

# INTEGRATED BRAND COMMUNICATION

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Lesson 2

A young English couple 25 yo – professionals, travelling to Bangkok booking an hotel room. We are from W hotel and want to know how to influence their decision.

I realise I want something

I do some research

I evaluate options

I decide to buy one of them

I realise it was good/bad decision

Problem recognition

Information search

Alternative evaluation

Purchase decision

Post-purchase evaluation

How, when, why, where do they realise they want to book an hotel?

Who is the most important influencer in this decision?

What channels?

WHAT ACTION DO YOU SUGGEST?

How, when, why, where do they search information?

Who is the most important influencer?

What channels?

WHAT ACTION DO YOU SUGGEST?

How do they select? Why this specific brand?

Who is the most important influencer?

What channels?

WHAT ACTION DO YOU SUGGEST?

What happens in the point of purchase?

What can make them change their mind? Who is the most important influencer?

WHAT ACTION DO YOU SUGGEST?

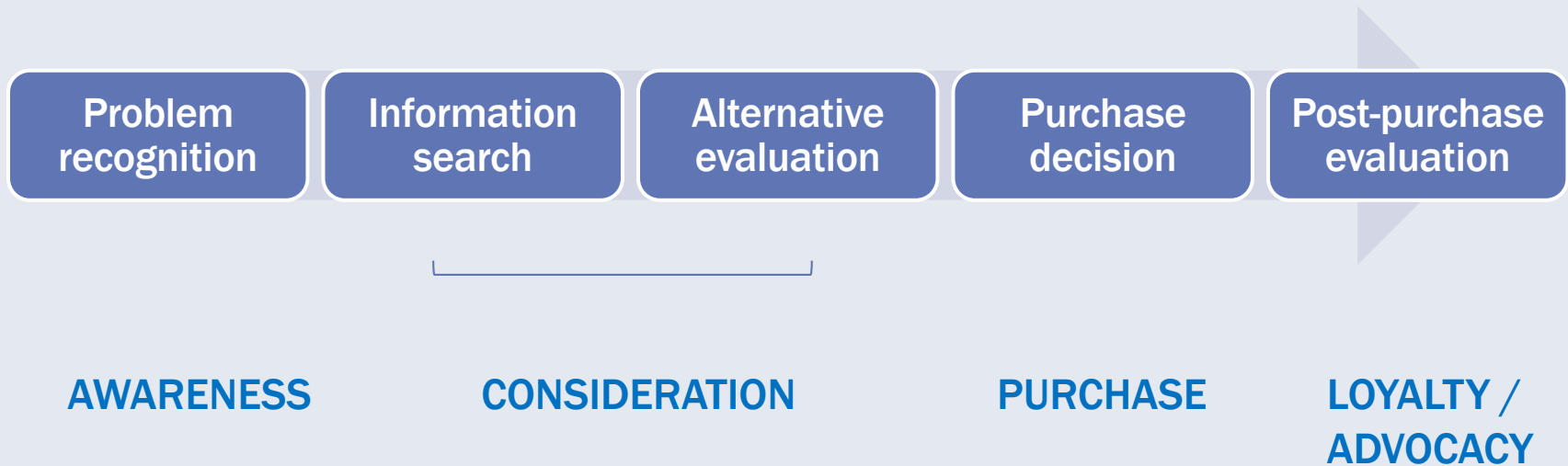
What happens after?

Would they talk about their experience? How and where?

WHAT ACTION DO YOU SUGGEST?

