

Marketing: una roba semplice

Milano, 15 Novembre 2022

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#1 Un modello è meglio di niente modello

From semi-linear models....



... to «confusion»...

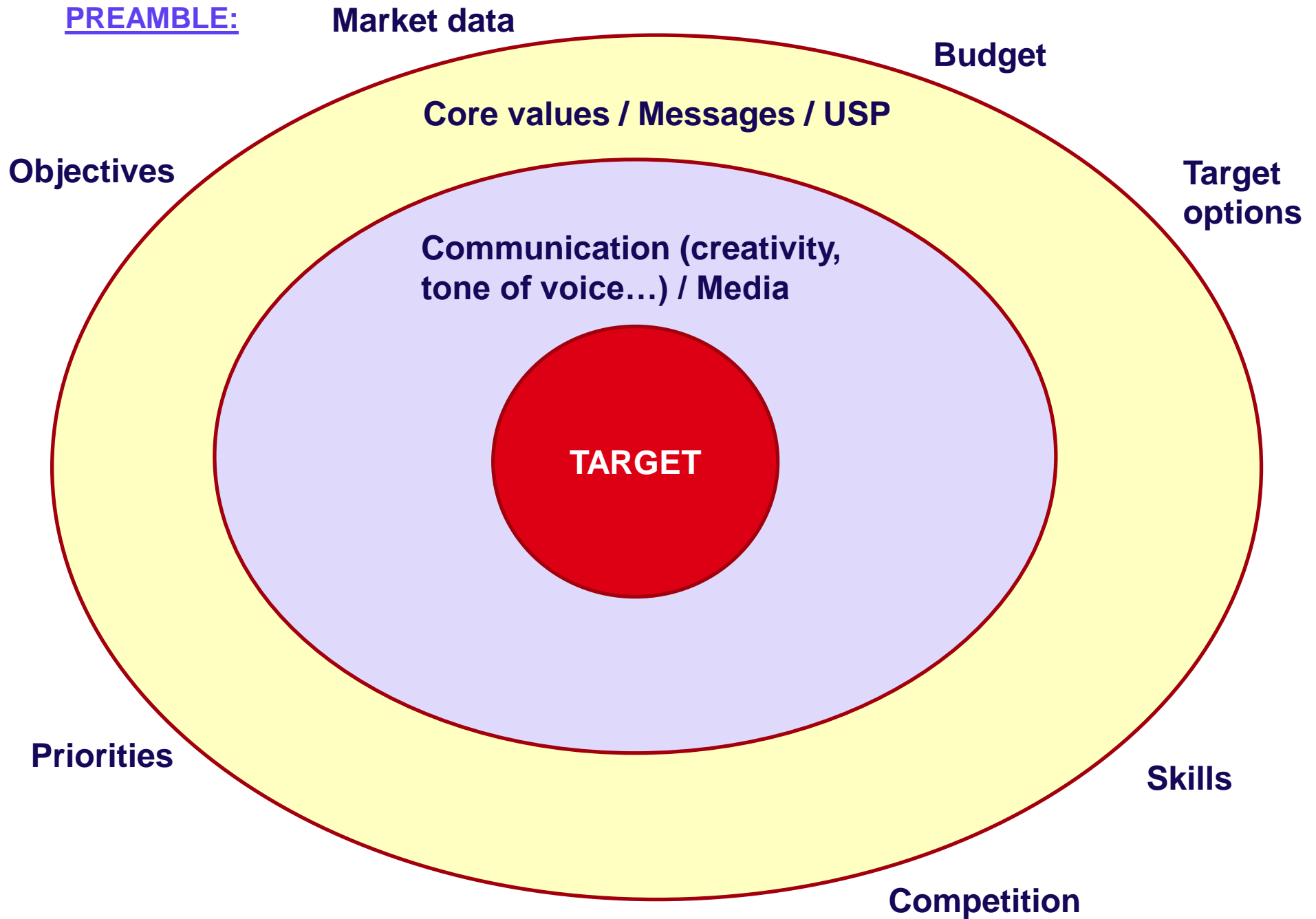


Multiple Touchpoints

My **personal** roadmap to create a strategy:

1) Make XXX a «top of mind» brand → Awareness

2) Create/Attract demand



PREAMBLE:

A Marketing strategy is a coherent combination of factors: starting from an internal analysis of skills, motivation, vision of the company, threats, opportunities, constraints ... and identification of a potential target, it goes deeper to evolve from a complex universe to a linear process (somewhat linear, because there's nothing linear any longer in consumer journeys).

Company Values / USPs / Capabilities



Target Identification (early adopters, main target, evolution and enlargement)



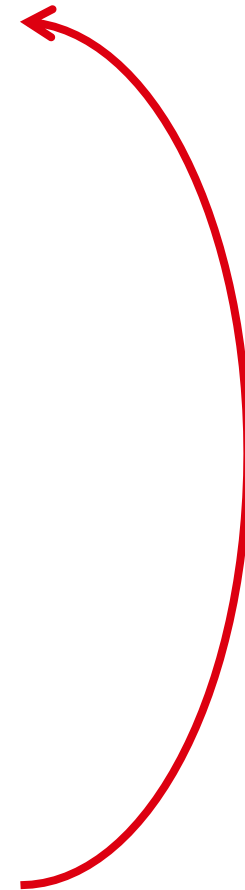
Media



Message: test (niche campaigns, focus groups etc.) **and fine tuning**



Results and actions / corrections



PREAMBLE:

XXX shall have a clear approach (with a clear positioning) to the market but **not a divisive one**, in order to open to more and more clusters its offer and not alienate any type of consumer.

