

Trends Impacting Digital Marketing Strategies

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SOCIALIGHT



Organizations | Technology | People

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Digital Communication . Brand & Creative Strategy . Digital Enterprise Solutions . Creative Content Production



KENYA'S ONLINE

- 🗨 Social Media Is The Most Popular Online Activity for Kenyans who go Online.
- 🗨 91% Of Those That Go Online Use It Via Mobile Phone And 73% Use It Every Day.
- 🗨 The Most Popular Social Media Platform Is Facebook With 58% Daily Usage.
- 🗨 Instagram Is Growing In Popularity And Has 13% Daily Users.
- 🗨 83% Use Search Engines And 54% Use It Daily. Google And Opera-mini Both Have 44% Daily Users.
- 🗨 Watching Videos Online Is Very Popular With 75% Engaging In This Activity And 43% Doing So Daily.
- 🗨 YouTube Has 28% Daily Viewers.



AFRICA'S ONLINE...

Market Differences: Top Internet Activities

Although the overall usage of different internet activities is not that different between markets, the daily usage in South Africa is consistently the lowest.

Nigeria

97% use social media
73% daily

87% use search engines **81%** use Google
44% daily **36%** daily

72% watch online video **54%** use YouTube
29% daily **13%** daily

94% use Facebook
64% daily

Kenya

91% use social media
73% daily

83% use search engines **77%** use Google
54% daily **44%** daily

75% watch online video **60%** use YouTube
43% daily **28%** daily

79% use Facebook
58% daily

South Africa

79% use social media
47% daily

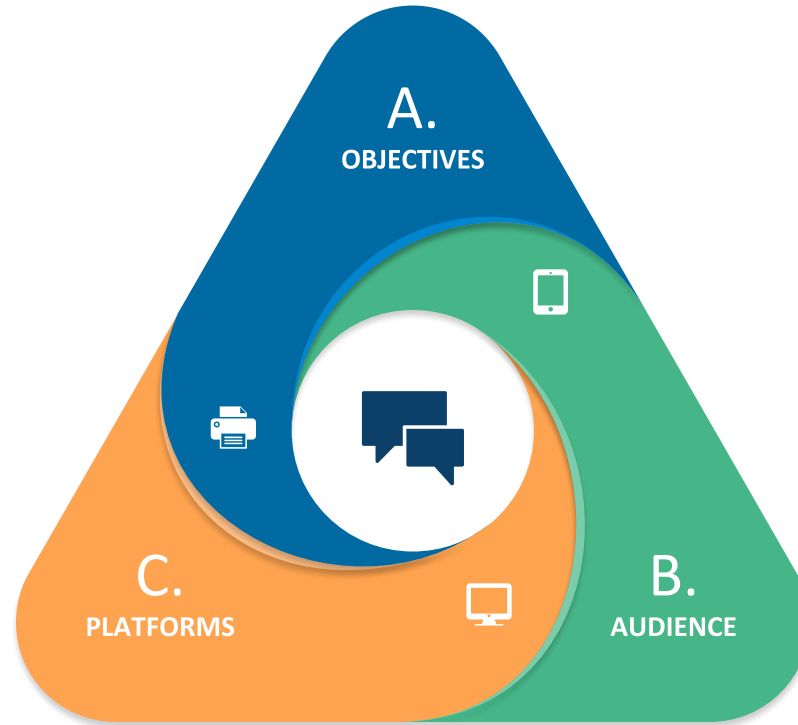
82% use search engines **78%** use Google
20% daily **16%** daily

58% watch online video **45%** use YouTube
13% daily **6%** daily

71% use Facebook
37% daily

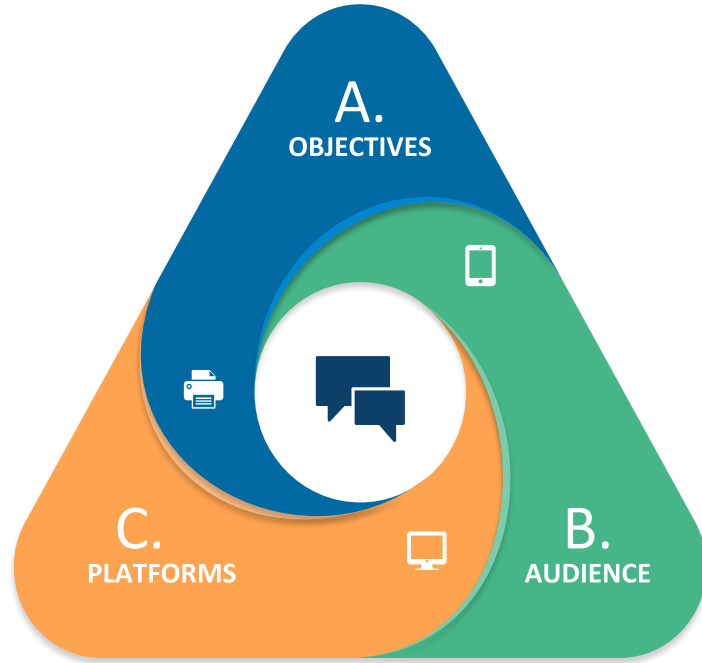


How It Has Been..



The Existing Gospel...

- 📍 **ALWAYS ON** - People expect you to address the needs of customers at all times and address them as fast as you can.
- 📍 **A LEVEL PLAYING FIELD** - Digital marketing channels have provided as much coverage to smaller companies as they do to established brands.
- 📍 **PAY TO PLAY** - Everyone can now join the advertising dogfight! Huge budgets still have an advantage, but it's no longer the decisive advantage of before.
- 📍 **IT'S KILLING TRADITIONAL ADVERTISING** - Online marketing channels are better targeted and you only pay for reaching people who may actually have an interest in what you have to say.
- 📍 **ADS CAN'T BE JUST ADS** - A conventional messaging is no longer viable due to 'ad blindness'. You have to get creative.










While The Platforms Were...

Who is your audience?

How can you reach them?