# FROM P2P TO DIGITAL JOURNEY

# FROM P2P TO DIGITAL JOURNEY TO THE MARKETING FUNNEL



# THE MODERN ONLINE BUYER'S JOURNEY



## DIGITAL JOURNEY

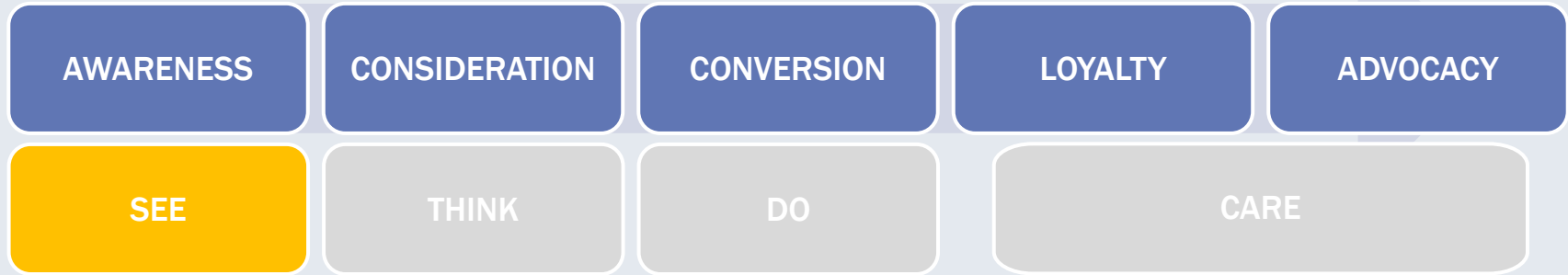
Same logic as P2P, different visualization

A series of loops more than a linear path

Fits better our behaviours today as digital allows more opportunity for "research and discovery" and "loyalty"



A real life case study: my kids' nanny loves to go home for Xmas, it is always very expensive, except today we see an ad from Philippines Airlines



At this stage, either they don't need your product yet or don't know they need your product. The key to connecting with buyers is: Make them aware of your product and the benefits it offers.

Your ultimate goal with top of the funnel marketing is to encourage users down the funnel to the "think" stage, where the first signs of purchase intent surface. Two main digital marketing strategies work better than the others—social media and PPC display ads.

- Social media channels—specifically Facebook, Instagram, Pinterest, and YouTube—are prime real estate for your company to generate awareness because there's where your audience goes to "see" and discover things.

- PPC display ads. Display network reaches over 90% of global internet users expanding across 2 million sites.

At the end of these efforts should start seeing brand recognition. While brand recognition and ad recall are easier to measure with social media than PPC, you should still see interest growing by engagement with your ads and visits to your website.

## SEE

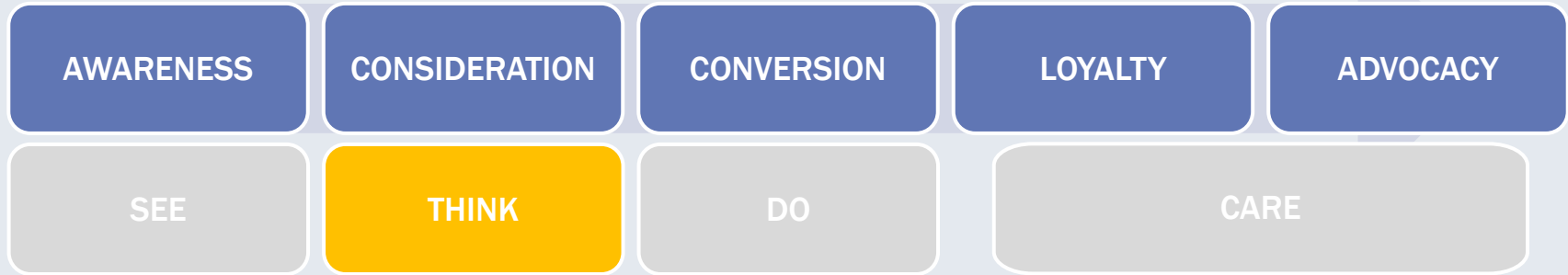
## DO

## CARE

## ADVOCACY

SEE: me and my wife suddenly started seeing promotion ads from Philippine Airlines on our FB page.

We connected to our nanny desire and started thinking, we could buy her a flight as Xmas gift.



Once your target audience is aware of their needs and your company they move into the “think” stage. This is where it gets tricky—the majority of consumer research happens in this stage, and the research and discovery loop takes them back and forth through different mediums. During this stage, it’s crucial to build your authority and get your target audience onto your website.