Likewise all approaches might start with a sparkling creative idea but then shall evolve to be **data driven**: test (maybe in a “niche”) and adjust consequently all the actions before enlarging target and budget.

There can be a progression driven by learning and resource availability.

e.g.

Today:
Digital ads

(learnings)

Tomorrow:
Influencers &
Testimonials
in digital campaigns

(learnings)

Next Week:
Mass Media



- 1) Make XXX a «top of mind» brand → Awareness
- 2) Create demand

- To investigate the situation in Italy we must have a benchmark about volumes of Searches but also our competitors.
- Is XXX know at all?
- Is there **already** demand for those products and what are the distribution channels?

Then:

- What is our target?
- How those people can be reached and engaged?

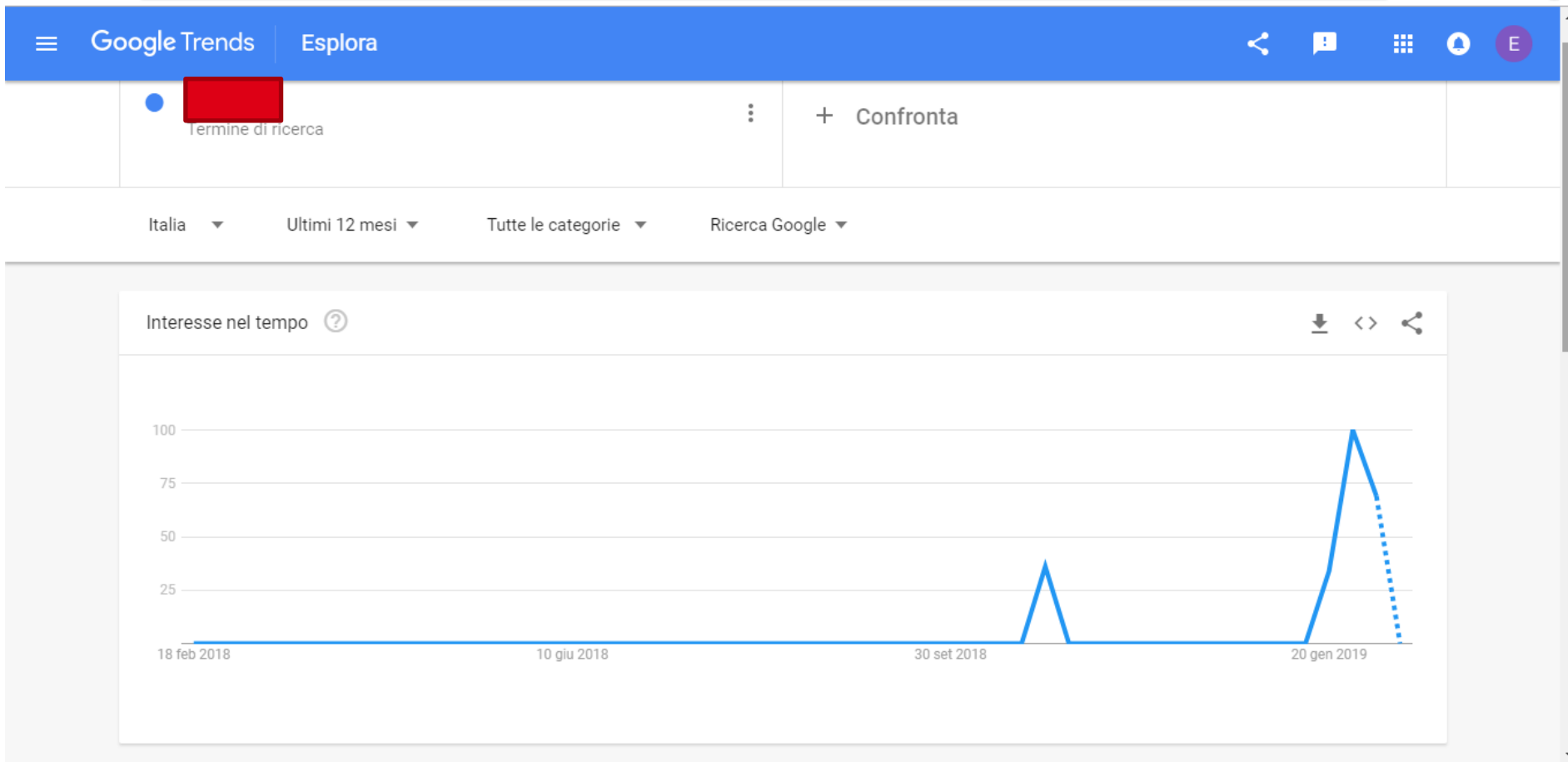
- **Analysis and Competition check**

- Competitors
- Target definition
- Choices about Media (and eventually “Trade” Mktg)