What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

							
DEMOGRAPHICS	1.3+ Billion users Ages 25-54 60% Female	600 Million users Ages 18-29	70 Million users Ages 18-35 80% Female	1 Billion users All ages	600 Million users Ages 30-49	200 Million users Ages 18-29	200 Million users Ages 25-34 67% Male
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used

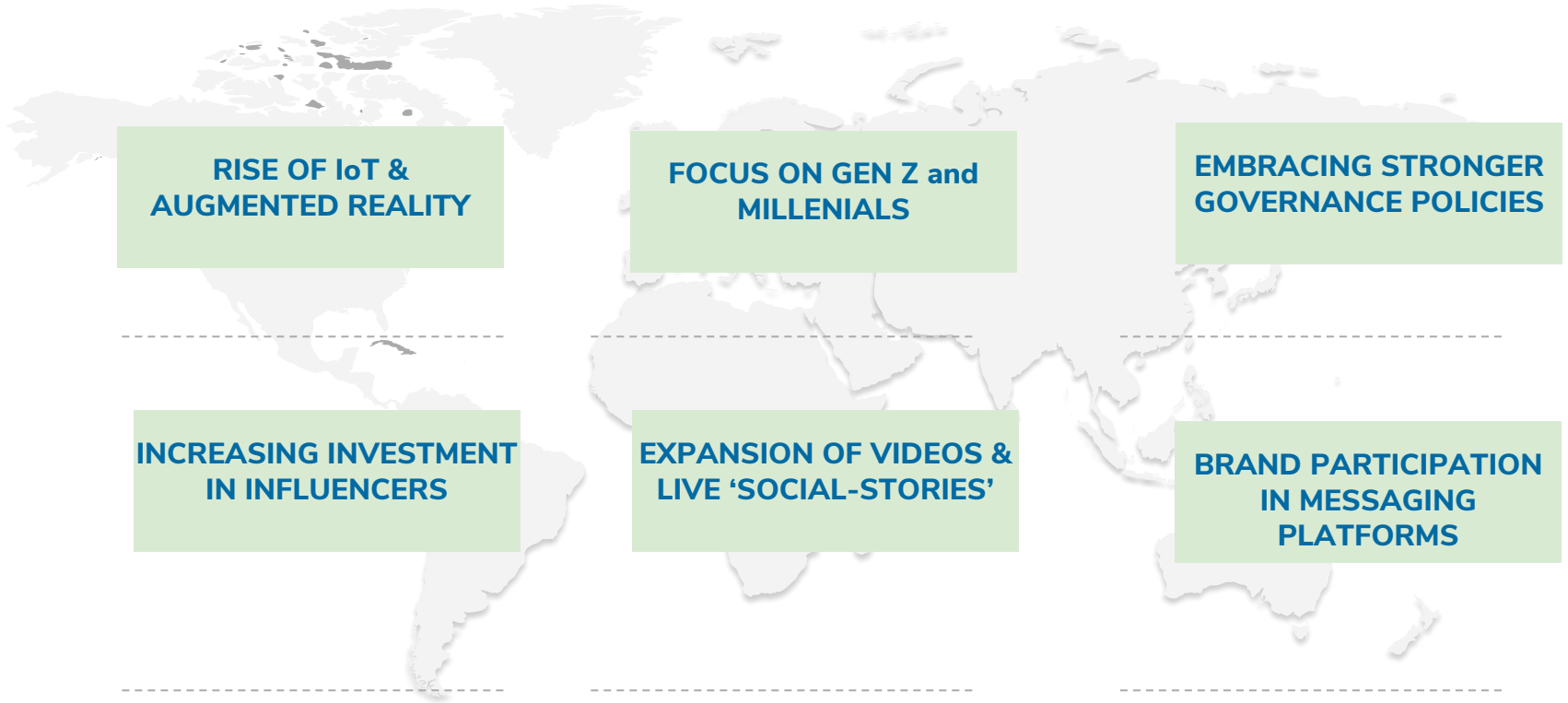


"So...what now?"





Global Trends...





Global Trends..



RISE OF IoT & AUGMENTED REALITY

Brands could soon project their products into the homes of social media users through special filters and technologies. We have already started seeing Alexa doing her thing!

FOCUS ON GEN Z AND MILLENNIALS

Today, the oldest Gen Zers are 22 years old and love Snapchat & Instagram. They are just beginning to enter the labor force, and will have increased buying power for some time.

EMBRACING STRONGER GOVERNANCE POLICIES

After a series of controversial decisions during the 2016 US Presidential Election, social media platforms have embraced a more hands-on approach to governing conduct on their platforms to protect the brands from future criticism. Betting regulations as well. GDPR etc etc

INCREASING INVESTMENT IN INFLUENCERS

More brands are using social media-based influencer marketing strategies to connect with new audiences and improve engagement with existing audiences.

EXPANSION OF VIDEOS & LIVE 'SOCIAL-STORIES'

Nearly half of all Instagram users will be using Stories by the end of 2018. More brands will begin to realize the power of live streaming, and will incorporate it into their monthly content plans. YouTubeGo and the likes..

BRAND PARTICIPATION IN MESSAGING PLATFORMS

Invest more time and money in connecting with consumers on messaging platforms. Artificial intelligence, voice assistants and chatbots will enable brands to offer personalized shopping experiences on messaging platforms like Messenger & WhatsApp.



Focusing on Africa Today...



STORIES & Co-CREATION

Originality, Co-creation, Use of videos with subtitles, Visually-inclusive, Short.



INFLUENCER MARKETING

Co-creation, Appears more genuine, social endorsements and recommendations

DATA-DRIVEN

Internal/External Data, Real-Time Monitoring, Mobility.

