



大數據趨勢論壇暨 IBM產業專題高峰會

打造數據價值新藍海



Social Marketing 101

Andy Kim / Global Electronics Industry Lead

大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海


The world is now are in a new era of an empowered customer that expects a seamless customer experience


120 Billion
minutes on social sites (+25% of online)


1 Billion
smart phones shipped in 2013
(+140% vs. 2012)

95%
of CXO believe customer experience is the next competitive battleground


Consumers have unlimited access to information & instantly share it.


Social networking and mobile commerce changed the dynamic between buyer & seller.


...and causing to lift up customer expectations further.


...changing the entire way products are conceived, sourced, manufactured, and distributed



500 million
Tweets/day and **1 Billion** unique visits/month to YouTube

86%
of consumers use multiple channels

\$93 billion
in sales missed due to out of stock inventory

Consumers are getting socially smarter, vocal and more connected.

81% receives advice thru a social site about upcoming purchases; **74%** of those found it influential in their purchase decision

90% of consumers shared their dissatisfaction with others; **59%** of those will leave comments in blogs or social media.

92% of consumers research online before a purchase



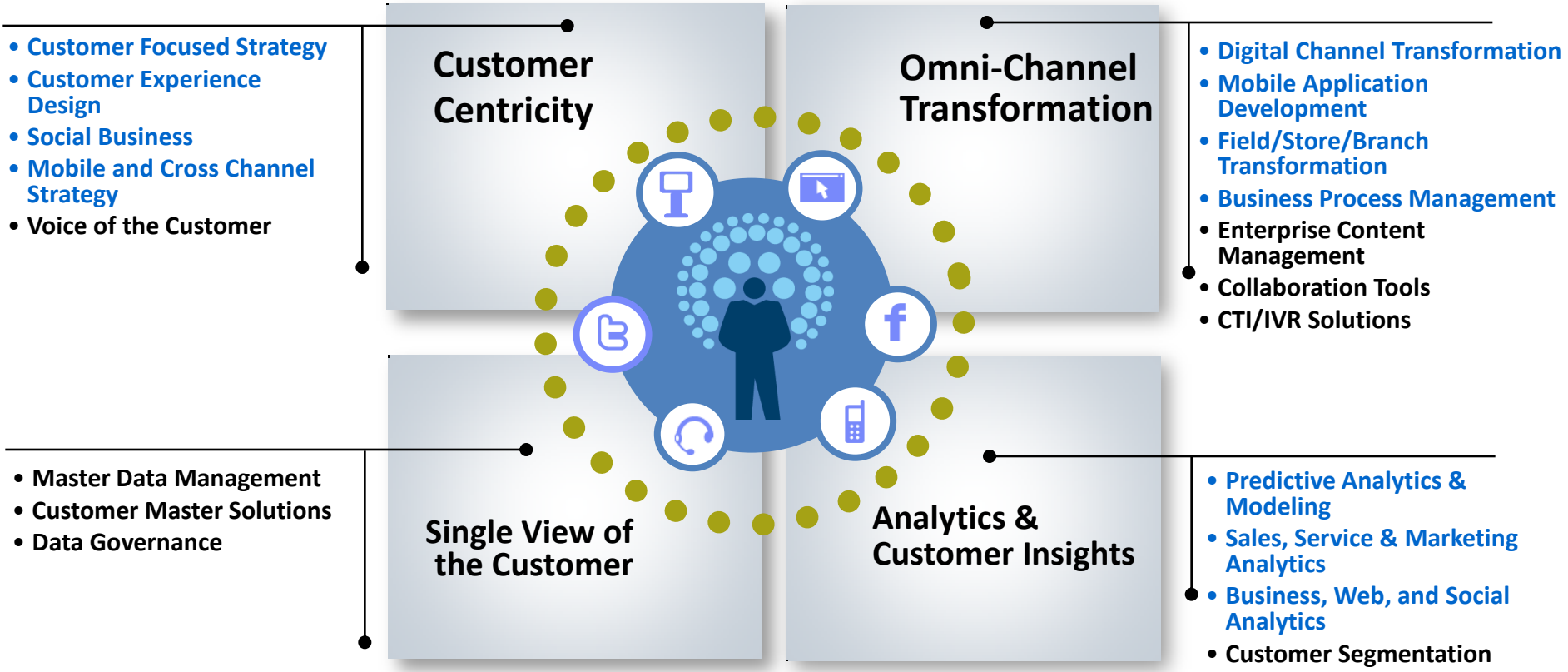
90% of consumers trust friends and family for advice on purchase decision



However, many product recommendation tools are based on transaction history and browsing behaviors, rather than by sentiment analysis and social connections of the prospect users.

*SOURCES: IBM Institute for Business Value,; ChiefMarketer.com

New capabilities to face the socially empowered customer challenges.



How much are you ready in the social era?



“It seems to happen from nowhere. However once it happens, it can go easily out of control.”

How and how fast can you detect issues?



Don't worry your pizza is snot going to be late



16:30 - Video uploaded onto Youtube
 16:45 - Company detects issues
 22:00 - Company found that employee



10:00 - Press release and delete the video from YouTube
 (already +1 million viewership)



12:00 - CEO's apology video uploaded onto Youbute



*Total 43hrs
 15min !!!*

How do you respond to social issues?

Samsung Galaxy S4 Caught Fire Proof for Samsung

1,398,077

👍 8,718 🗨️ 619



How do you respond to social issues?



richard wygand @ghostlyrich

12월 06일

guys/girls please share this around so any one buying or has bought a samsung s4 knows the risks youtu.be/2QHd-_qncEU #samsung #galaxy #s4



