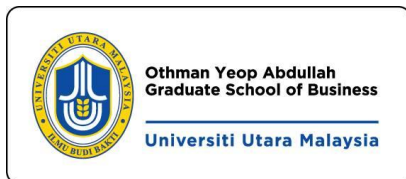




CRITICAL DIGITAL MARKETING TRENDS FOR 2018 AND BEYOND

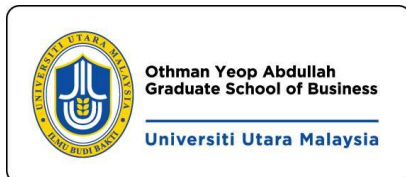


Dr. Frank J. Peter, Ph.D.

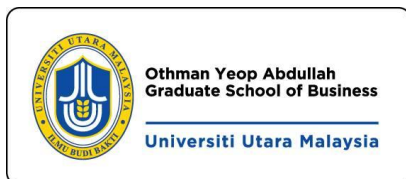
- Certified Google Educator
- HRDF/SIM Certified Trainer
- DMI Accredited Trainer
- Google AdWords Certified
- Google Analytics Certified
- Microsoft Bing Certified
- Associate Faculty UUM OYA GBS
- Industry Advisor IUMW



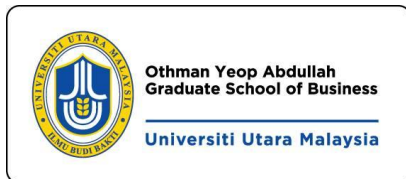
my.linkedin.com/in/drfrankpeter



10 Trends to innovate your Marketing Strategies for 2018 and beyond



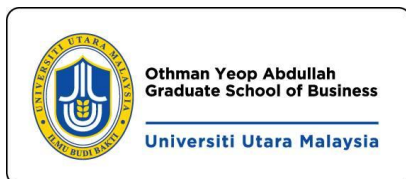
Frank's Vitamin C Story



1. Digital Transformation

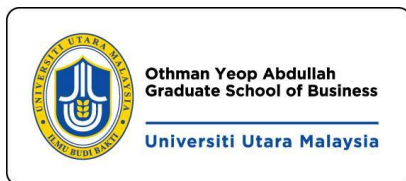
“When digital transformation is done right, it’s like a caterpillar turning into a butterfly, but when done wrong, all you have is a really fast caterpillar.”

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)**

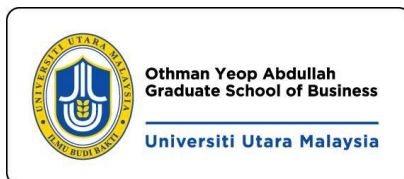


2. The Growth in Mobile Web Usage

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)

