

INTEGRATED BRAND COMMUNICATION

Massimiliano La Franca

Lesson 2

SOME MATERIAL

- <https://www.youtube.com/watch?v=F67V5J40hv8> (NIKE STADIUM)
- <https://www.youtube.com/watch?v=ue4UoMHKzyM> (KPlus)
- https://www.youtube.com/watch?v=oNyq2_92H0Y Uber
- https://www.youtube.com/watch?v=0goTA5AuvSE&index=3&list=PLz5FkTSQN_90ijImfYCXH6TA8Kee8ErPN LV
- https://www.youtube.com/watch?v=eDp2TniRYYc&list=PLz5FkTSQN_90ijImfYCXH6TA8Kee8ErPN&index=9 Canal+

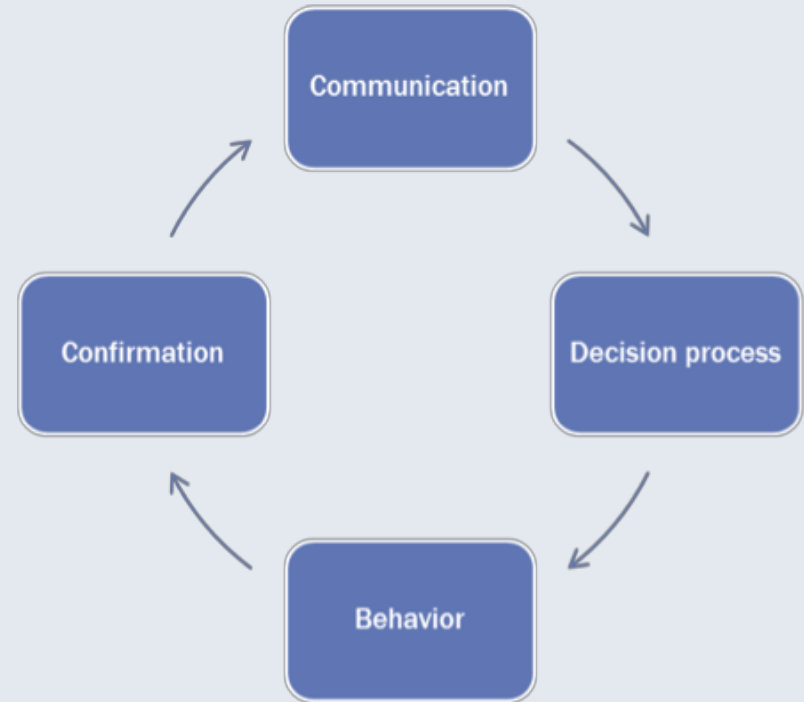
RECAP LAST SESSION

- Big picture
- Promotion one leverage of Mktg mix
- Promotion => communication
- Integrated communication
- Integrated communication used to influence behaviours

INFLUENCING DECISIONS THROUGH COMMUNICATION

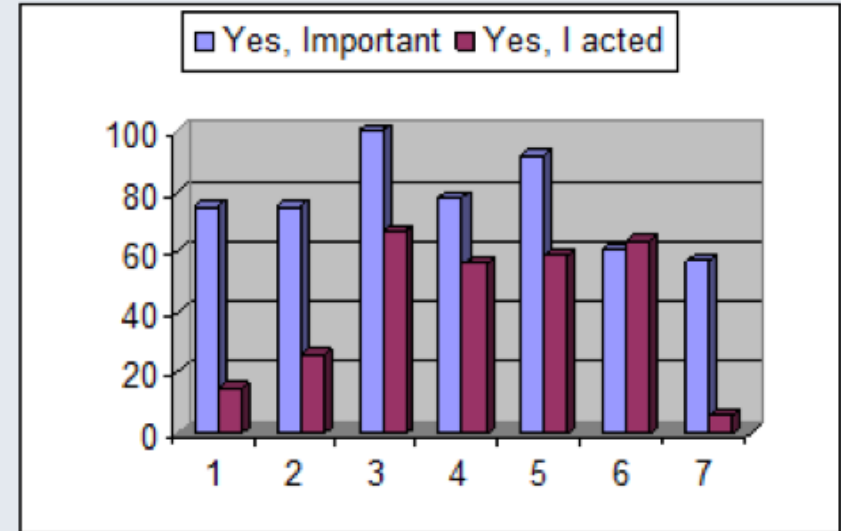
HOW DOES IT WORK?

- Communication is a tool that attempts to influence people's behaviors
- Behavior:
 - is the total collection of actions and reactions exhibited by a person that can be measured objectively (ex. Purchasing, consumption behaviors)
 - the consequence of a conscious or unconscious decision (ex. I need to buy a new toothbrush)
 - Influenced by attitudes but different as it is clearly visible
- Influence the decision process to influence behaviors



WHY SO MUCH ON BEHAVIORS...

- There's a gap between what we say and what we do. What we do is the only thing we can actually see and influence
- However in order to influence it we must know what's the decision process and the attitudes that leads to this behavior.



1. Students should read
2. Homelessness is a problem
3. I should exercise
- 4 I should recycle

5. I should designate a driver
6. I should vote
7. Should change strategy to fight terrorism

WHY?

“Marketers’ success in influencing purchase behaviour depends in large part on how well they understand consumer behavior.

Marketers need to know the specific needs customers are attempting to satisfy and how they translate into purchase criteria. They need to understand how consumers gather information regarding various alternatives and use this information to select among competing brands.

They need to understand how customers make purchase decisions. Where do they prefer to buy a product? How are they influenced by marketing stimuli at the point of purchase? Marketers also need to understand how the consumer decision process and reasons for purchase vary among different types of customers.”

Belch - Belch



THE DECISION-MAKING PROCESS



AKA: path to purchase



THE DECISION-MAKING PROCESS

We can't directly influence behaviours, we can try to influence the decision process that is behind the behaviour.

So we need a tool that helps us following the behaviours and shed a light on the decision process that is behind.

Introducing, today tool...

