MKTG5605: Digital Brand & Product Management

Content Storytelling

March 14, 2018

“When you take care of your effort and intention, with a little bit of luck, outcome will follow.”

-Amit Sood,
Professor of Medicine at Mayo Clinic
Guest Speaker – Marc Macellaio

At Fuel Cycle, Marc advises Fortune 1000 executives in Marketing, Insights, Product Development, Corporate Strategy, Advertising and Sales departments on ways to leverage Fuel Cycle’s online community to bring the voice of customer into the organization to monitor B2C and B2B trends, industry innovation and competitor marketing campaigns. Responsible for sales management, strategic planning, contract negotiations, business development support, and team’s development. He has been with Fuel Cycle/ThinkPassenger for the past 5.5 years.

Past experience includes working with other research firms such as Bunchball, Comperemedia, ForeSee and Mintel International.

Specialties: Online communities, private online communities, private networks, customer engagement, ideation, contract negotiations, social media, engagement, mobile market research, innovation, product innovation, collaboration, brand, brand advocacy, qualitative research, focus groups, communication, sales effectiveness, sales communications, advertising, marketing, research, sales pitches, pricing, budgeting, forecasting.

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How is storytelling used in Marketing?
Discuss (30 minutes)

- From reading *Most Engaging Brand Content*, what are some of the key takeaways?
• VIB brand enthusiasts and YouTuber’s can do what print does and more, while creating new and fresh looks using Sephora products.

• Using VIB’s and Beauty Bloggers can effectively cost less than traditional advertising methods and campaigns.
Case Study: Sephora

Julie Bornstein, SVP of Sephora Direct is seeking to double her budget for digital marketing and other social media initiatives for the upcoming year . . .

1. Assuming she receives the additional funding, how should Bornstein allocate her budget across the various digital categories? Given that the additional funding requested must be shifted from Sephora's other marketing spending where would you propose to cut? Why?

2. What do you make of Sephora's digital and social media efforts as of the fall of 2010? Was it wise in your opinion to create Beauty Talk as a separate social platform to Facebook?

3. As Sephora increasingly dabbles with digital marketing and social media, which competitors should the company be most worried about?
Marketing isn’t persuasion, manipulation, or even selling.
In Real Life - UPS

The 2013 holiday season hadn’t been great for UPS – bad weather and last-minute e-commerce orders had caused problems for the network. The public wasn't pleased, and took to social media to vent their dissatisfaction.

In 2014, UPS and Ogilvy & Mather decided to create some goodwill, and regain UPS’s position as a source of holiday cheer. They solicited holiday wishes from around the country, and granted them: some big, some small, some truly magical! In Driver for a Day, a very special wish came true for one young boy. He got to deliver UPS parcels in his neighborhood in his very own UPS van.
UPS Delivers Wishes
When you buy a pair of TOMS, you're not just buying a pair of shoes. You're part of a movement that believes that we can change the world with our choices. Buying a pair gives a pair. .......head over to TOMS.com to become part of the TOMS tribe.
“While most people live to collect possessions, *experience seekers* live to collect memories. They are not chasing materials, they are chasing life experiences and they do stuff.”

- Dean Evans, Chief Marketing Officer
Make it personal

Emotional

Inspire & Engage

Answer the Question
Good stories are remembered. And that requires art and science. Creativity and Data.
“STORIES ARE 3D – THEY INCLUDE THE STORYTELLER AND THE AUDIENCE BOTH IN THE EXPERIENCE AND TRANSPORT THEM TOGETHER TO A THIRD PLACE, A SHARED EXPERIENCE.

WHEN YOU EXPERIENCE A STORY, THE NEURONS IN YOUR BRAIN FIRE THE SAME WAY THEY WOULD IF YOU WERE ENGAGED IN THE STORY YOURSELF. STORIES NOT ONLY SPARK ATTENTION, THEY INSPIRE EMPATHY.”
Communicating the Value: Good Stories are remembered

**MISSION:** What specific goal should the digital & social initiatives achieve?

**MARKET:** Who in particular, and at what stage in their relationship with the brand, are you trying to affect?

**MEDIUM:** What is the most effective digital/social/mobile vehicle to employ in order to convey brand MESSAGE to the intended MARKET?