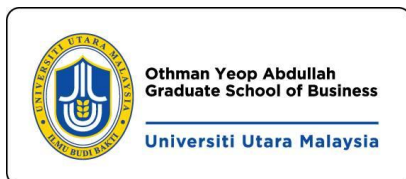


2. The Growth in Mobile Web Usage

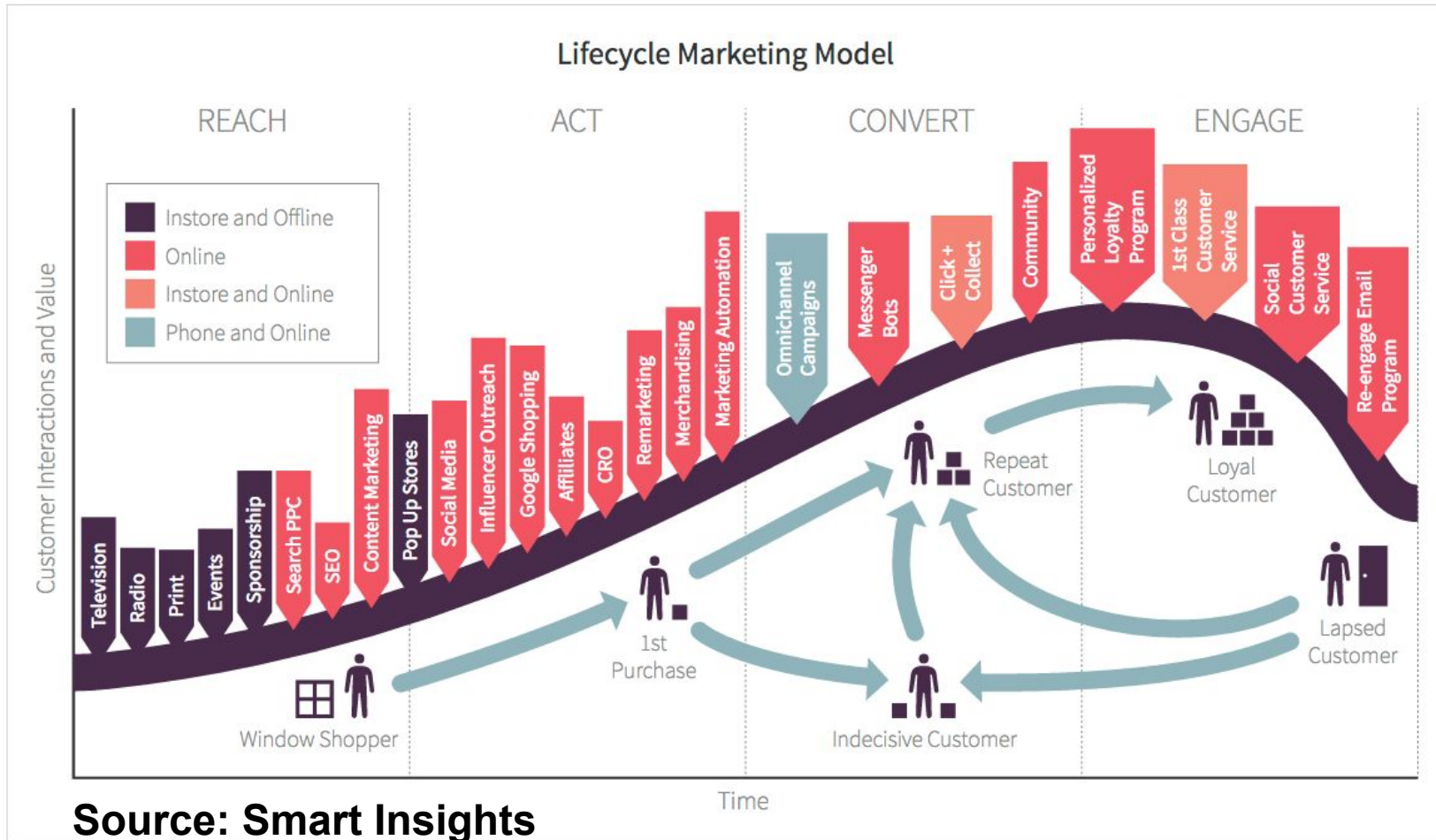
Concerns

- **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



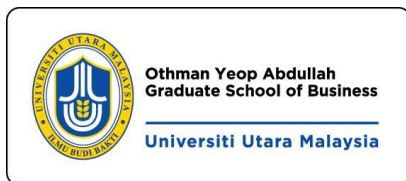
Othman Yeop Abdullah
Graduate School of Business
Universiti Utara Malaysia