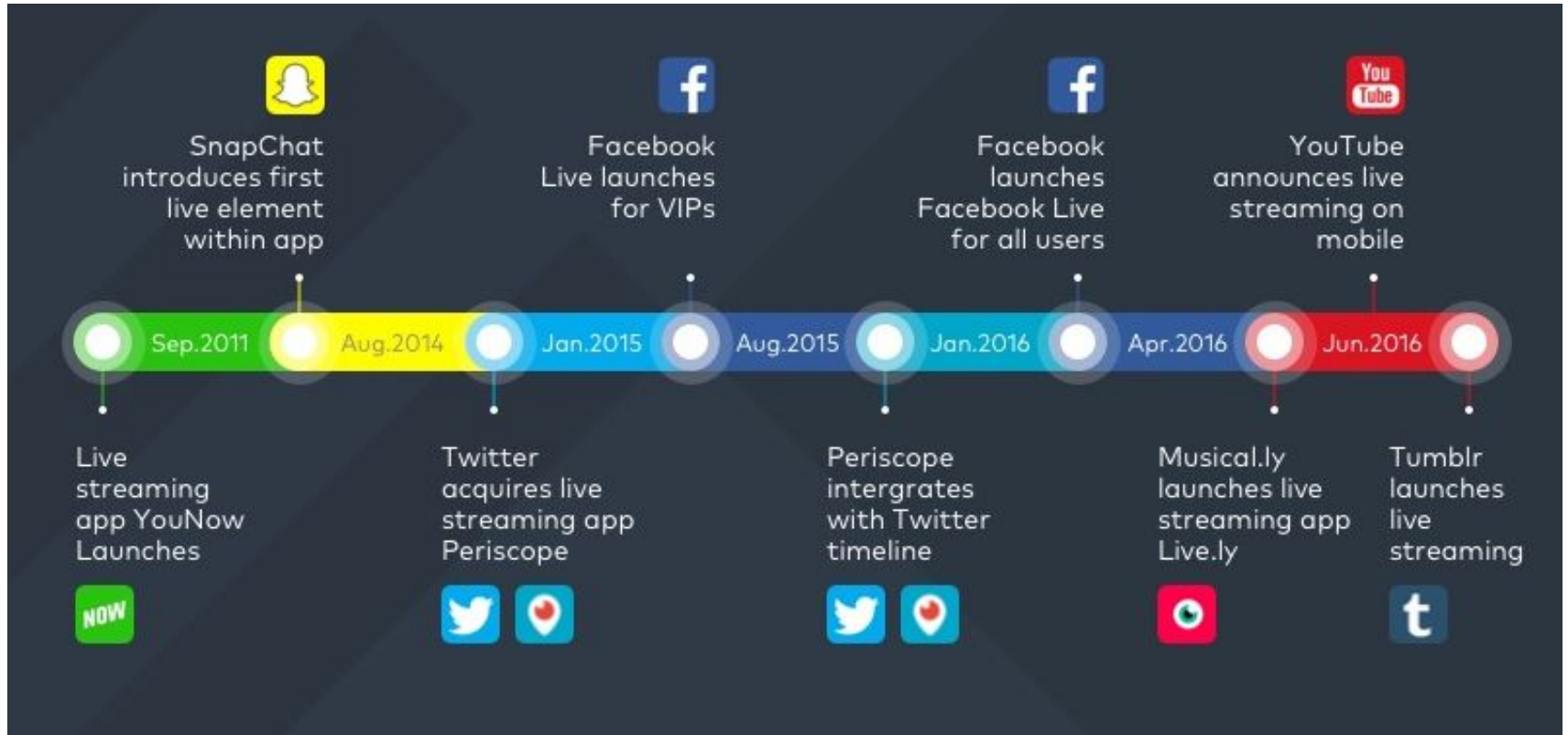




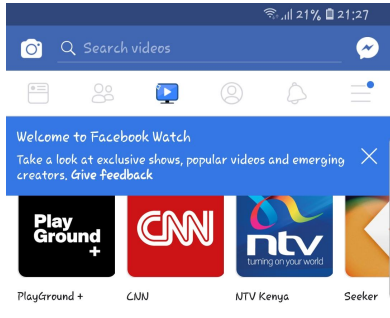
1. STORIES & Co-CREATION



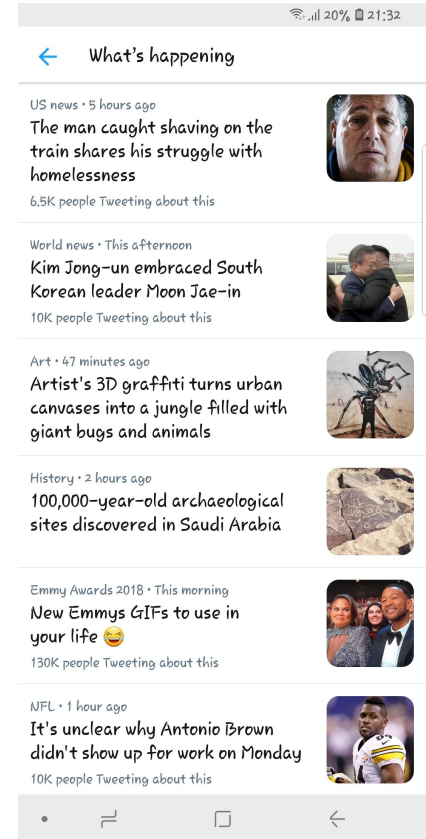
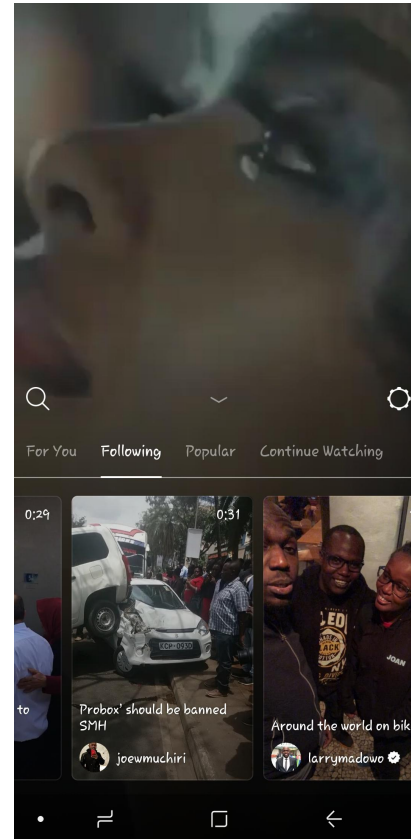
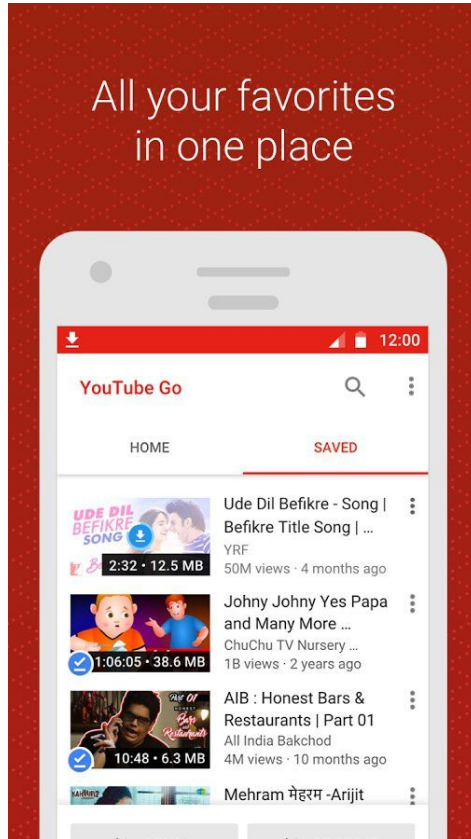
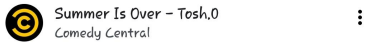
Expansion & Adoption of Live Videos