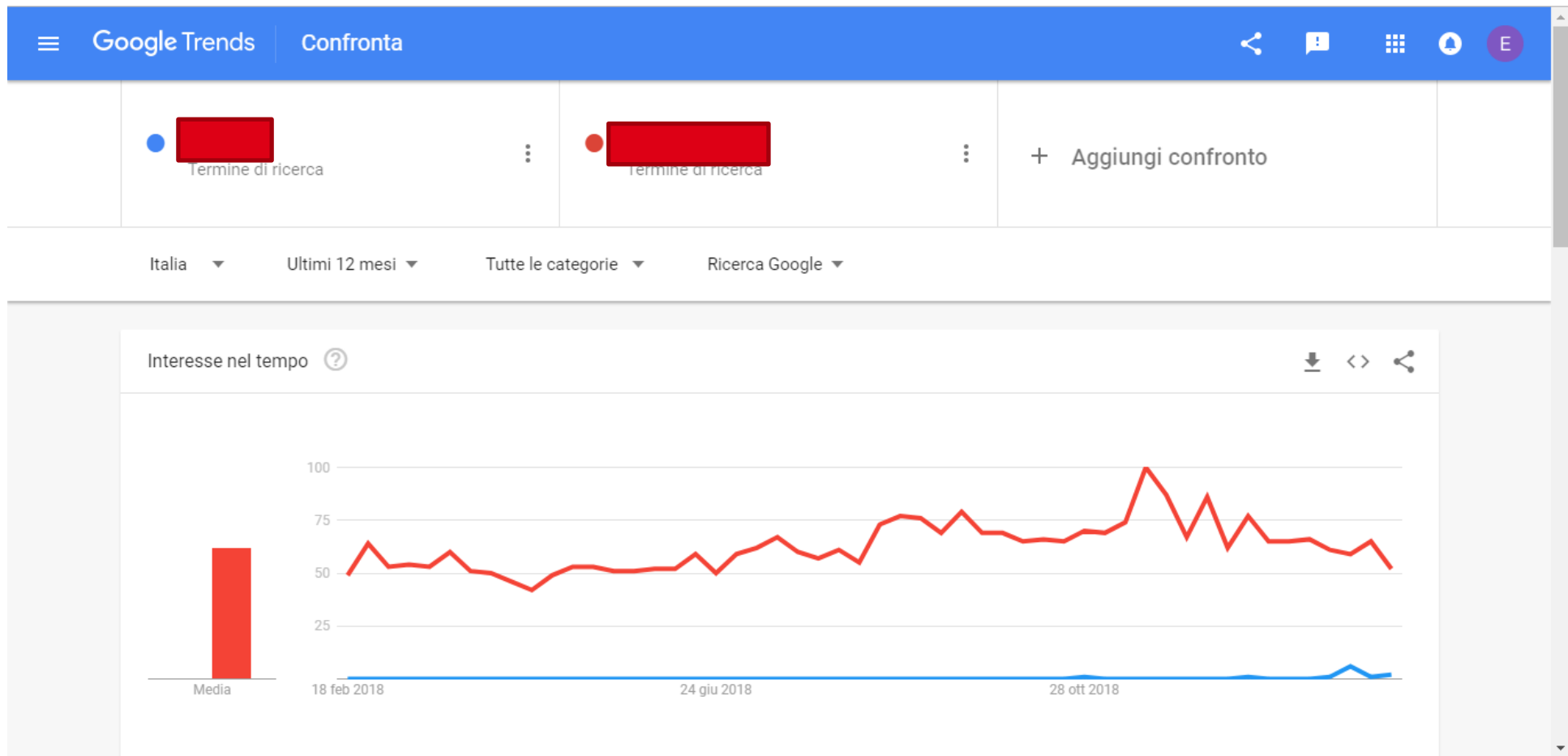


- **What are web trends telling us?**

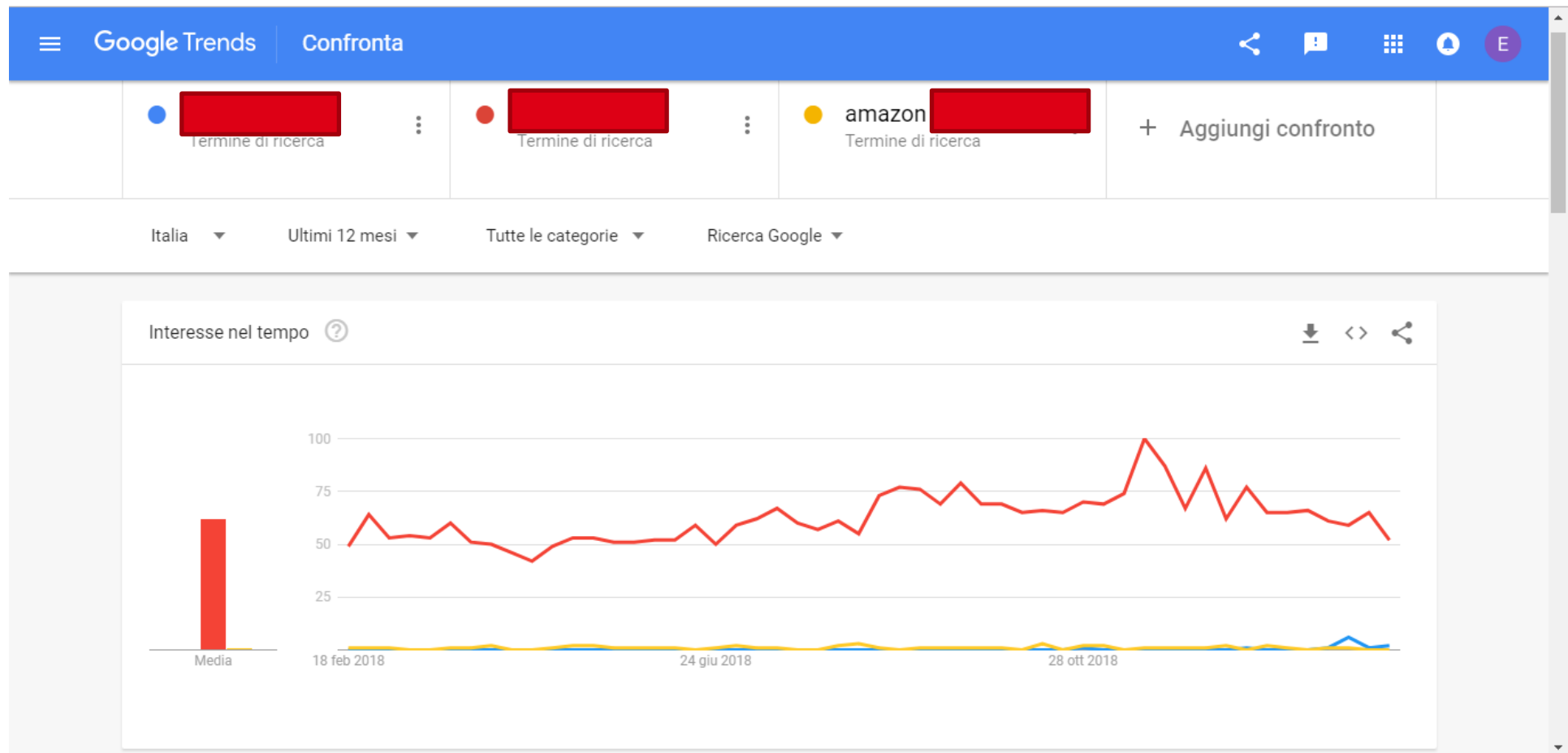
- Listening: What are consumers telling about us? What are the doubts? What are our strenghts and our Weakness (real or just perceived by the consumers)? What the consmer is really looking for and what different type of clusters are we serving? Then act.
- Measure KPI and verify correlation between action and media pressure and results. Eventually correct execution.
- Monitor competition.



