



# Zero Moment of Truth

FAS Marketing Workshop

The Hague

29 November 2018

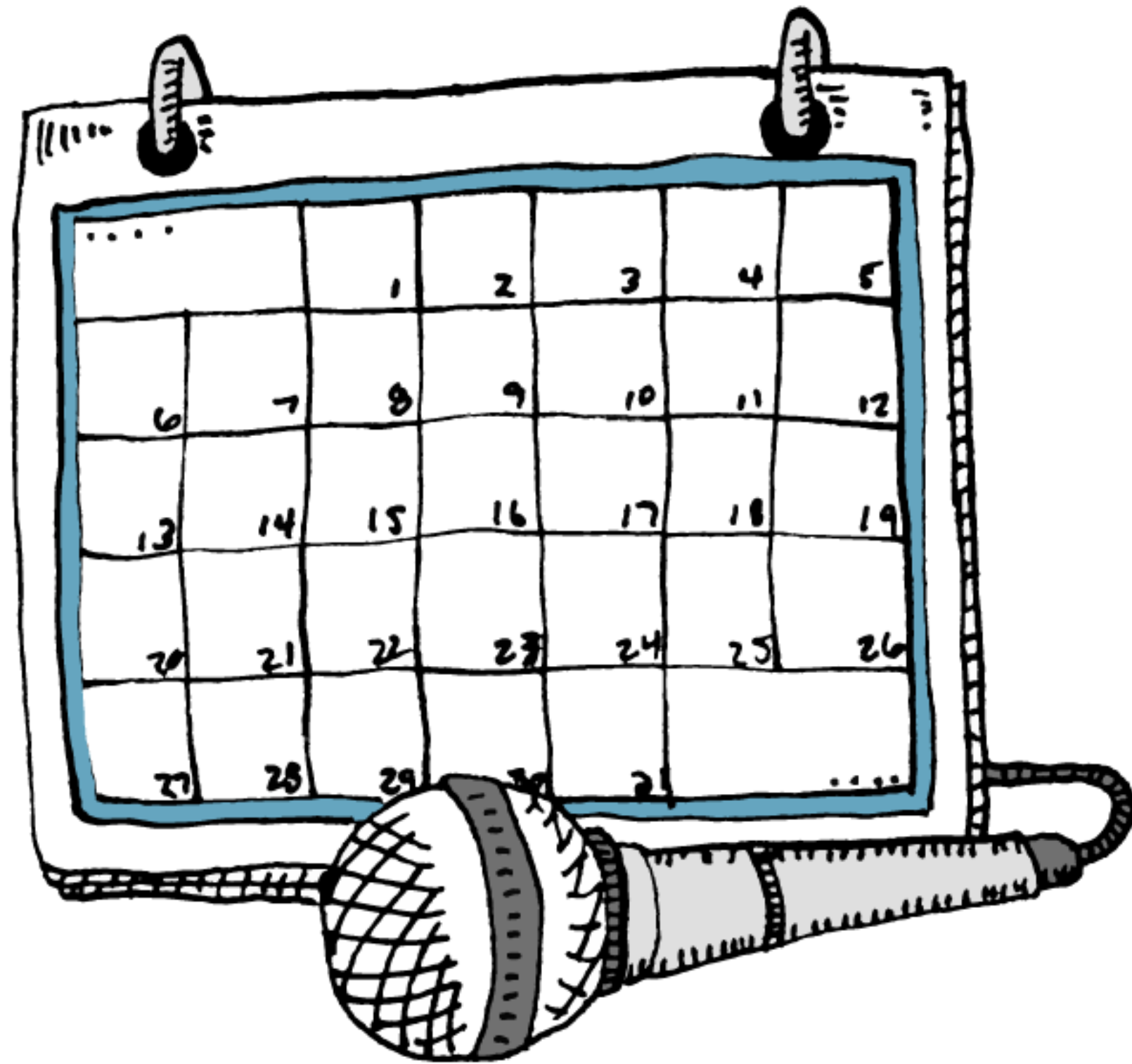
Cormac Farrelly, WSI

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# Agenda

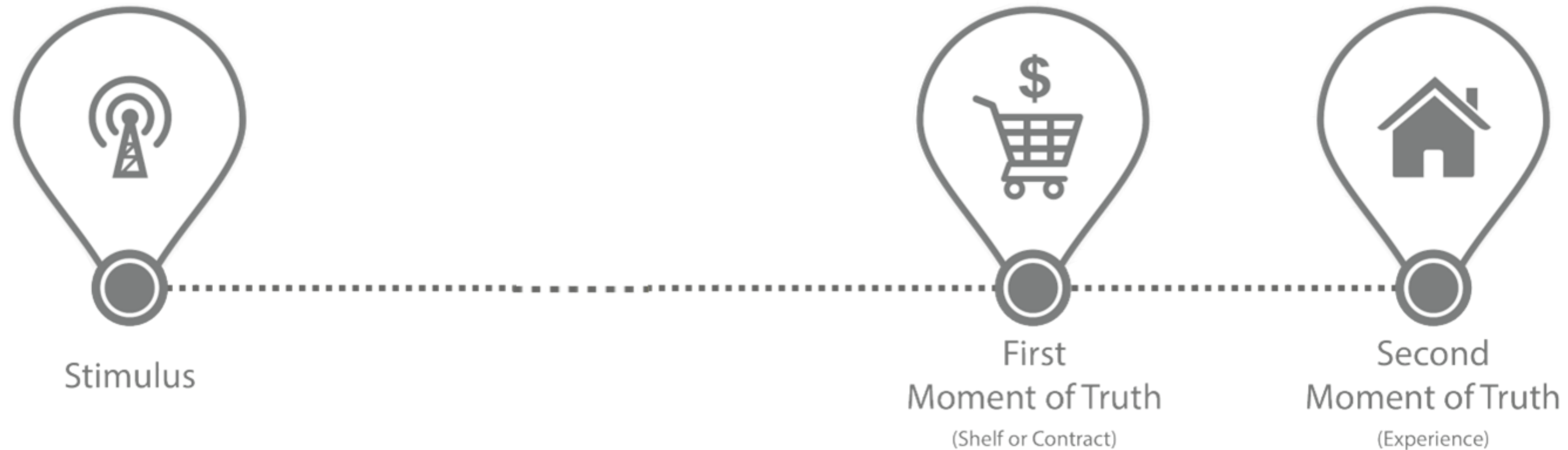


- Introducing ZMOT
- Industry Trends for CPG
- Using Big Data to understand Trends
- The New Buying Journey
- Influencer Marketing
- Which Social Channel?
- Wrap up and Q&A

# Defining the moment...



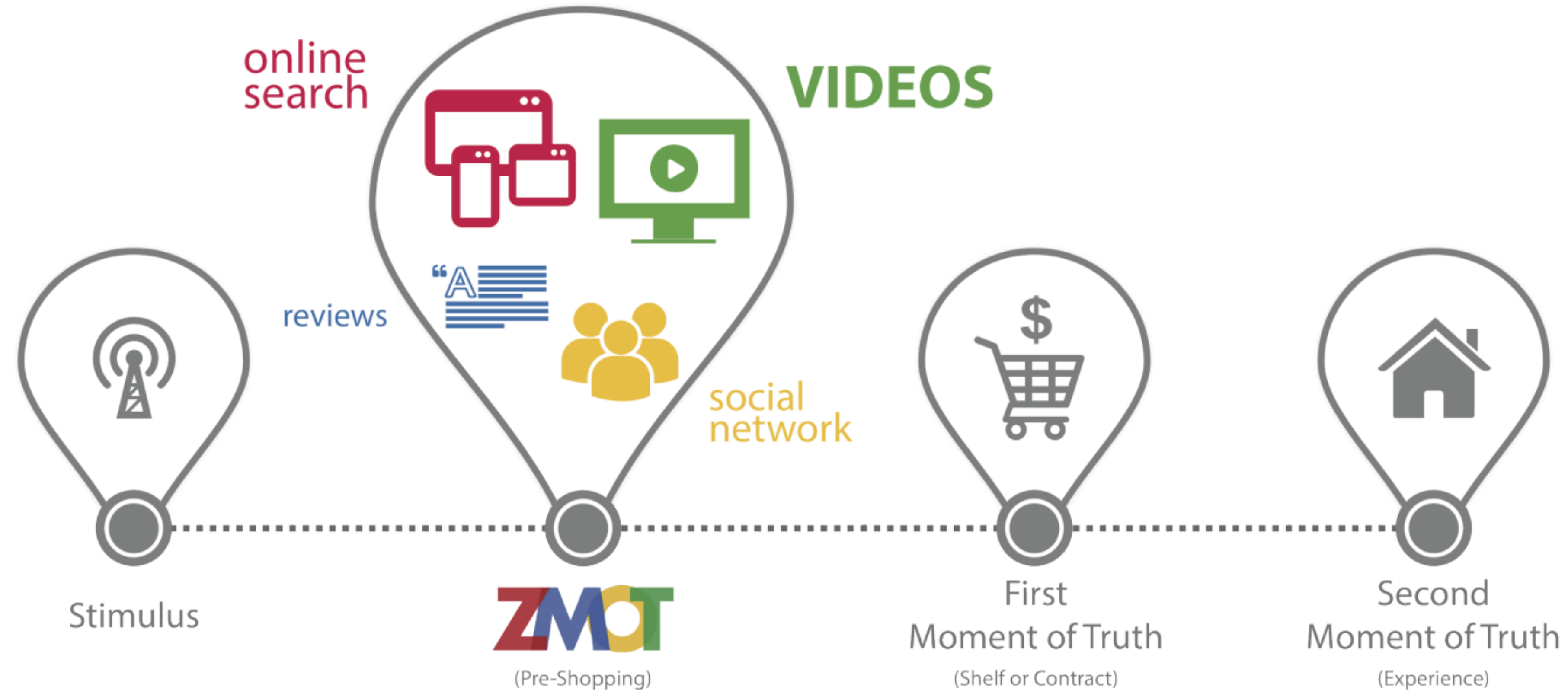
In 2005 A.G. Lafley, Chairman, President & CEO of Procter & Gamble coined two "Moments of Truth".



# Defining the moment



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*The Term ZMOT (Zero Moment of Truth) was coined by Google in 2011*



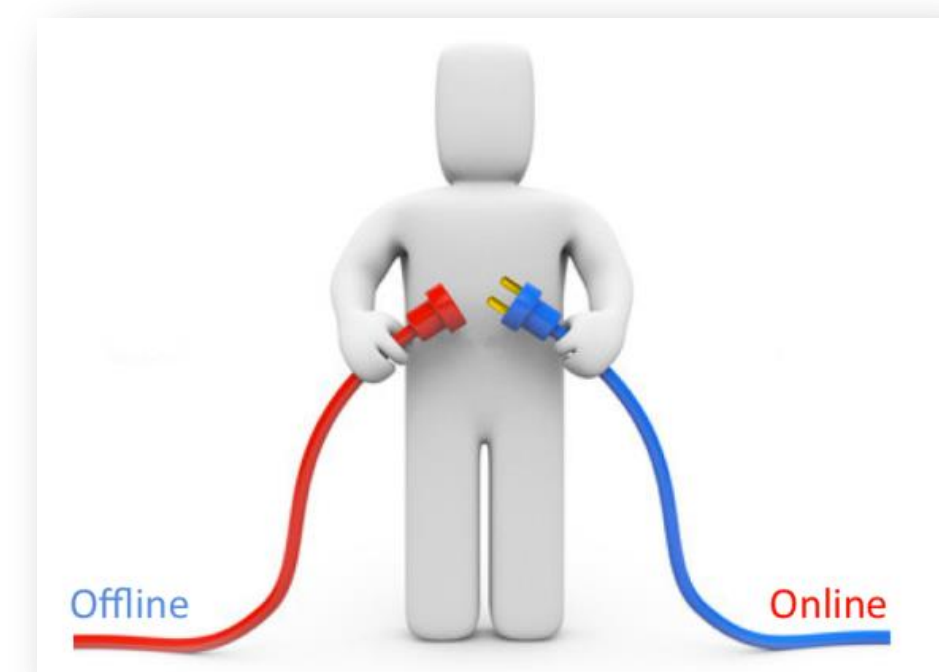
# Defining the moment...



**Zero Moment**—the precise moment when the customer has a need, intent or question they want answered online.

These questions can be anything from “What should I cook for dinner tonight?” to “What will remove crayon marks from my wood dining table?”

A brand that answers these questions at just the right time stands to gain a competitive advantage over brands that don't.



# Industry Trends for CPG

## Food and Beverage Category Will Lead Ecommerce Sales Growth on Amazon in 2018

billions, % change vs. prior year, % of total retail ecommerce sales

	Amazon retail ecommerce sales	% change vs. prior year	% of total retail ecommerce sales
Computer and consumer electronics	\$65.82	23.0%	57.2%
Apparel & accessories	\$39.88	38.2%	38.5%
Books/music/video	\$30.81	18.9%	79.8%
Furniture and home furnishings	\$23.14	37.2%	46.2%
Toys and hobby	\$17.20	30.7%	61.9%
Health and personal care and beauty	\$16.00	37.9%	44.3%
Auto and parts	\$7.82	29.4%	15.7%
Office equipment	\$7.39	29.4%	51.3%
<b>Food and beverage</b>	<b>\$4.75</b>	<b>40.1%</b>	<b>31.8%</b>
Other	\$45.41	30.4%	60.4%
<b>Total</b>	<b>\$258.22</b>	<b>29.2%</b>	<b>49.1%</b>

Source: eMarketer, July 2018

240251

www.eMarketer.com

FREE delivery on orders with any 4 eligible items [Learn more](#)

Low-priced everyday essentials delivered to your door

How to shop Amazon Pantry

**Step 1.** Select products with the Amazon Pantry logo

**Step 2.** Fill your box as little or as much as you like

**Step 3.** Delivered to your door the next day for £2.99

The food and beverage category in CPG accounts for the smallest share of sales on Amazon, yet this category is expected to see the largest percentage of growth in 2018 at **40.1%**. For CPG brands, ecommerce is a path to growth, and Amazon is the starting point.