They Keep Streaming In...



Top videos for you



Some Business Stats on Online Videos



65% of C-Level and senior executives visited a vendor's website after viewing a video

52.1% increase in money spent by marketers on video



Visitors who view video on retail sites stay **2** minutes longer than those who don't



Increased conversion by **30%** and increased average ticket sales by **13%**



68% of the Top 50 Internet Retailers use video content in their websites.



Increased email click-through rates by:



Increases the chance of a front page Google result by:







85% of customers are more likely to make a purchase after watching a product video

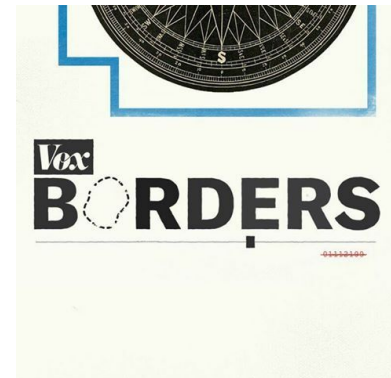




The Influence On Consumption of News

-  Platform-driven news consumption is a behavior that's likely to persist as news consumers age younger consumers are more attuned to the ways in which information is distributed on chaotic, decentralized platforms.
-  Fake news on social media remains a top concern for users, but the convenience appears to outweigh those problems.
-  Facebook is far and away the most-used site for finding news, but a greater proportion of Reddit and Twitter's respective user bases get news on those platforms.
-  Millennials spend far less time consuming news overall than older adults, and the time they do spend is concentrated on digital consumption.

The Influence On Dissemination of News



Even when it's 'forbidden' or restricted...



A screenshot of a Facebook post by Yoweri Kaguta Museveni. The post header shows his profile picture, name, and the text "Yoweri Kaguta Museveni was live." followed by the date and time "September 15 at 8:11 PM" and a globe icon. The main content is a video player showing Museveni at a podium, holding a document titled "Self & ... City Selection For Uganda". The video player has a large play button icon in the center. Below the video, the engagement metrics are displayed: three icons (like, love, angry) followed by the number "553", and "404 Comments 121 Shares 6.1K Views".

Yoweri Kaguta Museveni was live.
September 15 at 8:11 PM · 🌐

Self & ... City Selection For Uganda

👍❤️😡 553 404 Comments 121 Shares 6.1K Views

Corporates are also shifting...

The image shows a mobile newsroom website interface. At the top left, it says "Newsroom Powered by Safaricom". The navigation menu includes "Home", "Community", "Innovation", "Sustainable Future", and "Sports". A search bar is located at the top right. The main content area features a large video player with a play button. The video content shows a hand holding a smartphone displaying a "Back2 Campus FEATURED" advertisement for a "FLASH SALE" with "80% OFF on selected products". The ad lists items like a "Nikon D3400" (KES 52,000 to KES 50,000) and an "EON Kicka 4" (KES 4,500 to KES 3,499). Below the video player, the text "Latest Stories" is visible, followed by "MAKING THE HEADLINES TODAY". At the bottom, there is a horizontal carousel of four images: a hand holding a smartphone with the same ad, a man sitting on steps with his hands on his head, a man in a blue polo shirt in front of a chalkboard, and a man carrying a large log on his shoulder.



Brands + Stories + Videos



Build a Brand, Not Just A Company:

The clients now expect you to be more human and more approachable. Having social media accounts and random posting is not enough.



Compelling brand stories & Interactive Content are now in demand:

It is not enough to create quality content, but also to give it a boost to reach the maximum audience. Reach amplifiers, i.e., blogs and websites should be reposting, publishing or promoting brand content.



Videos are taking over Content Marketing Strategies:

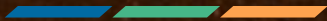
In 2017; 4.1 million videos were viewed on Youtube, 1.8 million Snaps were created and 15,000 GIFs are sent via Messenger. With Facebook's strategy to move completely to video content in the next couple of years and the other social media channels like Twitter and LinkedIn following, Videos will be one of the most consumed forms of content in 2018.



“Consumer influence and co-creation are not new...

As long as marketers have asked consumers to **make a brand their “own”** – which was long before social media – it has always been a part of consumer psychology to join the conversation.”

- Dave Walker,
Senior VP, Ipsos ASI.





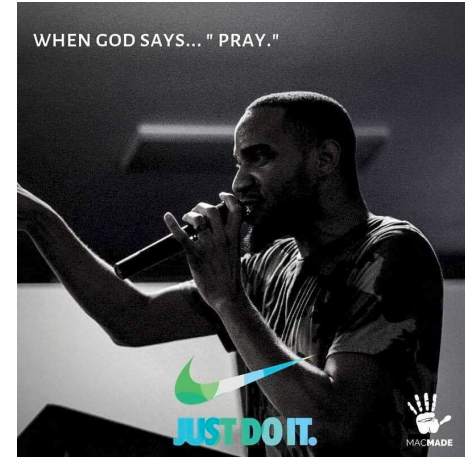
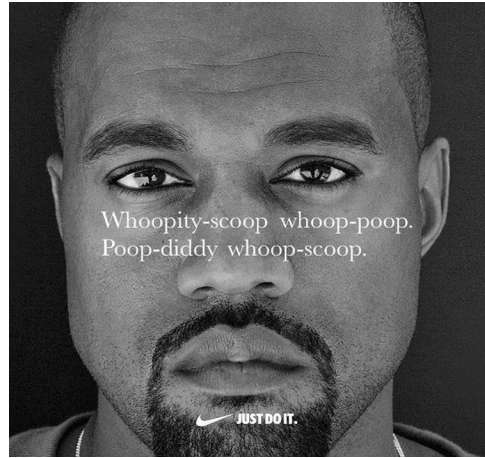
If it's good enough...