Path to Purchase or Decision making process

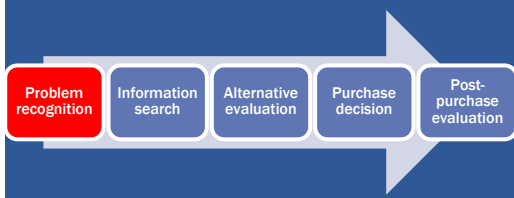


THE DECISION-MAKING PROCESS



AKA: path to purchase





PROBLEM RECOGNITION

- When people realize a need
- Different sources:
 - Out of stock
 - Dissatisfaction
 - Related products
 - New needs because of changes in their conditions
 - Marketing generated needs
 - Curiosity vs new products
- Marketing tries to influence this stage, the more; in order to effectively do this, it needs to know people's **motivations**.
- **IMPLICATION:** If we know what the underlying reason for a specific purchase we can use the information to develop communication that really works

MOTIVATION

- From Latin “movere” what moves you taking a specific decision. Different people are motivated differently in solving the same problem (ex. Buying a car)
- Problem recognition is often a basic, simple process, but the **way a consumer perceives a problem and becomes motivated to solve it** will influence the remainder of the decision process.
- For example, one consumer may perceive the need to purchase a new watch from a functional perspective and focus on reliable, low-priced alternatives. Another consumer may see the purchase of a watch as more of a fashion statement and focus on the design and image of various brands. Think how the different motivation will influence the following phases of the two consumers' path to purchase.



MOTIVATIONS

- The most famous framework is Maslow's Hierarchy of needs
- We all have different needs according to the situations we live in; until the basic needs are satisfied the others are less relevant
- This influences the way we are motivated to solve our problem and as consequence, what brands should tell us to effectively influence the decision process.



MOTIVATIONS

IMPLICATIONS of the Hyerarchy for mktg

- For ***existing products***, it forces to think of what is the key needstate of a specific target group, this way mktg can be focused on communicating the relevant messages.
- For ***new products***, it forces marketers to think, what needs do we want to satisfy?





**WHERE DO WE PLACE
THE TWO BRANDS ?**





JOY IS YOUTHFUL.

BMW EfficientDynamics



FASTERPIECE.

DESIGNED FOR DRIVING PLEASURE.



INVENTED BY
VOLVO IN 1959.
IN FASHION
EVER SINCE.

THE THREE-POINT SAFETY BELT. WORN IN THE 90s WITH CELEBRITY SHADES.



TRUST.

Your baby knows it's your job to keep him safe and trusts you'll get the job done. Stop by Best Volvo of Rochester and test drive one of the safest vehicles on the road.

THE VOLVO XC60.
DESIGNED FOR SAFETY.

WE DESIGN
EVERY VOLVO
TO LOOK
LIKE THIS.



Volvo looks as perfect today. A Volvo that performs well in our safety programs designed to protect you and your family. Volvo's safety is not just a slogan. It's a commitment. A commitment to the highest standards of safety. A commitment to the highest standards of safety. A commitment to the highest standards of safety.

But the passengers of this car were also protected in our crash tests. Because Volvo is not just a slogan. It's a commitment. A commitment to the highest standards of safety. A commitment to the highest standards of safety. A commitment to the highest standards of safety.

SAFARI

Imagine Apple wants to develop a car. What segment of the pyramid would they look into?

What type of needs will the car satisfy?

What features can you imagine this car will have?



Problem
recognition

Information
search

Alternative
evaluation

Purchase
decision

Post-
purchase
evaluation

WE LEARN ABOUT MOTIVATIONS

- Marketing researches, mainly qualitative
- In-depth interviews
- Focus groups
- Association tests
- Projective techniques



Problem
recognition

Information
search

Alternative
evaluation

Purchase
decision

Post-
purchase
evaluation

IN / OUT

IN

- Marketing activities prompting new needs
- Communication
- Advertising
- Peers

OUT

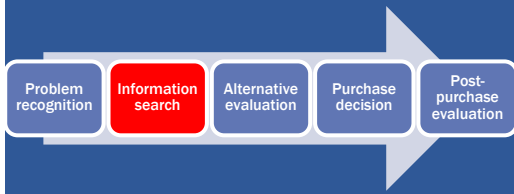
- Irrelevant needs
- Wrong insights
- Complexity

THE DECISION-MAKING PROCESS



AKA: path to purchase





INFORMATION SEARCH

- Once realised a need, we start searching for info on how to solve it
 - Internal research: what do I know about it?
Internal auto-pilot (Pack re-design cases Fruit d'or – Jif)
 - External researches: the importance of the “influencers”, peers, public institutions and marketing activities
- When it comes to information, it is crucial to understand: 1) how people sense external info; 2) how they select the relevant ones and 3) how they interpret info. This is the psychological process behind information: “perception”.

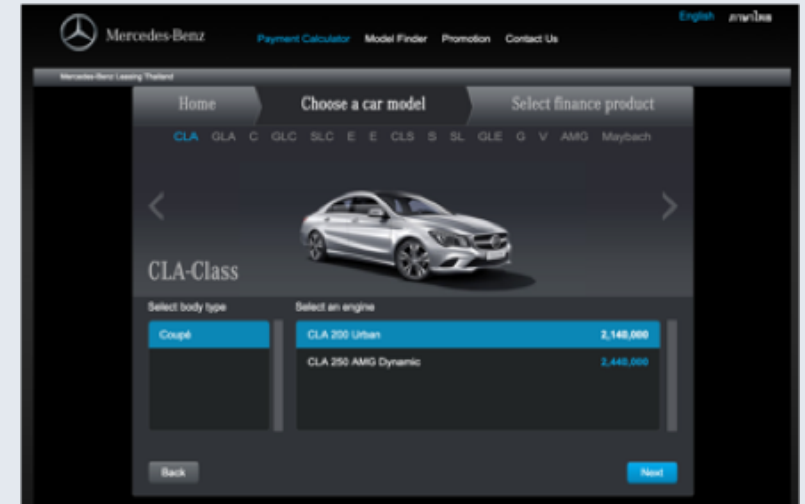
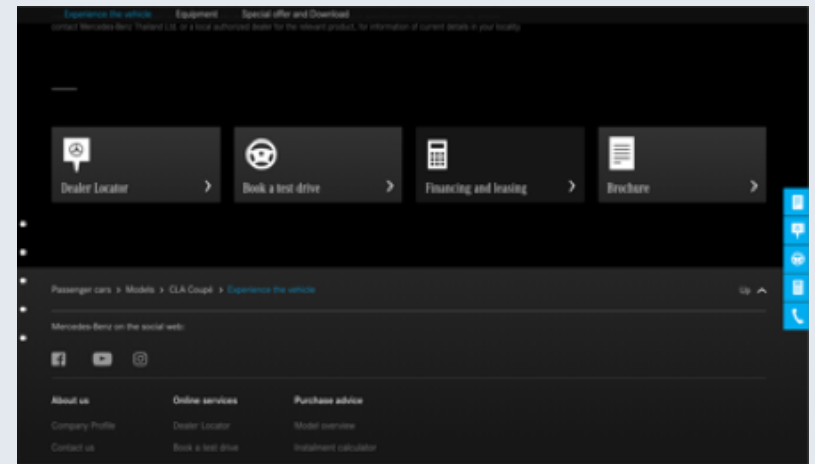
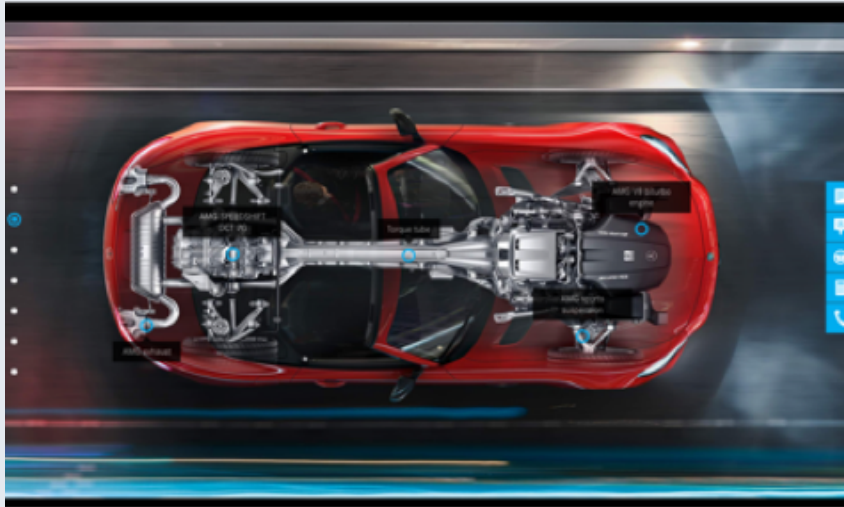