# Using online search to identify Trends

7

● Fortnite  
Online game

● FIFA 18  
Video game

+ Add comparison

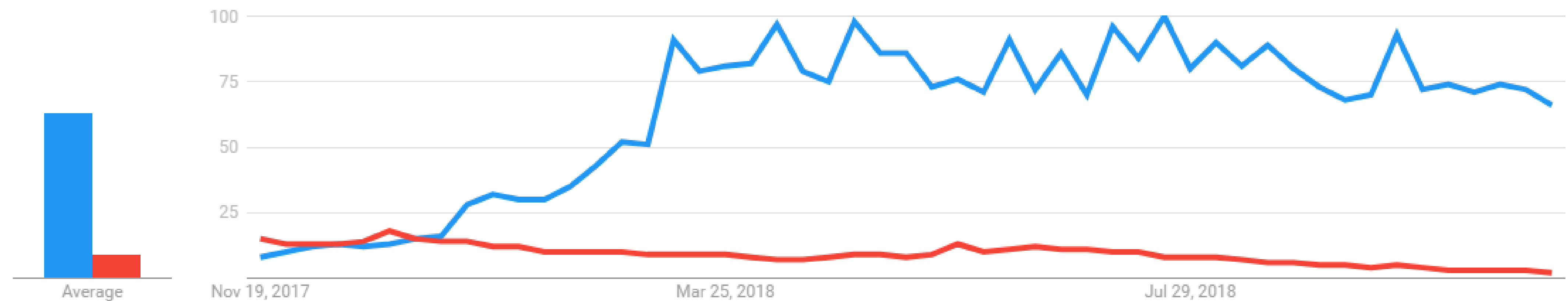
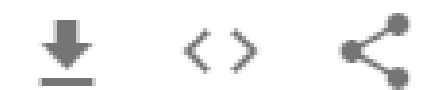
Worldwide ▼

Past 12 months ▼

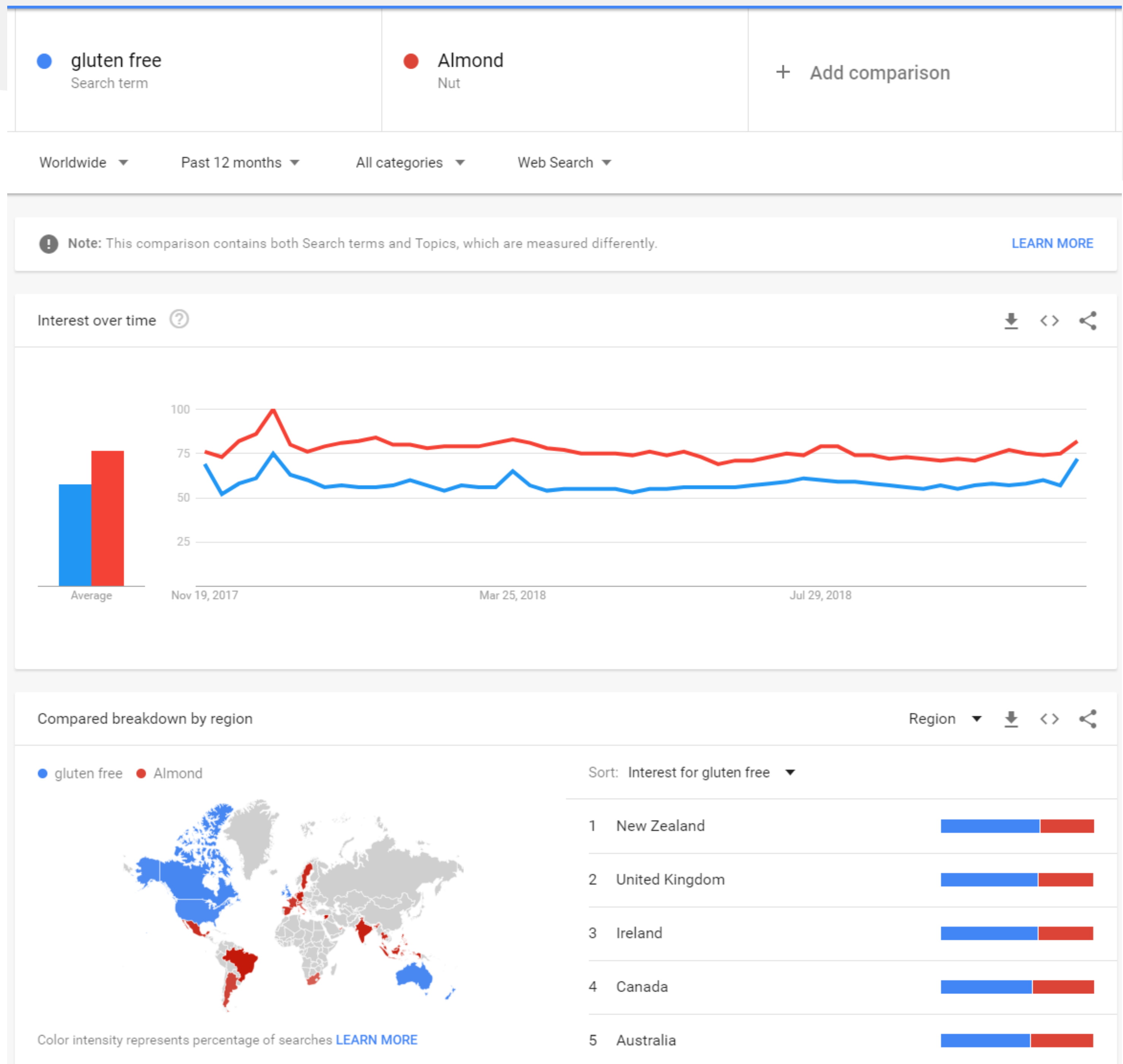
All categories ▼

Web Search ▼

Interest over time (?)



# Using online search to identify Trends





# The Buying Journey has Changed

**Then = Funnel**  
Customers as an afterthought



**Now = Flywheel**  
Customers at the center



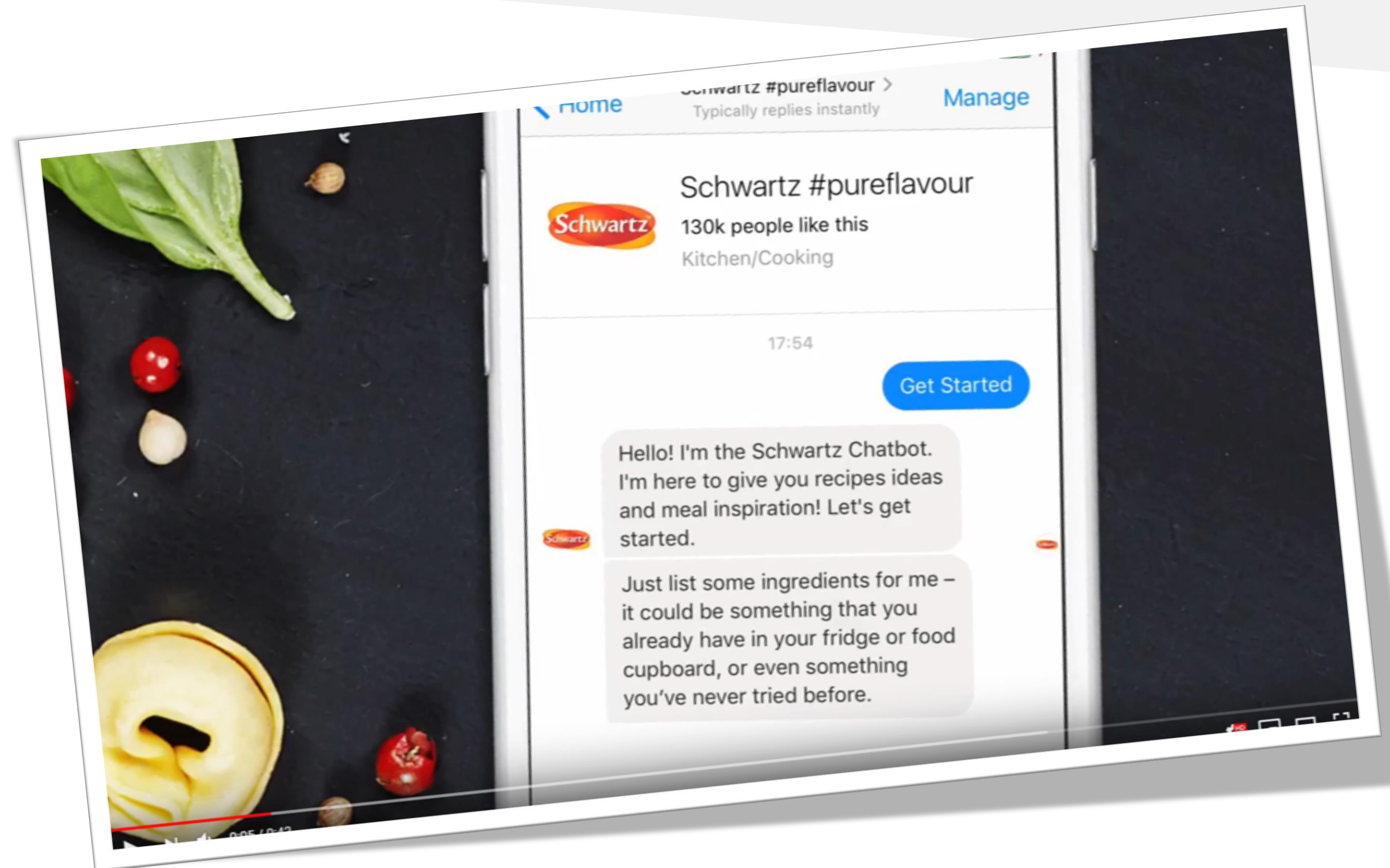
# Like it or Bot...

With the customer firmly front and centre in this new model there is greater demand for:

- a) Personalisation
- b) Immediacy – e.g. FAQ answered.  
Customers are demanding assistance right now

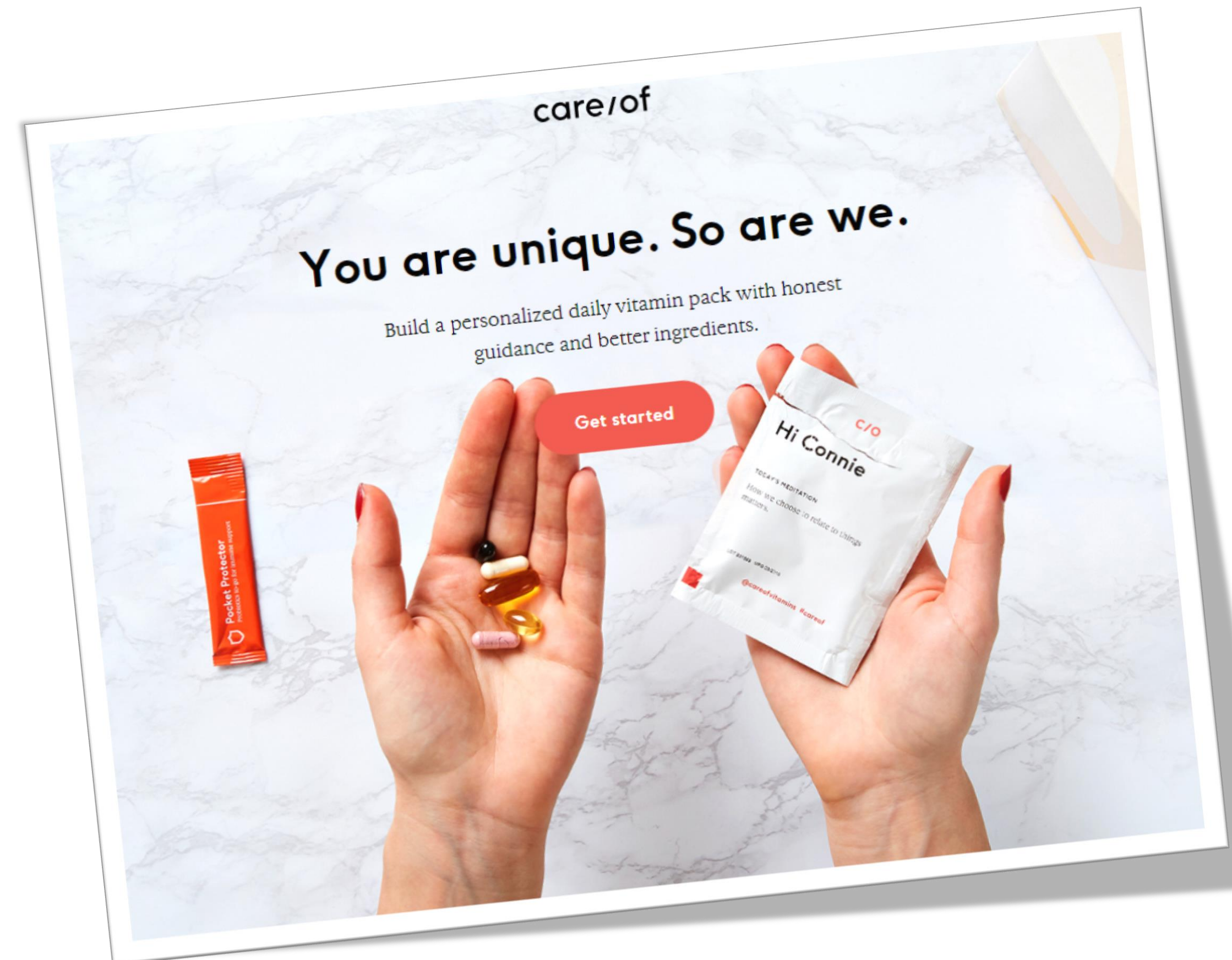
Customers are choosing to Engage with Brands that are **Relevant**, **Helpful** and **Personal**

Click to watch video: [https://www.youtube.com/watch?time\\_continue=5&v=DaOtp5P4lQI](https://www.youtube.com/watch?time_continue=5&v=DaOtp5P4lQI)





# Personalisation Example for CPC brands



This vitamin start-up is disrupting a \$37 billion industry by changing how we approach nutritional supplements





# Influencer Impact on ZMOT

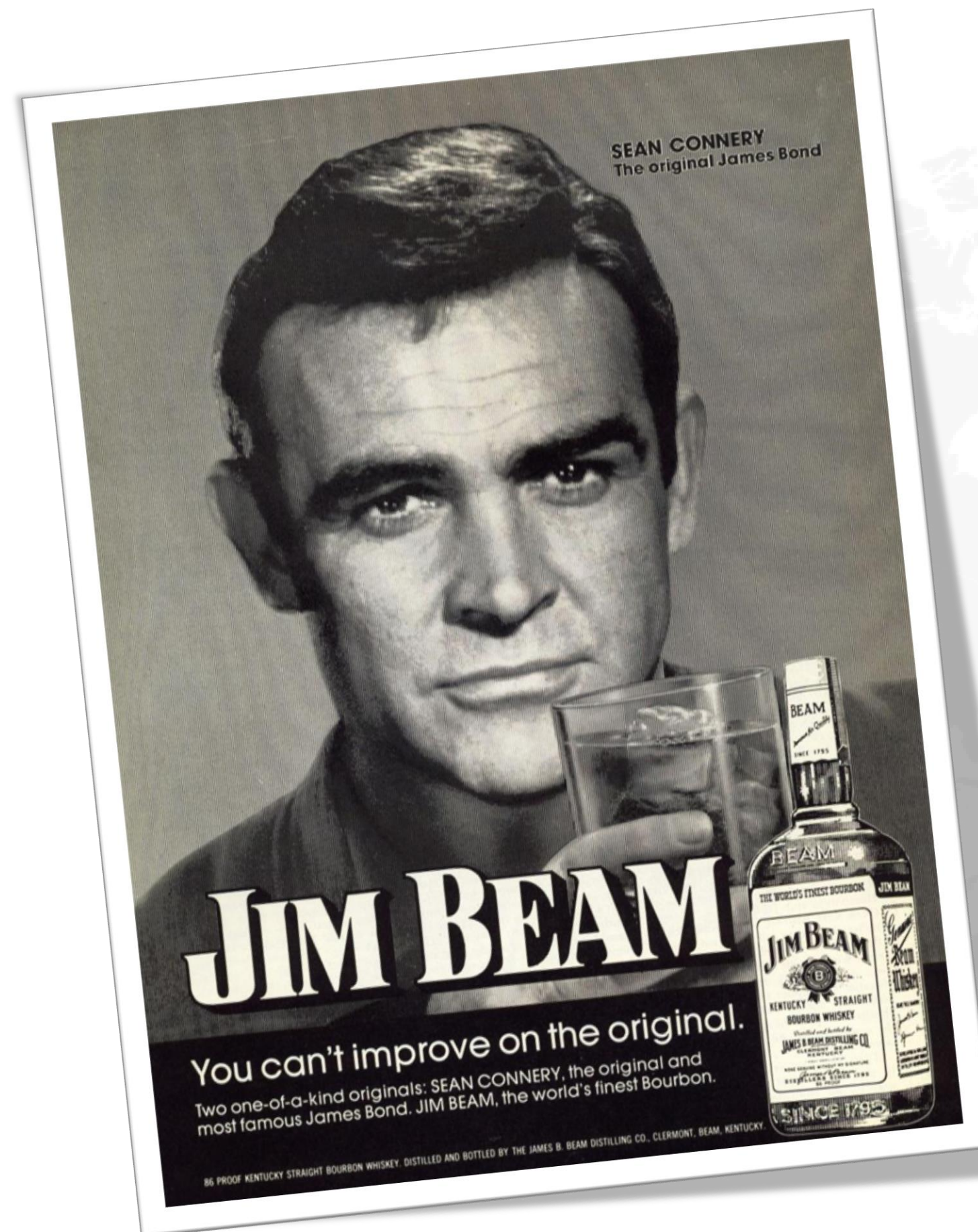
An influencer, is someone who has the power to influence the **perception of others** or gets them to do something different.