Believe in something.
Even if it means sacrificing everything.

 Just do it.

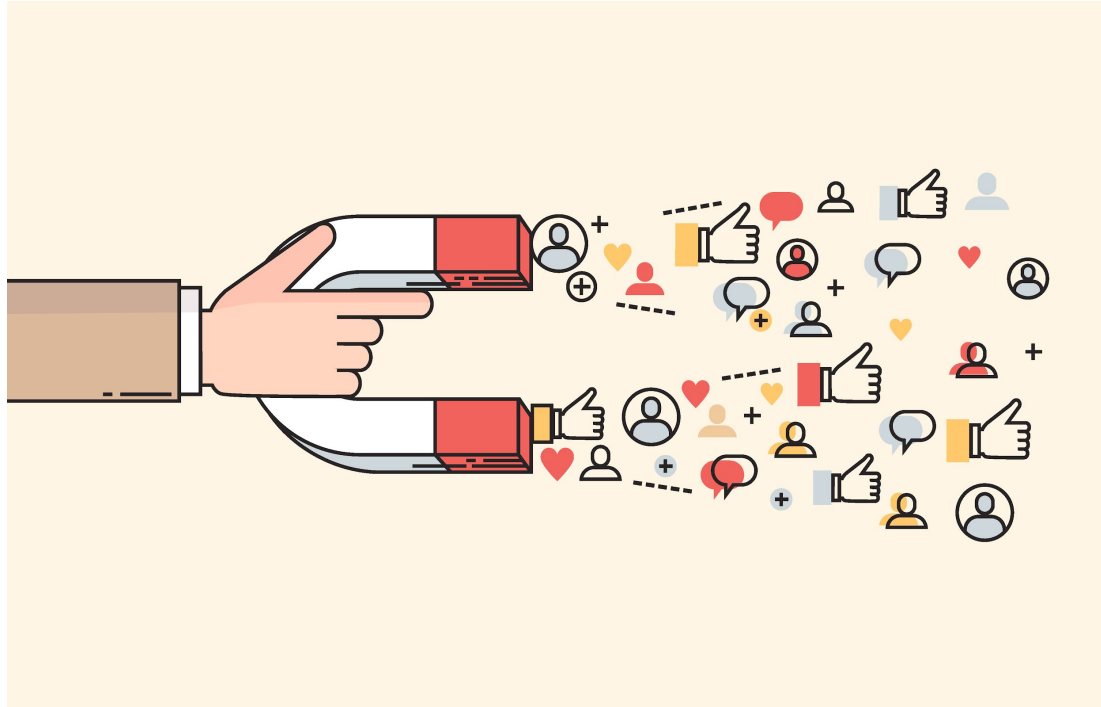
They won't need your permission to co-create...



Real Time Monitoring Content & Campaign



2. INFLUENCER MARKETING



Influencers vs Celebrities?

There was a time when only celebrities could drive sales for a product or a service.








Now is the era of YouTubers, Bloggers. Influencer Marketing has seen a major boom in 2017 to today.

The main reason Influencers are working the sales magic, is because their recommendations or thoughts are seen to be more genuine as compared to any celebrity endorsements.



Some Stats on Celebrities/Influencers...

According to study on the impact digital media and social influencers have had on brand endorsements and celebrity marketing - the following holds true:

-  **Digital influencers are the most popular choice for brand endorsement**
-  **Data is becoming more critical**
-  **Celebrity/Influencer having a relevant audience or following is of utmost importance to Brands:**
-  **Budgets set to increase for 42% in the next 12 months**
-  **Talent-led marketing is delivering strong ROI**
-  **Campaign-specific contracts are on the rise as a preferred way to work for Brands to work with Influencers**
-  **Niche and emerging talent will rise in popularity and it can be a great way for a brand to build a meaningful, ongoing relationship with an individual as they rise.**

Role of Influencers in Marketing Strategies

SOCIAL MEDIA PROMOTION	44%	48%	7%	1%
PRODUCT PLACEMENT/GIFTING	28%	29%	29%	14%
CONTENT PROMOTION AND DISTRIBUTION	26%	46%	21%	7%
DIGITAL ADVERTISING E.G. DISPLAY	20%	39%	22%	19%
PRODUCT LAUNCH	19%	48%	24%	9%
STYLING, PHOTOGRAPHY, ETC	15%	40%	30%	15%
BRAND SPOKESPERSON	13%	52%	24%	11%
TV ADVERTISING	11%	17%	21%	51%
NEWSPAPER AND MAGAZINE ADVERTISING	9%	29%	31%	31%
EVENTS/WEBINAR PRODUCTION	6%	32%	26%	36%
OUTDOOR ADVERTISING	6%	22%	32%	40%
CONCEPTUALISING CREATIVE CAMPAIGN IDEAS	5%	35%	37%	23%
CRISIS MANAGEMENT	3%	10%	18%	69%
PRODUCT DEVELOPEMENT	1%	33%	35%	31%
RADIO ADVERTISING	1%	14%	21%	64%
CORPORATE COMMUNICATIONS	0%	23%	25%	52%

Figure 4

CRITICAL

VERY IMPORTANT

QUITE IMPORTANT

NOT IMPORTANT


Njugush...



