

“Consumer Behavior” – Catherine Roe (TedTalk)

<https://youtu.be/2N6spwyBuvE>

Even though this video was produced in 2012, many of the points still relate to today's consumer. Catherine Roe laid the basis for understanding what our consumer today looks like. In targeting your audience, it has become increasingly more important to understand what their needs, habits, and tendencies are.

One of the comments Catherine made “consumers have already left the building” still holds true for today. I interpreted this as consumers are now mobile, which also affects brand loyalty in many ways. With so much information available at their fingertips, literally on the phone, consumers now can get information on products, compare prices, and check availability at their fingertips. Retail locations have tried to combat this by matching prices, with many willing to match Amazon prices now as well.

Here are some of the key takeaways from the presentation:

YouTube continues to be a player in Internet Marketing. In hindsight, Google's prediction about the growing use of online video was spot on. Studies are showing that in 2017, 87% of online marketers use video content. (<https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>) Check out some of the other statistics on this blog. It's amazing the opportunity!

Another aspect to this growth is the impact mobile marketing has on the ease of access to these content. Mobile and tablet marketing has transformed the world of marketing. It's convenient, fast, and always available. How often have you had a debate with a friend and needed to find the answer quickly? How many ask Siri or Google? I have a google home myself and that's just another incredible advancement in technology. Anyone interested in the Apple HomePod? Here is another statistic on mobile marketing....93% of people use smartphones to access the web every day. What does this increase in mobile search tell you? It tells me that if you aren't mobile, you aren't in the game. This can range from having a mobile friendly website, ease of contact, easy purchase options, advertising on mobile devices, and the list goes on. Someway, somehow, your business needs to be a part of the mobile movement. For small businesses, this can be as easy as text reminders, email marketing, mobile business cards.

Catherine Roe said it very well, mobile will become your wallet...this was in 2012 when she said this. Fast forward to today, and mobile very much so is our wallet. With the increased use of Google Pay and Apple Pay, the purchasing activity has evolved tremendously. Here are some articles that talk about how mobile pay has evolved. We will also touch on this more later in the semester.

<https://techcrunch.com/2016/06/17/the-evolution-of-the-mobile-payment/>

<https://www.entrepreneur.com/article/292256>

The presentation also touched on how the consumer has evolved and how the company has to think differently. These two things go hand in hand, as in today's business world, while we may carry on traditional tools and the basics of marketing, our thought process has to evolve as well. The Coke “Rebrief” Project was an excellent example of rethinking our marketing strategies to appeal to the ever-changing consumer. The campaign had many components to it, but still carried on the roots of the message. They wanted to buy the world a coke, at least that's what the original song said. Why not make

it a reality by using all the advancements in technology. Not only did it allow a consumer to buy someone around the world a coke, it gave opportunity to connect socially, build relationships, and gave the campaign and brand a personality. Internet marketing and today's consumer requires us as marketers to thinking differently, incorporate technology, and to blend the old with the new. Consumer habits have changed, are you and your company ready to change as well?