Nokia USA 

@NokiaUS

 팔로우

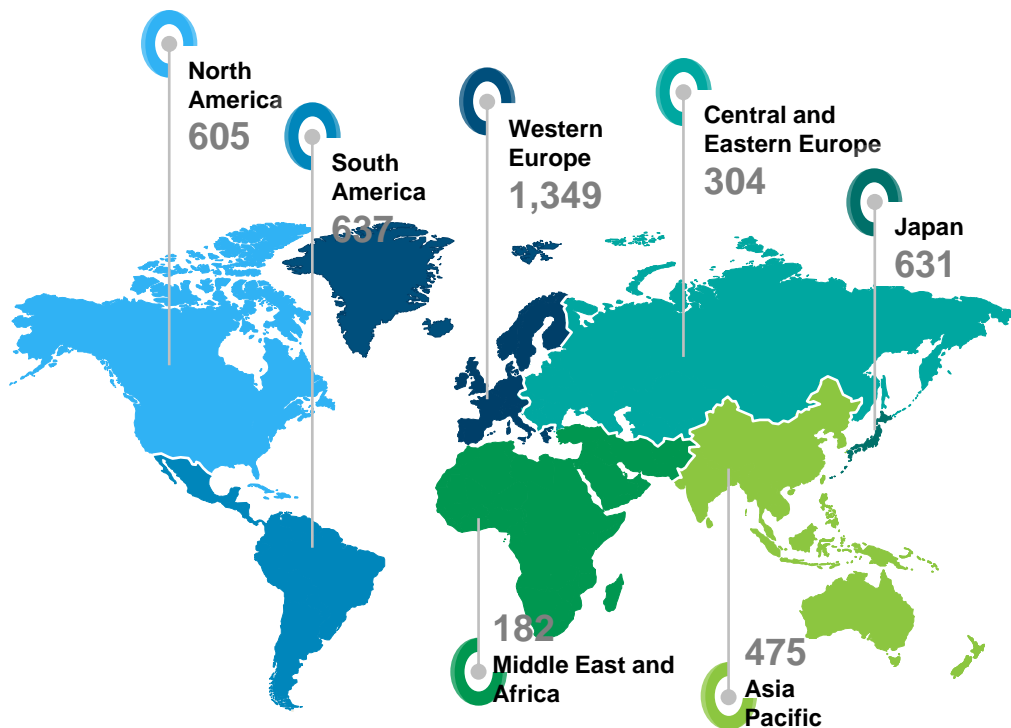
.@ghostlyrich we want to help you out. Let me send you a Nokia Lumia so you can experience how customer service should *really* work. -Jason

7:17 AM - 2013년 12월 10일

229 RETWEETS 220 FAVORITES



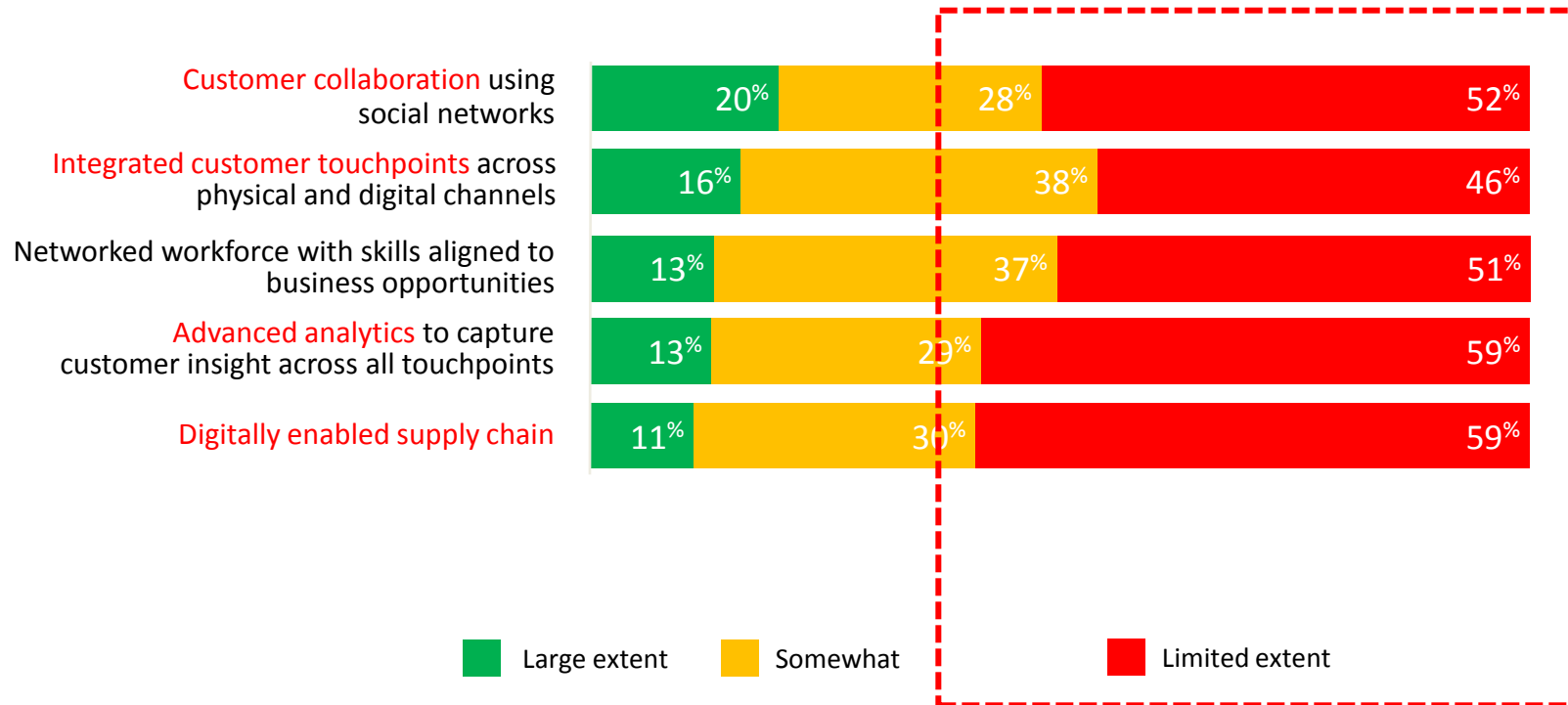
IBM face-face interviewed **4,183 CxOs** of the global leading companies in **70 countries** across **20 industries** regarding their preparedness & challenges of digital marketing.