When applying this definition to marketers, an influencer is someone who helps other people **buy from you**.

-- Forbes



# Influencer Marketing is not new





# Macro and Micro Influencers

## MACRO INFLUENCER

A macro influencer is more traditional form of influencer. Somebody with an enormous audience, and a global reach. These influencers are typically celebrities or social media celebrities.



### PROS

- They have huge reach.
- They are successful at increasing brand awareness.



### CONS

- They typically have a lower engagement rate.
- They may have a high percentage of fake or inactive followers.
- They cost a lot more money.

## MICRO INFLUENCER

A micro influencer is someone who has not reached celebrity level. They have smaller audiences, and are often involved in more niche industries. The use of this type of influencer is increasing.



### PROS

- They often have a niche following, with hyper targeted demographics.
- Their content receives very high engagement.
- Generally, they cost less to employ.



### CONS

- They have lower reach.



# Why do we care?

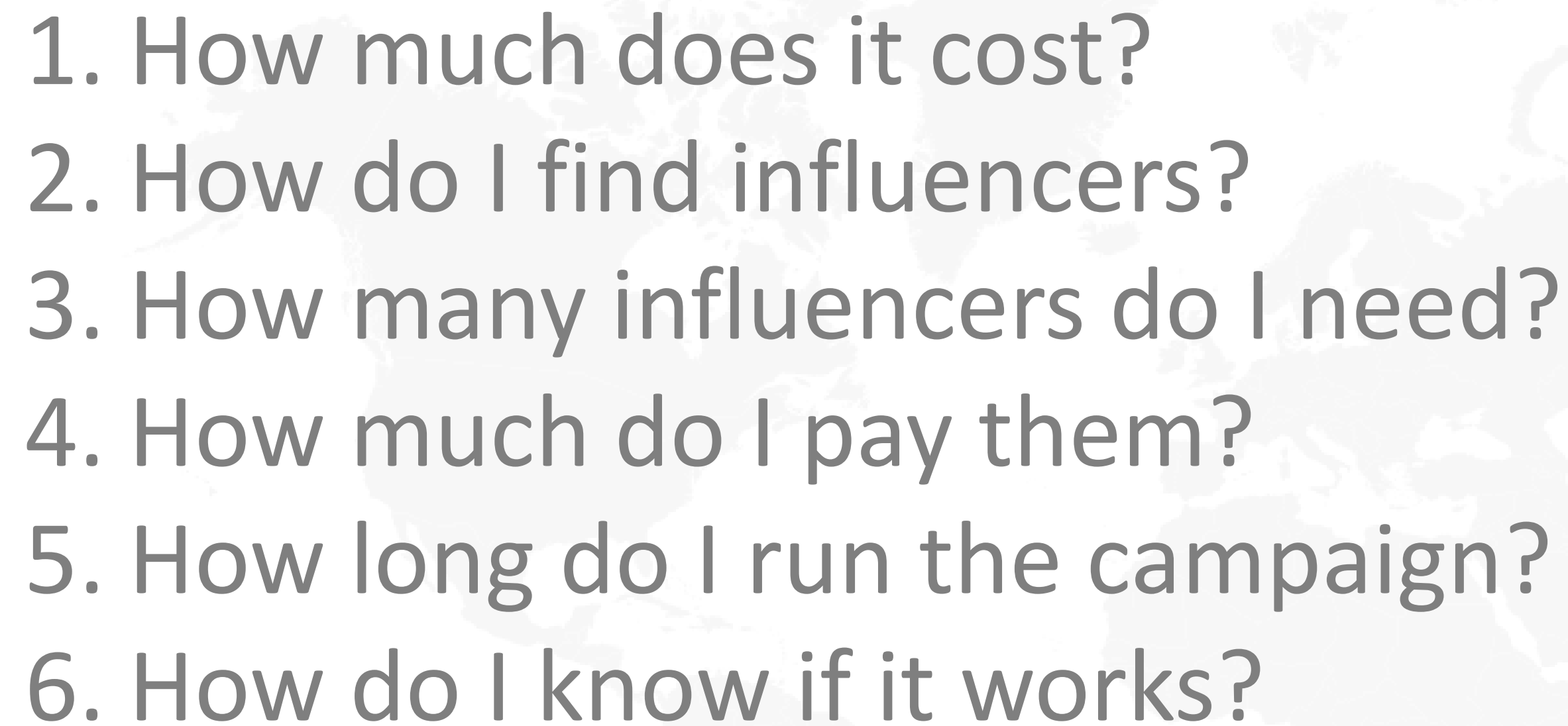
1. Businesses make \$6.50 for every dollar invested in influencer marketing.
2. Influencer Marketing produces 11x higher sales ROI than paid search.
3. Customers acquired through word-of-mouth have a 37% higher retention rate.
4. 59% of marketers are planning on increasing their influencer marketing budgets over the next 12 months.

Sources: Tomoson, Tap Influence, Deloitte, Tomoson

I'm thinking about  
doing an Influencer  
Campaign, but...



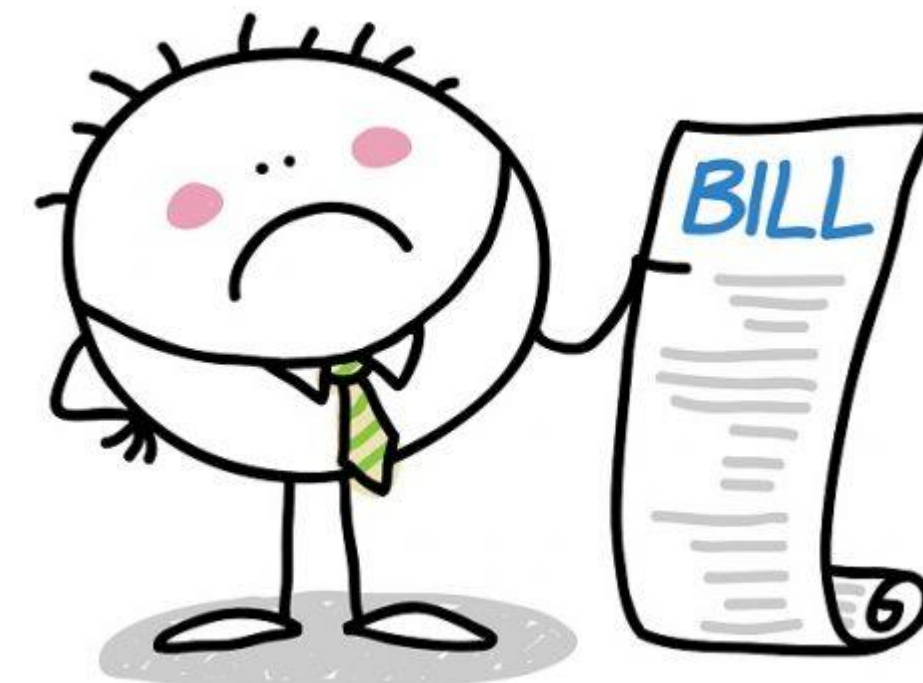
# ... I have some questions.

- 
1. How much does it cost?
  2. How do I find influencers?
  3. How many influencers do I need?
  4. How much do I pay them?
  5. How long do I run the campaign?
  6. How do I know if it works?

# Estimating Influencer Costs

*Based on the industry standards at the moment, you can expect to pay an influencer between €10 - €50 / 1,000 followers, per post.*

*Typically if you're asking someone to do multiple deliverables, it'll be closer to the lower end of the budget, and similarly if someone is doing just 1 deliverable, it will likely be the higher end of the spectrum.*





# Example from Specific Influencer

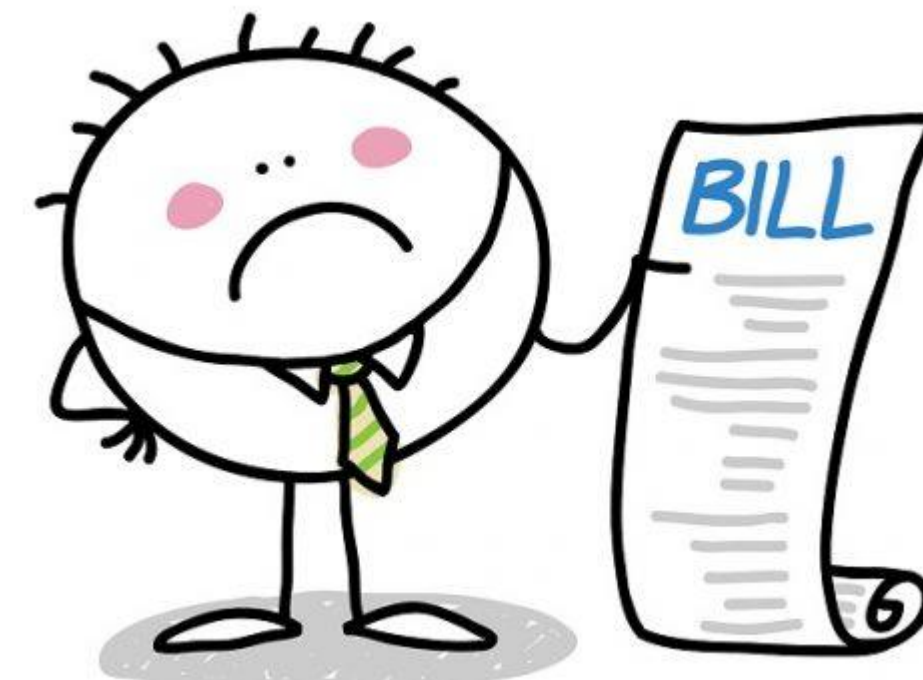
*Roz Purcell – Natural Born Feeder*

**Total Followers: 205,951**

**Fee: €1,800**

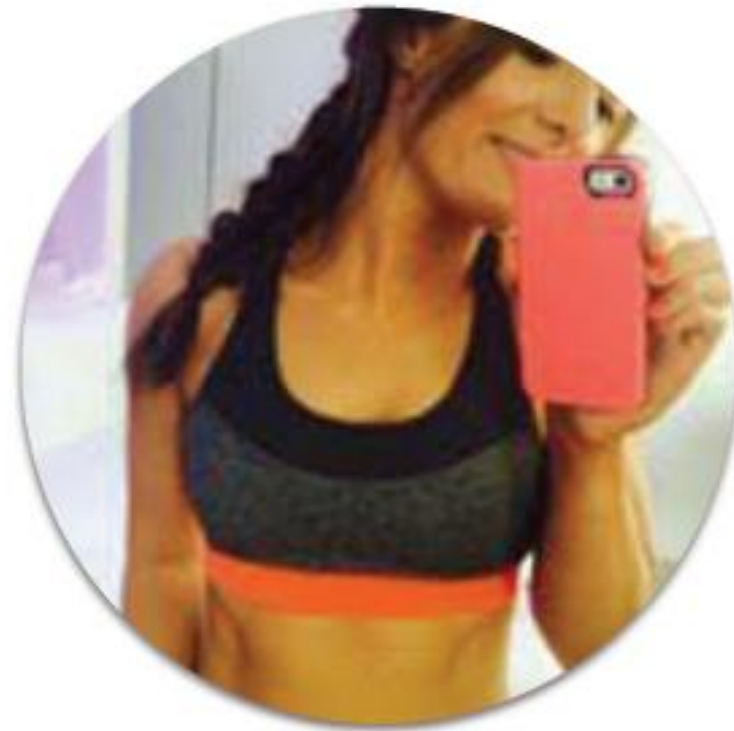
**Deliverables / cost per 1,000 followers:**

- YouTube Video x 1 - €78.85
- Instagram post x 1 - €2.74
- Blog Post x 1 - €1.46
- Facebook Post x 1 - €6.36





# Case Study: Top 3 Influencers based on Engagement



Gym Bunny

Cost: €1,500  
31,136 total audience  
22.57% Engagement Rate



Rosemary Mac Cabe

Cost: €3,000  
55,066 total audience  
11.47% Engagement Rate



Natural Born Feeder

Cost: €1,800  
90,778 total audience  
3.35% Engagement Rate



# Case Study: Top 3 Influencers based on Cost / Engagement



Rosemary Mac Cabe

55,066 total audience  
Cost: €3,000  
Cost/Engagement: €0.10



Gym Bunny

31,136 total audience  
Cost: €1,500  
Cost/Engagement: €0.21



Natural Born Feeder

90,778 total audience  
Cost: €1,800  
Cost/Engagement: €0.58

# Where do I start?

## “6 Tips to Running a Successful Influencer Marketing Campaign”



# Tip #1:

## What is the purpose of your Influencer Campaign?



Maybe you are trying to **Shift** consumer perceptions or address **salience** issues?

Or perhaps you looking to **increase awareness** for your category or brand, reach new audiences, increase conversions, **drive lead generation** or accelerate digital growth?

The first step is to **Define a campaign strategy** and **establish KPIs** for meeting goals and objectives



# Tip #2:

## Determine your target audience and the platforms they use.



In order to develop an influencer marketing campaign, you need to **know who your target audience** is, and where they spend their time online.

This will help determine **what channels** they will be on, **what content** they engage with and ultimately **what kind of influencers** you will be looking for.

Remember it's not the demographic of the influencer that's important, it's the profile of **their audience**



# Tip #3:

## Develop a Prospective Influencer Profile.

**TAKE SOME TIME TO ASK YOURSELF:**

→ Does the personality of the influencer fit with your brand and product image?

→ Does the influencer share the type of content your target audience is interested in?

→ Do the influencer's followers engage with the content that they post?

→ Are their followers part of your target audience?

→ Will you use micro influencers, macro influencers or both?





Natural Born Feeder (Roz Purcell)



**Location:** Dublin

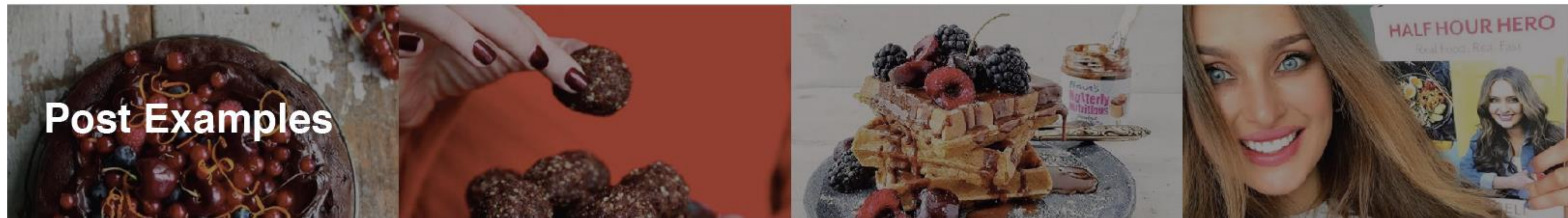
**Gender:** Female

**Categories:** Foodie, Chef

**Top Network:** Instagram (83,769 followers)

**Total Audience:** 205,951

**Notes:** On average, her posts receive very high engagement | 57% of her followers are male | The average age of her followers is 27 years old | 60% of her audience is in Ireland | She makes Tasty-Style videos on her YouTube Channel | She also has a personal Instagram that has over 213,000 followers that we could perhaps leverage



Post Examples



# Tip #4:

## Establish your brand on social channels.



Influencer marketing campaigns work best when a brand is **already established on social media** channels. Since these campaigns typically live and breathe on social media, it's important to have an established presence there. When someone sees your product being endorsed by an influencer, they will typically check out your social media feeds too — if they land on an **empty or inactive profile**, their **trust decreases**.