Trend of the keyword «XXX» in Italy over time (source: Google Trends): two peaks but then it goes back to 0. What has been done in those two moments? Why there's not even a moderat effect after?



Keyword « [Redacted] » in Italy compared with « [Redacted] » ([Redacted]): there's traffic to intercept.



**Keyword « [red box] » in Italy compared with [red box] also «Amazon [red box] »:
Amazon doesn't seem to get high traffic either (yet).**

One of the potential Targets for XXX

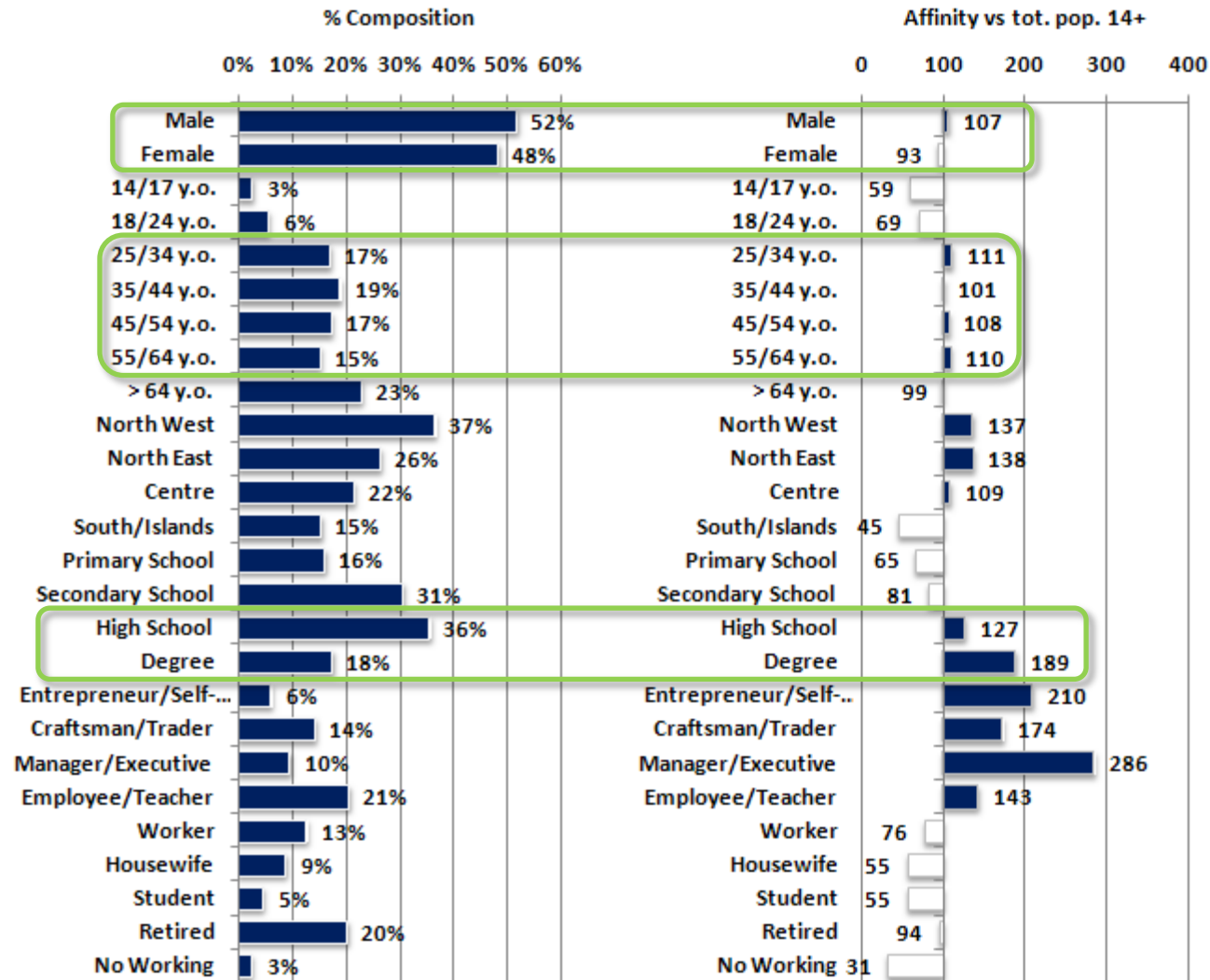
(source Sinottika Eurisko . Data da TBC – to be considered only as an example)

- People loving technology but also with attention to ecology.
- High culture and loving well-being and look.
- People liking design, innovation but also paying attention to the value of a durable technology good.
- Average to High Income



Universe: 11.400.000 people in Italy

Socio-Demographic Profile



Men/Women

25/64 y.o.

