

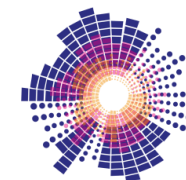
Management Of Networked IoT Wearables – Very Large Scale Demonstration of Cultural Societal Applications

Workshop
Marketing

Claus Kaaber, Væksthus Sjælland



Co-funded by the
European Union

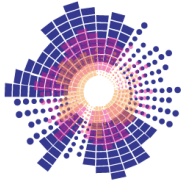


MONICA



The Growth Wheel 360° Screening





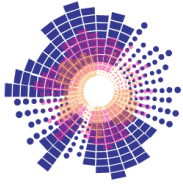
Agenda

- Introduction
- The Sales Funnel and Sales Chain
- Who is the customer?
- Customer, Purchasing decision, Purchasing roles
- Communication to B2B and B2C customers
- Purchasing behaviour and the 7 O's
- "Go-to-market-plan" (light)



Who are You?

1. Brief description of your business
2. Why are you self-employed?
3. Which customer segments does your business target? – B2B, B2C, B2G
4. Describe the market you want to capture
5. What is your biggest challenge marketing-wise?
6. What do you expect from this workshop?
7. What are your expectations for the growth of your business?



Sales Funnel and Sales Chain

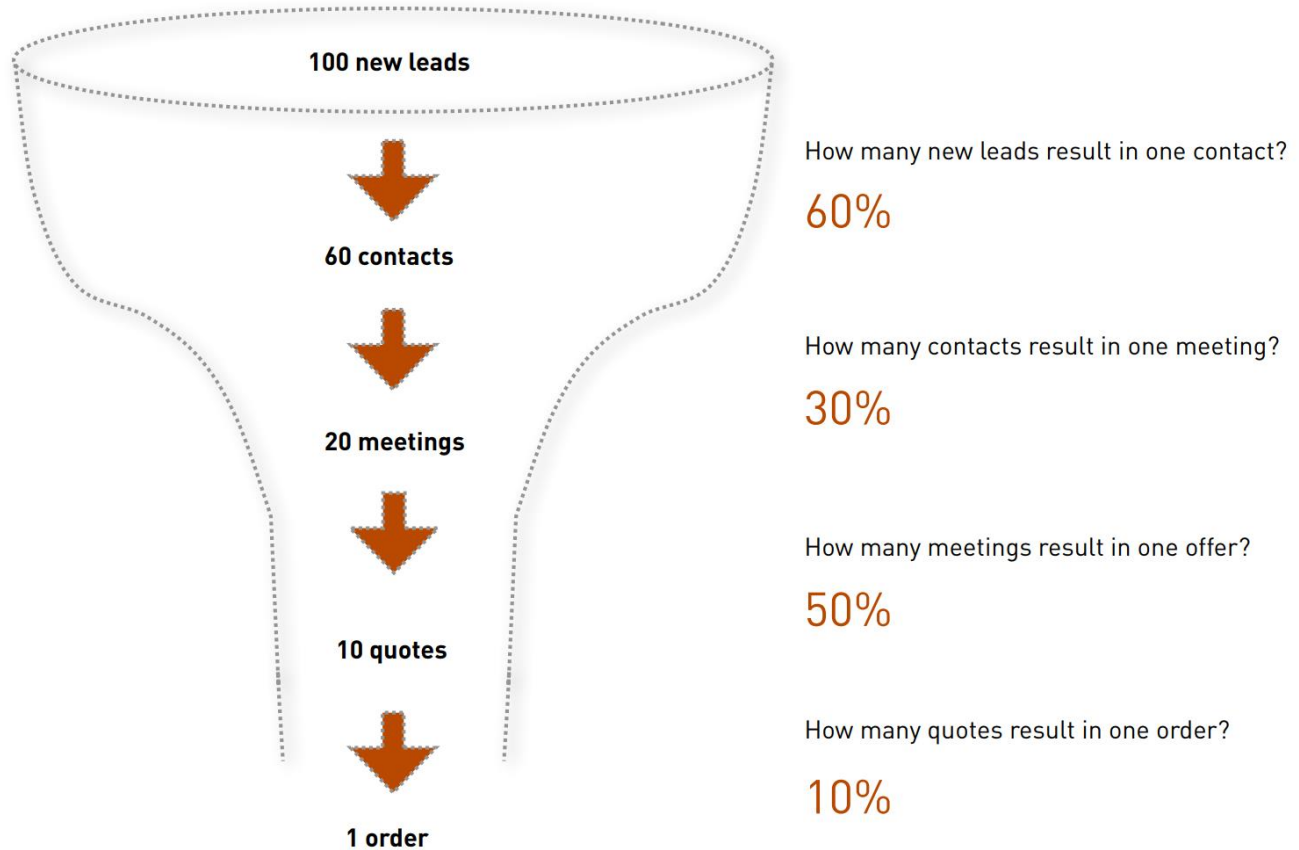
- How many potential customers do you have to approach to land one customer?
 - B2B (Business to Business)
 - B2C (Business to Consumer)
 - B2G (Business to Government)
- Marketing and sales related to the Sales Chain
 - Preparation
 - Approach
 - Closing
 - Maintenance