# Tip #5: Project Manage the Campaign.



**Stay on top of communication** with your employed influencers. You can ask that they send you content before posting for approval. **Make sure they follow your brand accounts**, and **engage with content** that you post throughout the campaign. **The brand should also be commenting on content** posted by influencers during the campaign.



# Tip #6: Continue the Relationship with the Influencer.



When the campaign is over, **continue to stay in touch** with influencers who worked well! Often influencers can **become brand advocates** and will be willing to work with you again at a much lower cost.



# Importance of a Process driven approach



Agree  
Strategy



Roster Build



Contract  
Negotiations



Execute  
Project



Report  
against KPIs





# Lessons Learned from Influencer Projects

- Interacting with influencers can be quite labour intensive so having a well thought out process is vital
- Use the negotiation stage to evaluate how easy the Influencer will be to work with. Are they responsive? Do they volunteer a plan?
- It can be difficult to negotiate down on price but definitely possible to get the influencer to throw in more deliverables
- If you engage multiple influencers It is important to introduce them to each other - We found that they often interact with each other's content which further amplifies the message.



# Which Social Channel

Is right for my Marketing?



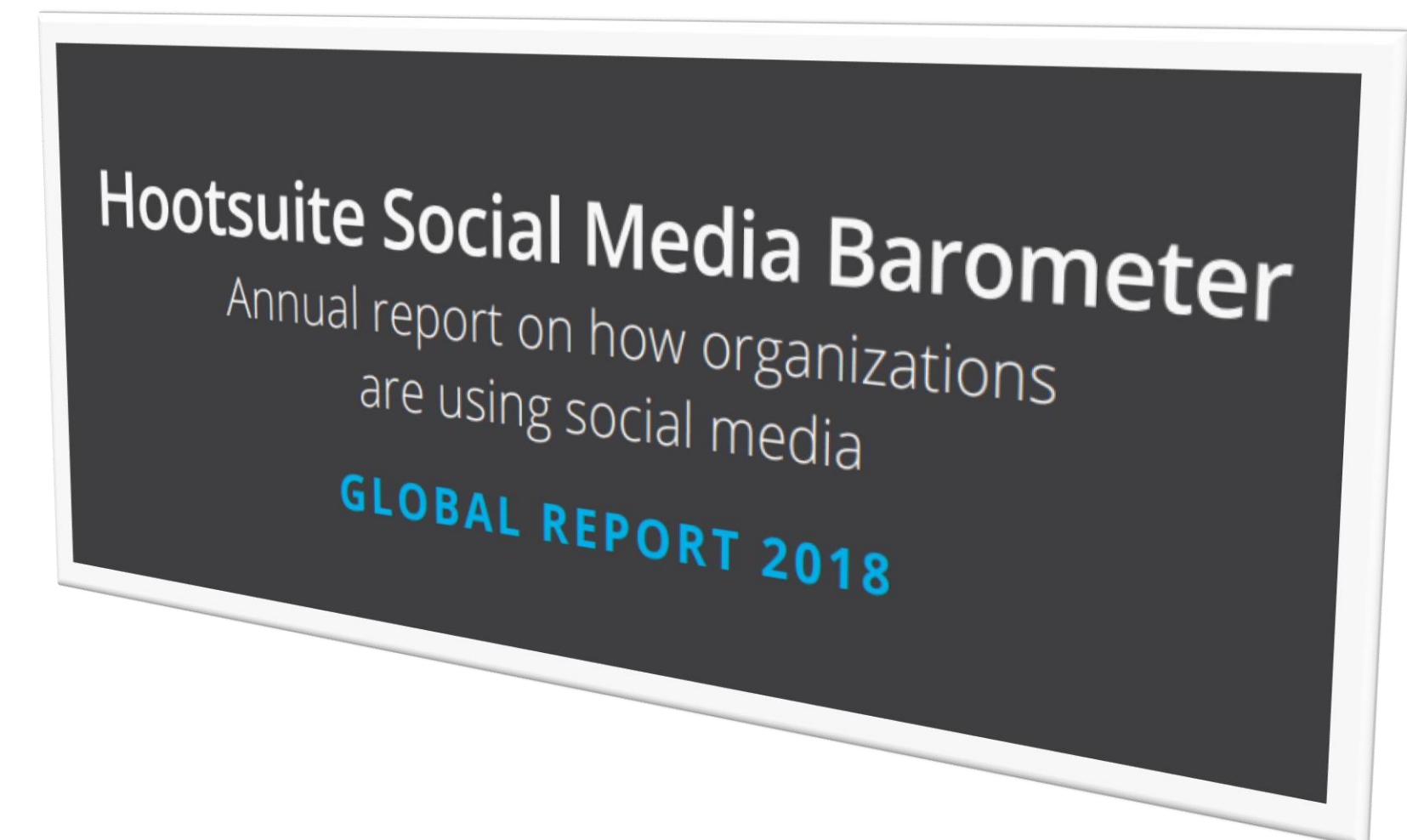
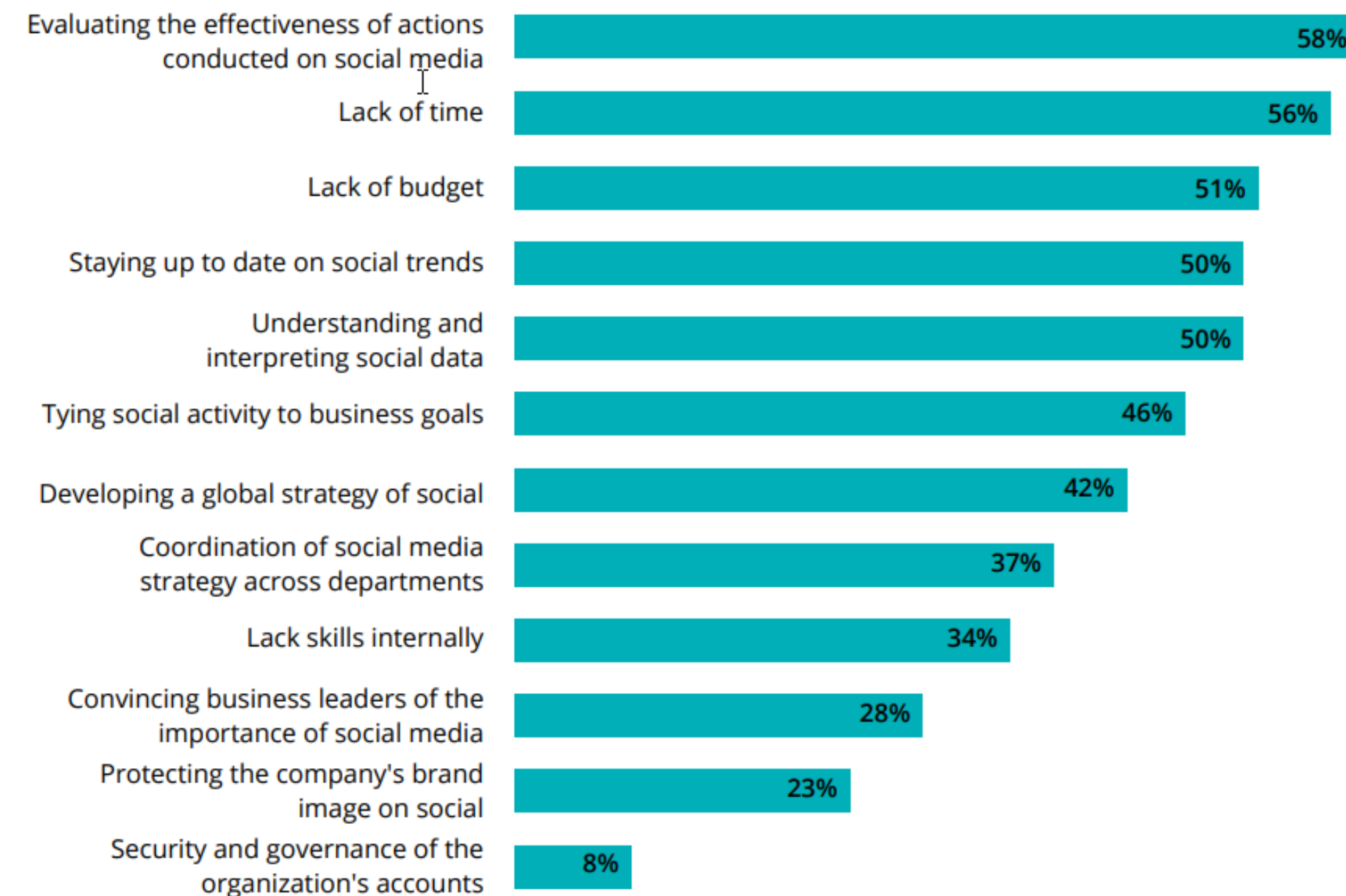
# Why Social Media

According to Forbes, **84% of Millennials** will likely purchase based on user generated content on social media.

Additionally, Convenience Store Decisions reported more than **80% of Centennials** and **74% of Millennials** say social media **influences their shopping**.

# Challenges with Social Media

## Select the challenges your organization faces with social media





# Choose your channel wisely

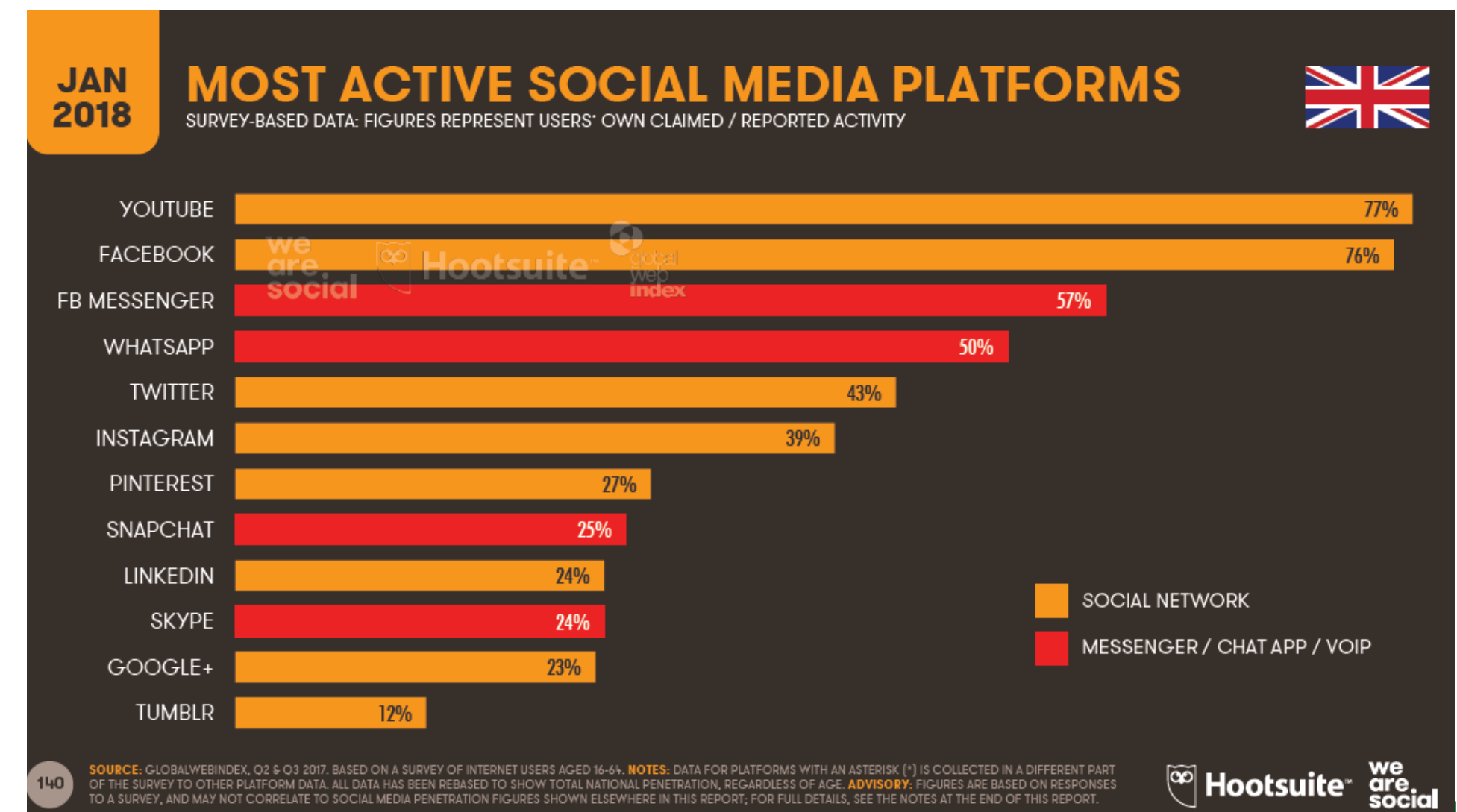
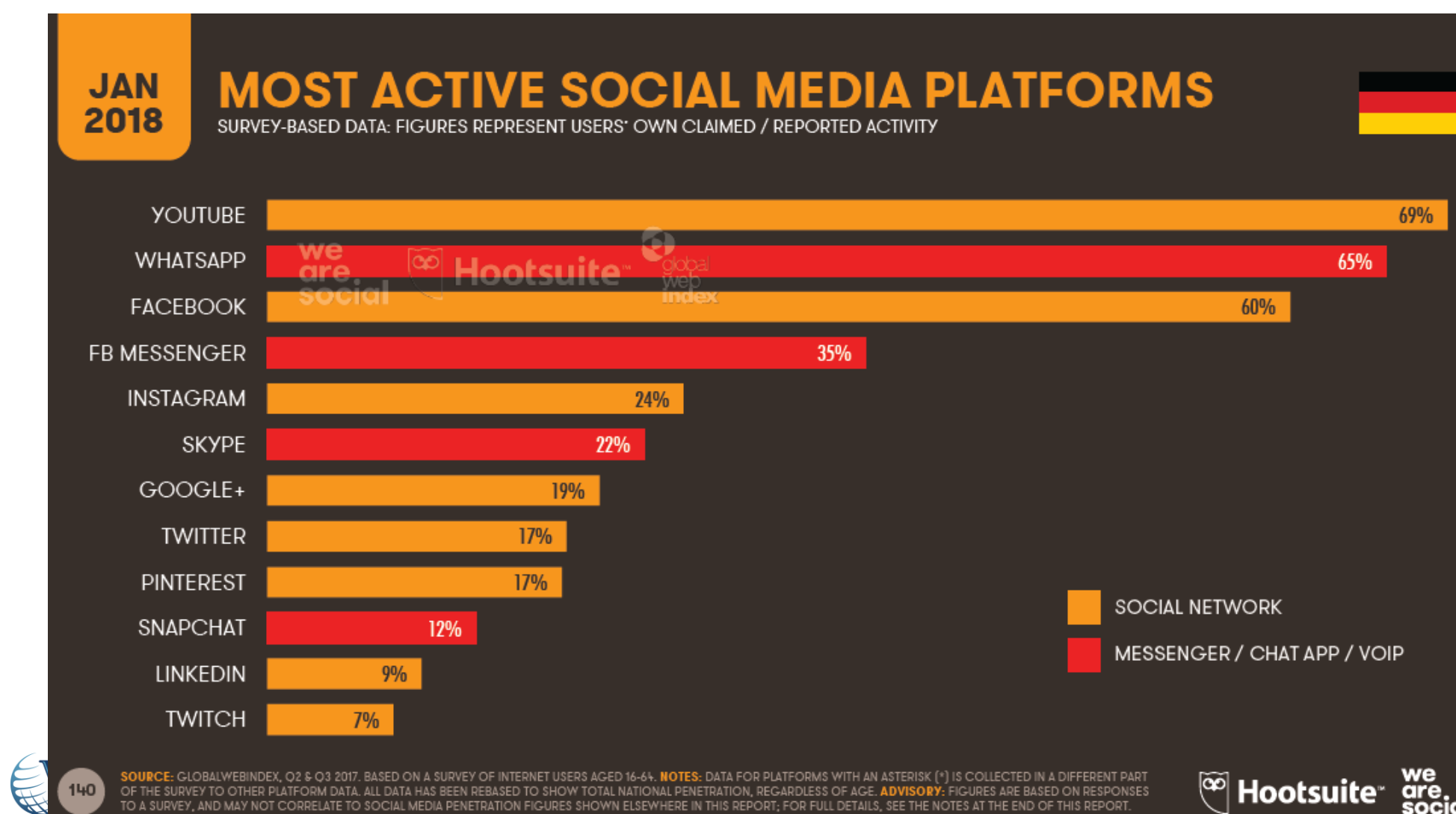
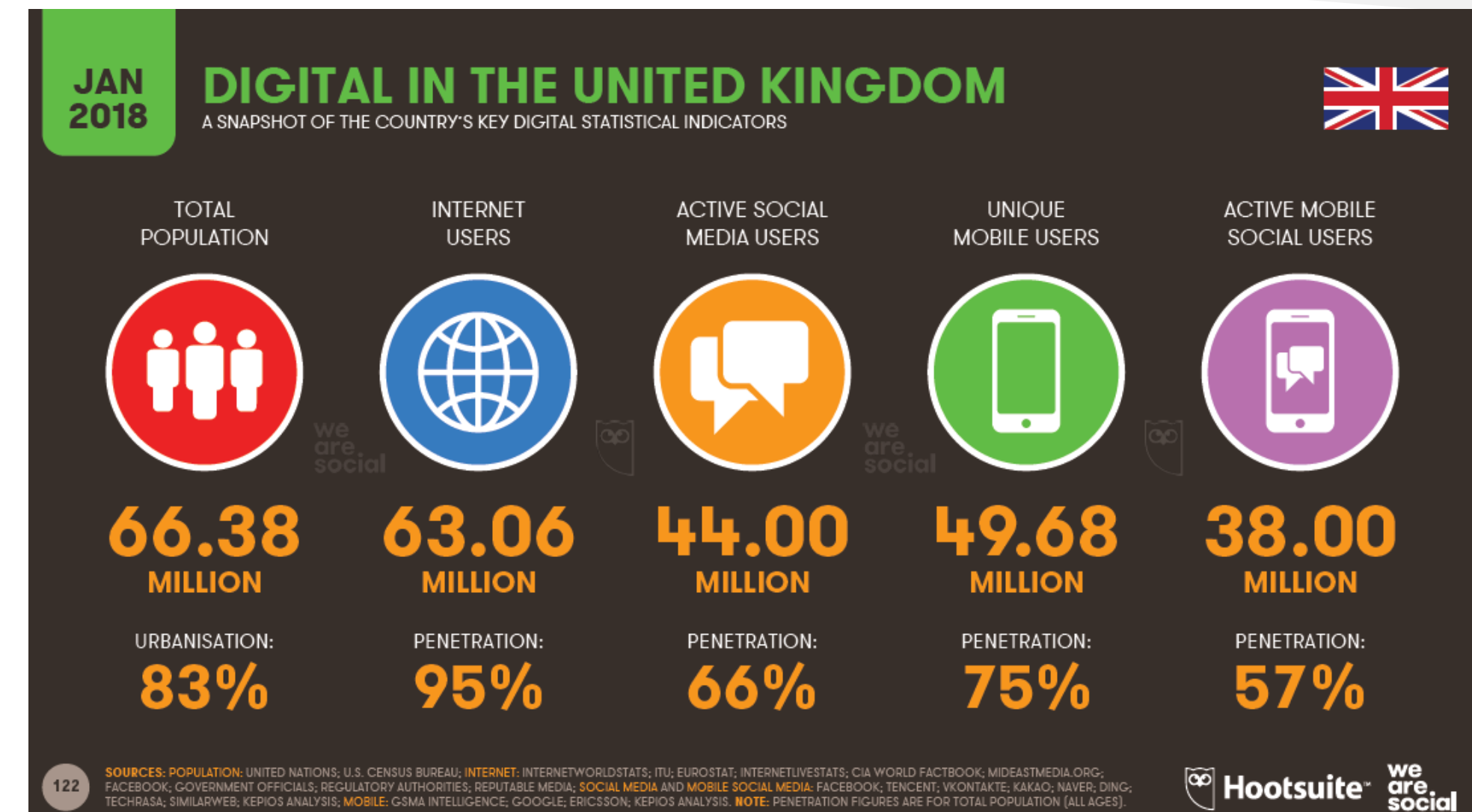
Organizations must consider several factors when selecting a social network, including:

