

LESSON 5:

“The Consumer: Brand Relationship”



Brands use four channels to develop consumer relationships



search



display



video



social

Note: “Mobile” is not a channel, but rather a digital capability that touches all channels

Search puts brands where consumers are looking



search



display



video



social

Note: “Mobile” is not a channel, but rather a digital capability that touches all channels

SEO vs **SEM**



search engine marketing



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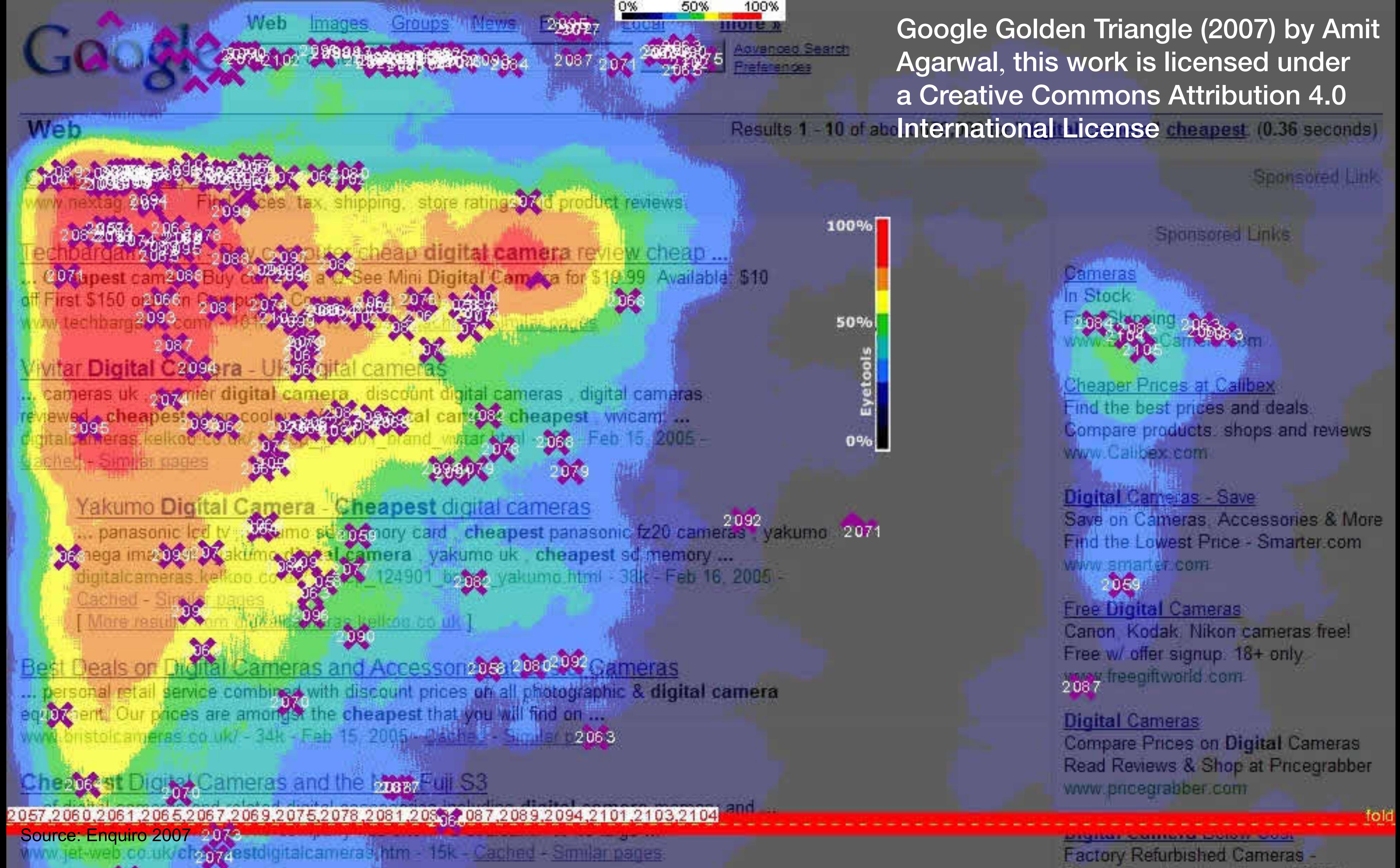
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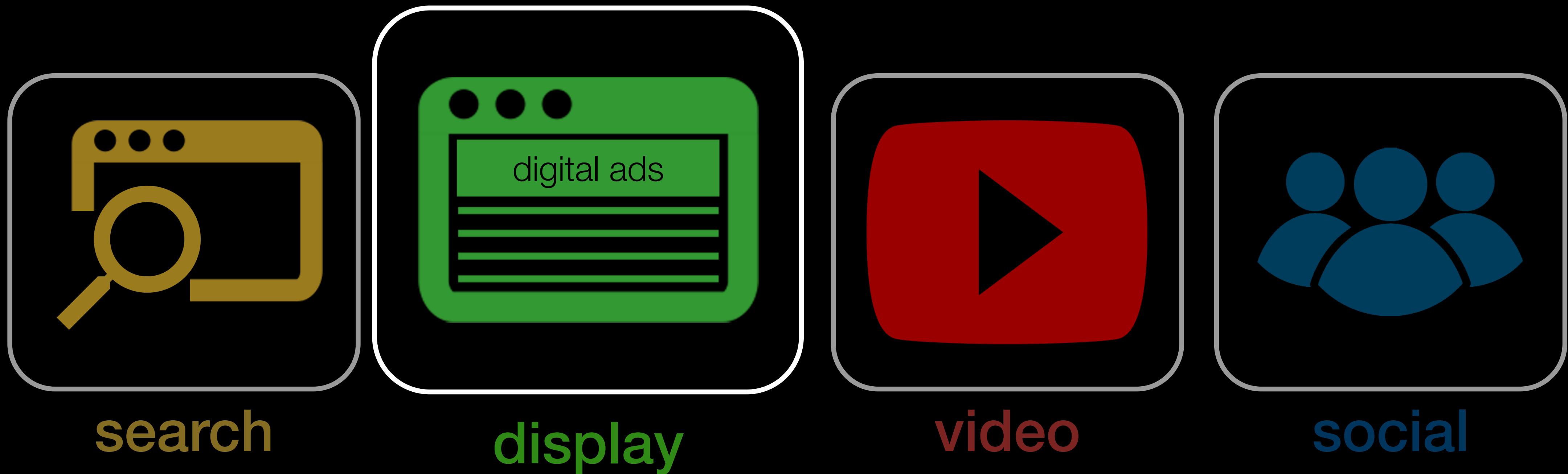
Key search metrics measure paid campaign efficiency