SELECTING MARKETING INFORMATION

- We sense information, select, interpret and retain the relevant ones:
 1. We process info through sensation first; audio-visual is most important but increasing importance of sense-marketing
 2. Select what we need and what we don't
 3. Retain only what we need
- **IMPLICATION: this stage is a crucial battlefield for certain categories of products (typically high involvement)**



MB providing all the information you need to buy the car.





SOME FAMOUS CASE STUDIES

Selective attention

<https://www.youtube.com/watch?v=vJG698U2Mvo>

BMW flashes logo

US elections: republicans AD that projects the word RATS when presenting the program of opponent democrats

<https://www.youtube.com/watch?v=2NPKxhfFQMs>

https://www.youtube.com/watch?v=GR_vDq2iXJ4





IN / OUT

IN

- Right level of information
- Credible sources
- Influencers
- Peers

OUT

- No information or too complicated information
- Difficulty of access to info

THE DECISION-MAKING PROCESS



AKA: path to purchase



Problem
recognition

Information
search

Alternative
evaluation

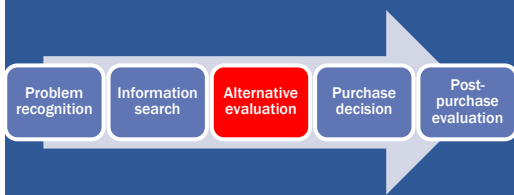
Purchase
decision

Post-
purchase
evaluation

ALTERNATIVE EVALUATION

1. Ok, I know what I need and I have gathered some info...what's available?
 - Reduce complexity, remember a small number
 - Top-of-mind brands: the set of brands that spontaneously come to mind in a specific category
 2. In order to make choices everyone has a criteria – a trigger. We need to know what is it.
 - Attitudes towards a brand
 - Product benefits (rational – emotional)
 - Availability
 - Price
- Attitude the psychological process





ALTERNATIVE EVALUATION

- Understanding what is the key driver for the decision in a specific category for a specific target, is crucial because it becomes the basis on which brands try to build their uniqueness.
- Note that even within the same category of products, different segments of targets might have different decision criteria: for some price is a very important driver, for others brand image.
- **IMPLICATION:** marketers must know who are they targeting and what triggers their decision.





IN / OUT

IN

- Communicating about the right decision drivers
- Discriminators
- Correct segmentation process
- Top of mind awareness

OUT

- Too much choice or complexity
- Fail to understand what drives the decision

THE DECISION-MAKING PROCESS



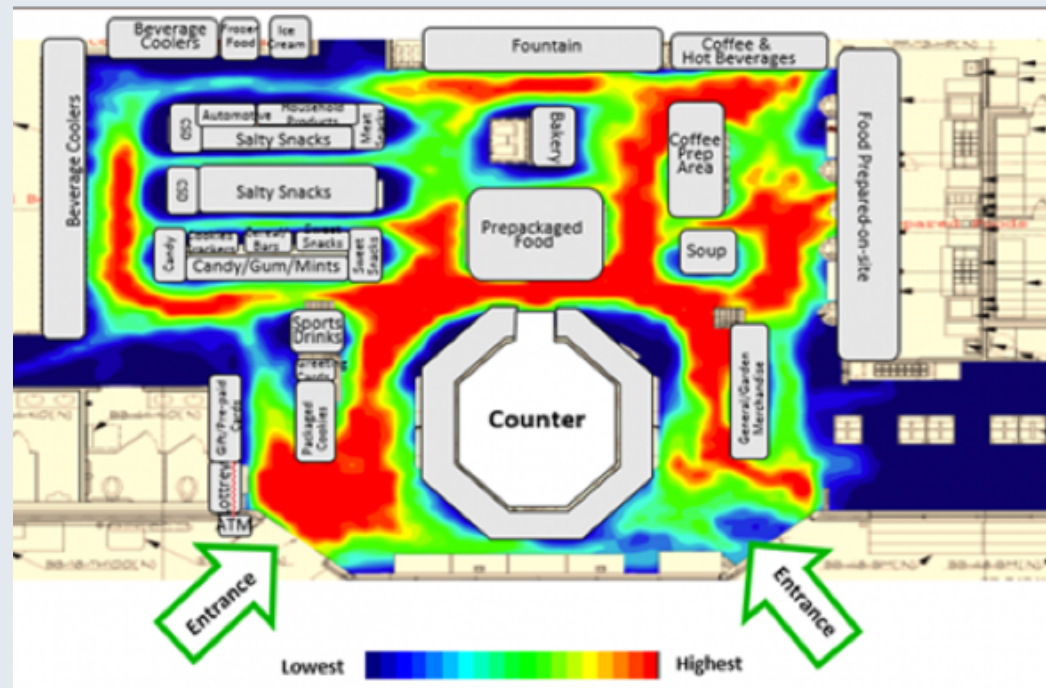
AKA: path to purchase



PURCHASE DECISION

- Yep, we're finally there, we have:
 - influenced their needstate
 - passed through the gates of their selective attention
 - influenced their attitudes towards the brand
 - Created "purchase intention"
- Now it's time to buy...but things can still go wrong; for purchase to happen there's a need to match intent with the characteristics of the brand we selected at right time in the right place (i.e. what happens on the point of purchase - supermarket, car salon..?)