1. Does your audience use it, and to what extent?
2. Do your competitors use it, and to what extent?
3. What resources and budget are needed to maintain an effective presence?
4. What are the business benefits of using it?
5. Are there any consequences of NOT using it?

As you decide which social channels to use, you will also need to define your strategy for each network.



# Europe is not one single statistic...





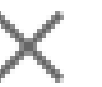
# Power of Targeting in LinkedIn

37

 Filter your search

12,823 results

Search



Top filters

Apply your sales preferences



Keywords

Enter keywords ...

Geography Region ▼

United Kingdom × +

Industry

Food Production × +

Size filters

Department headcount

+ Add range for department size

Department headcount growth

+ Add growth range for department size

Annual revenue

+ Add range for annual revenue

Company headcount

+ Add range for employee count

Company headcount growth

+ Add growth range for employee count

Fortune

+ Add fortunes

# Power of Targeting in LinkedIn

The screenshot displays a LinkedIn Sales Navigator search results page. At the top, it shows '12,823 Total results' and a filter for '11 With senior leadership changes in last 3 months'. Below this, there are action buttons: 'Select all', 'Save', 'Tag', and 'View current employees'. The results list four companies, each with a checkbox, logo, name, description, employee count, location, and a 'View All Employees' link. To the right of each company entry are 'Save' and 'Add tag' buttons, and a 'Skip' toggle switch.

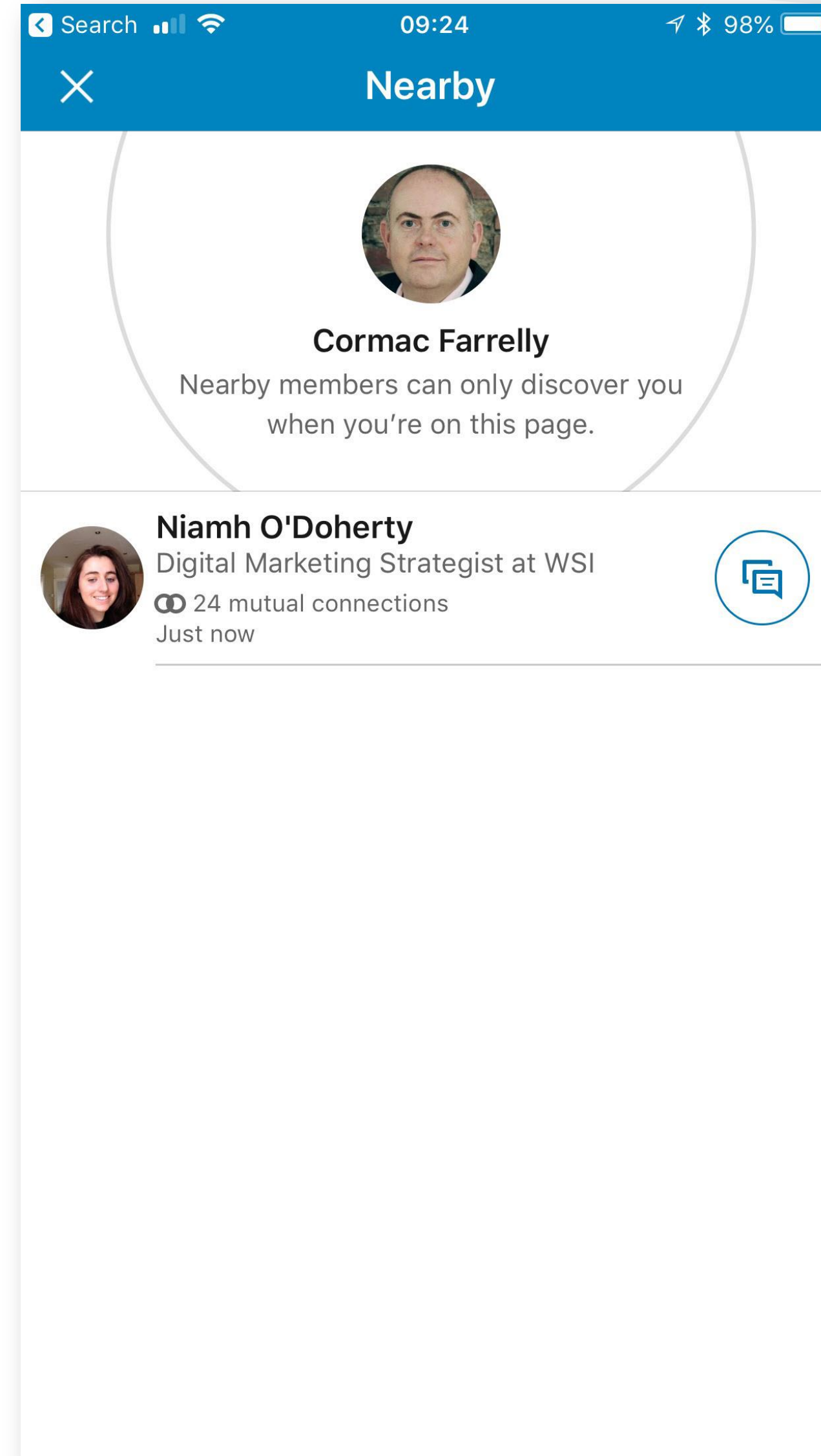
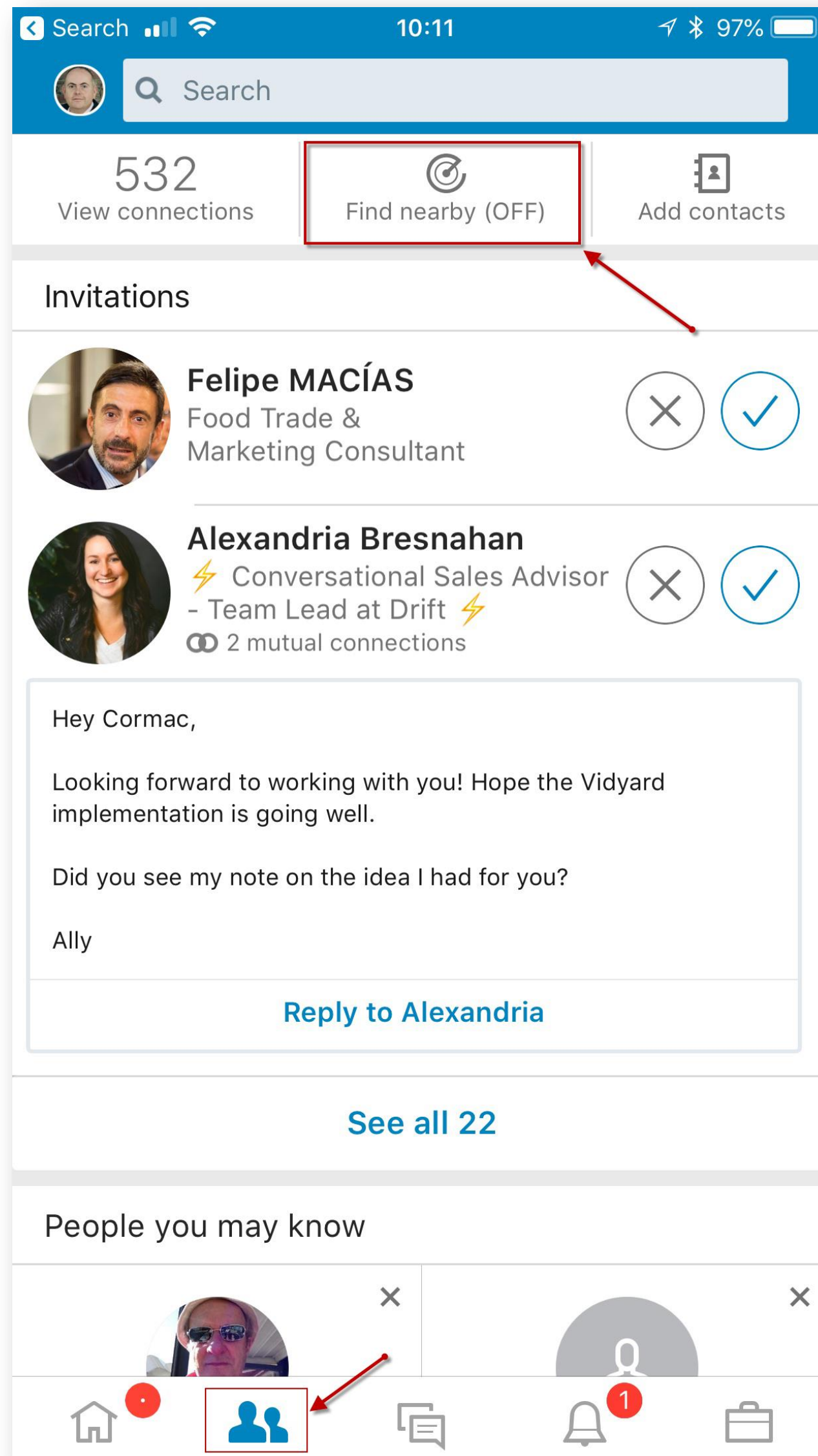
Company	Description	Employees	Location
Kerry Foods	As our name implies, we do food. But that's just the beginning. We innovate too. We lead markets. And we're home to some of the ...see all	5001-10,000	Twickenham, United Kingdom
Premier Foods	We live and breathe food at Premier Foods. And we love how much our consumers treasure our brands. Our much-loved brands include ...see all	1001-5000	St Albans, United Kingdom
United Biscuits	United Biscuits is part of pladis- a global biscuit and confectionery company with operations in 120 countries across Europe, the Mid...see all	10,001+	Southall, United Kingdom
2 Sisters Food Group	We are one of British business's most compelling success stories of the past 20 years. More than 23,000 colleagues drawn from 36 nation...see all	10,001+	Southall, United Kingdom

 SALES NAVIGATOR



# Connect with colleagues Nearby....

39



This is a great way to build your LinkedIn network with like minded people at events like this!