Click-Through Rate: The average number of click-throughs per hundred ad impressions, expressed as a percentage

Macro Conversion Rate: Simply number of sales divided by the number of visitor sessions

Cost Per Acquisition: The cost associated with acquiring a new customer

Brands use display to intercept consumers on a journey



Note: “Mobile” is not a channel, but rather a digital capability that touches all channels



Digital display ads have grown to become interactive

The image shows two side-by-side screenshots of the Marie Claire website. On the left, a standard static advertisement for 'VINCE' is displayed. On the right, the same space has been converted into an interactive, full-width content area featuring fashion models and product details, illustrating the evolution of digital display ads.

Left (Standard Static Ad):

- Header:** marie claire, Enter Search Here, TRY: spring beauty hair don'ts lose weight.
- Navigation:** fashion, hair+beauty, health+fitness, lifestyle+celebrity (highlighted), mc@work, love+sex, news+features, games+giveaways.
- Section:** Lifestyle + Celebrity, In our Lifestyle & Celebrity section, we tackle two important issues: celebrities and how to live your life like one. We give you the total, inside scoop on who's who in Hollywood and beyond, and also give you tips and stories for how to live your life in your happiest, best way possible.
- Content:** in lifestyle+celebrity, Lifestyle Features, Celebrity Interviews, Running in Heels, The Masthead with Marie Claire, Project Runway, The Best Gifts for Beauty Junkies, The Best Gift Guides for This Holiday Season, MC@Play: The Bond Girl Glass Ceiling.
- Advertisement:** VINCE. Shop Now, What We Love About December, The Worst Holiday Gifts, MC@Play: The Bond Girl Glass Ceiling.
- Footer:** next >, FIND SUNGLASSES THEY'LL LOVE, sunglass hut.

