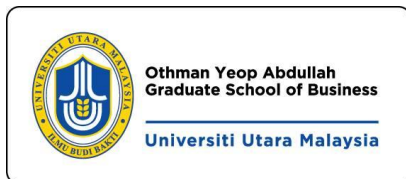




CRITICAL DIGITAL MARKETING TRENDS FOR 2018 AND BEYOND

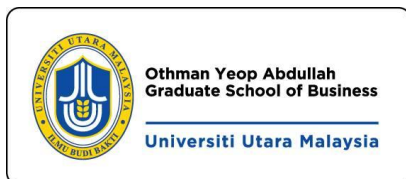


Dr. Frank J. Peter, Ph.D.

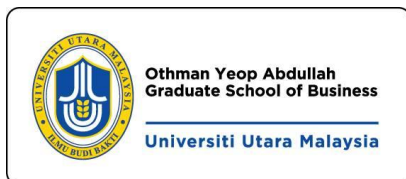
- Certified Google Educator
- HRDF/SIM Certified Trainer
- DMI Accredited Trainer
- Google AdWords Certified
- Google Analytics Certified
- Microsoft Bing Certified
- Associate Faculty UUM OYA GBS
- Industry Advisor IUMW



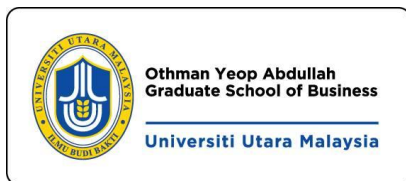
my.linkedin.com/in/drfrankpeter



10 Trends to innovate your Marketing Strategies for 2018 and beyond



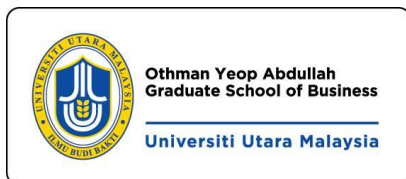
Frank's Vitamin C Story



1. Digital Transformation

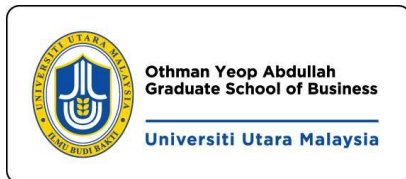
“When digital transformation is done right, it’s like a caterpillar turning into a butterfly, but when done wrong, all you have is a really fast caterpillar.”

George Westerman, MIT Sloan Initiative on the Digital Economy



1. Digital Transformation

- **Increased Productivity**
- **New Sources of Growth / Business Models**
- **Digital Transformation to Contribute US\$10 Billion to Malaysia GDP by 2021 (Microsoft / IDC)**

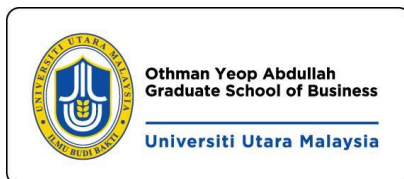


2. The Growth in Mobile Web Usage

Mobile Web Traffic (2018 vs. 2017)

- **Brunei: 60% (-8%)**
- **Indonesia: 72% (+5%)**
- **Malaysia: 57% (+7%)**
- **Philippines: 39% (+2%)**
- **Singapore: 78% (+7%)**
- **Timor Leste: 76% (+6%)**

Source: Hootsuite & We Are Social (2018)