**MESSAGE:** What does the brand need to convey in the communication to achieve its MISSION?

**MONEY | MEASUREMENT**

Source: Dolan, Robert, “Integrated Marketing Communications,” 6Ms Framework
Does the message need to communicate rational benefits or highlight emotional appeals? (“Functional or Fun?” a “Useful or Playful?” message); which appeal best utilizes digital marketing’s promise for the brand?
Are you conveying a similar value proposition as the traditional marketing vehicles conveyed or something else? (are you trying to “substitute or complement” existing marketing?)
Should the message drive consumers to make purchases online through the website, through mobile app, or have them interact with the brand digitally to drive them to purchase more of product, etc....?
The art and power of storytelling
“Content that is meant to tell a story, *convey an idea*, project a brand’s values or simply entertain without any overt sales or product message”

- Lux Narayan, Unmetric CEO
Purina Surprises and Delights
Brands can reach a broader audience by creating an emotionally compelling story that is less product-specific.

Source: David Rogers, The Digital Transformation Playbook
The most successful brands connect with their audience.

Source: Brian Solis, Altimeter Group, a Prophet company
Remember The Brand Brief

Brand Idea – What are you?

Personality – Who are you?

Driving Purpose - Start with why

Desired People - Who cares about you?

Distinct Offering - What makes you unique?

Differentiated Process - How are you unique?
How to Structure Your Story

- **BIG IDEA**
  - What we stand for

- **BRAND POSITIONING**
  - How are we relevant and unique to audiences and from our competitors

- **BRAND ATTRIBUTES**
  - How we say, feel, and act

- **BRAND PILLAR**
  - What we say

- **PROOF POINT & BOILER PLATE**
  - Reasons to Believe
The Structure of a Good Story

- **SITUATION**
  - Describe the basic situation in an easy way
  - Helps establish common ground

- **COMPLICATION**
  - Makes the situation problematic
  - Keep the complication clear
  - Why are you there?

- **QUESTION**
  - Flow naturally from the situation and complication
  - Raises a twist in the mind of your audience?

- **ANSWER**
  - Finding or conclusion
  - What is your key point?
Content isn’t always about Stories & Emotions.
It can also be about utility.

Brands can effectively engage customers by providing useful content at just the right time.

Source: David Rogers, The Digital Transformation Playbook
What’s Your Homepage?
Rethinking Your Website
Connecting Your Channels
Connecting Your Channels
Types of Content

• Blog posts
• Feature articles
• Product reviews
• Product pages
• Press releases
• White papers
• Case studies
• Videos
• Webinars and presentations
• Podcasts
• Photos
Product Pages

✔️ Use imagery and video where it makes sense
Product Pages

- Provide customer reviews – good and bad
- Never forget the objective of the page

Apple iPad mini MD531LL/A (16GB, Wi-Fi, White / Silver) – Customer Reviews

Customer Reviews

3.637
4.6 out of 5 stars

Most helpful positive review
See all 3,297 positive reviews
2,733 of 2,845 people found the following review helpful
🌟🌟🌟🌟🌟 3rd party seller scams. Your NEW Amazon iPad might be USED.
Here’s how to tell.
By Reader44 on April 12, 2013

Most helpful critical review
See all 340 critical reviews
1,106 of 1,374 people found the following review helpful
🌟🌟🌟🌟🌟 Slow at buffering video than my I-pad Retina (and the I-pad 2)
By D. Fichtner on November 18, 2012

The good:
The size of the mini is just short of an inch wider than your typical competitor. You might not think this is much, but seriously, it is. I absolutely love this aspect of it. In addition, the Mini is just wonderfully light and easy to hold (I have big hands, though).
News and Event Pages

✅ Use Media & Influencers to share the stories
How does storytelling differ in the business world?
Data-Driven storytelling presents new opportunities and uncovers problem by analyzing trends, traffic sources, ad channels, and conversion funnel.
Customer Personas

Meet Sally ....