Right (Interactive Content Area):

- Header:** marie claire, Enter Search Here, TRY: spring beauty hair don'ts lose weight.
- Navigation:** fashion, hair+beauty, health+fitness, lifestyle+celebrity (highlighted), mc@work, love+sex, news+features, games+giveaways.
- Section:** Lifestyle + Celebrity, October Contemporary 2012.
- Content:** in lifestyle+celebrity, LI, CE, RI, TH, CL, PR, J BRAND, JOIE, Saks Fifth Avenue.
- Advertisement:** VINCE. Shop Now, What We Love About December, The Worst Holiday Gifts, MC@Play: The Bond Girl Glass Ceiling.
- Footer:** next >, FIND SUNGLASSES THEY'LL LOVE, sunglass hut.

Screen shot of Marie Claire.com. Retrieved from <http://www.marieclaire.com/>

Display metrics should measure the channel's effectiveness

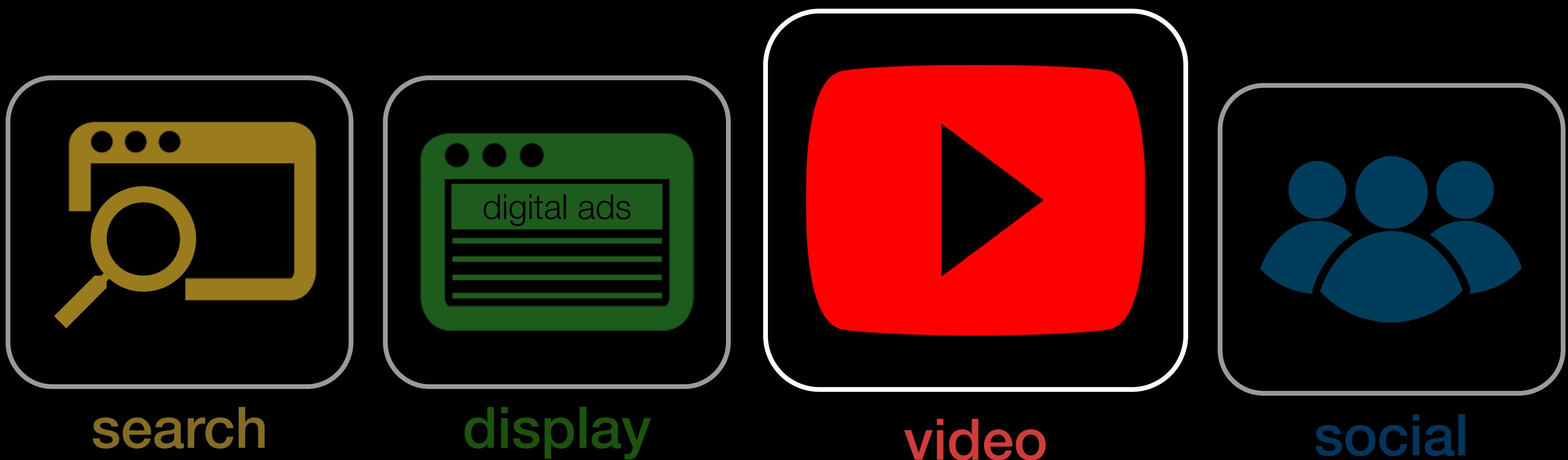
Click-Through Rate: The average number of click-throughs per hundred ad impressions, expressed as a percentage

Macro Conversion Rate: Simply number of sales divided by the number of visitor sessions

Cost Per Acquisition: The cost associated with acquiring a new customer

Events / Visit: Average number of pre-defined actions completed during a session

Video gives brands the opportunity to engage



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Today's "GenC" are active, heavy consumers of online video

- 90% create online content at least once a month
- Two thirds agree with the statement “If there is a brand I love, I tend to tell everyone about it”
- 56% have taken action after watching ads for a product or service on YouTube
- 76% of GenC visit YouTube weekly and 36% visit daily