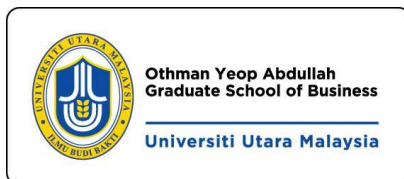


2. The Growth in Mobile Web Usage

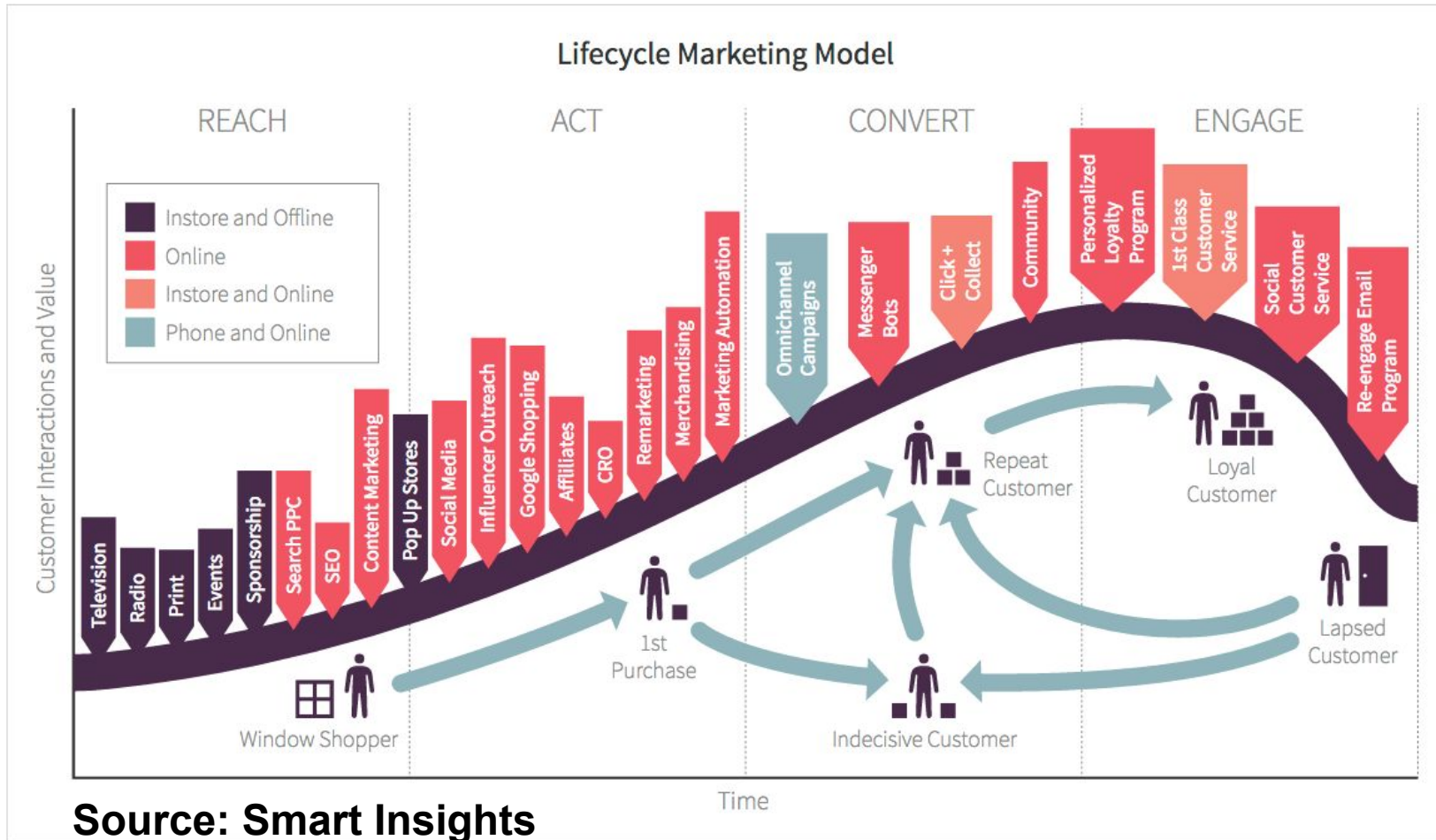
Concerns

- **Speed - Avg. page load speed on mobile sites is 22 seconds***
- **UX - Layout, Content**
- **Security - Identity Theft, Data Theft**

* Source: Think with Google



3. The Customer Lifecycle



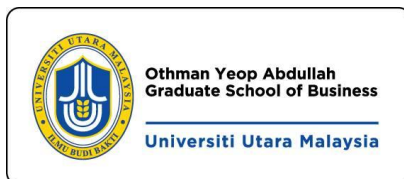
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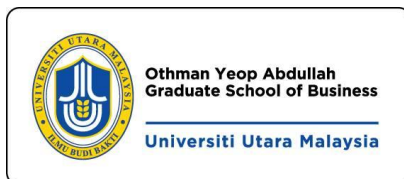
3. The Customer Lifecycle

- **Marketing Automation**
 - **Automated email marketing**
 - **Ad retargeting**
 - **Social media retargeting**
- **Traditional channels**