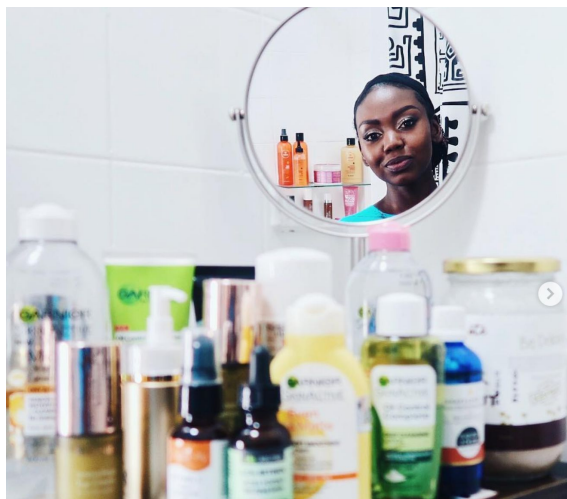
Huawei Mobile @HuaweiMobile · 4 Dec 2017

Kenyan architectural photographer, Mutua Matheka, knows how important it is to be in the right place at the right time. Find out how technology helps him shoot #Kenya from a new perspective... See more here: huawei.com/explore-kenya #ExploreKenya #HuaweiVoice



0:06 1,681 views

Explore Kenya



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Nairobi, Kenya

Are you a product junkie or a one product/range person? I know some folks are lucky enough to just use soap/water/arimis and bounce but for those of you who've had some issues, what have you tried, are currently trying and what has worked or not worked for you?

I've tried just about everything when it comes to my skin and I've finally settled on a regimen that has resulted in my clearest adult skin yet! Click the link in my bio to see what I did. 🙌🙌🙌

Load more comments

misskihero @miss_shelly1 Thanks for watching!

misskihero @njau7689 Thanks for watching 🙌🙌🙌

2,364 likes

Jaymo Ule Msee
August 21 at 8:50 PM

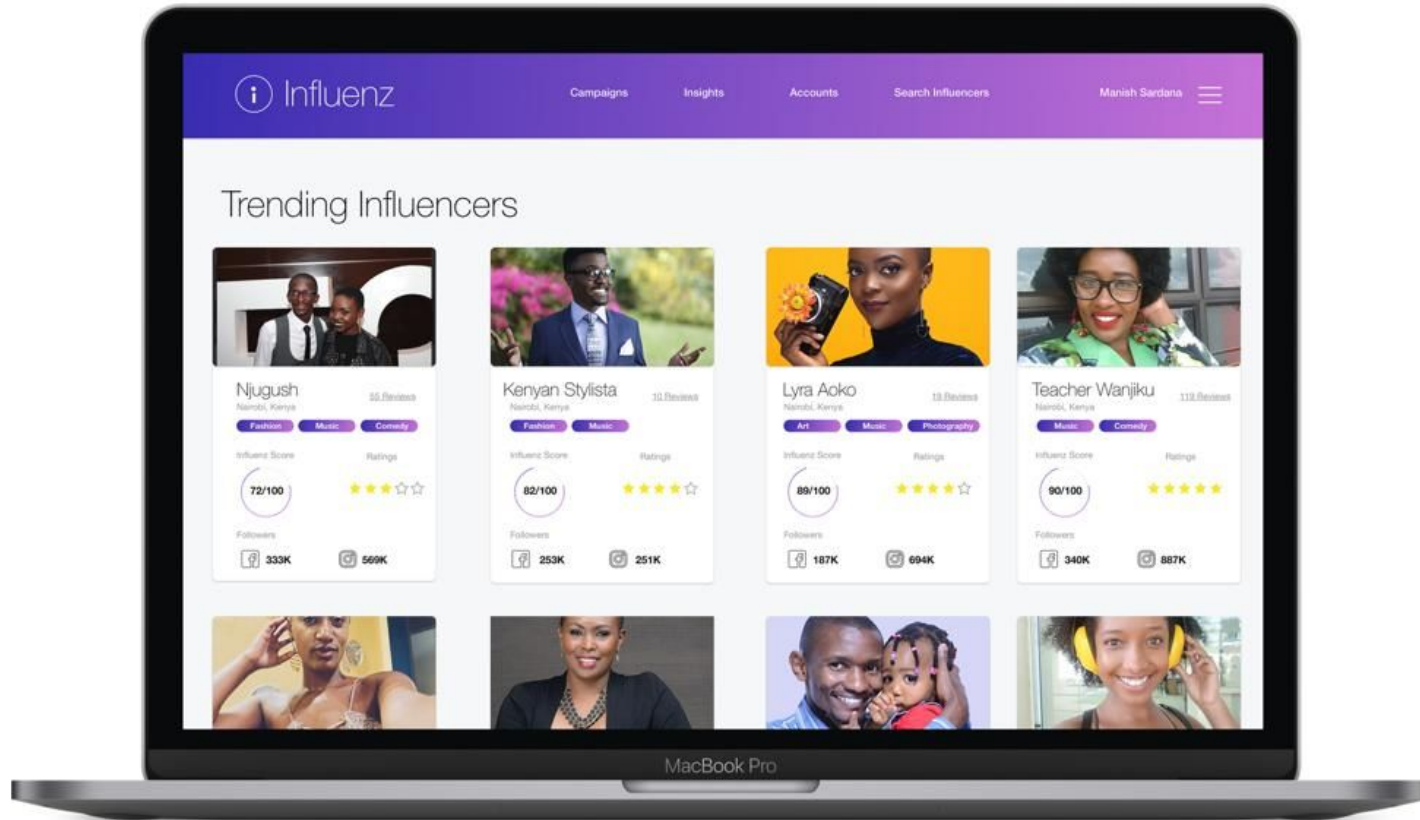
Queen akipiga simu aseme " Ndio nimepanda Mat nacome"
#OneNationOneKing



