (Belgium, Spain, Ireland, Italy, Netherlands, Sweden, Switzerland), Middle East (UAE, Egypt, Israel, Qatar, South Africa, Turkey)

Objective

Microsoft wanted to grow brand awareness, consideration and overall perception of their cloud solutions through a multi-platform program across EMEA and US.

IDG Solution

Cloud Transformation is an integrated program that takes a look at the transformational nature of Cloud as it applies to business. The program includes an integrated mix of custom content, native integration and media to drive awareness and engagement for Microsoft. Some key elements are:

- CIO branded Native Hub
- Highly-interactive Data Visualization tool
- Long-form Immersive Content & Videos
- Filmstrip-style Rich Media Unit

Results & Global Impact

Currently moving into its 3rd year, the program has driven hundreds of thousands of high value content engagements in US, Western Europe and the Middle East. Visit the strategy guide at http://cloudtransformation.cio.com/ and the Immersive Content at http://bit.ly/2bACuax

Regional/Global Program
Wipro

Germany, Austria, Switzerland, UK, US.

Objective
Creation of a multi-lingual content hub to reach new audiences and educate them on the meaning of business resilience in the digitization age. The client aimed at creating awareness in the web and on social media for its services and products and generate sales qualified leads out of this program

IDG Solution
The Center of Business Resilience is a bi-lingual (German, English) content hub designed to educate, involve and engage users on all aspects of digitization and business resilience. The program includes

- Bi-lingual content hub
- Social media company page on facebook
- Creation of content specially designed for social media
- Nurturing of users and conversion into sales qualified leads

Results & Global Impact
Currently moving into its 4th year, the program has driven thousands of high value content engagements in Germany, Austria, Switzerland, UK and US. Visit the hub at http://wipro.cio.de

Thank you!

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