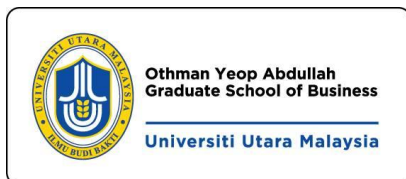
4. Importance of Personalization

- **Improved customer experience**
- **Increase in revenue**
- **Increases customer retention**
- **Increases brand loyalty**


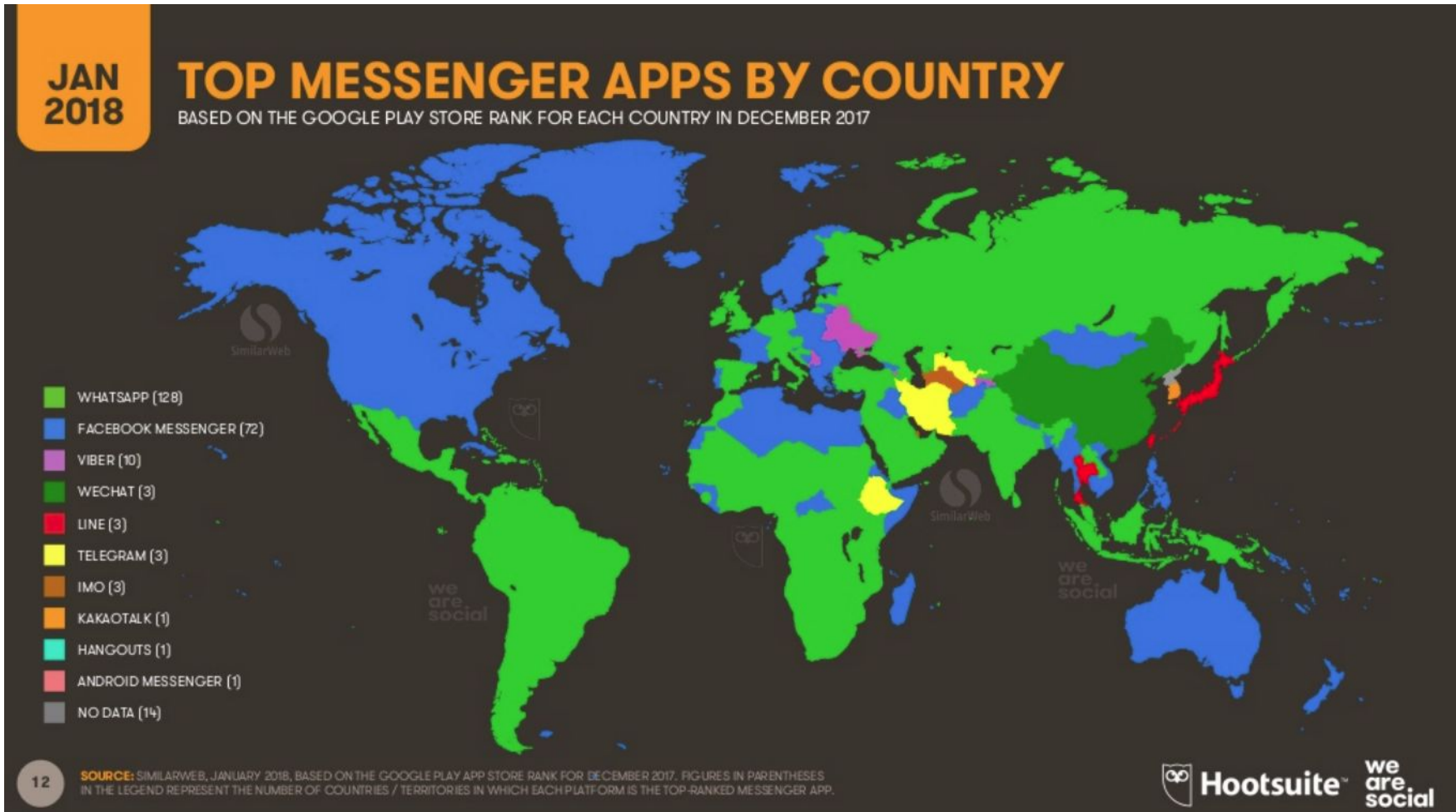


4. Importance of Personalization

- **“You might also be interested in...”**
- **Machine-learning Personalization**
- **Multiple Channels Strategy**