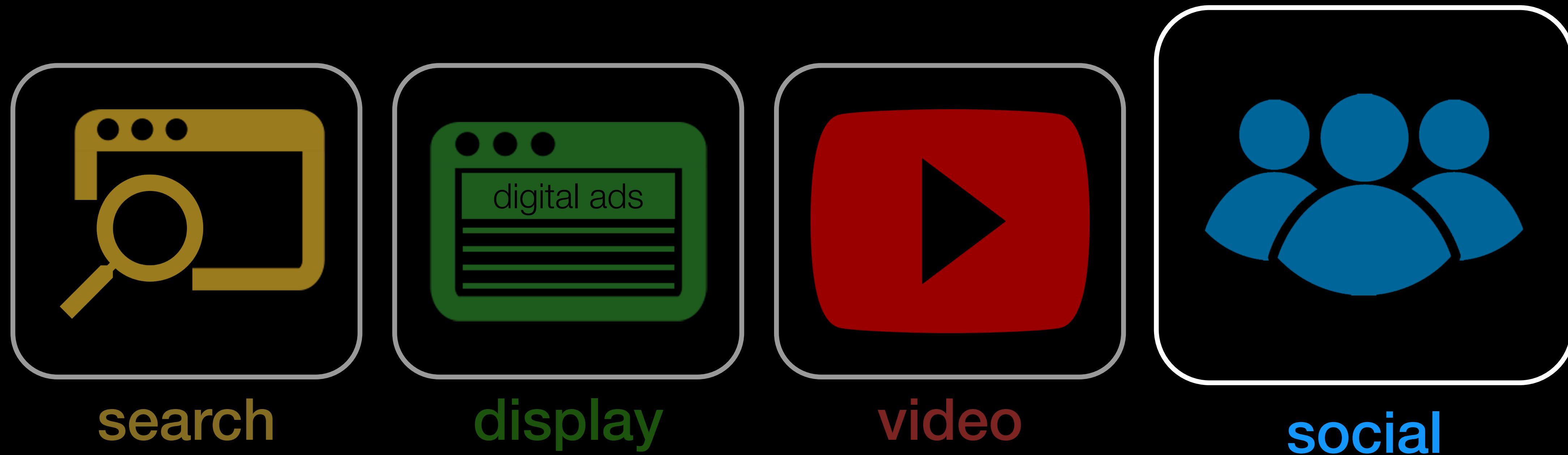
Video metrics must align with business objectives

Video Views: Full-length (“complete”) and partial (“incomplete”) views of the posted video

Play Through Rate: The number of viewers who watch the video to completion, expressed as a percentage

Engagement Rate: The number of viewers who participate with the video by taking some defined action (e.g., shared video, left a comment, “liked” or favorited, etc.), expressed as a percentage

Social connects brands to consumers at key moments



Note: “Mobile” is not a channel, but rather a digital capability that touches all channels

In the future ... ‘every significant business decision will have Twitter input.’

Chris Moody, VP of Data Strategy at Twitter (October 29, 2014)

Social metrics must measure the program's effectiveness

Audience Growth: Increase in the number of people following or liking digital content over time