The best digital marketing strategies for middle-of-the-funnel consumers are:

- **SEO:** SEO (search engine optimization) is your number one source of organic web traffic and leads, and arguably serves most stages of the buyer’s journey. It’s by using SEO that your website will show up on page one of search results—and 93% of consumers begin their research phase with a search engine.
- **Reviews** are the second golden ticket for middle of the funnel digital marketing—92% of online consumers read them, and 88% of them trust online reviews as much as personal recommendations.
- **Video marketing** because four times as many customers would rather watch a video about a product than read about it, and almost 50% of internet users look for videos related to a product or service before visiting a store.
- **PPC search ads** ads that show up at the top of the search results when someone Googles something
- **Email marketing** - Email is the easiest way to wave at someone right there in their inbox. Because they opted-in, they actually expect to see valuable information from your company!

Our Philipina nanny loves to go home for Xmas, it is always very expensive, except today we see an ad from Philippines Airlines

AWARENESS

SEE

CONSIDERATION

THINK

CONVERSION

DO

LOYALTY

CARE

ADVOCACY

### Reviews

Write a review

**Traveler rating**

- Excellent: 885
- Good: 1,283
- Average: 791
- Poor: 437
- Terrible: 704

**Route**

- Africa
- Asia
- Canada
- Caribbean
- More

**Cabin**

- Economy
- Premium Economy
- Business Class
- First Class
- More

**Language**

- All languages (4,155)
- English (3,538)
- Japanese (339)
- Chinese (Simpl.) (49)
- More

**Popular mentions**

ALL reviews: [Singapore hospitality](#) [male terminal](#) [rice](#) [domestic flight](#) [flight schedule](#) [baggage allowance](#) [fish](#) [beef](#) [ice cream](#) [philippines](#) [mabuhay!](#) [bilo](#) [clark](#) [gr](#) [guam](#) [flag](#) [heart](#) [vancouver](#) [traffic](#) [igad](#) [member](#)

Search reviews

**Ewa F** wrote a review Yesterday  
48 contributions • 14 helpful votes

**the worst pre-experience ever**

I tried to book 12 tickets with them. I have sent 9 requests for group booking dpt. None of them was replied from 10 days! I asked on their facebook page how long should I wait? -they said 3 days. each day I reminded them about my requests. They ignored me and just said sorry....

Read more

Date of travel: September 2019

### Flights

Search for flights from Bangkok (BKK) to London (LHR) on 12/25/2019

**Best Price Alerts**

Search for flights from Bangkok (BKK) to London (LHR) on 12/25/2019

**Flights**

Search for flights from Bangkok (BKK) to London (LHR) on 12/25/2019

**Departure times**

Search for flights from Bangkok (BKK) to London (LHR) on 12/25/2019

**Return times**

Search for flights from Bangkok (BKK) to London (LHR) on 12/25/2019

### Expedia.com

Search for flights from Bangkok (BKK) to London (LHR) on 12/25/2019

**Flights**

Search for flights from Bangkok (BKK) to London (LHR) on 12/25/2019

**Departure times**

Search for flights from Bangkok (BKK) to London (LHR) on 12/25/2019

**Return times**

Search for flights from Bangkok (BKK) to London (LHR) on 12/25/2019

### Mabuhay! Philippine Airlines Business Class Review - YouTube

<https://www.youtube.com/watch?v=16.16>

Mar 23, 2018 - Uploaded by Sam Chui  
For \$20 off a suitcase, visit <http://awaytravel.com/sam> and use promo code "sam" during checkout! I love my ...

**Is it WORTH it? Review on Philippine Airlines Economy Class I DOH ...**

<https://www.youtube.com/watch?v=16.16>

Apr 22, 2018 - Uploaded by PakBet TV  
What you need to know when flying with Philippine Airlines Economy Class Doha to Manila? \*Ticket Price ...

**Complete Review of Philippine Airlines Economy Class I DOH ...**

<https://www.youtube.com/watch?v=16.16>

Jul 18, 2018 - Uploaded by PakBet TV  
For \$20 off a suitcase, visit <http://awaytravel.com/sam> and use promo code "sam" during checkout! I love my ...