Good Education



L'indice di affinità è dato dal rapporto tra due percentuali di penetrazione e misura la **concentrazione di un fenomeno** su un target group specifico rispetto al **dato medio** calcolato sul **totale della popolazione di riferimento**.

Così, se per ipotesi la penetrazione di lettura di una data rivista fosse del 5% sulla **popolazione maschile** e del 6,5% sul **target uomini 25-34 anni**, l'indice di affinità sul **target** risulterebbe pari a **130** ($6,5/5 \cdot 100$).

How do they buy?

I buy only reputed brands
78% - Aff 103



I pay for things that
make life better
64% - Aff 126



Brand awareness
30% - Aff 122



Quality
53% - Aff 117

How do they describe themselves?

Diet

I eat good food 7% - Aff 107



I eat no OGMs 23% - Aff 114



I read ingredients
37% - Aff 120

I eat "light" 40% - Aff 108



Health

I care for Health 74% - Aff 104



Gym 18% - Aff 136



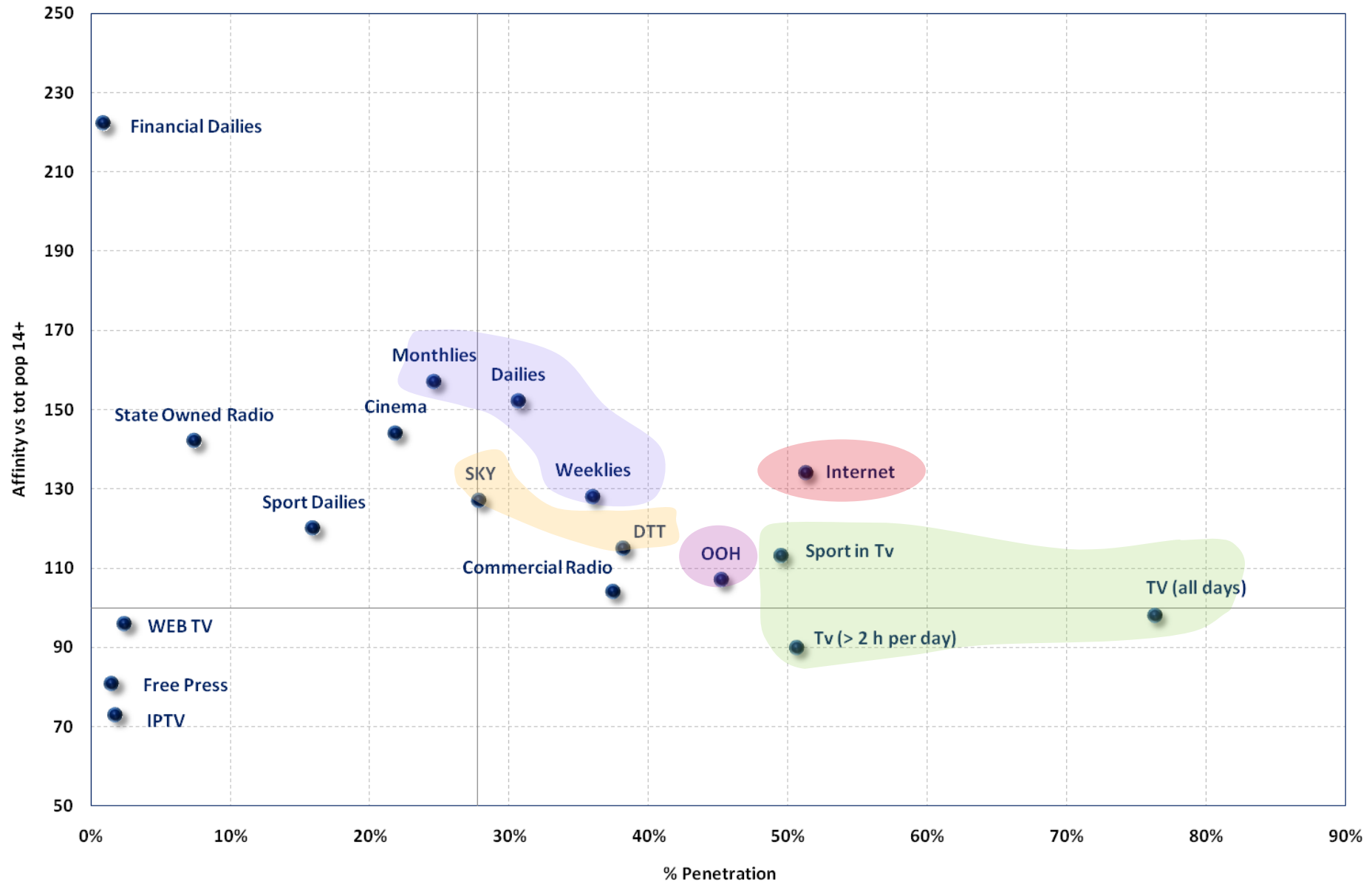
Sport
36% - Aff 136



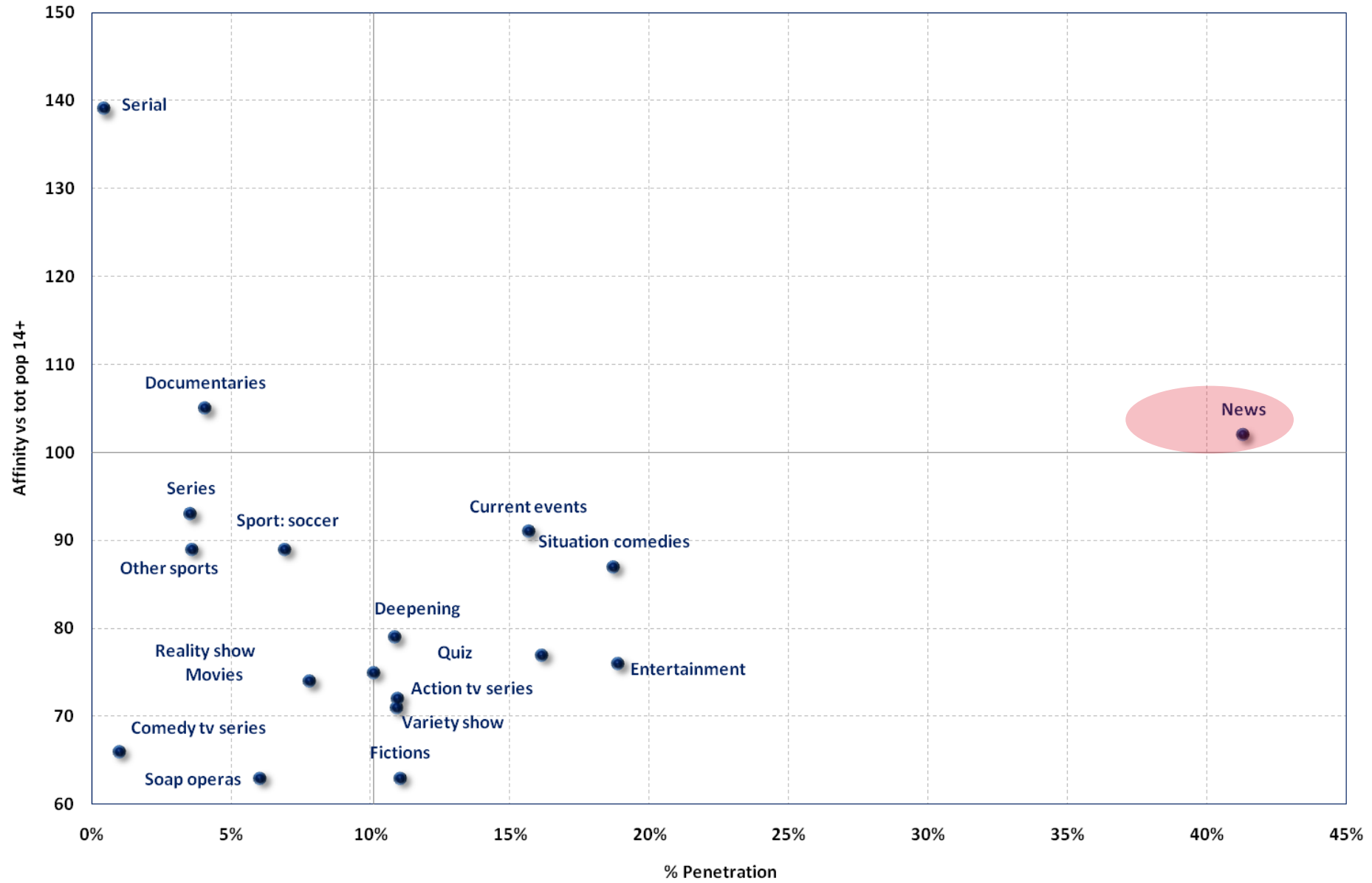
I'm active 83% - Aff 104



Media – How to reach them



TV Focus



Once we have the information:

- What people are looking for (traffic on the web and keywords)
 - We know who our (potential) customers are
 - We know how to reach them
 - We know what we are / have that represent a value for them
- We can plan **Awareness Campaigns** (strictly linked with **Search Campaigns** and **Promotion** ones) and offer them the right services



Marketing Campaign: an example

Marketing Campaign

Clearly a perfectly fine tuned **AdWords** (now called **Google Ads**) strategy, both on key wording and copy, is fundamental. The same goes for **Google Shopping**.