LinkedIn

# Inviting colleagues to events on LinkedIn

40

The screenshot shows the 'Create new event' screen in the LinkedIn mobile app. At the top, there's a blue header with a close button (X), the title 'Create new event', and a 'Create' button. Below the header, a message states 'Your event will be public and anyone can attend'. The organizer is listed as 'Kathy Teeble (you)'. The event name is 'Harnessing Data' with a character count of 35/50. The date and time are set for 'May 20, 2018, 7:00PM-9:00PM'. The location is 'GoldenPhase, 1000 W Lake St, Chicago, IL 60607'. The event hashtag is '# harnessingdata', with a note that posts with this hashtag will appear on the event feed. The event description is 'Tired of dealing with the impact of poor data quality in your organization? A good data quality solution empowers you to embrace enterprise-class data', with a character count of 193/400. The industry is 'Information Technology and Services'. There is a field for an 'External ticketing URL' with the placeholder 'Link to your ticketing site'.

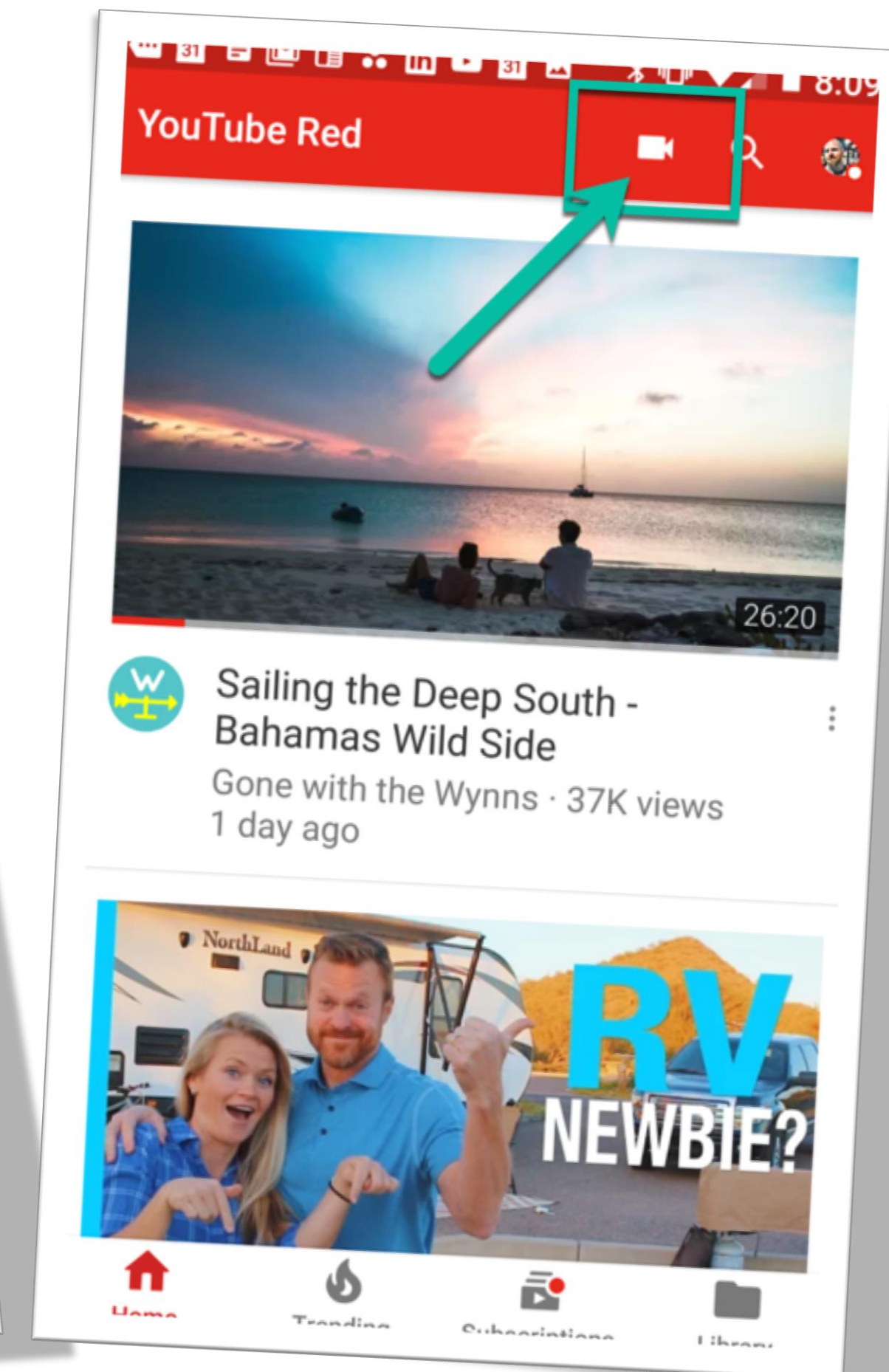
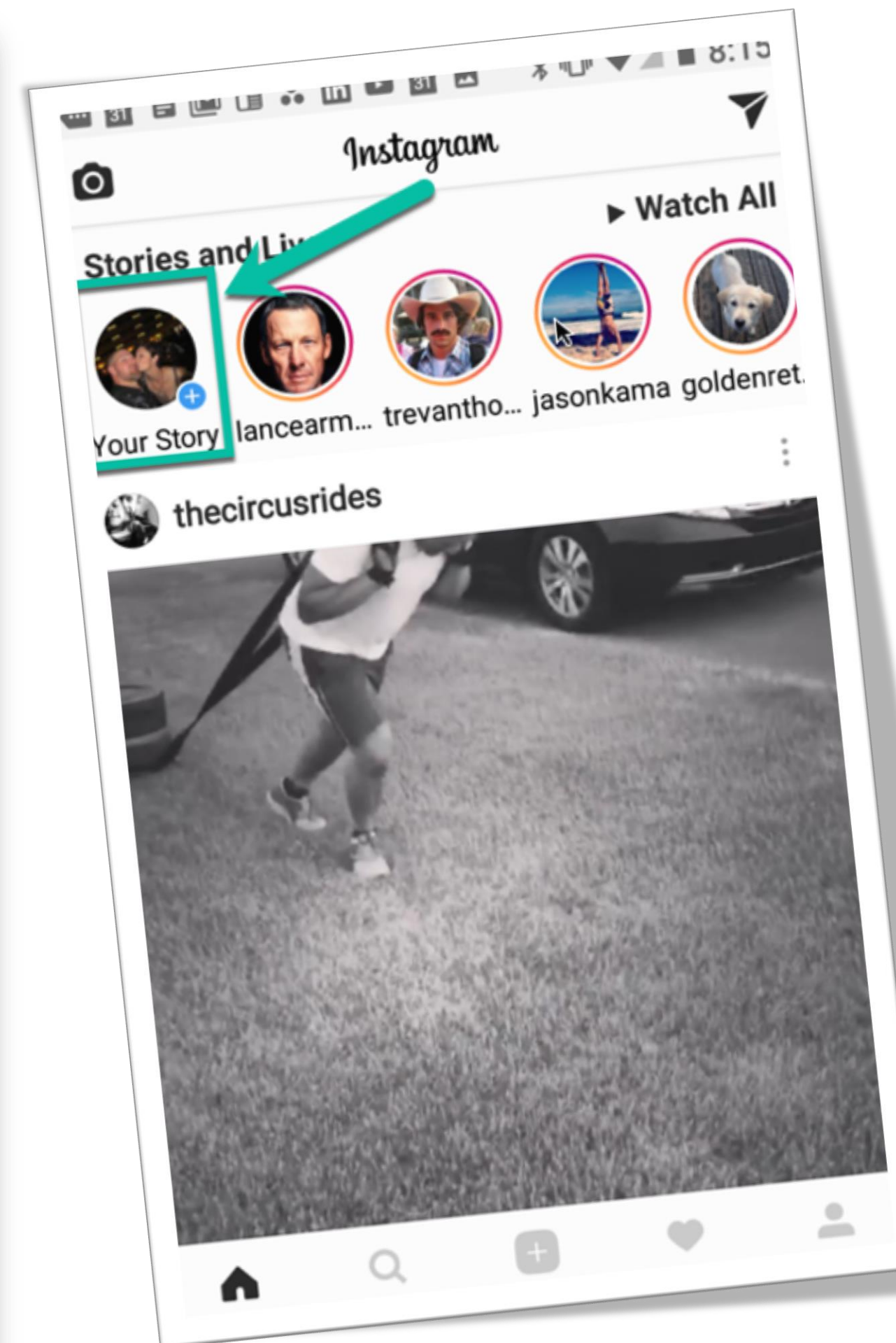
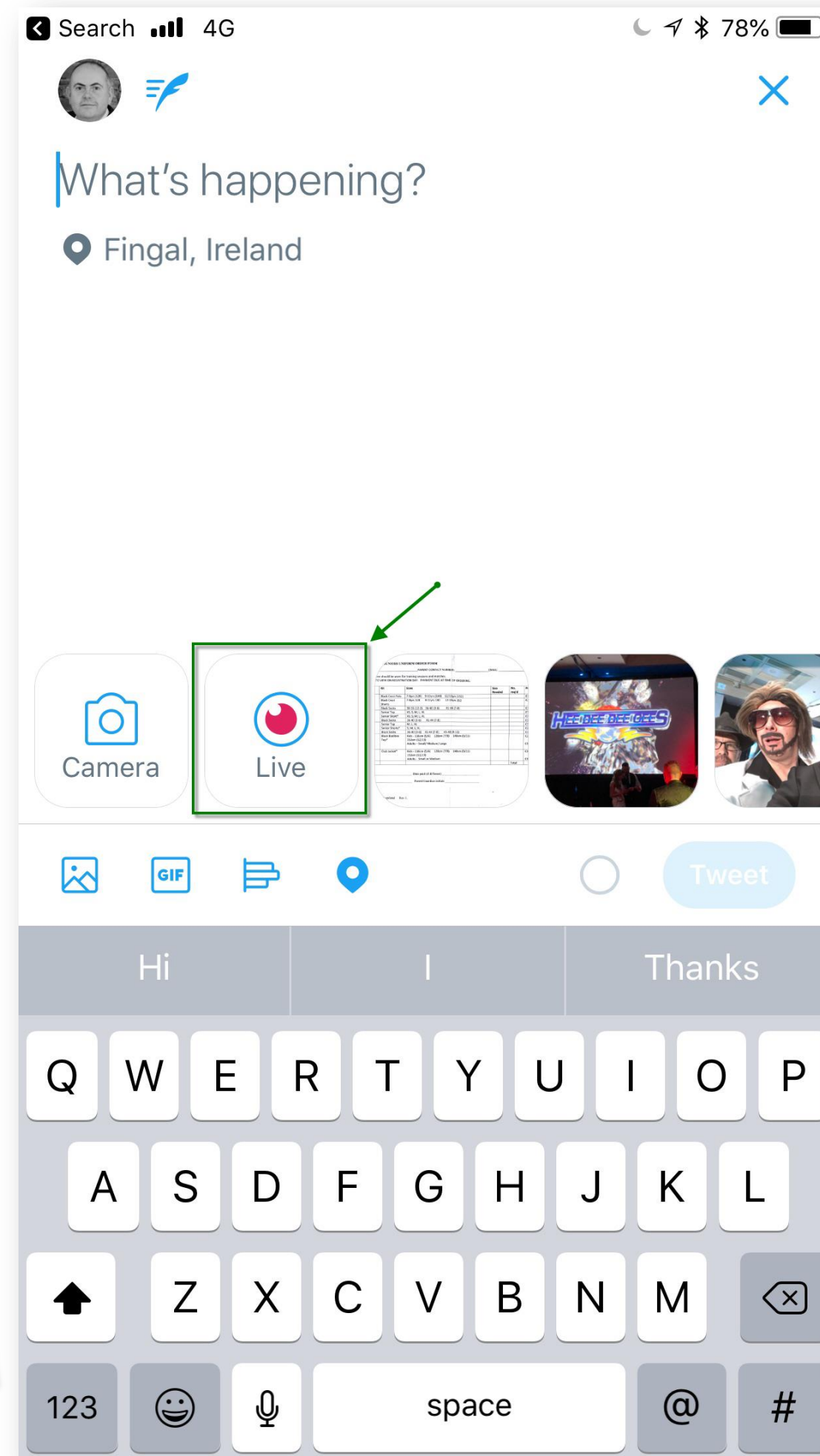
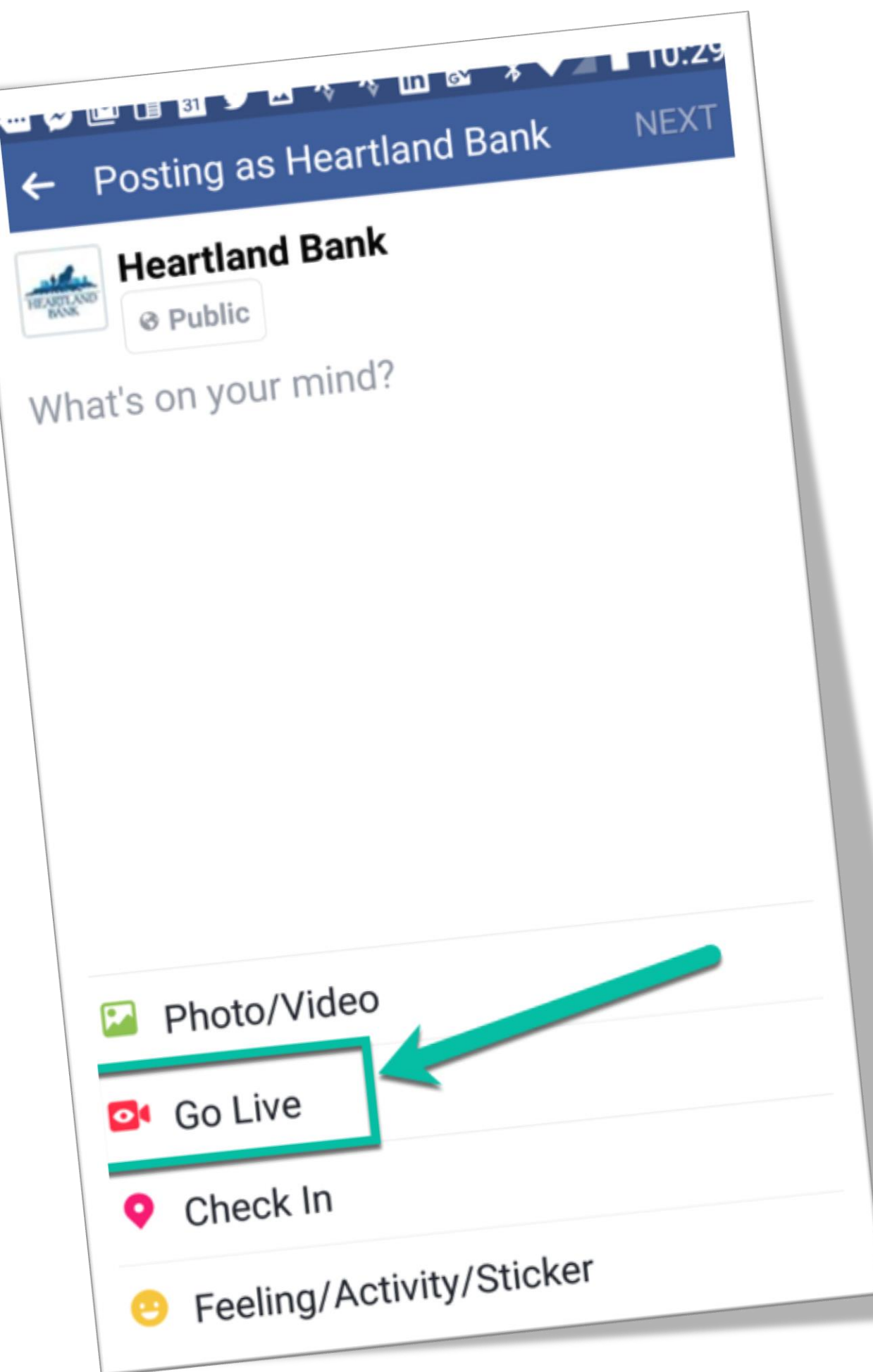
The screenshot shows the 'Manage attendees' screen in the LinkedIn mobile app. At the top, there's a blue header with a back button (<), the title 'Manage attendees', and a plus icon (+). Below the header, there are two tabs: 'Confirmed' and 'Invited', with 'Invited' being the active tab. A message indicates '37 people' are invited. A list of attendees is shown, each with a profile picture, name, and job title, followed by a three-dot menu icon. The attendees listed are: Andrea Howard (Data Scientist at ItKix), Benjamin Mendoza (Data Analytics at Mintome), Jennifer Ortega (Data Science Technologist at ItKix), Rachel Wood (Analytics Manager at Runity), Francesca Guzman (Senior Sales Manager at GoldenPhase), Jess Williams (Analytics Manager at Mintome), Stephanie Washington (Data Science in Finance), and Kathy Teeble (Data Science at GoldenPhase).