Zachary Ouma and 10K others

108 Comments 12 Shares

Influencer Discovery & Management





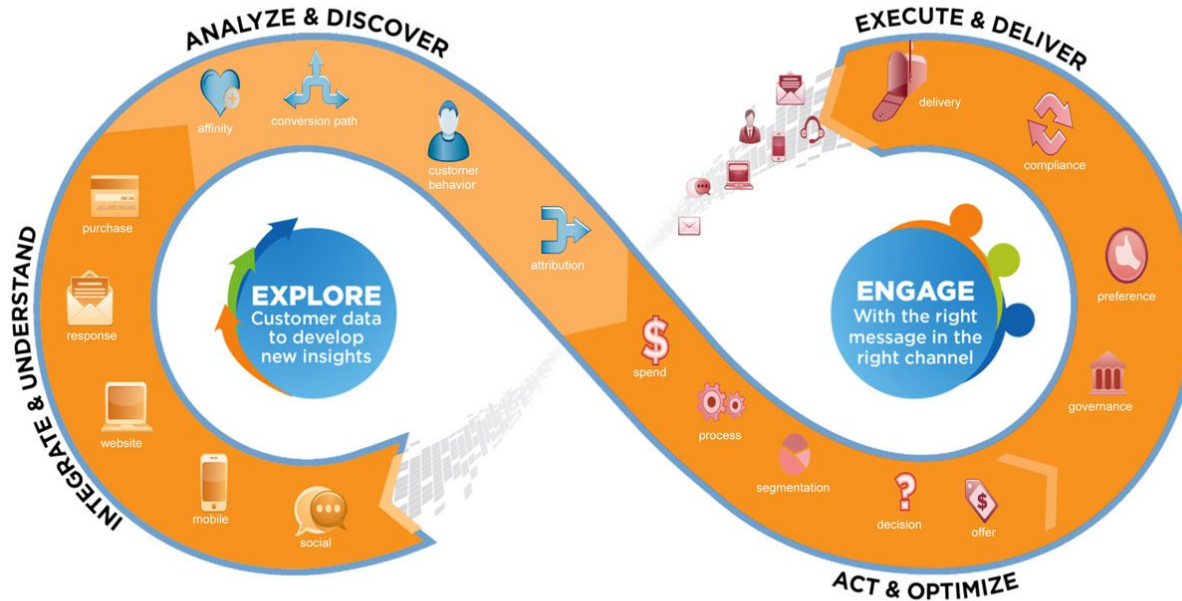
Influencer Intelligence Tools

“We are a powerful data intelligence tool that combines the knowledge and insights you need to deliver a successful celebrity and influencer marketing strategy.”

The interface displays several panels for filtering and analyzing influencers:

- FILTERS** (Red header): A vertical list of filters with dropdown arrows, including Search, Age, Date of Birth, Gender, Location, Sector, Social Reach, Endorsement, Charities & Causes, Skills & Interests, Aillments, Equity Score, Social Analytics, and Social Audience.
- Social Audience** (Dark header): A panel with social media icons (Twitter, Instagram, YouTube) and a list of filters: Age, Brand, Gender, Hashtags, Likes & Interests, Location, Native Language, Personal Income, and Religion.
- Equity Score** (Dark header): A panel with a range selector. It shows 'From' (eg. 1) and 'To' (eg. 100).
- Social Analytics** (Dark header): A panel with social media icons (Twitter, Instagram, Facebook, YouTube) and a list of metrics: Reach (with an upward arrow), From (eg. 1000), To (eg. 100000), and Engagement (with a downward arrow).

Data-Driven Marketing



- 📍 Data-driven marketing is the strategy of **using customer information for optimal and targeted media buying and creative messaging**. This is one of the most transformational changes in digital advertising that has every occurred.
- 📍 **Maximum sales from minimum customers**, i.e., the customers who tend to buy will be focused on to increase their spend basket. This focus will be driven by personalized marketing campaigns.





Data-Driven Campaigns

PRODUCE = CREATIVE

PUBLISH = CREATIVE + MEDIA

PERSONALIZE = CREATIVE + MEDIA + DATA

Depending on the media channel, you can either:

-  Combine creative & data into a dynamic creative unit which operates independently of the media.
-  Combine creative, data & media within the confines of the media platform into a campaign that targets



Safaricom leverages Geofence targeting by serving the specially designed message for a selected audience

SUCCESS STORY | TELCOS | INNOVATION | GEOFENCE TARGETING | KENYA

GOAL

Contextualise brand message for a specific audience and increase the interest in the Giga Football Pass

APPROACH

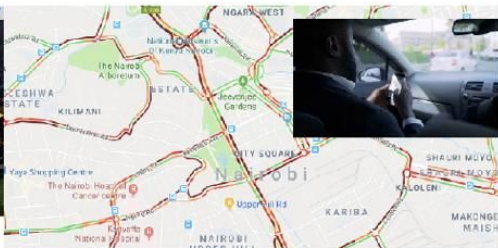
Target "Traffic Jam" audience and segments interested in sports with specifically designed creatives. Use accurate Operator targeting to reach only Safaricom users.

Stuck in traffic? DSPNEW

Get a CICA Football Pass and stream the World Cup Live with Kwese-iFlix.

KShs. **99/-** for 24hrs*

CLICK TO BUY



1 400 000

"TRAFFIC JAM" AUDIENCE REACHED

2X

REACHED EACH TARGETED PERSON

WINNING THE MOMENT

Reaching the right person with the right message at the right time has long been the holy grail of marketing. Safaricom and their agency Squad digital worked together with Eskimi team to build the specific audience based on geofence, user online behaviour and telcos data available on Eskimi DMP and creating the right value for the audience in their time.

REACHING THE ONES

Ads with very specific message were served to people experiencing traffic jams and interested in Sports and World Cup. Accurate operator targeting was used to ensure that the offer reaches only Safaricom users and that allowed to optimise the media spend only for those who can actually buy the bundle.