**PHILIPPINE AIRLINES Economy Class I DOH ...**

<https://www.youtube.com/watch?v=16.16>

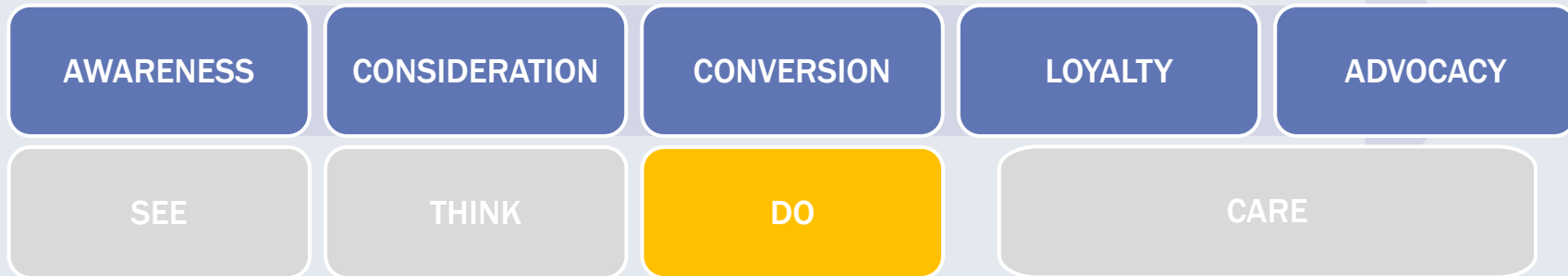
Feb 2, 2018 - Uploaded by PakBet TV  
For \$20 off a suitcase, visit <http://awaytravel.com/sam> and use promo code "sam" during checkout! I love my ...

**Philippine Airlines A350-900 I DOH ...**

<https://www.youtube.com/watch?v=16.16>

Nov 5, 2017 - Uploaded by PakBet TV  
For \$20 off a suitcase, visit <http://awaytravel.com/sam> and use promo code "sam" during checkout! I love my ...

THINK: We decided to search if there was some good price for xmas. Compared on several websites. We also checked reviews on PA as none of us had experience. Research Loop.



At the bottom of the funnel (or really, the middle), is where the buyer actually converts from a prospect into a customer. Your biggest hurdle will be to produce content that triggers a user into action. The best digital marketing strategies for middle-of-the-funnel consumers are: SEO, PPC and email mktg.

Just like car salespeople, you need to be able to provide a potential customer with the information they need most at that moment in their journey. At this stage, you should be optimizing your content and PPC ads with this kind of content:

- Create personalized content
- Advertise case studies
- Advertise testimonials
- Advertise free trials of your product or service
- Advertise white papers or other marketing collateral that shows off the effectiveness (or awesomeness) of your product or service
- Advertise live demos and Q&As

Our Philipina nanny loves to go home for Xmas, it is always very expensive, except today we see an ad from Philippines Airlines

AWARENESS

SEE

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CARE

The screenshot shows the Philippine Airlines website. At the top is a dark blue navigation bar with the airline's logo and links for Promo Fares, Explore, Travel Information, Mabuhay Miles, Contact Us, and a language selector (EN). Below the navigation bar is a white banner with a red advisory icon and text: "ADVISORY Airport Authority implements tightened Security Measures". The main content area features a flight booking form on the left and a large promotional banner on the right. The booking form has tabs for "BOOK FLIGHT", "CHECK-IN", "MANAGE BOOKING", and "FLIGHT STATUS". Under "BOOK FLIGHT", there are radio buttons for "Returning" (selected), "One Way", and "Stopover / Multi-city". The form includes input fields for "ORIGIN" (BANGKOK (BKK)), "DESTINATION", "DEPARTURE DATE" (TUE 3 SEP 2019), and "RETURN DATE" (MON 9 SEP 2019). There is a checkbox for "Flexible travel dates" which is checked. Below these are dropdown menus for "PASSENGER TYPE" (1 PASSENGER(S)) and "CABIN CLASS" (ECONOMY). A checkbox for "Use promo code (optional)" is also present. A red "SEARCH FLIGHTS" button is at the bottom of the form. The promotional banner on the right is titled "Ultimate Seat Sale" in a large, stylized font, with "BEST DEALS OF THE YEAR" in a red banner below it. It states "EXTENDED UNTIL SEPTEMBER 8, 2019". A dark blue box on the right side of the banner displays "Ultimate Seat Sale from THB 3,240 Manila" and "Economy Roundtrip Base Fare Extended until September 8, 2019". A "LEARN MORE" button is at the bottom of this box. The background of the banner shows a couple playing beach volleyball.