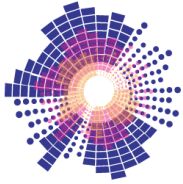


Structured Marketing

The Sales Funnel

Sales activities for improving lead conversion





Customer, Purchasing Behaviour and Purchasing Roles

1. Who is the customer?

- A. B2B
- B. B2C
- C. B2G

2. Who makes the decisions?

- A. Purchasing roles
- B. Purchasing behaviour



Who is the Customer? – B2C

Demographics <ul style="list-style-type: none">• Gender• Age• Education• Income• Household composition (e.g., number of children)• etc.	Consumption <ul style="list-style-type: none">• Light user• Medium user• Heavy user
Geography <ul style="list-style-type: none">• Address	Loyalty <ul style="list-style-type: none">• Earning potential (?)
Occupation <ul style="list-style-type: none">• Blue-collar worker• White-collar worker• Self-employed	Lifestyle <ul style="list-style-type: none">• Values• Attitude• Interests• Behaviour



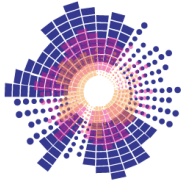
Who is the Customer? – B2B

Demographics <ul style="list-style-type: none">• Trade• Size• Turnover• Number of employees• Corporation type (e.g., Limited company, SME)• etc.	Consumption <ul style="list-style-type: none">• Light user• Medium user• Heavy user
Geography <ul style="list-style-type: none">• Domicile location• Other locations	Loyalty <ul style="list-style-type: none">• Earning potential (?)
Occupation (level of organisation) <ul style="list-style-type: none">• CEO/Management• CIO, CFO, etc.• Team leaders (e.g., occupational health)	Company Values <ul style="list-style-type: none">• Ecology• Sustainability• Ethics• CSR• Fair Trade



Who is the Customer? – B2G

Demographics <ul style="list-style-type: none">• Size• Number of citizens• Number of employees• Tenders	Consumption <ul style="list-style-type: none">• Light user• Medium user• Heavy user
Geography <ul style="list-style-type: none">• Main location• Other locations	Loyalty <ul style="list-style-type: none">• Earning potential (?)
Occupation (level of organisation) <ul style="list-style-type: none">• Management• Municipal Board, Committees• Institution Heads• Other leaders	Organisational Values <ul style="list-style-type: none">• Strategies• Ethics• CSR



Customer Survey

Make a questionnaire to gather information about potential customers



CATEGORY	QUESTION TOPICS	USEFUL		HOW TO PHRASE THE QUESTION	ORDER
		Yes	No		
Customer facts	The customer size or volume	<input type="checkbox"/>	<input type="checkbox"/>		
	The customer's geography	<input type="checkbox"/>	<input type="checkbox"/>		
	The customer's competencies	<input type="checkbox"/>	<input type="checkbox"/>		
	The customer's organization	<input type="checkbox"/>	<input type="checkbox"/>		
Customer needs	The customer's current situation	<input type="checkbox"/>	<input type="checkbox"/>		
	The customer's challenges	<input type="checkbox"/>	<input type="checkbox"/>		
	The customer's opportunities	<input type="checkbox"/>	<input type="checkbox"/>		
	The customer's goals	<input type="checkbox"/>	<input type="checkbox"/>		
	The customer's special needs	<input type="checkbox"/>	<input type="checkbox"/>		
Customer preferences	The customer's preferences	<input type="checkbox"/>	<input type="checkbox"/>		
	The customer's priorities	<input type="checkbox"/>	<input type="checkbox"/>		
	The customer's budget	<input type="checkbox"/>	<input type="checkbox"/>		
Customer buying process	The customer's current vendors	<input type="checkbox"/>	<input type="checkbox"/>		
	The customer's current consumption	<input type="checkbox"/>	<input type="checkbox"/>		
	The customer's decision makers	<input type="checkbox"/>	<input type="checkbox"/>		
	The customer's time frame	<input type="checkbox"/>	<input type="checkbox"/>		
	The customer's need for information	<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>		



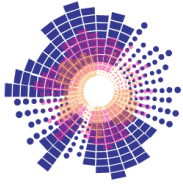
Customer Dialogue

Find ways to engage customers in conversations

- ✓ CHECKLIST: PURPOSE OF INVOLVEMENT
- Bring in knowledge
 - Motivate customers
 - Inform customers
 - Learn consumption pattern
 - Get ideas for improvements