Both media shall be considered as kind of the **basics**. Budget and settings depend on present Traffic and level of Search (a detailed analysis must be conducted) about refurbished product and linked search patterns and shall allow for growth in the budget (and modification in the patterns) to «absorb» future increases in volumes Search thanks to the growth of XXX in interest and awareness.

Having said that, the idea is therefore to start with:

a **Facebook Awareness Campaign**

Please note: what follows is considering a test campaign to start gathering some data and clearly not a complete structured Mktg strategy. It is not only linked to «pure» Reach as, especially at the beginning, there always shall be - within the limits and aim of campaigning - a precise result to follow-up but also new opportunities to explore.

Marketing Campaign

Facebook Campaign – Media Strategy

(A)

1. An **Awareness Campaign**: **sponsored post** on a specific enlarged target trying to obtain the best mix through the FB tools «**Reach**» optimizing **Frequency**.
2. The target might be the «premium» one previously identified (see pages. 15-18 of this presentation) 18-45 years old.
3. Budget 2.5K Euro to this «seeding» action.

(B)

1. Then **Engagement**: measure all reactions and data to create a custom audience to be retargeted with another post to try to get more insights (and eventually conversions). Budget 1K Euro.
2. Finally **Conversions**: a lead generation campaign on «look-a-like» target segments or again a **Reach campaign** on them (1.5 K Euro).

I don't have all the data of the FB console but cpm of a Reach and Frequency campaign in Italy is approx, 0.03 Euro. For brevity I haven't identified all Ad sets and Ads but the just the rationale of the campaign.