IN / OUT

IN

- Promotions
- Availability
- Visibility / Shelf stand out
- Brand awareness
- Trial activities

OUT

- Out of stock
- Complexity
- Lack of visibility

THE DECISION-MAKING PROCESS



AKA: path to purchase





POST-PURCHASE EVALUATION

- learning process which helps people adjusting their behaviors over time
- Fundamental to build “loyalty”
- This stage is often neglected by FMCG marketers but is getting more and more crucial through of social media (Social search – google plus your world)

Why "Asiatique The Riverfront" has banned me from their Facebook Page

December 15, 2012

By Richard Barrow

Like 594 Buffer 3 Tweet 83 Share



Asiatique public relations disaster?

Watch this story in the coming days. It will be interesting to see how the management deals with a public relations problem of its own making.

Asiatique, the Riverfront has quickly won the reputation of being one of Bangkok's best new attractions. It is located right on the Chao Phraya river near the Saphan Taksin BTS station and it features an open air shopping mall and a night bazaar with numerous eating places and entertainment spots.



Things were supposed to get even better with yesterday's opening of a huge 60-metre Wheel, but it hasn't quite worked out that way.

The problem is not the product. Most people say it's great. Instead it is the pricing. No, it's not overly expensive, but, for some reason, the Asiatique City management has decided to charge foreigners 50 baht more than Thais.

When well-known traveller blogger Richard Barrow, up until now a big booster of Asiatique, posted a question on the Asiatique Facebook page asking about the reasoning behind the dual-pricing policy, he was promptly blocked.

ASIATIQUE PR DISASTER

- Asiatique launches their new attraction: the wheel. They decide to double price charging farangs 50baht more and announce it on their FB page.
- A famous travel blogger, Richard Barrow, posts a question on why they decide to double charge. As response the social media manager (!) deletes the post and bans him from their FB page.
- The blogger reports this on his blog, twitter and FB. Thousands of people start posting on Asiatique FB page shouting against the discriminating policy, bombarding with complaints and calls for a boycott.
- Asiatique FB page is now active after months of being shot down.

<http://www.richardbarrow.com/2012/12/why-asiatique-the-riverfront-has-banned-me-from-their-facebook-page/>

<http://www.bangkokpost.com/learning/easier-stuff/326441/asiatique-public-relations-disaster>

UNITED BREAKS GUITARS

<https://www.youtube.com/watch?v=5YGc4zOqozo>





IN / OUT

IN

- Social media / PR management
- Comments
- Loyalty activities
- Promotions

OUT

- Bad PR management especially when negative situations happen

DECISION PROCESS - PATH
TO PURCHASE:
SUMMARY AND LEARNING
POINTS

Problem
recognition

Information
search

Alternative
evaluation

Purchase
decision

Post-purchase
evaluation

- **Decision making process – path to purchase:** it is fundamental to understand how people take decision in order to develop the best IMC plan to influence them
- **5 main stages;** in each phase consumers are influenced in different ways by many factors, as their beliefs, their friends, opinion leaders, media
- **At each stage there are situations/influencers that bring consumers close to the brand or out of the brand;** the tool helps understand those situations so we can use them accordingly
- This tool can be applied to any decision making. Please note: it is a simplification of reality to help developing strategies, not reality itself

WHY IS THIS SO RELEVANT?

Once we have laid down the process we will be able to answer critical questions that allow us to focus all the marketing activities.

In specific:

1. How important is each stage for the purchase decision? If important must invest in it.
2. At each stage, what does bring people in or risk lose them? Each big risk / opportunity should lead to an action.
3. Who does influence each of those stages? Friends, family, advertisers, officials, government... Can we influence them? How? What are the best channels we can use? What's the role of digital here?

**Problem
recognition**

**Information
search**

**Alternative
evaluation**

**Purchase
decision**

**Post-purchase
evaluation**

HOW DO WE USE IT IN REAL LIFE?

WHAT TO DO AND WHAT OBJECTIVE OF THIS TOOL:

1. **Use data, research experience and interviews to create the map.** Each product category / each target group is characterised by a different map where each phase can be more or less important.
2. **Go in details of each phase:** each phase contributes to the final outcome in positive or negative terms. Need to know what happens? How important is it? What are crucial pain-points? Who are influencers per each stage?
3. **Check and define actions per each stage:** how can we be relevant in this stage? What should we do? Are we operating correctly? How can we use communication to influence people in the most crucial stages (crucial as the ones that are more relevant to bring people to the purchase act)

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 have a problem?

Who is the most important influencer?

What channels?

What is the role of digital?

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

Who is the most important influencer?

What channels?

What is the role of digital?

How do they select? Why this specific brand?

Who is the most important influencer?

What channels?

What is the role of digital?

What happens in the point of purchase?

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

What is the role of digital?

What happens after?

Would they talk about their experience? How and where?

What is the role of digital?

Let's try together

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?

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

Who is the most important influencer?

What channels?

How do they select?
Why this specific brand?

Who is the most important influencer?

What channels?

What happens in the point of purchase?

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

What happens after?

Would they talk about their experience? How and where?

WHAT ACTION DO YOU SUGGEST?

WHAT ACTION DO YOU SUGGEST?

WHAT ACTION DO YOU SUGGEST?

WHAT ACTION DO YOU SUGGEST?

WHAT ACTION DO YOU SUGGEST?

WHAT STAGE OF THE PATH TO PURCHASE?

Airbnb

<https://www.youtube.com/watch?v=1AtjOKph7-k>

ICELANDAIR

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

WORKSHOP

YOUR TIME TO WORK...EXERCISE

You are assigned to define the Path To Purchase of their key target by:

- Sansiri - M/F University student 18-21 high socio-economic status selectingr a condo near University campus:
- Thai Airways – Thai first jobbers planning trip for Songkran long holiday
- Pizza Company – family of 4 with young children mid income deciding to go for a pizza after the movies



YOUR TIME TO WORK...EXERCISE

Output: 1 flowchart describing the whole process.