BACKGROUND:
Head of Human Resources
Worked at the same company for 10 years;
worked her way up from HR Associate
Married with 2 children (10 and 8)

DEMOGRAPHICS:
Skews female
Age 30-45
Dual HH Income: $140,000
Suburban

IDENTIFIERS:
Calm demeanor
Probably has an assistant screening calls
Asks to receive collateral mailed/printed

GOALS:
Keep employees happy and turnover low
Support legal and finance teams

CHALLENGES:
Getting everything done with a small staff
Rolling out changes to the entire company

HOW WE HELP:
Make it easy to manage all employee data in one place
Integrate with legal and finance teams’ systems
Customer Personas

Meet Sydney. She is busy.

Her time is in high demand, she hardly has a chance to stop and think.

Increasingly, she relies on her phone to stay connected.

Data:
• How much of your traffic is mobile? Versus last year?
• Back up your story.
Customer Personas

Sydney escapes into her phone.

She may launch into an ebook app to sneak in a couple chapters.

Or she may skim Pinterest for inspiration or just plain fun.

Or she may read the newest message from her favorite daily lifestyle email company.

Either way, her phone is back in her pocket in less than 5 minutes or as few as 30 seconds.

Empathy:
• Who doesn’t relate to this?
Customer Personas

When she gets home, Sydney grabs her iPad for a little leisure me-time.

It’s been less than an hour since she last checked social media, but she’ll start here anyway.

If she has the time, money and inclination, she searches for a brand name that she read about earlier.

The brand sounded sophisticated and chic – right up her alley. It’s not the first time she’s heard about it, and her social channels generally generate worthwhile recommendations.

It’s time to check them out.
What to Focus On

Don’t talk about
• CTR
• Keyword Ranking
• Likes
• Visits
• Conversion Rate
• Basket Size

Talk About
• Missed Revenue Opportunities
• Category Coverage
• Purchase Consideration
• Qualified Customers
• Business Impact
• LTV
50 years ago, David Ogilvy asked:

“Are your ads looking more like magazine spreads yet?”

The convergence of paid, owned and earned media has blurred the distinction between each.

You don’t need to design ads that look like editorial content. Great content is your ad.

Richard Edelman, President & CEO
Case Study: WestJet

1) With regard to Snapchat and Pinterest, which of these two options should Bartrem and Hounslow select?

2) Will WestJet be able to build a serious presence on the recommended platform (i.e., can the plan pay for itself?)? Be sure to define what you mean by “serious presence” (i.e., provide a specific target in terms of impact such as number of visits, revenue goals, etc.).

3) Research and describe one interesting new social media platform that is on the horizon (i.e., less than two years old). Should WestJet be actively exploring new arrivals like this new service or waiting until a platform is popular and proven before investing in it?
For Next Class (March 21):

Read....
- Creating Brand Activation that Fosters Engagement
- Southwest Airlines; L’Oreal
- Brands Benefiting from the SM Multiplier Effect
- Coke Case

Looking ahead . . .
- March 16 – Submission 2 Date (Brand Brief)
- March 19 Meet Up ... Marc Macellaio (Fuel Cycle)
- March 25 Meet Up ... Nima Gohil (L’Oreal USA)
Acknowledgements


Aaker, David, “Four Keys to Gaining Attention for Brand Stories,” www.prophet.com

Cooper, James, “How Data-Enhanced Storytelling is Rapidly Reshaping Both Content and Advertising,” Jan 2016, www.adweek.com

Dolan, Robert J, “Integrated Marketing Communications,” HBS No. 599-087


“Sephora Direct: Investing in Social Media, Video, and Mobile,” HBS No. 512-107

Thanks!