DO: We realised what was the average price for that period after comparing a few options. We found a good promotion with PA deal and decided to buy. No loop here, we had to decide and move fast as the sale was about to end.



Any business owner knows that it's easier to keep an existing customer than it is to generate brand new ones, so invest in keeping your current customers. Hopefully, after your new customer made a purchase, they start their journey all over again with another one of your products. Or, even better, they become a brand advocate and start selling your product or service for you in the form of recommendations.

Companies reach out and ask for reviews. Engage with them on social media. Offer them an insider-only discount. Give them something for free on their birthday. Give them advice for free. There are literally hundreds of customer retention tactics out there—find the ones that best suit your products and business. One simple—and cost-effective—way to care is with personalization.

Our Philipina nanny loves to go home for Xmas, it is always very expensive, except today we see an ad from Philippines Airlines

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**Mabuhay MILES**

Benefits ▾ Earn Miles ▾ Redeem Miles ▾ Promotions ▾ ENGLISH ▾

### What You Get with Mabuhay Miles

**LATEST** FLY SHOP DINE UNWIND

**HYUNDAI**  
Get Special Discounts at Hyundai  
Valid until December 29, 2019

**TRAVEL CLUB**  
Get 10% off when you shop at The Travel Club  
Available until September 30, 2019

**THE SMILE BAR**  
Get discounts on teeth whitening services  
Promo until December 31, 2019

**CHATIME**  
Satisfy your milk tea cravings with Chatime  
Available until October 31, 2019

CARE: she had an amazing experience and keeps talking about it.

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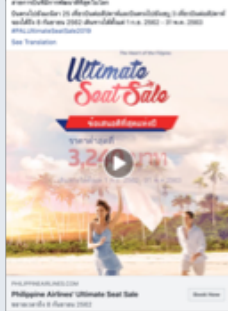
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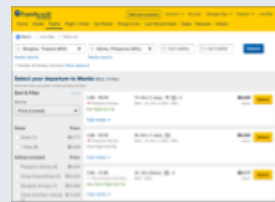
CARE



Expedia - Cheap Flight Tickets | Find & Book Cheap Flights Now.  
www.expedia.com/flights/online  
We Offer the Best Deals On Flights Worldwide. Book Flights + Hotel & Save More. 24/7 Customer Support. Compare & Save. Lowest Price. Limited Time Offers. Secure Booking. Book A Package & Save BIG. 1,000,000+ Flight Choices. Instant Confirmation.

Philippine Airlines Flights | Cheap airline tickets | eSky.com  
philippineairlines.esky.com

Philippine Airlines - Airlines. Save up to 50%. Book flights now! Over 3000 airports. Fast and secure booking. 160 million customers. 40 years of experience. Flights - all destinations. Best deals. Flight rates. 500 Airlines. 1 800 800 miles. Taxes. Flights. Hotels. Rental Cars. Deals. Flights to Poland - from \$118.00 - Save up to 30%. More >



## What is digital journey?

A visual representation of every experience your clients and prospects go through as they interact with your brand and product from awareness, to consideration, to purchase through digital touch-points and signals.



# WHAT TO DO ON DIGITAL JOURNEY

1. As every group of potential customers is different, we must identify 2-3 typical groups of them, we call them “digital persona.” Each one is driven to our product from a different angle (trigger). We want to make sure we group them into 2-3 max groups that we believe are the most representative of the whole potential buyers.
2. Each of those groups will have a different digital journey with different digital touch-points because they are driven by different triggers and influencers.
3. Define what is the digital journey for each one by using the framework provided.