1. Description of what happens at each stage. What is the most important media touchpoint / influencer in that specific stage?
 2. What is the role of digital along the process? How would you use digital to influence the decision?
 3. Create 3 examples of marketing activities you will do
- Discuss in the group, use slides – one group presents back to class for discussion



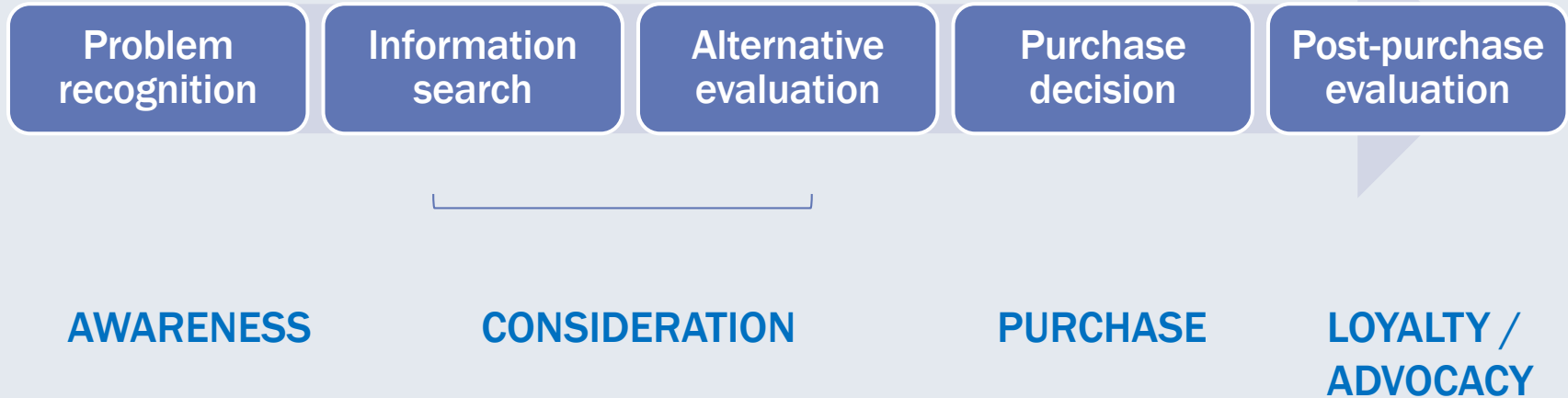
YOUR TIME TO **WORK...EXERCISE**

WHAT TO DO AND WHAT OBJECTIVE OF THIS TOOL:

1. **Use data, research experience and interviews to create the map.** Each product category / each target group is characterised by a different map where each phase can be more or less important.
2. **Go in details of each phase:** each phase contributes to the final outcome in positive or negative terms. Need to know what happens? How important is it? What are crucial pain-points? Who are influencers per each stage?
3. **Check and define actions per each stage:** how can we be relevant in this stage? What should we do? Are we operating correctly? How can we use communication to influence people in the most crucial stages (crucial as the ones that are more relevant to bring people to the purchase act)

FROM P2P TO DIGITAL JOURNEY

FROM P2P TO DIGITAL JOURNEY TO THE MARKETING FUNNEL





I realise I want something

I do some research

I Buy into your products

I repeat or not my behaviour

I talk to people positively or neg

AWARENESS

CONSIDERATION

CONVERSION

LOYALTY

ADVOCACY

How, when, why, where do they realise they have a problem?

Who is the most important influencer?

How to influence?

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

Who is the most important influencer?

How to influence?

How's the transaction process?

Who is the most important influencer?

How to influence?

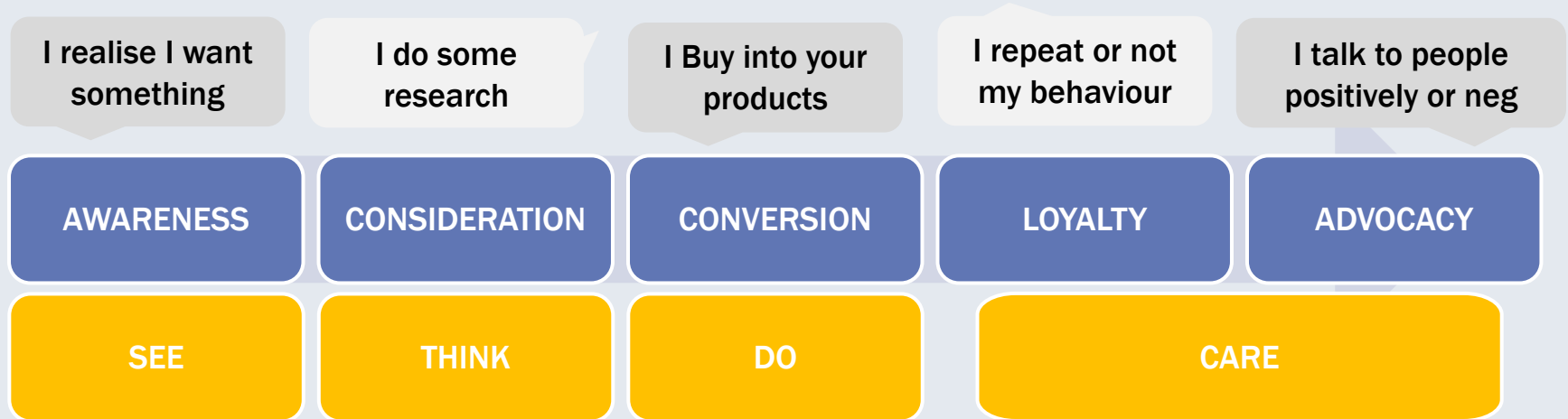
What happens after?

Would they talk about their experience? How and where?

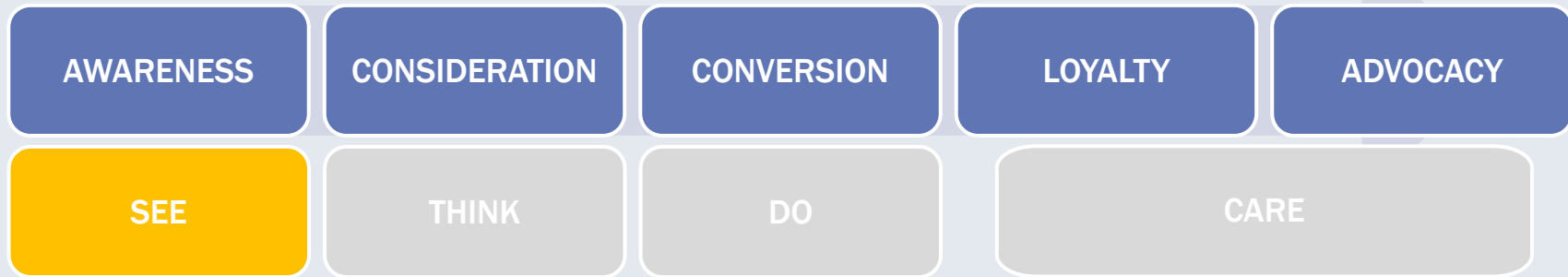
What happens after?