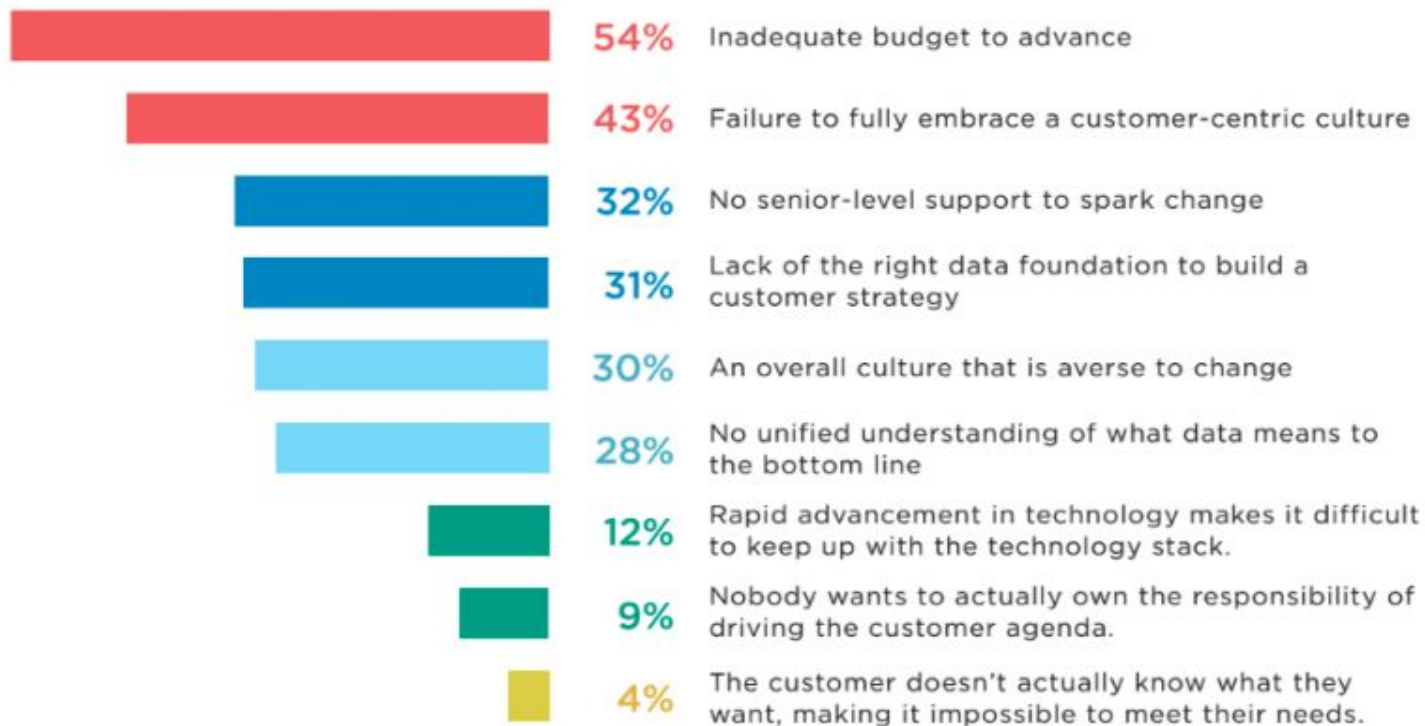
The campaign proved how much the brand can win by combining creative approach with Eskimi programmatic and DMP data.

Volvo Steals The Super Bowl...





What do you feel is holding the organization back from implementing a truly data-driven customer strategy?



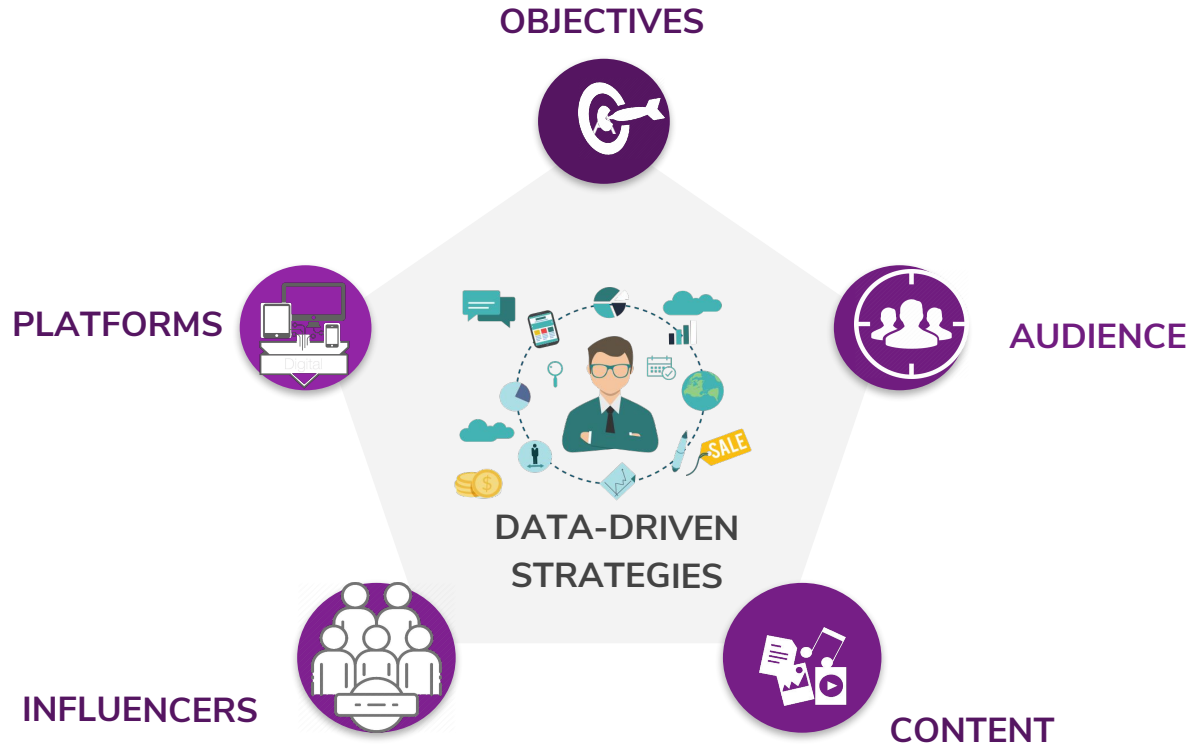


WHY THE FOCUS ON DATA?

- 📍 Data boosts media buying by utilizing machine learning technologies and advanced algorithms to eliminate guesswork
- 📍 Better defining target customers and their personas (demographics, location, interests, purchasing habits, etc.)
- 📍 Drafting a relevant message as people nowadays are only reacting to campaigns that they can identify with.
- 📍 Manufacturing the best product. Owing to data-driven marketing, product failure rates have dropped significantly by accurately filling the market gap and answering their specific needs.



Finally We Are Now Here...





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