*“We’re starting with a pilot group of event organizers in San Francisco and New York, but will be rolling out the feature globally to all members in the next few months.” - LinkedIn*

Groups are another feature that will be given a facelift...



# Personalise your brand with live streaming





# Live Streaming (Case Study)

The Contact Centre Management Association hosted its annual awards ceremony in November.

Over **700 industry professionals** physically attended the sold out event.

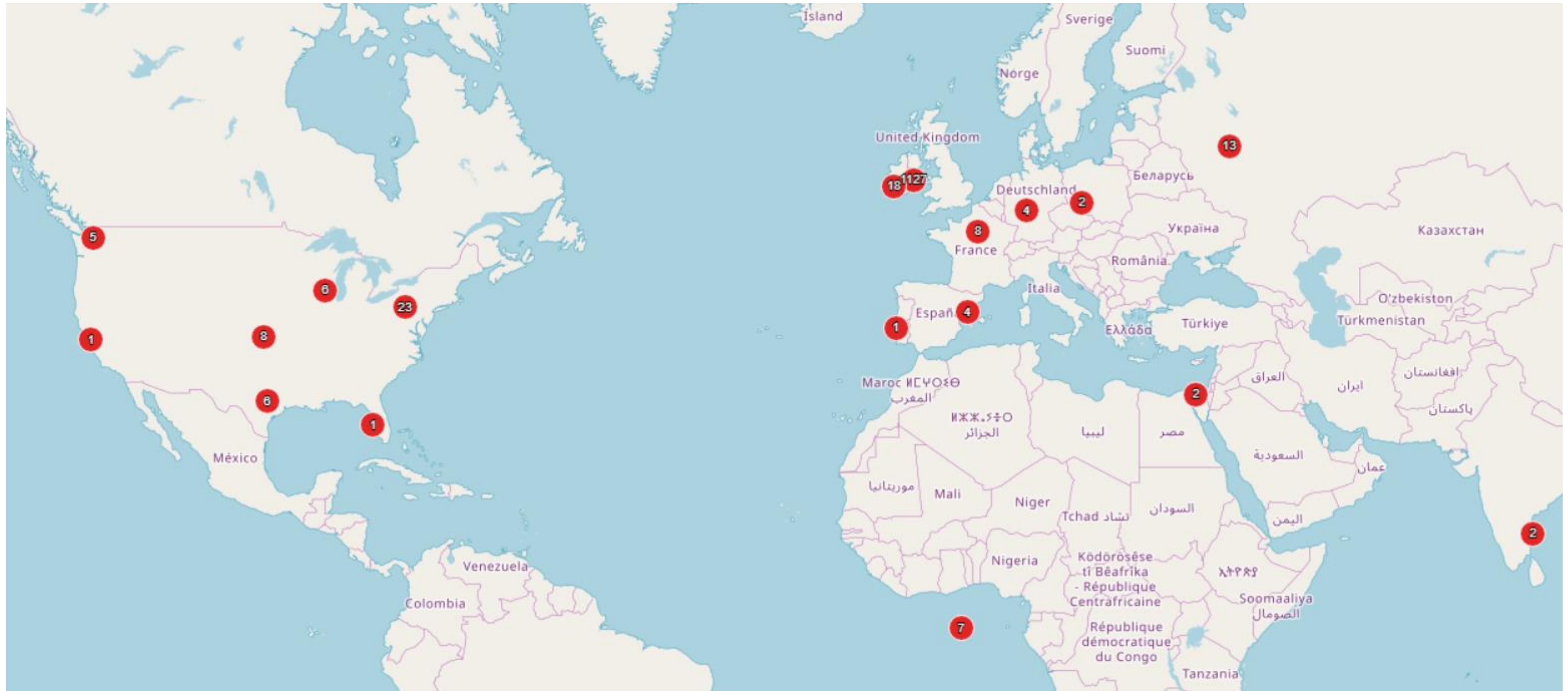
We streamed the event live to increase the reach and the live feed had 3,704 page views from 926 people. The 926 is significant as it more than **doubles the audience** for the awards ceremony.



Page ?	Pageviews ? ↓	Unique Pageviews ?
1. /blog/2017/11/06/2017-ccma-awards-streamed-live/	3,704(100.00%)	926(100.00%)



# Live Streaming – Global Engagement





# Twitter Media Wall #ccmalive

RECENT TOP EXCLUDE RETWEETS

EMBED



**CCMA Ireland**  
@CCMA\_Ireland

2018 Customer Contact Centre of the Year - Large. The winner of this year's top award goes to Blizzard Entertainment #ccmalive #winners <https://t.co/WRdGurZVoc>

11:01 PM — Nov 10, 2018

8



**Inside EA Galway**  
@EA\_Galway

The @EA\_Galway Social & Community team receiving Higly Commended for Best Use of Social Media in the @CCMA\_Ireland 2018 awards #ccmalive #WeAreEA <https://t.co/dcT2rZZpRE>

8:00 PM — Nov 10, 2018

7

**CCMA Ireland**  
@CCMA\_Ireland

Best Use of Technology - Tactical Project award. Highly commended is Magnet Networks. #ccmalive

7:51 PM — Nov 10, 2018

4



**Avaya Ireland**  
@Avaya\_Irl

Geat excitement at the @CCMA\_Ireland Awards. Thanks for joining us @eirBusiness @WestconUK @welltelecoms @WelltelEnt @TelcomLtd @AgilityComms at our table #CCMAlive <https://t.co/zpNlSejXuz>

11:05 PM — Nov 10, 2018

6



**Jessica Breen**  
@JessicaBATdell

We were shortlisted 🏆 and we may not have won but I can say that I LOVE being part of the Talent Acquisition Team @DellIreland ❤️ Teamwork makes the dream work! #iwork4dell #ccmalive...

9:10 PM — Nov 10, 2018

4



**Inside EA Galway**  
@EA\_Galway

So thrilled to see one of our brightest and best win the Team Leader of the year award #ccma2018 #ccmaLive <https://t.co/sljkYSnTQi>

10:38 PM — Nov 10, 2018

6



**CCMA Ireland**  
@CCMA\_Ireland



**CCMA Ireland**  
@CCMA\_Ireland

2018 Customer Contact Centre of the Year Award - Small. And the winner is Magnet Networks #ccmalive <https://t.co/A7ds5Gd5kX>

8:28 PM — Nov 10, 2018

5



**CCMA Ireland**  
@CCMA\_Ireland

2018 Award for Best Customer Experience. And the winner is Virgin Media #ccmalive <https://t.co/uLe5BkAvOz>

10:49 PM — Nov 10, 2018

4



**Inside EA Galway**  
@EA\_Galway

EA Ireland rocking it at the CCMA awards! 7 shortlisted nominations, a highly commended Social and Community team and Team Leader of the year - Sinead Grogan! It's time to celebrate! #ccma2018...

11:21 PM — Nov 10, 2018

5



**CCMA Ireland**  
@CCMA\_Ireland

Outsource Partnership of the Year Award 2018. And the winner is voxpro & MyHeritage #ccmalive <https://t.co/AXOEjDyfqM>

8:06 PM — Nov 10, 2018

4



# Twitter Media Wall #ccmalive

RECENT TOP EXCLUDE RETWEETS

EMBED

## 28 day summary with change over previous period

Tweets

153 ↑7,550.0%

Tweet impressions

124K ↑1,482.3%

Profile visits

7,601 ↑4,933.8%

Mentions

120 ↑700.0%

Followers

1,195 ↑47

Best Use of Technology - Tactical Project award. Highly commended is Magnet Networks. #ccmalive

7:51 PM — Nov 10, 2018

4



Jessica Breen  
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We were shortlisted 🏆 and we may not have won but I can say that I LOVE being part of the Talent Acquisition Team @DellIreland ❤️ Teamwork makes the dream work! #iwork4dell #ccmalive...

9:10 PM — Nov 10, 2018

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So thrilled to see one of our brightest and best win the Team Leader of the year award #ccma2018 #ccmaLive <https://t.co/sljKYSnTQi>

10:38 PM — Nov 10, 2018

6



CCMA Ireland  
@CCMA\_Ireland



CCMA Ireland  
@CCMA\_Ireland

2018 Award for Best Customer Experience. And the winner is Virgin Media #ccmalive <https://t.co/uLe5BkAv0z>

10:49 PM — Nov 10, 2018

4



CCMA Ireland  
@CCMA\_Ireland

Outsource Partnership of the Year Award 2018. And the winner is voxpro & MyHeritage #ccmalive <https://t.co/AXOEjDyfqM>

8:06 PM — Nov 10, 2018

4



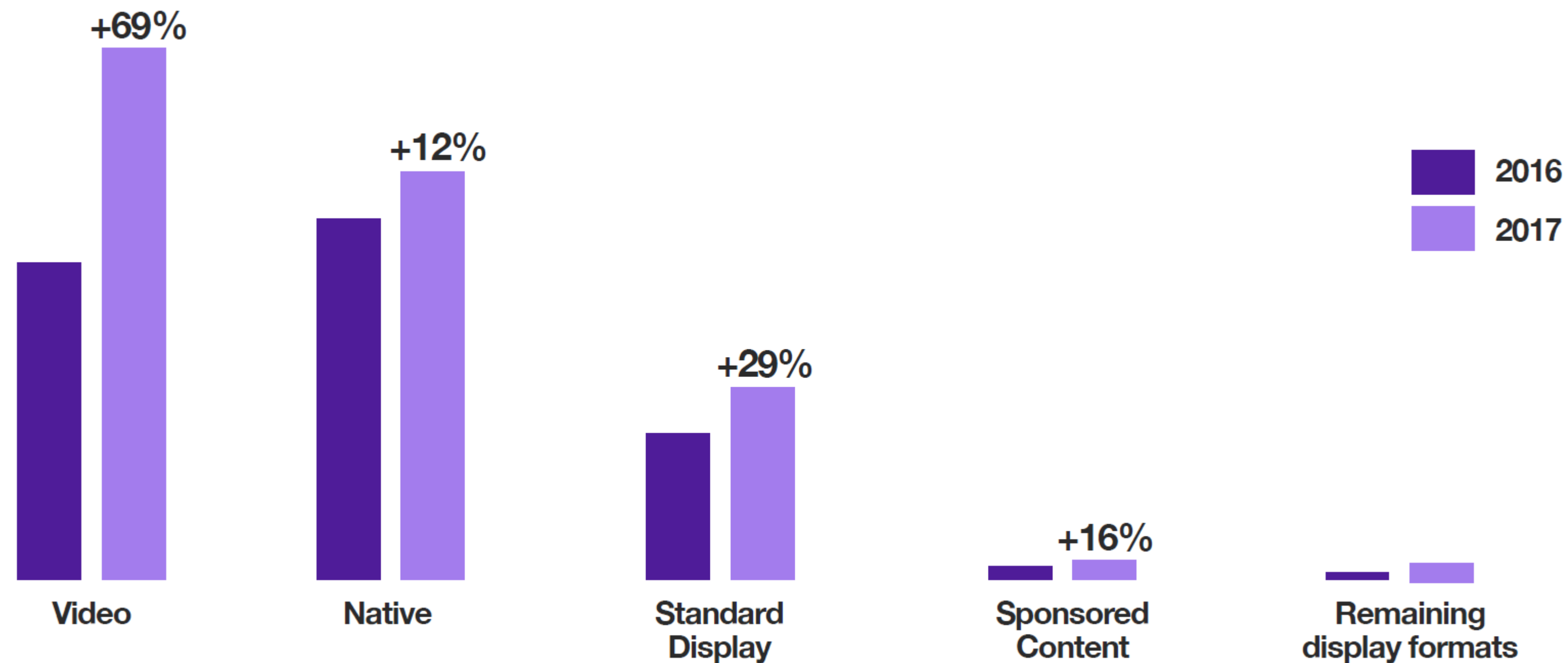
🐦 | #Reset

# Twitter is what's happening





# Mobile video is the single fastest growing display format on Twitter



Source: IAB/PWC Full Year 2017 Digital Adspend Study



# How Campaigns reach your audience on Twitter

## Build up phase

### Tease

Build up anticipation / awareness ahead of mainstream boost

## First 48 hours

### Spark

88% of stories peak within 48 hours of their spark on Twitter

Influential audience pick up the story

### Surge

Flows to the masses

## 48 hours+

### Maintain flow

\*\*Frequency of 6+ is most effective at driving brand awareness and recall  
\*\*\*-15% in brand consideration per week if you don't stay top of mind





# Which is right for your brand?



It Depends...



# The good, the bad and the Ugly...

## Increased Brand Awareness

With over 2 billion users on this platform, the opportunities to reach a wider audience are endless.



## Decline in Organic Reach

Recent shift in algorithm to make the News Feed more about connecting with people - net impact for brands was a significant decline in organic reach

## Efficient Communication Channel

It's an excellent platform to post announcements and engage with your customer base. Can be used as an interactive platform for customer service.



## Dealing with Negative Feedback

There will be instances where you'll have to deal with negative feedback on Facebook

## Drives Website Traffic

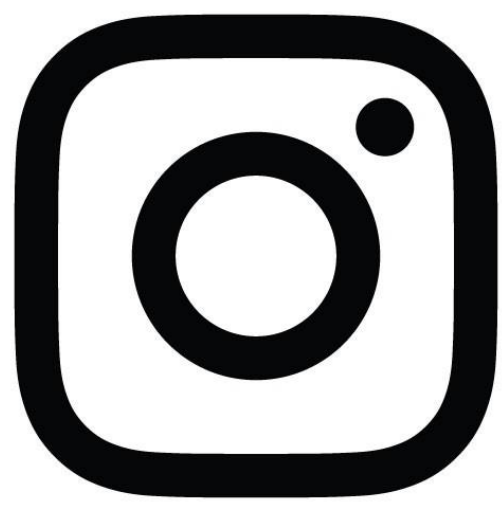
social media marketers will most likely use Facebook as way to drive traffic to their websites.



## Facebook Channel has hit plateau

It is still the largest Social Media channel on the planet but user growth is declining





# The good, the bad and the Ugly...

## Visuals, Visuals, Visuals!

Ultimately, this social media platform provides a highly visual experience for its users.



## Instagram Algorithm

Instagram's changing algorithm has caused a whole lot of mixed feelings over the past few years where posts sometimes don't show up on some users' feeds.

## Increased Brand Awareness

Similar to Facebook, Instagram helps businesses increase their brand awareness. Hashtags can be leveraged by brands looking to be discovered by a wider audience.