Would they talk about their experience? How and where?

What is the role of digital?



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.

The other powerful top of the funnel marketing strategy is 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

CARE

ADVOCACY



Ultimate Seat Sale

BEST DEALS OF THE YEAR

Book your flights now!

ROUNDTrip BASE FARES

Selling Period: Extended until September 8, 2019
 Travel Period: Until May 31, 2020
 Blackout Period: December 8, 2019 - January 5, 2020; April 9 - 13, 2020

	ECONOMY	PREMIUM ECONOMY	BUSINESS
Bangkok to Manila	As low as THB3,240*	As low as THB9,240	As low as THB15,000*
Bangkok to Cebu	As low as THB 4,800	As low as -	As low as THB 18,000
Bangkok to Manila via Cebu or Manila	As low as THB 4,790	As low as -	As low as THB 23,100
Bangkok to Hanoi via Manila	As low as THB 4,790	As low as -	As low as THB 23,100
Bangkok to Nagoya via Cebu or Manila	As low as THB 4,790	As low as -	As low as THB 23,100

Expedia - Cheap Flight Tickets | Find & Book Cheap Flights Now.

[Get](#) [www.expedia.com/Flights/Airline](#)

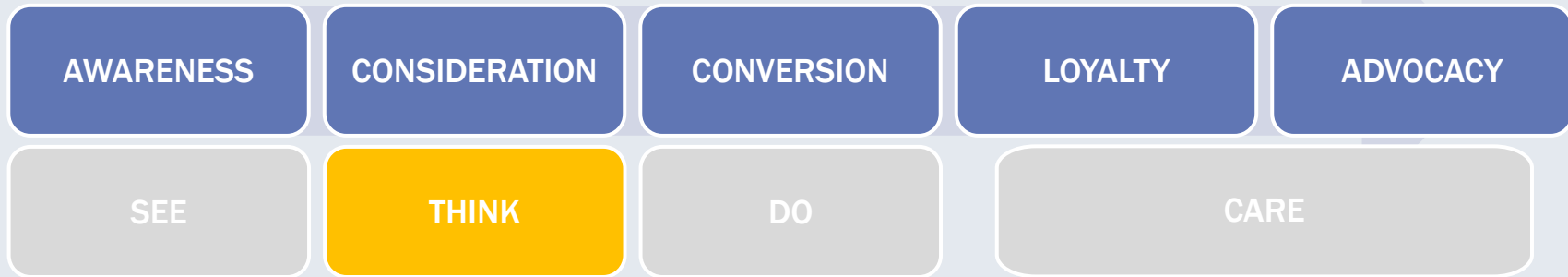
We Offer the Best Deals On Flights Worldwide. Book Flight + Hotel & Save More. 24/7 Customer Support. Compare & Save. Honest Price. Limited Time Offers. Secure Booking. Book A Package & Save BIG. 1,000,000+ Flight Choices. Instant Confirmation.

Philippine Airlines Flights | Cheap airline tickets | eSky.com

[Get](#) [philippineairlines.esky.com/](#)

Philippine Airlines - Airlines. Save up to 50%. Book flights now! Over 3000 airports. Fast and secure booking. 150 million Customers. 15 years of experience. Flights - all directions. Best deals. Flight radar. 950 Airlines. 1 300 000 Hotels. Types: Flights, Hotels, Rental Cars, Deals.

Flights to Poland - from €18.00 - Save up to 30% - More »



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

ADVOCACY

THINK

Reviews

[Write a review](#)

Traveler rating

☐ Excellent 585

☐ Good 1,253

☐ Average 791

☐ Poor 437

☐ Terrible 754

Route

☐ Africa

☐ Asia

☐ Canada

☐ Caribbean

[More](#)

Cabin

☐ Economy

☐ Premium Economy

☐ Business Class

☐ First Class

Language

☐ All languages (4,155)

☒ English (3,538)

☐ Japanese (339)

☐ Chinese (Sim.) (49)

[More](#)

Popular mentions

[All reviews](#)
[Elipno hospitality](#)
[naia terminal](#)
[rice](#)
[domestic flight](#)
[flight schedule](#)

[baggage allowance](#)
[fish](#)
[beef](#)
[ice cream](#)
[philippines](#)
[mabuhay](#)
[kilo](#)

[clark](#)
[pr](#)
[guam](#)
[flag](#)
[heart](#)
[vancouver](#)
[traffic](#)
[ipad](#)
[monitor](#)

Ewa F wrote a review Yesterday

48 contributions • 14 helpful votes

[Cebu Island - Bussuanga Island](#)

[Domestic](#)

[Economy](#)

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

[illegible]


Mabuhay! Philippine Airlines Business Class Review - YouTube
<https://www.youtube.com/watch?v=14L09>

 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=10-44>

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


Complete Review of Philippine Airlines NEW A350-900XWB - YouTube
<https://www.youtube.com/watch?v=18-209>

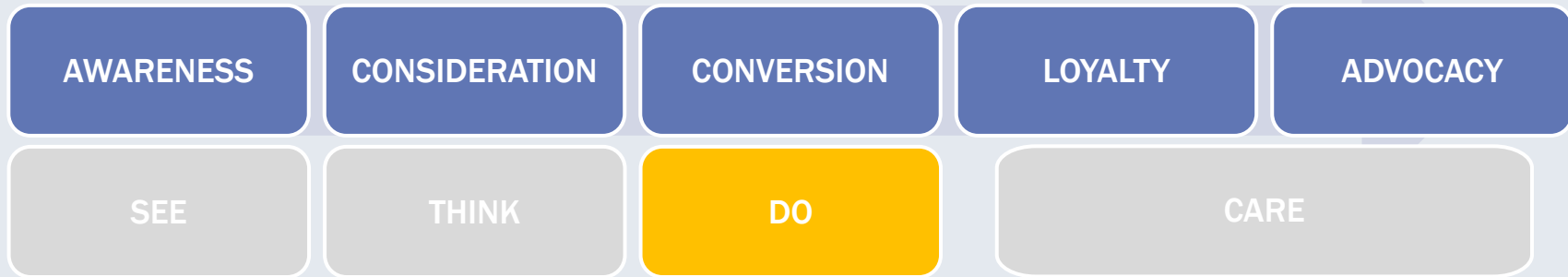
 Jul 18, 2018 - Uploaded by Sam Chui
 For \$20 off a suitcase visit <http://awaytravel.com/sam> and use promo code 'sam' during checkout. This video ...