Source: 2014 IBM Global CXO Study

In the past 3 years, CMOs have made surprisingly **little progress** towards implementing key digital marketing strategy components

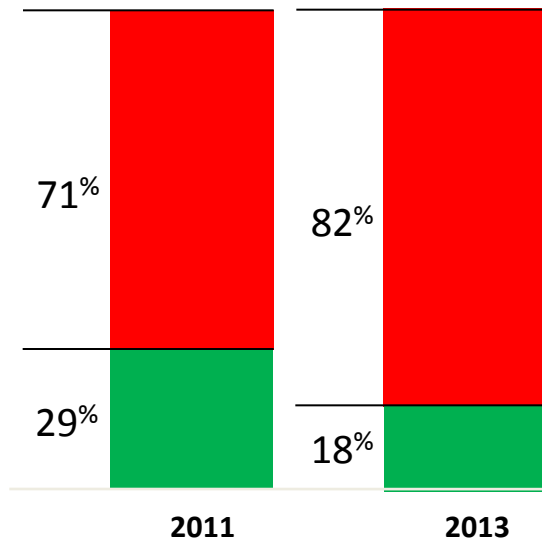
Activation of digital strategy components



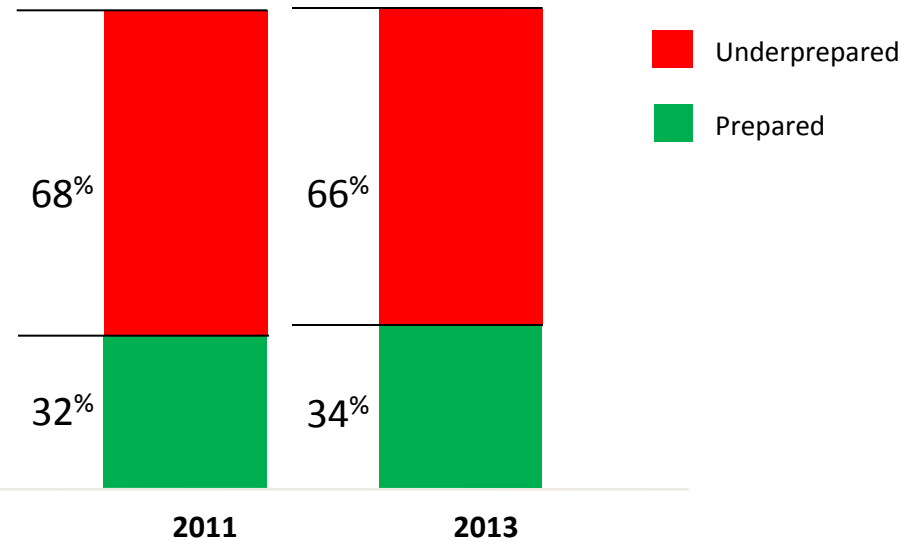
Source: Question CMO1—To what extent have you activated the following digital strategy components within your enterprise?

CMOs feel as **underprepared for the 2 big technology shifts** as before; the rate of change seems faster than many can cope with

Preparedness for the Data Explosion



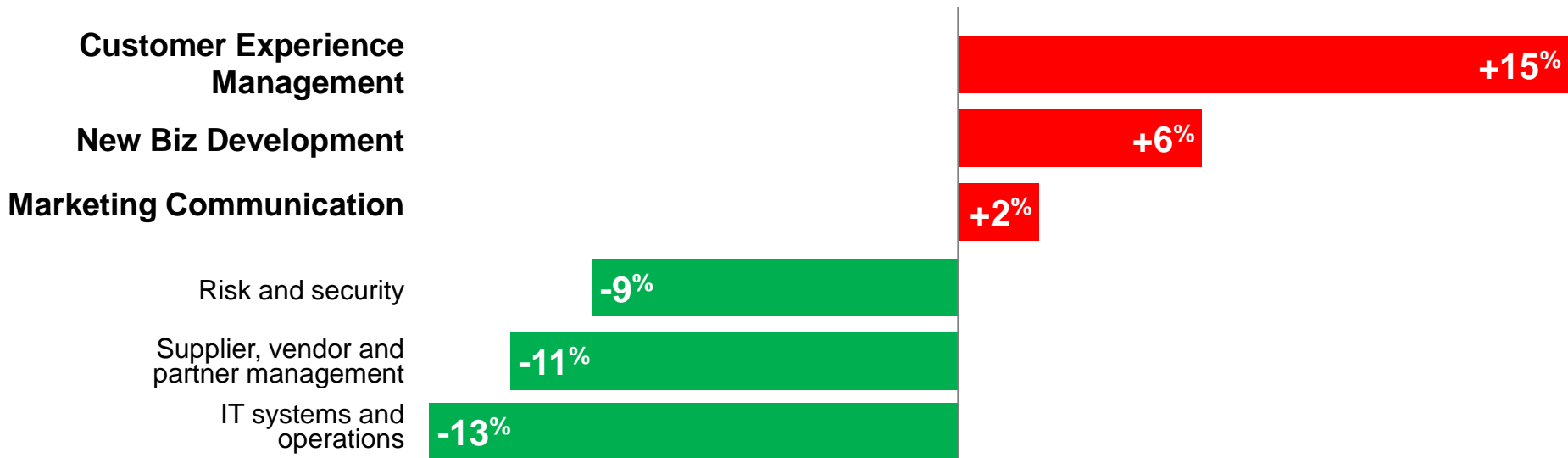
Preparedness for Social Media



Source: Question CMO4—How prepared are you to address the following market factors (data explosion and social media)?

CIOs shift priority toward supporting **the customer-activated enterprise**, and away from more traditional IT-related activities