CATEGORY	ACTIVITIES TO START CONVERSATIONS	USEFUL		ACTIVITY DESCRIPTION	PURPOSE OF INVOLVING CUSTOMER	KEY MESSAGES OR CONVERSATION TOPICS
		Yes	No			
Events	Seminars	<input type="checkbox"/>	<input type="checkbox"/>			
	Trade shows	<input type="checkbox"/>	<input type="checkbox"/>			
	Lectures	<input type="checkbox"/>	<input type="checkbox"/>			
		<input type="checkbox"/>	<input type="checkbox"/>			
Digital media	Facebook	<input type="checkbox"/>	<input type="checkbox"/>			
	Twitter	<input type="checkbox"/>	<input type="checkbox"/>			
	Online forums	<input type="checkbox"/>	<input type="checkbox"/>			
		<input type="checkbox"/>	<input type="checkbox"/>			
Customer involvement	Focus groups	<input type="checkbox"/>	<input type="checkbox"/>			
	Product design	<input type="checkbox"/>	<input type="checkbox"/>			
	Competitions	<input type="checkbox"/>	<input type="checkbox"/>			
		<input type="checkbox"/>	<input type="checkbox"/>			
Customer service	Support	<input type="checkbox"/>	<input type="checkbox"/>			
	Follow-up	<input type="checkbox"/>	<input type="checkbox"/>			
		<input type="checkbox"/>	<input type="checkbox"/>			
Written communication	PR	<input type="checkbox"/>	<input type="checkbox"/>			
	Articles (contributions to debate)	<input type="checkbox"/>	<input type="checkbox"/>			
	Marketing materials	<input type="checkbox"/>	<input type="checkbox"/>			
	Annual Report	<input type="checkbox"/>	<input type="checkbox"/>			
		<input type="checkbox"/>	<input type="checkbox"/>			
Other		<input type="checkbox"/>	<input type="checkbox"/>			
		<input type="checkbox"/>	<input type="checkbox"/>			



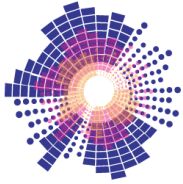
Purchasing Roles – B2C

Initiator	Person who initially suggests purchasing the product
Influencer	One or more persons whose opinion influences the decision to buy or not buy a specific product
Decision maker	This person decides whether or not to make a purchase, and if yes, the quantity
Procurement responsible	This is the person who actually physically purchases the product, i.e., he or she does the actual legwork
Consumer	This person is the end user, who finally uses the purchased product



Purchasing Roles – B2B

- Initiator
- Influencer
- Gatekeeper
- Decision maker
- End user
- "Power sponsor" (insider)



Purchasing Roles – B2G

- Initiator
- Influencer – e.g., media
- Gatekeeper
- Decision makers
- Self-governance
- Political control
- End user
- "Power sponsor" (insider)



Purchasing Behaviour

- *The 7 O's*
- *Occupants (who is the customer)*
- *Objects (what does the customer buy)*
- *Objectives (why are the customers buying)*
- *Organisations (who participates in the purchase)*
- *Operations (how does the customer buy)*
- *Occasions (when does the customer buy)*
- *Outlets (where do the customers buy)*



The Marketing Fan

The Marketing Fan

The right marketing activities





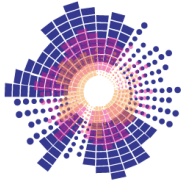
Online Marketing

- SEO
- SEM
- PPC
- Retargeting
- SoMe
- Conversion optimisation
- Usability
- Profiling (cookies)



Google Analytics





Marketing Mix

Marketing Mix
Choose media and message
for your customer segments



MEDIA TYPE	MARKETING MEDIA	PRIORITY (Check 1-3)	FOR SPECIFIC CUSTOMER GROUP	HOW TO USE MEDIA (publications, message, timing etc.)	EXPECTED COSTS
Advertising	Daily newspaper	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Magazines	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Professional publications	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Handbooks	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Outdoor (postcard, busses etc.)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Web (banner ads)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	TV (local/national)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Radio (local/national)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
Digital & printed material	Brochures/product sheets	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Company presentation	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Flyers	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Posters	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Powerpoint presentation	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
Online media presence	Website	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Social Media	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	E-newsletter	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Blogs	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Google AdWords	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
Direct marketing	Direct mail	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Direct e-mail	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Telemarketing	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Customer visits	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
Publications	Newsletters	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Magazines	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	White papers (case studies)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
Promotion	Trade fairs	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Conferences	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Product samples	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Sponsorships	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	Merchandise	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			