PHILIPPINE AIRLINES | ECONOMY CLASS SEAT AND CABIN ...
<https://www.youtube.com/watch?v=2-66>

 Feb 20, 2019 - Uploaded by FlightTravels
Philippine Airlines Economy Class seat product features and cabin offerings, onboard the A330-300 (309 ...

Philippine Airlines A340-300 Flight Review: PR501 Manila to ...
<https://www.youtube.com/watch?v=17-38>

 Nov 3, 2013 - Uploaded by FlightTravels
Review of Philippine Airlines (PAL) Airbus A340-300 flight from Manila, Philippines to Singapore. The ...



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

CONSIDERATION

THINK


CONVERSION

DO

LOYALTY

ADVOCACY

CARE

 [Promo Fares](#) [Explore](#) [Travel Information](#) [Mabuhay Miles](#) [Contact Us](#) [EN](#) [Search](#)

ADVISORY Airport Authority implements tightened Security Measures

[BOOK FLIGHT](#) [CHECK-IN](#) [MANAGE BOOKING](#) [FLIGHT STATUS](#)

☒ Returning ☐ One Way ☐ Stopover / Multi-city

ORIGIN: BANGKOK (BKK) DESTINATION:

DEPARTURE DATE: TUE 3 SEP 2019 RETURN DATE: MON 9 SEP 2019

☒ Flexible travel dates

PASSENGER TYPE: 1 PASSENGER(S) CABIN CLASS: ECONOMY

☐ Use promo code (optional)

[SEARCH FLIGHTS](#)

Ultimate Seat Sale


BEST DEALS OF THE YEAR

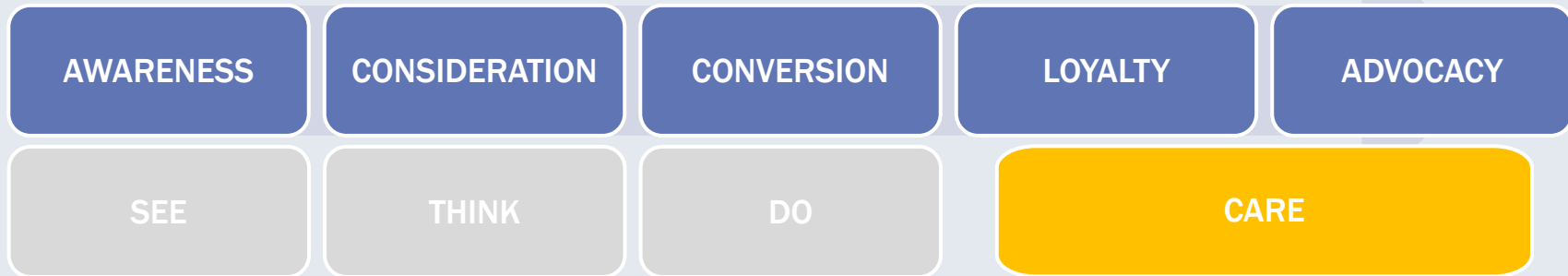
EXTENDED UNTIL SEPTEMBER 8, 2019

Ultimate Seat Sale
from
THB 3,240
Manila

Economy Roundtrip Base Fare
Extended until September 8, 2019

[LEARN MORE](#)





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

AWARENESS

SEE

CONSIDERATION

THINK

CONVERSION

DO

LOYALTY

ADVOCACY

CARE



Mabuhay MILES

Benefits ▾ Earn Miles ▾ Redeem Miles ▾ Promotions ▾ ENGLISH ▾ [Login](#) [Enroll](#)

What You Get with Mabuhay Miles

[LATEST](#) [FLY](#) [SHOP](#) [DINE](#) [UNWIND](#)

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

The 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

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

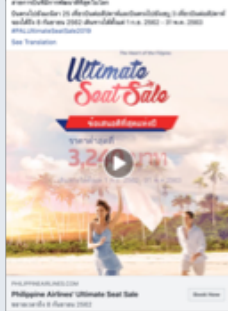
CONVERSION

DO

LOYALTY

ADVOCACY

CARE



Expedia - Cheap Flight Tickets | Find & Book Cheap Flights Now.

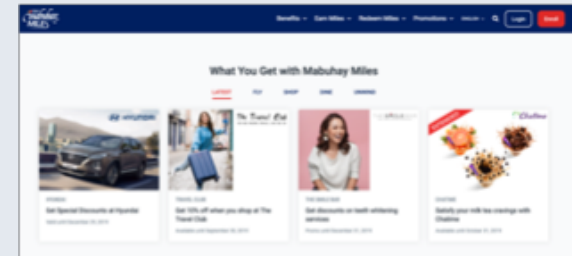
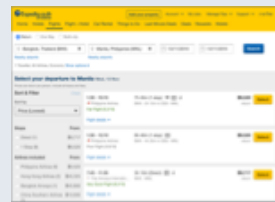
www.expedia.com/flights/online

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. 16 years of experience. Flights - all destinations. Best deals. Flight rates. 900 Airlines. 1 800 000 miles. Tips. 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. Identify 2-3 typical groups of digital persona. Example: the “information freak”, the “promotion freak” and the “celeb hunter”.
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