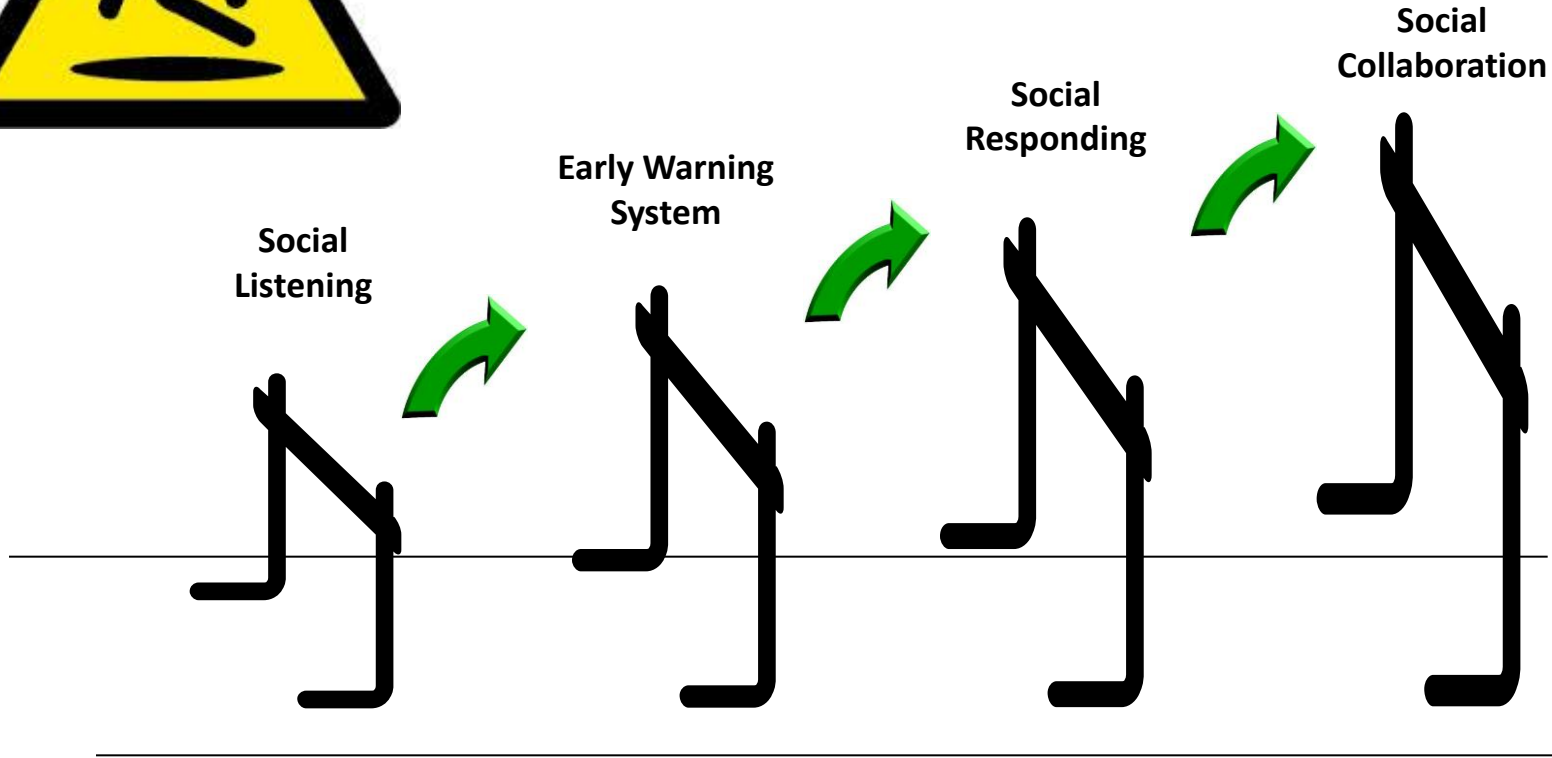
Areas of personal involvement



Source: Question B3—What are the top five areas that you are personally involved in at an expertise level, today and in 3–5 years?

4

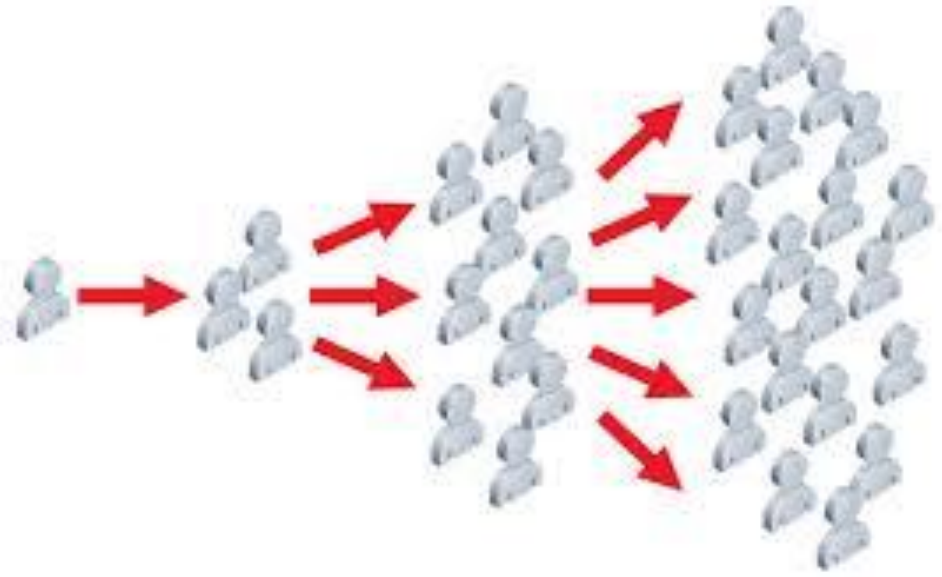
Strategic Enablers for Successful Social Marketing Deployment





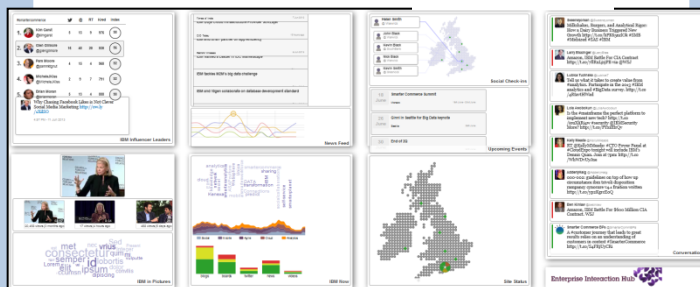
Social Listening

“壞事傳千里”



Purpose of the Engagement Centre

Social data
 Customer service data
 Operational data
 Demo/Social capital data
 Transactional data
 Organisational data
 Environmental data
 Customer satisfaction data



Crisis management
 Customer support
 Market research
 Measurement/Data integration
 Monitoring/Outreach
 Knowledge management
 Influence
 Internal

Engagement Centre

- **Data:** Real-time actionable insight
- **Dashboard:** Feel the pulse of the business
- **Operational:** In-flight campaign, Operations