5. Integrating Social Messaging Apps



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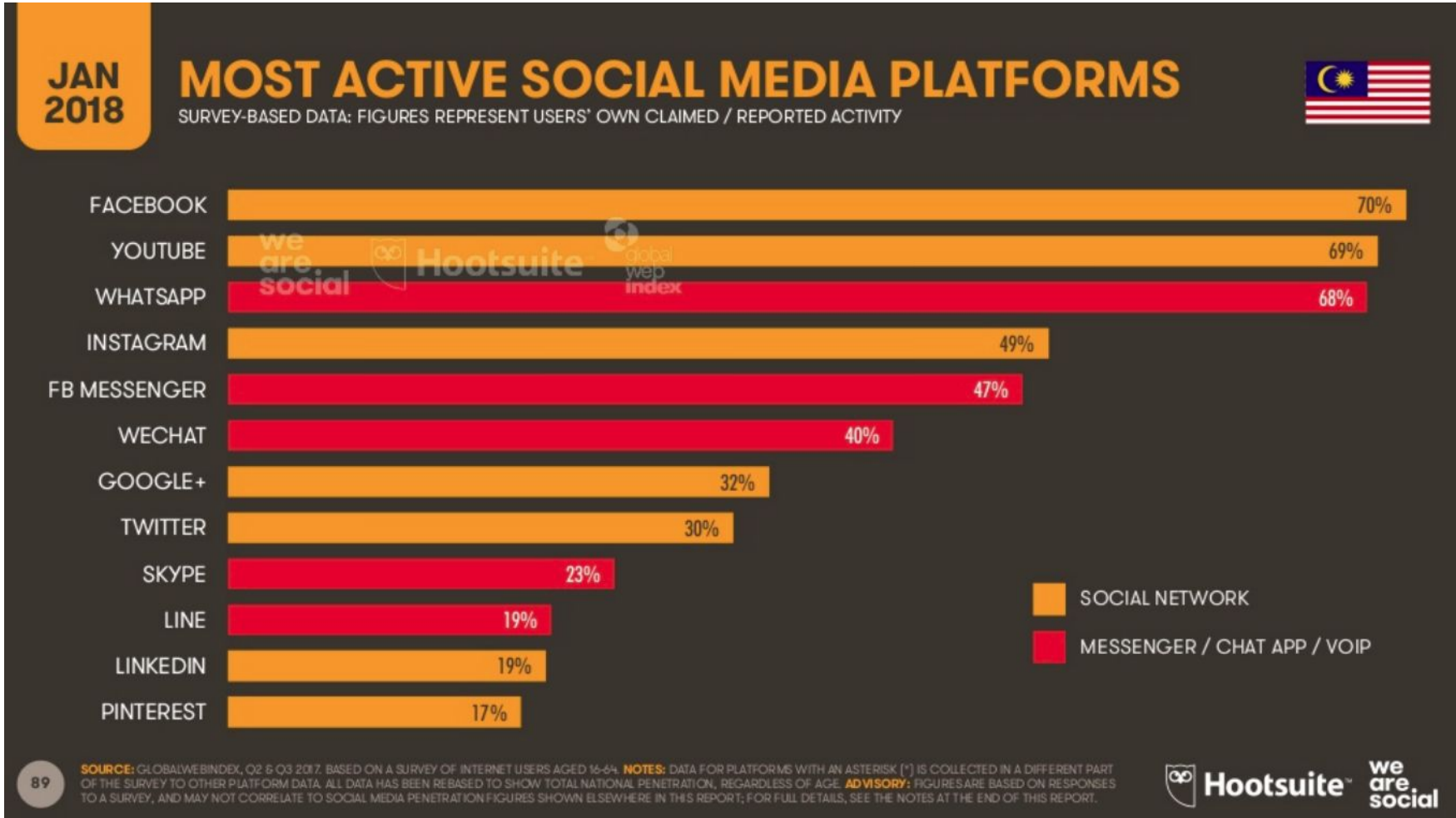


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5. Integrating Social Messaging Apps