Skills
Academy

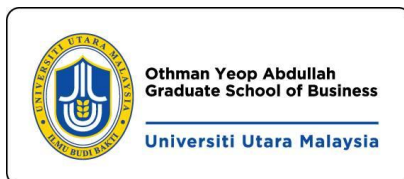
3. The Customer Lifecycle

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



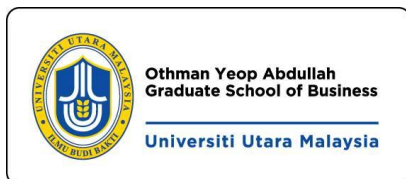
4. Importance of Personalization

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

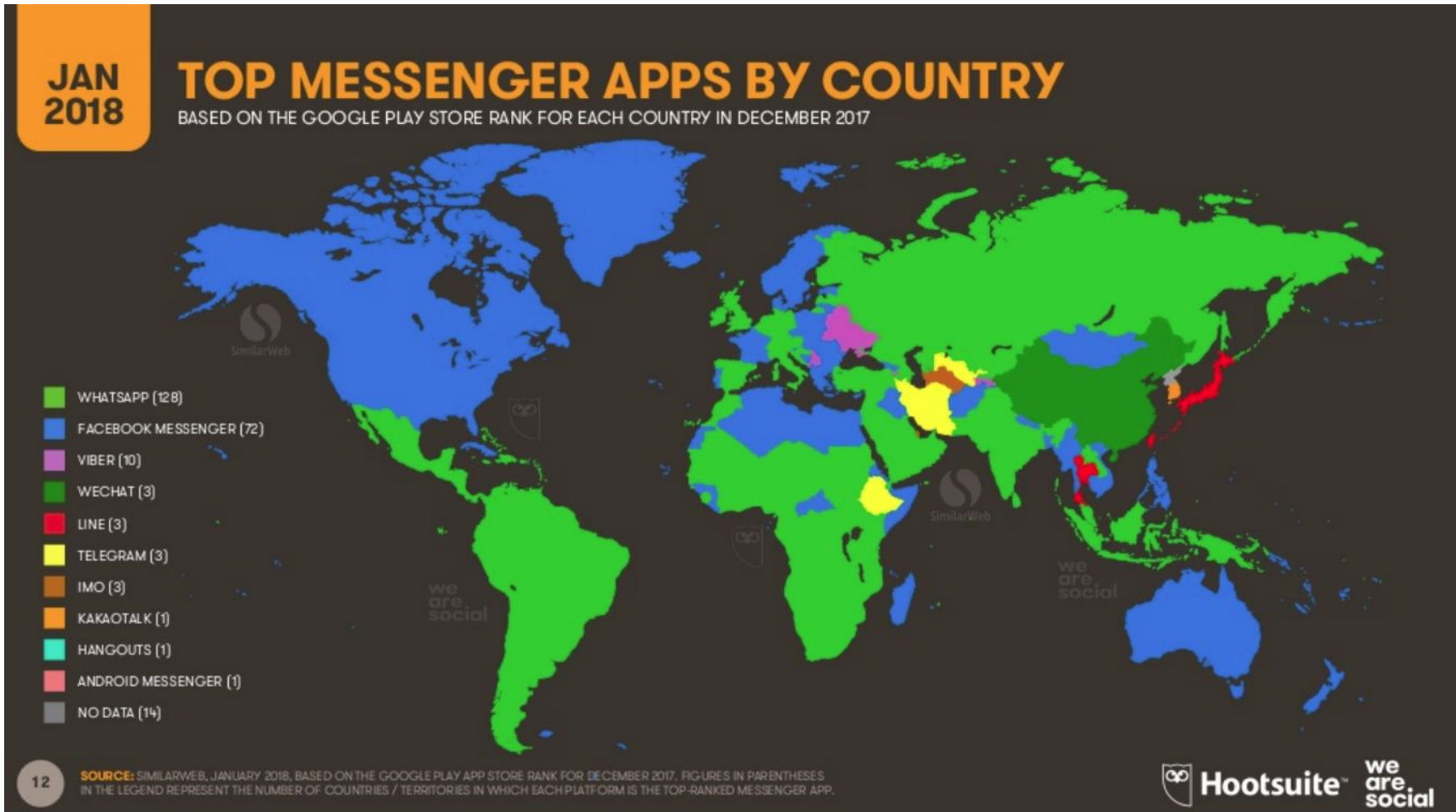


4. Importance of Personalization

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



5. Integrating Social Messaging Apps

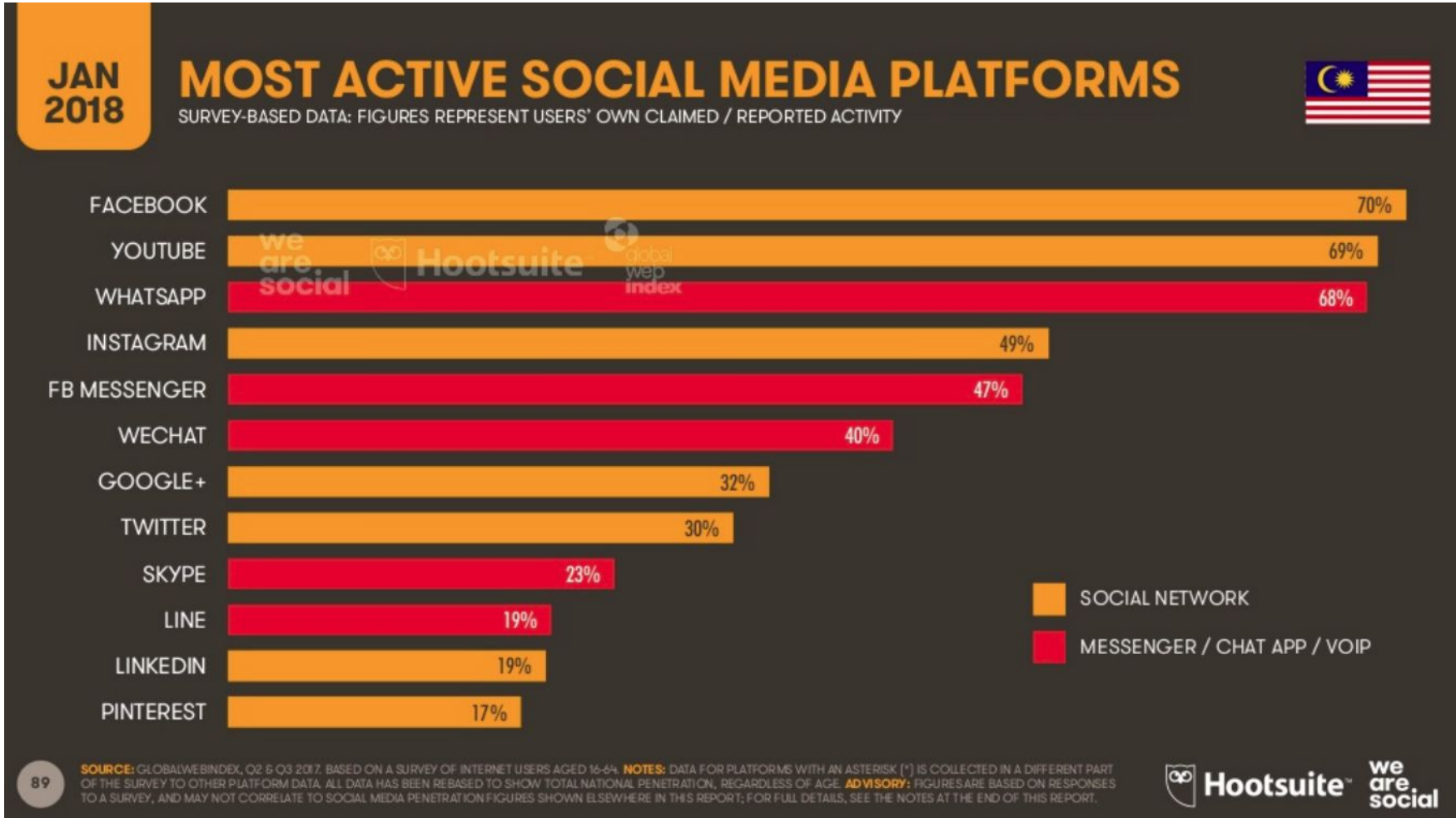


Othman Yeop Abdullah
Graduate School of Business
Universiti Utara Malaysia



Skills
Academy

5. Integrating Social Messaging Apps

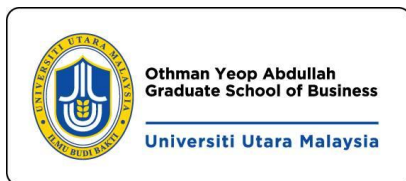


5. Integrating Social Messaging Apps

89% of users worldwide prefer to message with businesses*

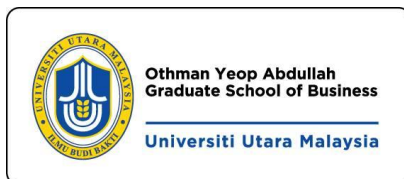
- **Order / Delivery Status**
- **Appointment Reminders**
- **Product Feedback**
- **Learn about new Products**
- **Surveys**
- **Customer Support**

* Source: Twillio (2017)