# THE MARKETING FUNNEL AND THE DIGITAL MARKETING FUNNEL

NOW, IMAGINE WE COMBINE ALL THOSE JOURNEYS.  
INSTEAD OF LOOKING AT ONE SINGLE CASE WE LOOK AT  
ALL OUR POTENTIAL CUSTOMERS.  
WE END UP WITH THE CONCEPT OF THE  
**MARKETING FUNNEL.**

AWARENESS

CONSIDERATION

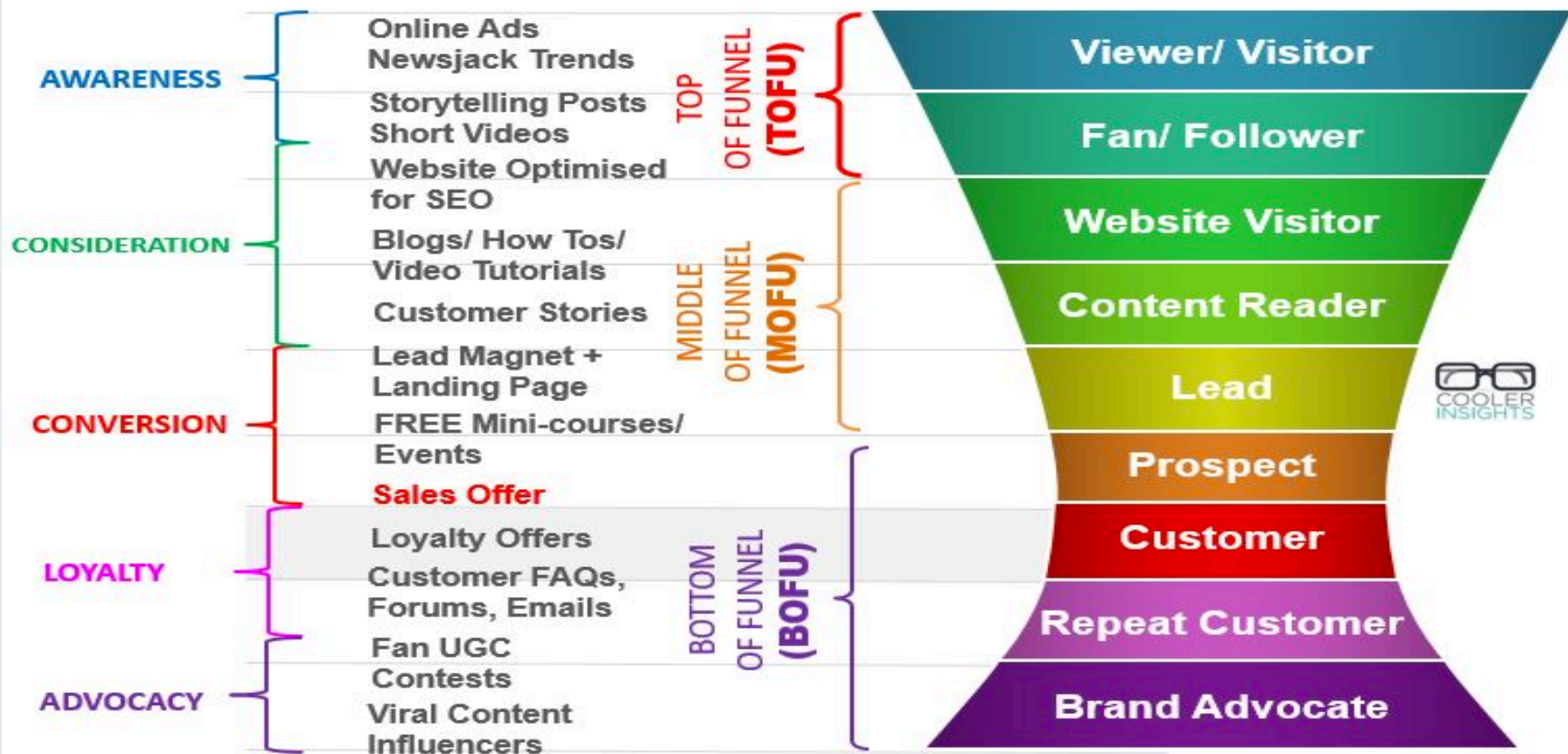
CONVERSION

LOYALTY

ADVOCACY

Marketing funnel replicates the concept of P2P or the digital journey. The main difference is that we look at the whole potential buyers as an aggregate. This approach will make it look like a funnel. A lot of people start with the awareness of the product, some of them might be interested in buying it so they consider and start doing some research. Some of them will buy our product / service and become loyal.