Marketing Campaign

Facebook Campaign – Media Strategy

The image shows a screenshot of the Facebook Ads targeting interface. On the left, there are targeting options for Age (18-45), Gender (All, Men, Women), and Languages (a text input field). Below these is the 'Detailed Targeting' section, which includes a list of interests: active, Healthy diet, High school, Technology, and Travel. At the bottom of this section are buttons for 'Add demographics, interests or behaviors', 'Suggestions', and 'Browse', along with a link to 'Exclude People or Narrow Audience'. On the right side, there are three informational panels. The top panel, titled 'Estimate Doesn't Include Facebook Stories', explains that because Facebook Stories is a new placement, audience and reach estimates are not currently available. The middle panel, 'Audience Size', features a gauge chart showing the audience selection is 'fairly broad' and states a 'Potential Reach: 18,000,000 people'. The bottom panel, 'Estimated Daily Results', shows a 'Reach' of '3,500 - 15,000' with a corresponding progress bar.

The above is just a quick example: narrowing down with targeting we can reach the profile we want.

The Facebook Campaign for Conversion

The **Conversion Campaign**: FB ads on a specific target trying to obtain the maximum **Sales**.

1. Visual and copy are targeted to attract immediate attention on **prices** and the call to action is strong: less attention to the XXX «ethos» (but certainly not against it!) and more to the convenient prices as the the aim of the campaign requires so.
2. Target might be based solely on interest about technology/good deals to be open and with a coherent audience (if we have enough, data the alternative could be targeting **custom audiences**, e.g lookalike, to obtain potentially better results).
3. The Copy:

[La migliore tecnologia ricondizionata | XXX.it](#)

[Ann.www.XXX.it/](#)

02 123456

[Valutazione](#) per [buydifferent.it](#): 4,4

Acquista un Iphone, Samsung o Mac **Ricondizionato**: Garanzia 1 anno, Reso Gratuito e Risparmio! 30 giorni di prova. Soddisfatti o Rimborsati. Risparmi fino al 30%

For brevity I haven't identified all Ad sets and Ads with copy/visual but simply the rationale of the campaign.

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Copy

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ENGLISH

[The best refurbished technology | www-XXX.it](#)

Ann. [www.XXX.it](#)

02 123456

[Recommandation buydifferent.it](#): 4.4

Iphone, Samsung o Mac. **Reconditioned**. 1 Year guarantee. Free returns and Saving! 30 days trial. Satisfied or Reimbursed. Save up to 30%.

The Facebook Campaign for Conversion

Targetizzazione dettagliata ⓘ

INCLUDI le persone che soddisfano almeno UNO dei seguenti requisiti ⓘ

- iPhone
- MacBook Air
- Mercatino dell'usato
- Mobile phone accessories
- Personal computer
- Samsung
- Seconda mano
- Tecnologia
- Xiaomi


Aggiungi dati demografici, interessi o comportamenti | [Suggerimenti](#) | [Sfoglia](#)

Restringi il pubblico

ESCLUDI le persone che soddisfano almeno UNO dei seguenti requisiti ⓘ

Aggiungi dati demografici, interessi o comportamenti | [Sfoglia](#)

Puoi escludere persone per restringere il tuo pubblico desiderato. Quando scegli di escludere delle

 Il tuo pubblico è **definito**. Ottimo lavoro!

Copertura potenziale: 19.000.000 persone ⓘ

[Annulla](#) [Salva](#)

Based on brand of Technology, and keywords linked to «refurbished» and «deals» the audience is broad

For brevity I haven't identified all Ad sets and Ads with copy/visual but simply the rationale of the campaign.

The Facebook Campaign for Conversion

The image displays eight individual advertisements for mobile phones, arranged in two rows of four. Each ad features a central image of the phone, a storage capacity indicator (e.g., '64 GB'), a model name, a price in Euros, a discount percentage in a colored circle, and a red 'AGGIUNGI AL CARRELLO' button.

Phone Model	Storage	Price (€)	Discount
Apple iPhone 5s 64GB Gold Ricondizionato	64 GB	199,00 €	-30%
Samsung Galaxy S7 Edge 32GB Black	32 GB	329,00 €	-20%
Apple iPhone 5C 16GB White Ricondizionato	16 GB	139,00 €	-30%
Apple iPhone 7 32GB Jet Black Ricondizionato	32 GB	469,00 €	-30%
Apple iPhone 6 64GB Space Grey Ricondizionato	64 GB	299,00 €	-15%
Apple iPhone 5s 16GB Space Grey...	16 GB	149,00 €	-30%
Apple iPhone 5 64GB Nero Ricondizionato	64 GB	169,00 €	-20%
Apple iPhone 5s 32GB Silver Ricondizionato	32 GB	169,00 €	-15%

For brevity I haven't identified all Ad sets and Ads with copy/visual but simply the rationale of the campaign.

Some potential further ideas:

- XXX has clearly an **AWARENESS** issue, as any brand approaching a new market, but **CONSIDERATION** has also to be addressed and probably in the first place: early adopters shall be 100% satisfied, trust the company, appreciate the usability and the process and spread the word about Refurbed. Quality and satisfaction is a pre-requisite.
- In similar situations an Influencer / Testimonial can be a good support to sustain consideration and trust, if perfectly in line with the core values of the company and spreading the right message. It can be also more than one person to attract / spread different messages all consistent with the **TARGET AUDIENCE** and the **IMAGE** of the brand. It might be a famous person but also a niche one (or two, three niche ones...) with good reputation (and many niches make an entire market!).