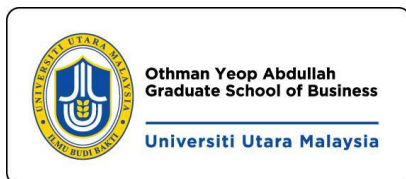
6. Customer Engagement Strategy

- **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

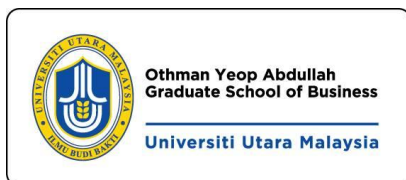
- **Humanise your Brand**
- **Tell your Story**
- **Provide Value**
- **User generated Content (UGC)**



7. Integrating different Sources of Data

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

=> What Google knows about you



8. The Future of AR in Marketing



Othman Yeop Abdullah
Graduate School of Business
Universiti Utara Malaysia



Skills
Academy

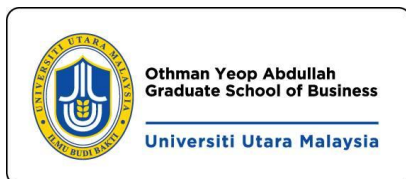
8. The Future of AR in Marketing







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):

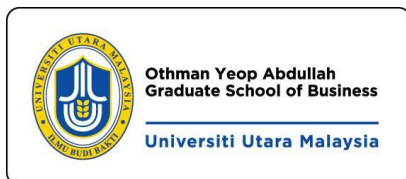
<https://www.mdec.my/dtap>

Think with Google:

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

Social Messaging Apps:

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

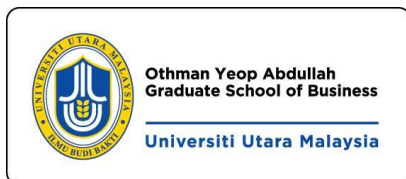


Want the Slides?

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