STEP 2

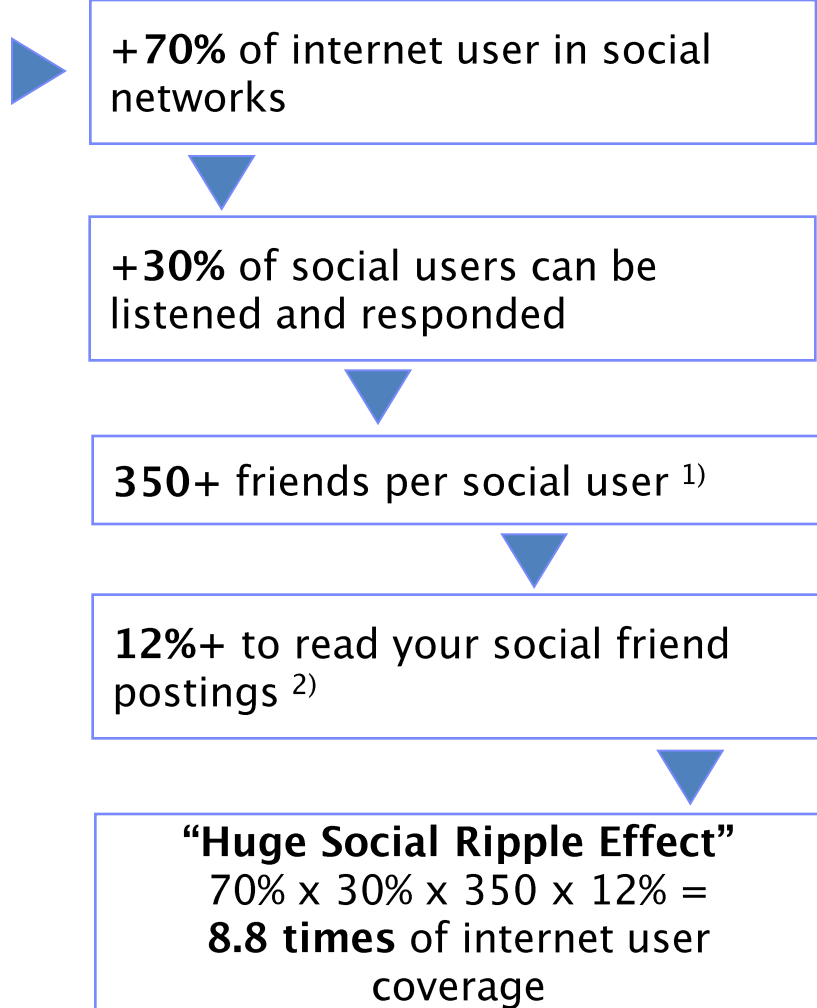
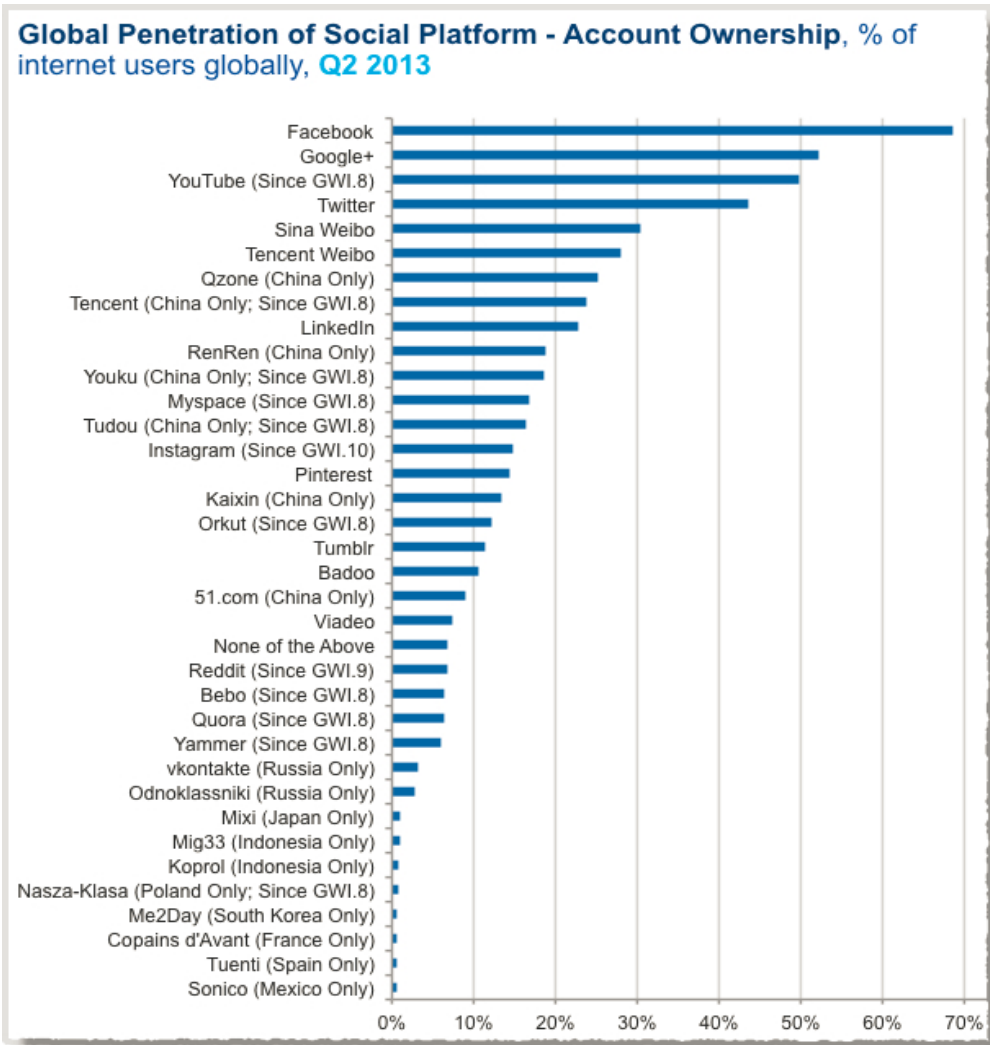
Social Responding



5 Minutes, the response time users expect from a company once they have contacted them via social media.

“One small mishandling can spoil the whole relationship.”

Why Social-driven marketing transformation?