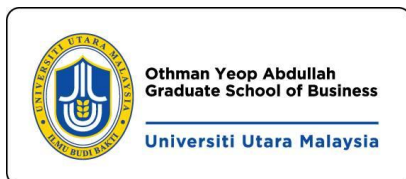


5. Integrating Social Messaging Apps

89% of users worldwide prefer to message with businesses*

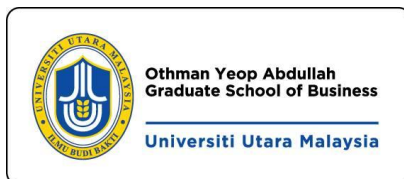
- **Order / Delivery Status**
- **Appointment Reminders**
- **Product Feedback**
- **Learn about new Products**
- **Surveys**
- **Customer Support**

* Source: Twillio (2017)



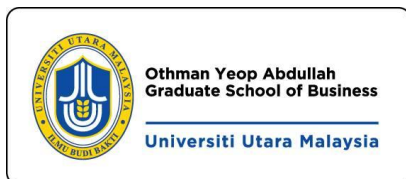
6. Customer Engagement Strategy

- **Is about encouraging your customers to interact and share in the experiences you create for them**
- **Focuses on value creation, not revenue extraction**



6. Customer Engagement Strategy

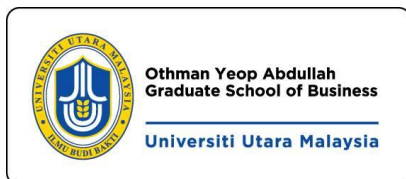
- **Humanise your Brand**
- **Tell your Story**
- **Provide Value**
- **User generated Content (UGC)**



7. Integrating different Sources of Data

- **Online Data**
- **Offline Data**

=> What Google knows about you



8. The Future of AR in Marketing



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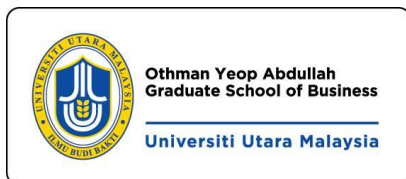
8. The Future of AR in Marketing







9. Micro-Moments

Micro-moments occur when people reflexively turn to a device to act on a need:

- **to learn something**
- **do something**
- **discover something**
- **watch something**
- **buy something**



10. Pansexual Marketing

<p>Dolly Babe Jnr</p> <p>Girls School Shoes Black Patent</p> 	<p>£36.00</p>	<p>Leader Play Inf</p> <p>Boys School Shoes Black Leather</p> 	<p>£40.00</p>
<p> Miranda Williams @M_Williams07</p> <p>Follow</p> <p>Looking at school shoes from @clarksshoes - appalled to find a Dolly Babe range for girls but a Leader range for boys @EverydaySexism</p> <p>10:00 AM - 6 Aug 2017</p>		<p> Miranda Williams @M_Williams07 · Aug 7</p> <p>Replying to @M_Williams07 @clarksshoes @EverydaySexism Disappointed that @clarksshoes are staying silent.</p> <p>1 3</p>	

10. Pansexual Marketing

“SNICKERS You're Not You When You're Hungry”



Resources

Digital in 2018 in Southeast Asia:

<https://www.slideshare.net/wearesocial/digital-in-2018-in-southeast-asia-part-2-southeast-86866464>

MDEC Digital Transformation Acceleration Program (DTAP):

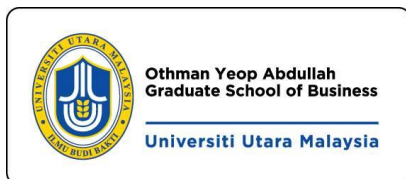
<https://www.mdec.my/dtap>

Think with Google:

<https://www.thinkwithgoogle.com/>

Social Messaging Apps:

<https://www.twilio.com/learn/commerce-communications/how-consumers-use-messaging>

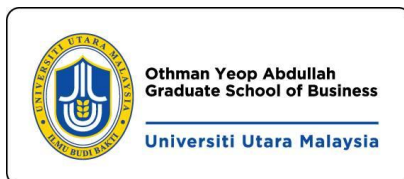


Want the Slides?

Please connect & PM me on

 my.linkedin.com/in/drfrankpeter

**(Your Skills Endorsement / Recommendation
is much appreciated)**



- Google AdWords Certification
- Google Analytics Certification
- Social Media Tactics
- e-Commerce Workshop
- Certificate in Digital Marketing
- MBA in Digital Marketing

AsiaTraining: AsiaTraining.com

Skills Academy: Skills.com.my