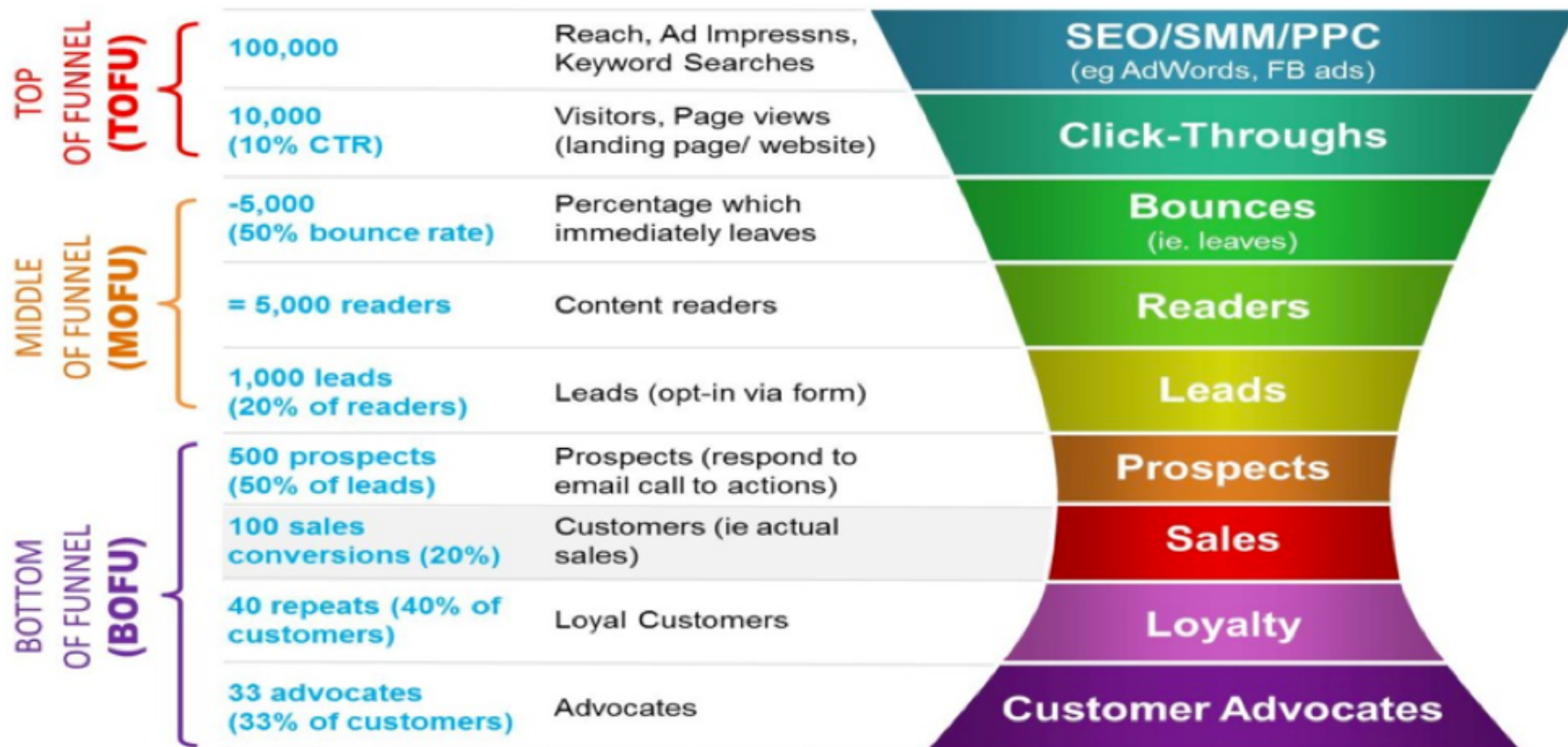
# Digital Marketing Funnel



# Digital Marketing Funnel (Tools)



# Digital Marketing Funnel (Analytics)



# LET'S CLARIFY SOME CONCEPTS

1. P2P: the phases of the decision process that a specific target passes through in a specific category. Useful to understand the specific behaviours and touchpoints offline / online.
2. Digital Journey: an online version of the P2P. Useful to understand the specific digital behaviours and touchpoints.
3. (Digital) Marketing Funnel: a cumulated version of P2P or Digital Journey. Useful to understand the ratio between the different stages and focus activities.