## Difficult to Drive Traffic to Website

Unlike Facebook, it is a little more difficult to drive traffic to your website although Insta stories has improved that.

## Collaborate With Influencers

Instagram has transformed into a hub for influencers looking for opportunities to collaborate with different brands and businesses.



## Audience reach is not as broad on Instagram

Users under 35 make up more than 70 percent of Instagram's more than 800 million active accounts worldwide.



# Pay to Play

*“Recently we’ve gotten feedback from our community that public content — posts from businesses, brands, and media — is crowding out the personal moments that lead us to connect more with each other.”*

– Mark Zuckerberg

Organic Reach declining...





# The importance of tracking your clicks

53

## Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

### Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* Website URL

The full website URL (e.g. <https://www.example.com>)

\* Campaign Source

The referrer: (e.g. [google](#), [newsletter](#))

Campaign Medium

Marketing medium: (e.g. [cpc](#), [banner](#), [email](#))

Campaign Name

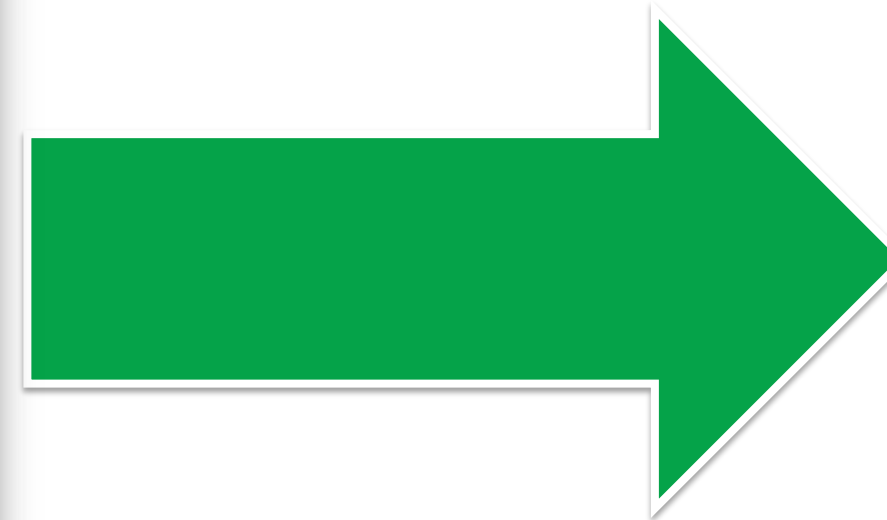
Product, promo code, or slogan (e.g. [spring\\_sale](#))

Campaign Term

Identify the paid keywords

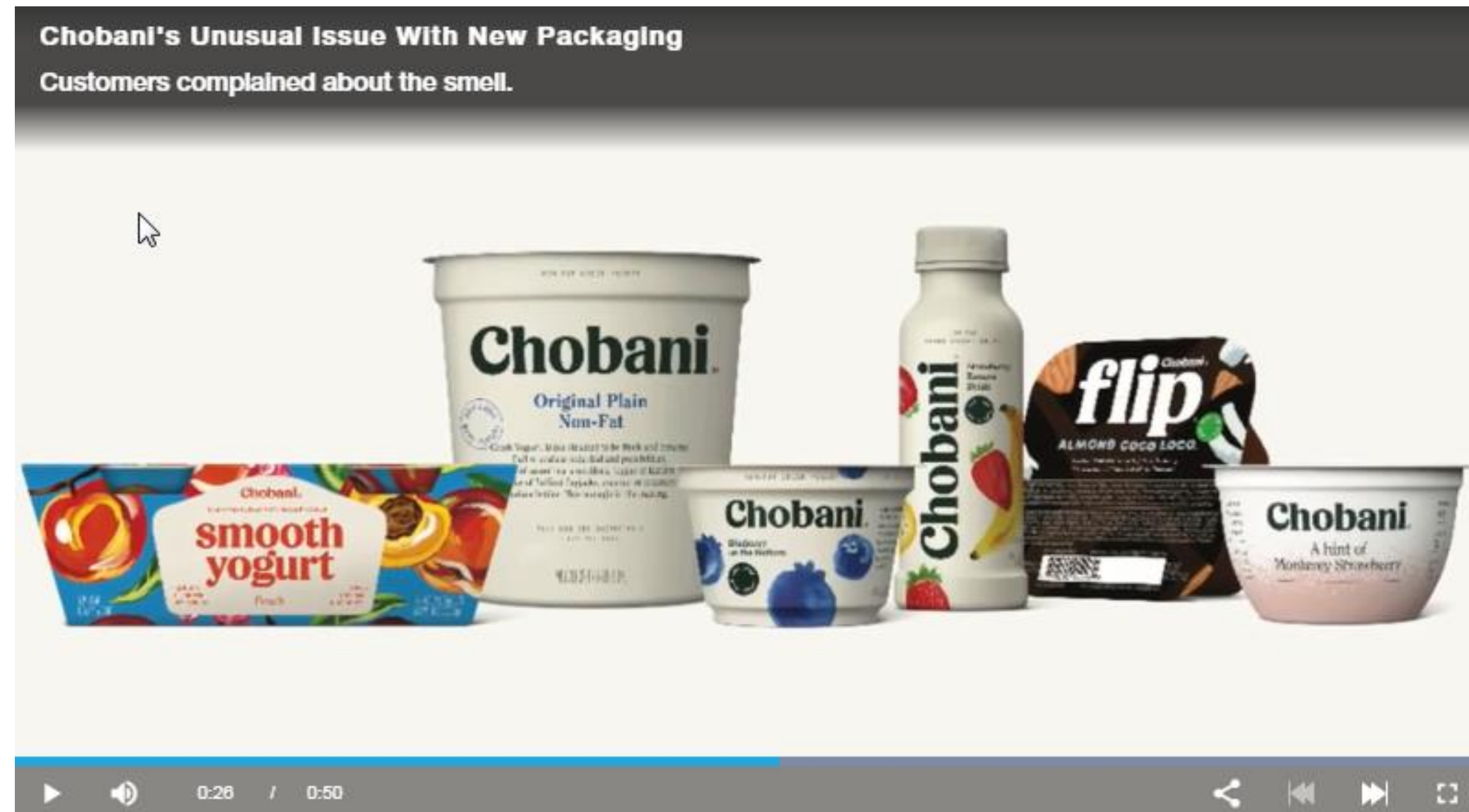
Campaign Content

Use to differentiate ads



	Source / Medium ?	Acquisition
		Users ? ↓
		12,965 % of Total: 100.00% (12,965)
<input type="checkbox"/>	1. facebook / facebook-ad	5,428 (40.88%)
<input type="checkbox"/>	2. facebook-posts / facebook-posts-links	3,516 (26.48%)
<input type="checkbox"/>	3. google / cpc	2,189 (16.49%)
<input type="checkbox"/>	4. google / organic	703 (5.29%)
<input type="checkbox"/>	5. facebook / facebook-ad-remarketing	675 (5.08%)
<input type="checkbox"/>	6. (direct) / (none)	381 (2.87%)
<input type="checkbox"/>	7. sharpspring / email	178 (1.34%)
<input type="checkbox"/>	8. m.facebook.com / referral	57 (0.43%)
<input type="checkbox"/>	9. pinterest.com / referral	42 (0.32%)
<input type="checkbox"/>	10. myTaste / Referral	24 (0.18%)

# On Social Media – Fail to Prepare and Prepare to Fail!

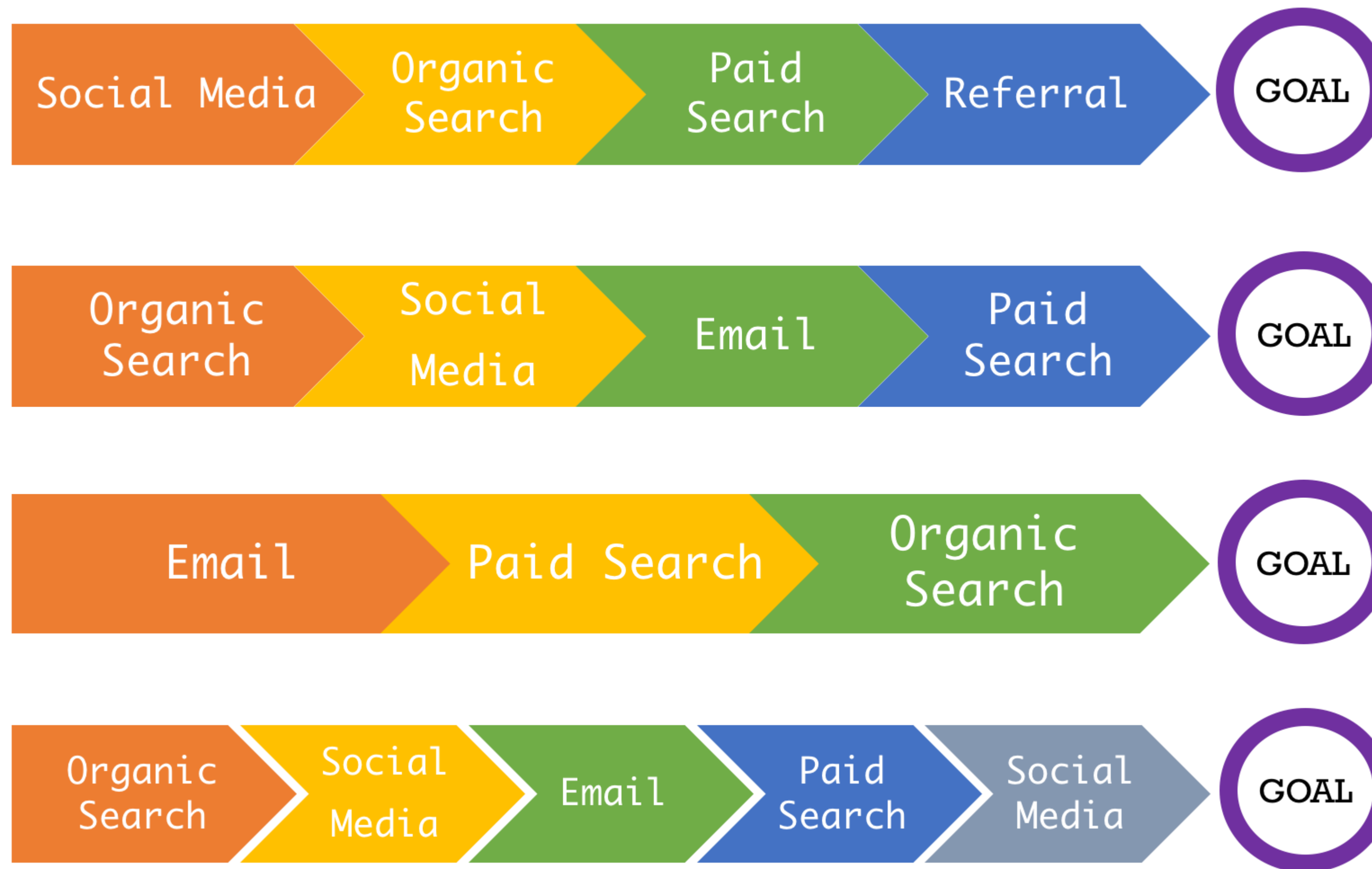


On a positive note it did highlight a great social response from #chobani

Link to news story <http://fortune.com/2018/01/29/chobani-new-packaging-smell>



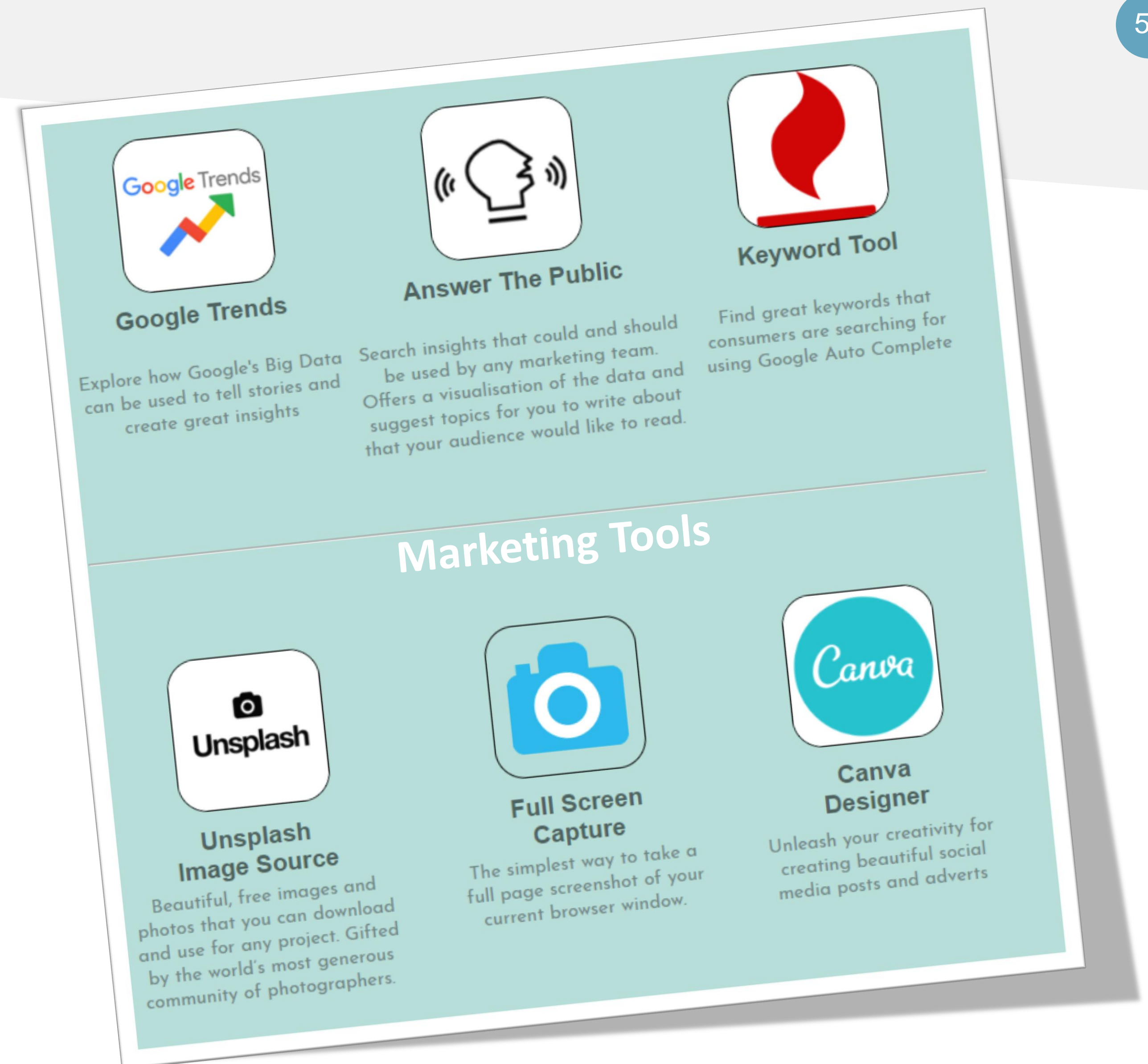
# Attributing credit to each channel...



# Digital Resources

Download the slides and other Marketing Goodies from:

[wsihague.com](http://wsihague.com)





# Presented By: Cormac Farrelly

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Cormac is a Digital Marketing Strategist at WSI and enjoys helping executives and management teams understand how to take advantage of digital technologies to support their business objectives.

He directs an agile team of creative, analytical and technical professionals to develop strategically relevant digital campaigns with a powerful social “footprint” for his clients.

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