Some potential ideas:

Just to name a few potentially interesting influencers:

- **Salvatore Aranzulla** www.aranzulla.it This guy has more than 500K fans on Facebook <https://www.facebook.com/salvoaranzulla/> and his articles / answers about technology are the most popular in Italy. His site is perfectly optimized for Search and one of the top-30 visited in the country. A partnership with him could boost not only awareness but also trust specifically for tech.
- **Filippa Lagerback**: a Swedish model (ecology is very Swedish at the moment) and TV-showgirl very popular in Italy (where she lives with her Italian husband), she's 40+ and with a great attention to environmental issues. A micro-influencer (only 34K fans on FB <https://www.facebook.com/FilippaLagerback/>) but a very well targeted blog <http://www.planetfil.net/> . Elegant, not divisive and more adult with a teenage daughter.

Some potential ideas:

On field activities:

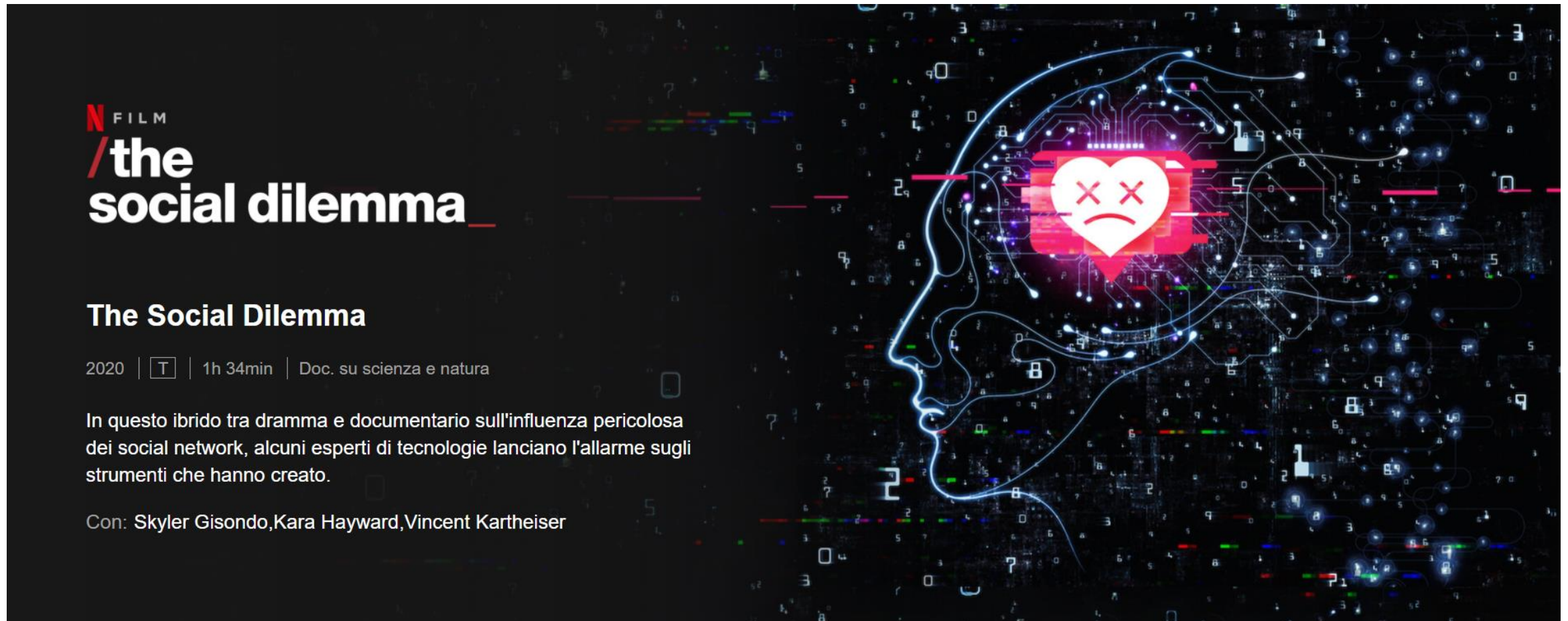
To convince consumers, Refurbed might think to **on-filed activities** like **corners** on big **malls** (in crowded cities like Milan or Rome) to let people familiarize with the brand, e.g. totem showing the website with stewards inviting people to search and eventually buy the best offers.

The location might also be close to **universities** or in **airports** depending on the target.

Along this line, another option could be the participation with a booth/corner to **big events** like the Design Expo (“Salone del Mobile”) or the IT Expo in Milan (“SMAU”).

This kind of activity can grow to even big “guerrilla” events mixed with promotions, e.g. “Come to the Cathedral Square in Milano (or to the Coliseum in Rome) on Monday morning to buy from our totems: everything 60% off”.

Consigli per la visione



N FILM
/the social dilemma

The Social Dilemma

2020 | **T** | 1h 34min | Doc. su scienza e natura

In questo ibrido tra dramma e documentario sull'influenza pericolosa dei social network, alcuni esperti di tecnologie lanciano l'allarme sugli strumenti che hanno creato.

Con: Skyler Gisondo, Kara Hayward, Vincent Kartheiser

Docu-film Netflix sull'impatto dei social media e le strategie di Marketing abbinate all'AI. Da guardarsi anch'esso col cervello «acceso».

Consigli per gli acquisti



Daniel Kahneman (Tel Aviv, 5 marzo 1934) è uno psicologo israeliano, vincitore, insieme a Vernon Smith, del Premio Nobel per l'economia nel 2002 «per avere integrato risultati della ricerca psicologica nella scienza economica, specialmente in merito al giudizio umano e alla teoria delle decisioni in condizioni d'incertezza».

Key «Takeaways»

#1 Un **modello** è meglio di niente modello

#2 Marketing: **Clients** (Target) e **Promessa**
(USP, Dream ...)

#3 Coerenza