1) <http://www.statista.com/statistics/232499/americans-who-use-social-networking-sites-several-times-per-day/>
 2) <http://techcrunch.com/2012/02/29/facebook-post-reach-16-friends/>

Customers spend **20 - 40% more** with company providing proactive care thru the social channels.

49% of users expect company to read when they Tweet complaint



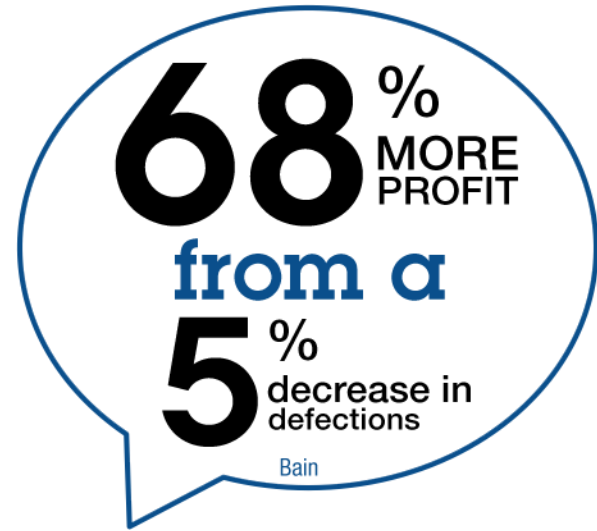
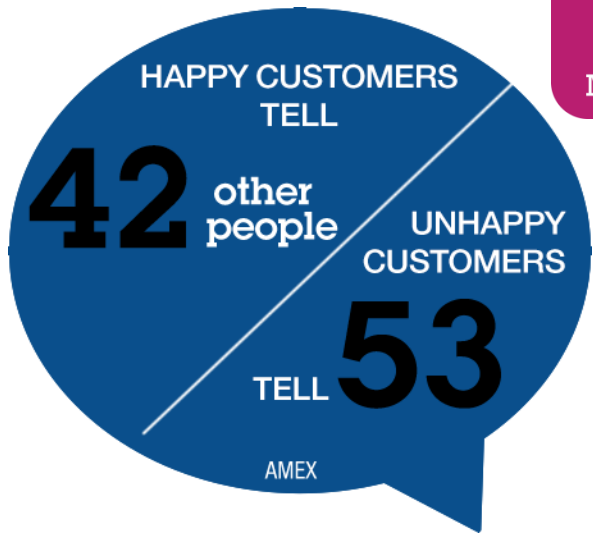
However, only **29%** Twitter user actually got contacted by company

83% of them loved/liked receiving a response

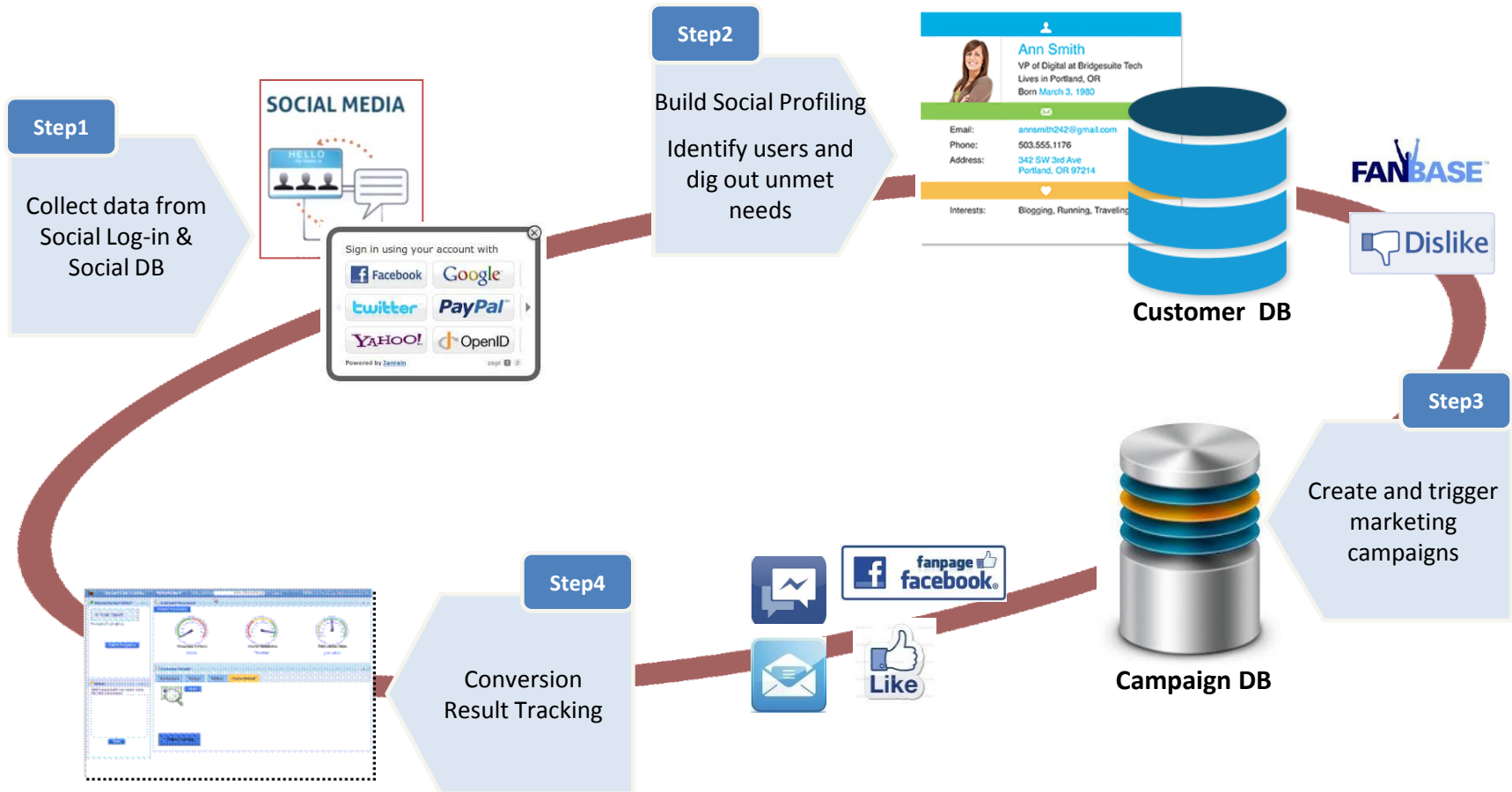
Customers spend **20% - 40%** more with the company who respond to customer service requests over social media