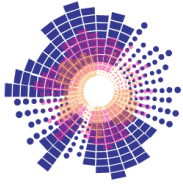


Marketing Message

Marketing Message
Phrase key points for the marketing communication



CUSTOMER SEGMENT				
CATEGORY	TOPICS	FOCUS ON		CORE MARKETING MESSAGE
		Yes	No	
COMPANY	About client references	<input type="checkbox"/>	<input type="checkbox"/>	
	About client testimonials	<input type="checkbox"/>	<input type="checkbox"/>	
	About competition comparison	<input type="checkbox"/>	<input type="checkbox"/>	
	About company fit	<input type="checkbox"/>	<input type="checkbox"/>	
PRODUCT	About quality	<input type="checkbox"/>	<input type="checkbox"/>	
	About service	<input type="checkbox"/>	<input type="checkbox"/>	
	About product flexibility	<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	
PRICE	About price competitiveness	<input type="checkbox"/>	<input type="checkbox"/>	
	About pay-back period	<input type="checkbox"/>	<input type="checkbox"/>	
	About purchase leading to savings	<input type="checkbox"/>	<input type="checkbox"/>	
	About discount possibility	<input type="checkbox"/>	<input type="checkbox"/>	
RISKS	About common understanding	<input type="checkbox"/>	<input type="checkbox"/>	
	About commitment to the order	<input type="checkbox"/>	<input type="checkbox"/>	
	About trial period	<input type="checkbox"/>	<input type="checkbox"/>	
	About effect documentation	<input type="checkbox"/>	<input type="checkbox"/>	



AIDA Model

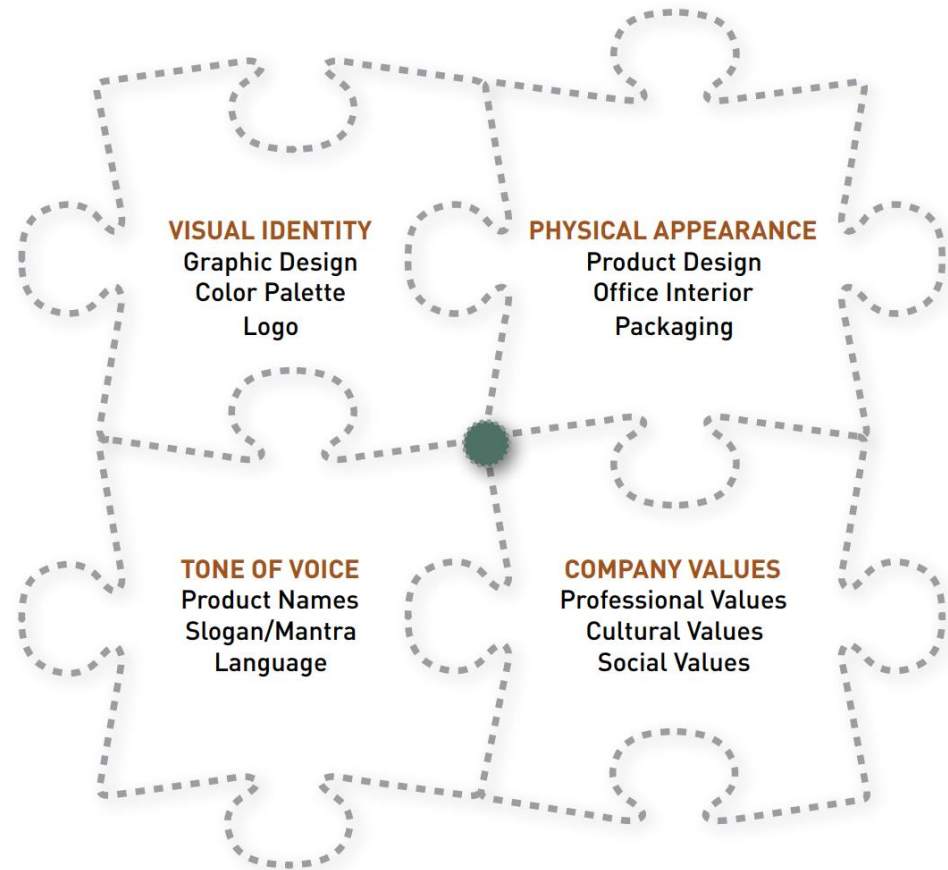
- **Attention** – This is the element that catches the eye. It may be text or pictures. This part is typically placed in the top half
- **Interest** – This is the element that keeps the reader interested
- **Desire** – This is the element that makes the reader wish he owned the product. This part often contains a lot of positive words about the product and its capabilities
- **Action** – This is the element that makes the end user buy the product. This part typically contains pictures of the product and information about purchasing outlets.

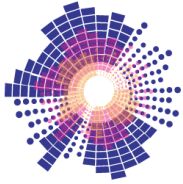


Brand Description

Branding Opportunities

The four areas to focus on in branding





“Go-to-Market-Plan”

1. Which activities are included?
2. Who is the target group for these activities?
3. When are the activities taking place?
4. Which results are we expecting? (Measuring the effect)
5. What does it cost?



Thanks for your attention

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