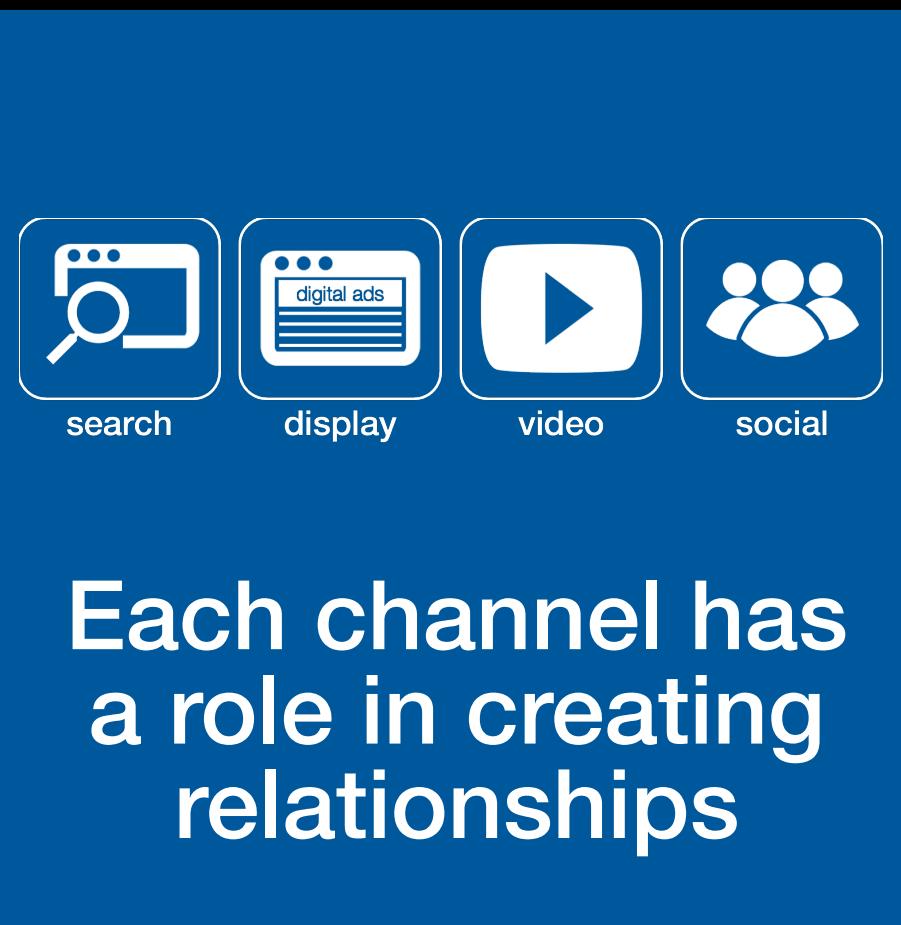
Amplification Rate: Rate at which your followers take your content and share it through their network

Applause Rate: Rate at which your followers attach special recognition to your post (e.g., Likes, +1's, Favorites, etc.)

Micro Conversion Rate: Number of predefined goals achieved divided by the number of visitor sessions

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“The Consumer: Brand Relationship”



Supplemental reading for this lesson

- **Online video and “Generation C”:**
http://think.storage.googleapis.com/docs/the-power-of-gen-c-connecting-with-your-best-customers_articles.pdf
- **The simple truth about search:**
<http://marketinggeek.blogspot.com/2007/02/search-is-more.html>
- **How banner ads are placed and the data involved:**
<http://battellemedia.com/archives/2013/05/behind-the-banner-a-visualization-of-the-adtech-ecosystem.php>

Supplemental reading for this lesson (continued)

- **Building brands with social media:**
<https://www.thinkwithgoogle.com/research-studies/wildfire-social-media-messaging-report.html>
- **Best social media metrics:**
<http://www.kaushik.net/avinash/best-social-media-metrics-conversation-amplification-applause-economic-value/>

References

1. Google and the Google logo are registered trademarks of Google Inc., used with permission.
2. Amit Agarwal. 2007. “Google Golden Triangle.” Retrieved from <https://www.flickr.com/photos/amit-agarwal/2052668047/in/photolist-48osGp-jjuCjS-49ySY-61AkM8-6jERwK-7TRcLo-6jBcih-7vWrZv-7vYLbQ-7vTL6V-7vUV6p-6jTMAi-7vUE6c-6jBcdf-6jTw8r-oehtC-7iTxXR-7vVobi-oa3xFAnSFWf6>

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3. Avinash Kaushik. 2011. “Best Web Metrics / KPIs for a Small, Medium or Large Sized Business.” Retrieved from <http://www.kaushik.net/avinash/best-web-metrics-kpis-small-medium-large-business/>

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Retrieved from <http://www.marieclaire.com/>
2. Google.com/Think. “The Power of GEN C: Connecting with Your Best Consumers.” Retrieved from http://think.storage.googleapis.com/docs/the-power-of-gen-c-connecting-with-your-best-customers_articles.pdf
3. Avinash Kaushik. 2011. “Best Web Metrics / KPIs for a Small, Medium or Large Sized Business.” Retrieved from <http://www.kaushik.net/avinash/best-web-metrics-kpis-small-medium-large-business/>