Source : Maritz Research Company, 2011, Buffer Social App Company, 2014



IBM Social Marketing E2E Process

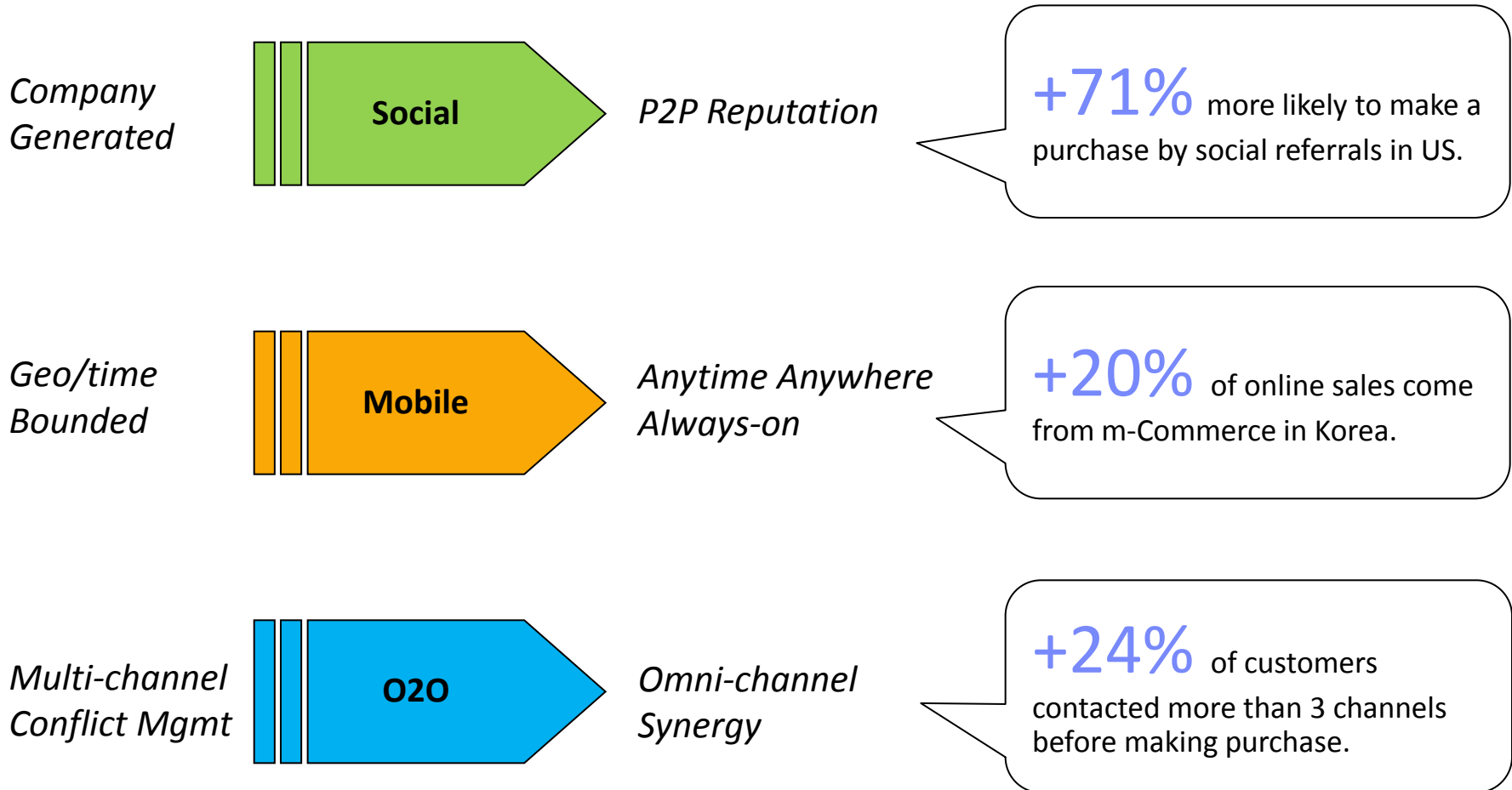




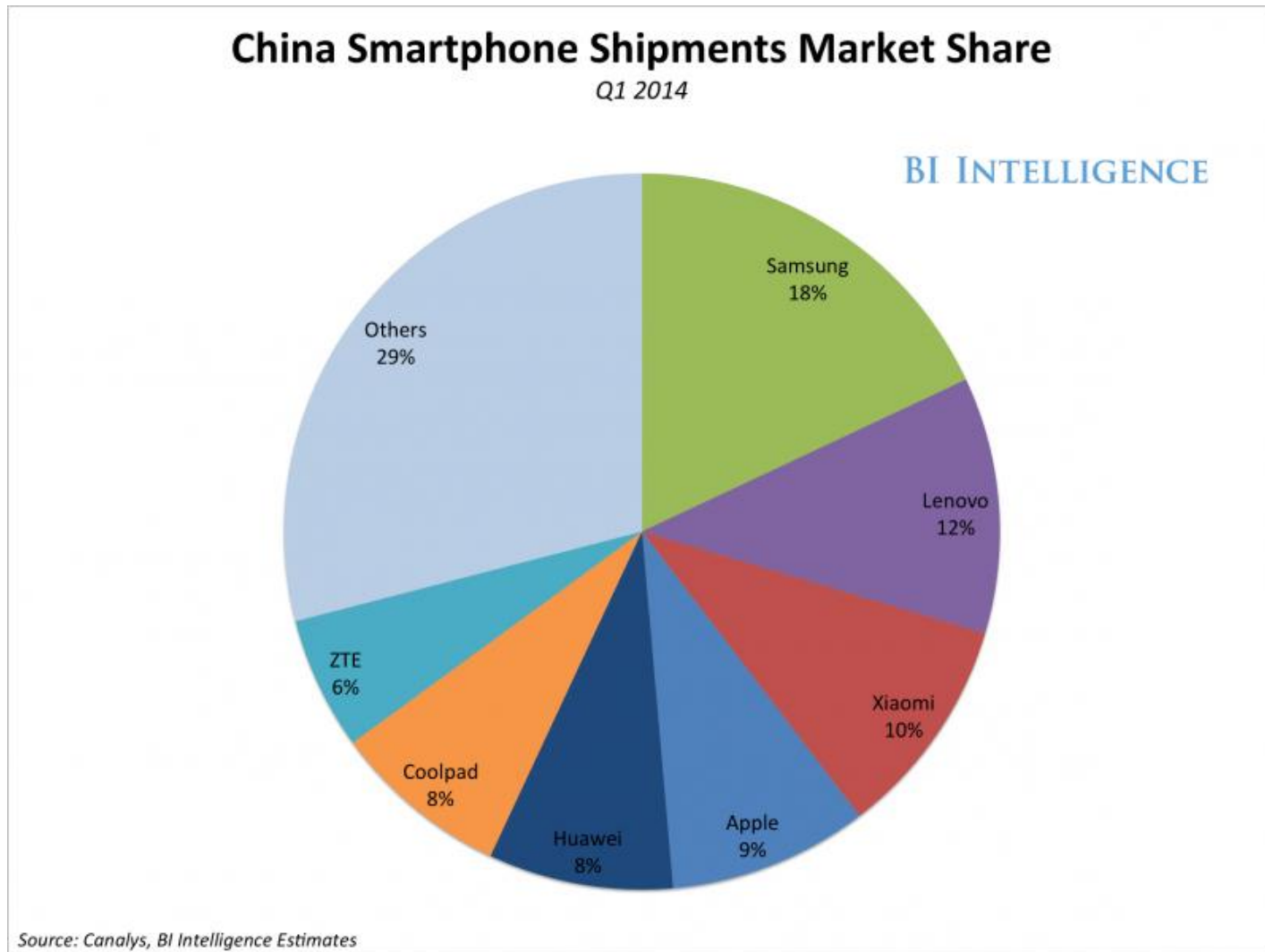
Social Collaboration



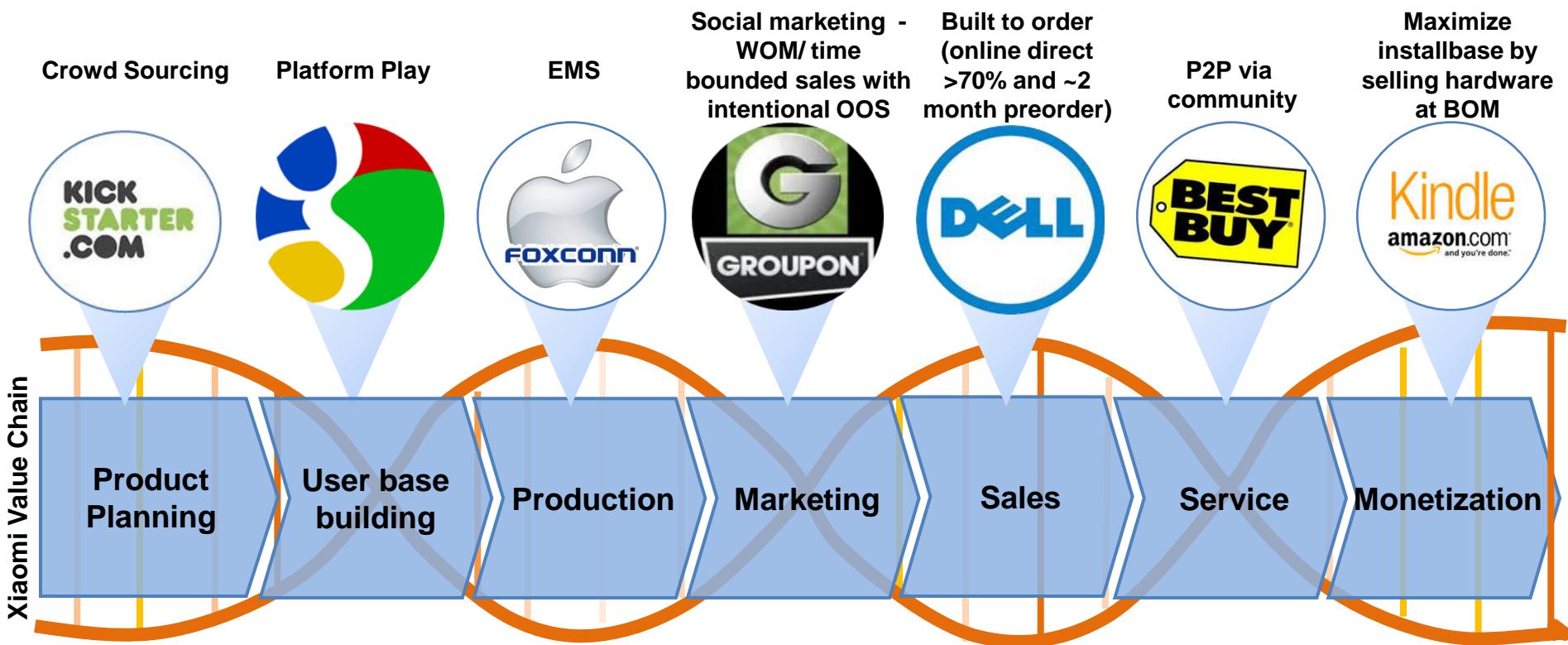
The rule of competition is changing rapidly, driven by 3 key disruption drivers.



Xiaomi, “the Apple of China” with disruptive fanboyism connections.



Xiaomi, the winning mix DNA of cross-industry best practices



Financial Impact vs. handset industry average

3~5% of accurate forecasting and inventory cost saving with faster demand ramp-up

Offer Xiaomi tweaked OS for competitor devices, resulting in +130% user base vs. device shipment

2~5% of production and inventory cost saving

5~15% marketing spending saving

30-45% channel cost saving

3-5% service cost saving with +60% response for FAQs

similar spec vs. galaxy device, always 45~53% lower offering price still with 10% operating margin

Connected consumers set a new level of expectation on building brand and customer loyalty.




...and there is now an increased urgency to be prepared for these challenges


“Let’s keep in touch!!!”





Andy Kim

*Global Electronics Lead
Global Business Services*

 0937525873

 kdowung@kr.ibm.com

 dowungkim

 dowungkim