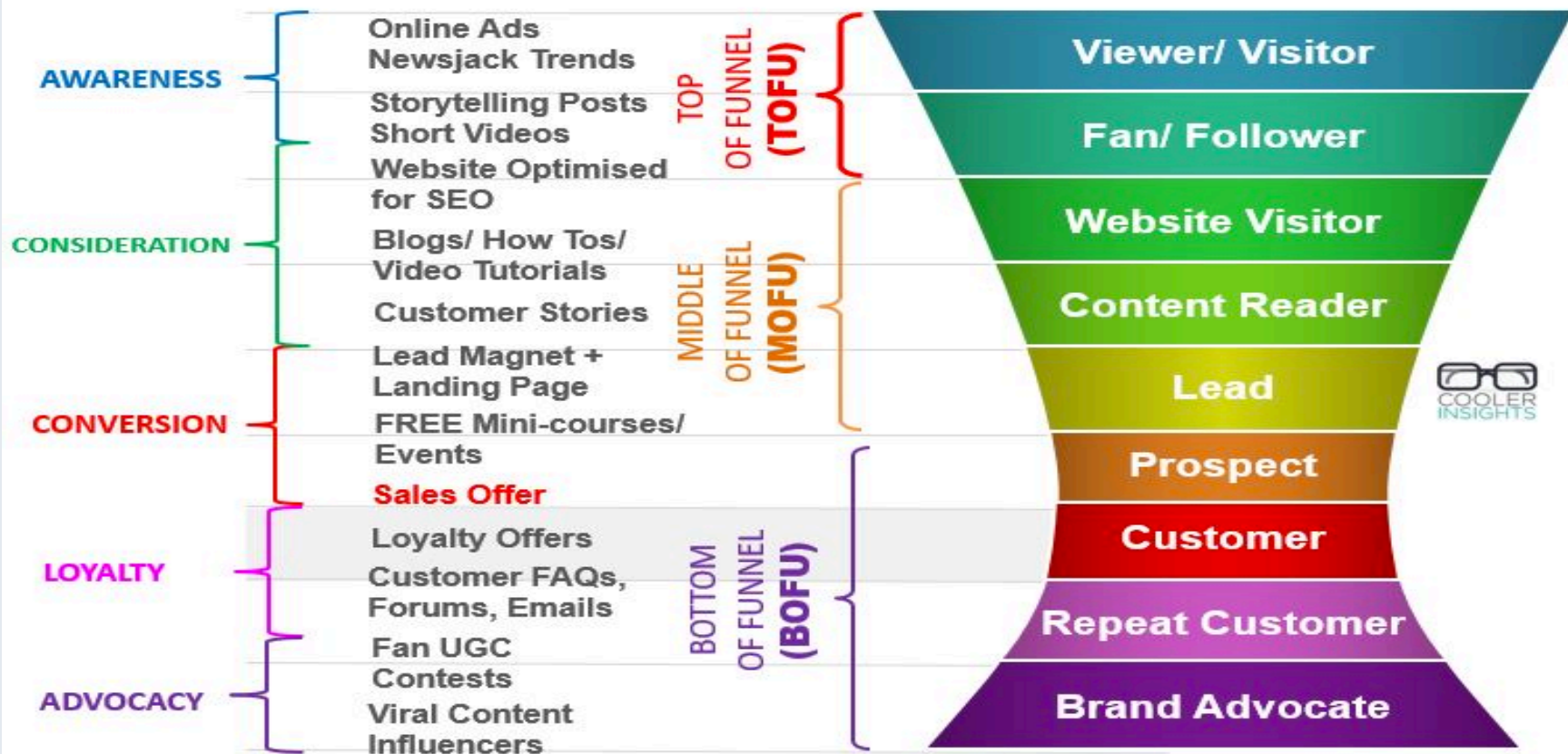
LOYALTY

ADVOCACY

Marketing funnel replicates the concept of P2P or the digital journey. This time we think about it as it would be 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.

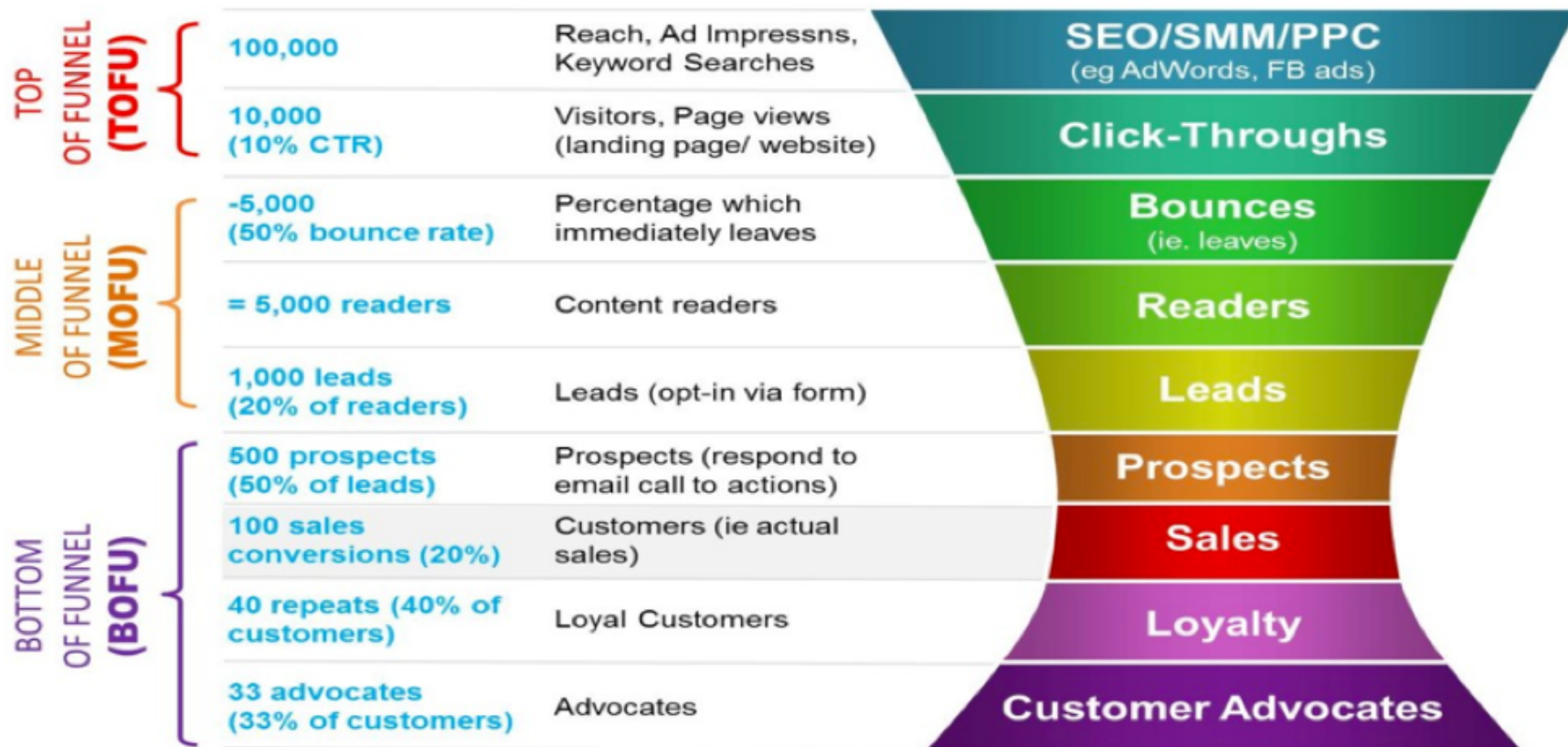
Digital Marketing Funnel



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.