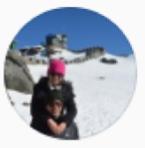


Driving Impact with Digital Marketing

Sakhee Dheer



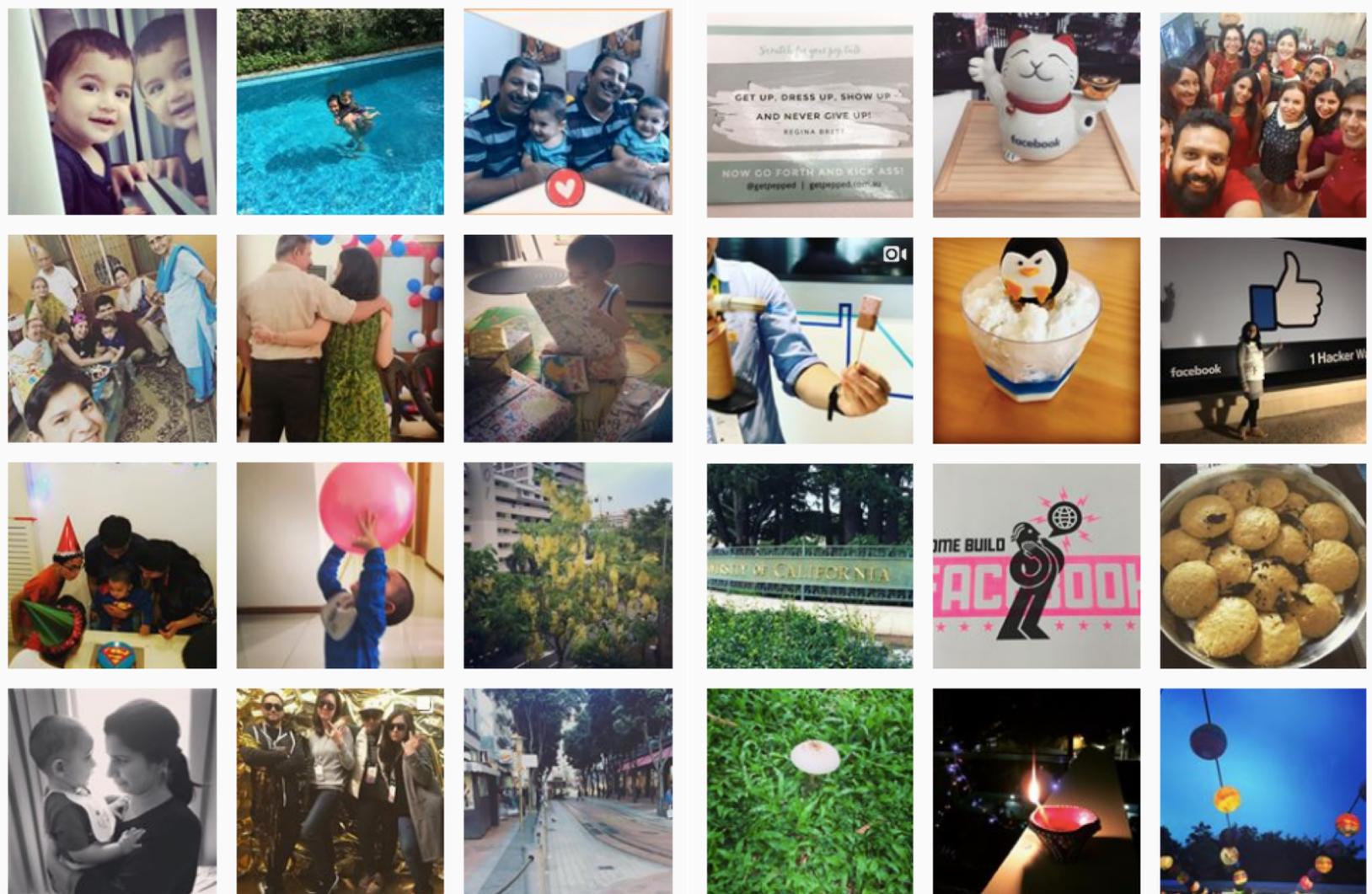
instasakhee

Edit Profile

138 posts 235 followers 276 following

Sakheer
Marketing @ Facebook
okyasoft.blogspot.sg

POSTS IGTV SAVED TAGGED



Sakhee Dheer

Head of Digital, Global Business Marketing, Facebook



BY 2020

More than half of
the world's
population will be
connected to the
internet

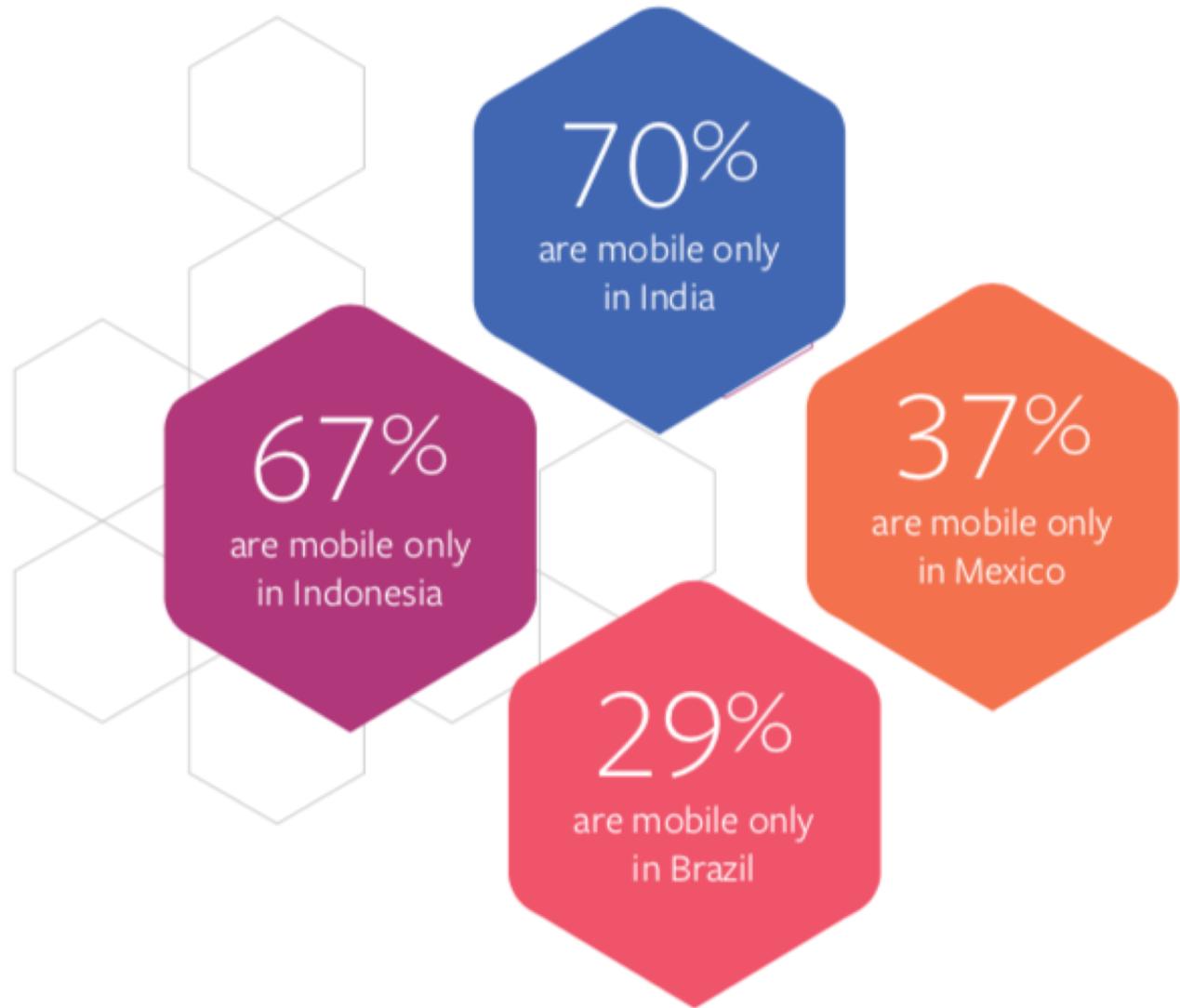
A photograph of a busy city street, likely in New York City, featuring several yellow taxis in the foreground and tall buildings lining the street. The text is overlaid on a semi-transparent dark band across the middle of the image.

Mobile has changed business...
and presented new challenges &
opportunities for marketers

Solely mobile

1 in 4

internet users is
already mobile only



A photograph of two women in a shop. The woman on the left, with dark hair, is smiling and looking at a smartphone held by the woman on the right. The woman on the right has long, wavy brown hair and is wearing a white knit sweater. They are standing behind a glass counter. In the background, there are shelves with various items, including a purple orchid. The text "By 2020, 75% of all mobile traffic will be video" is overlaid in white on the left side of the image.

By 2020, 75% of all
mobile traffic will be
video

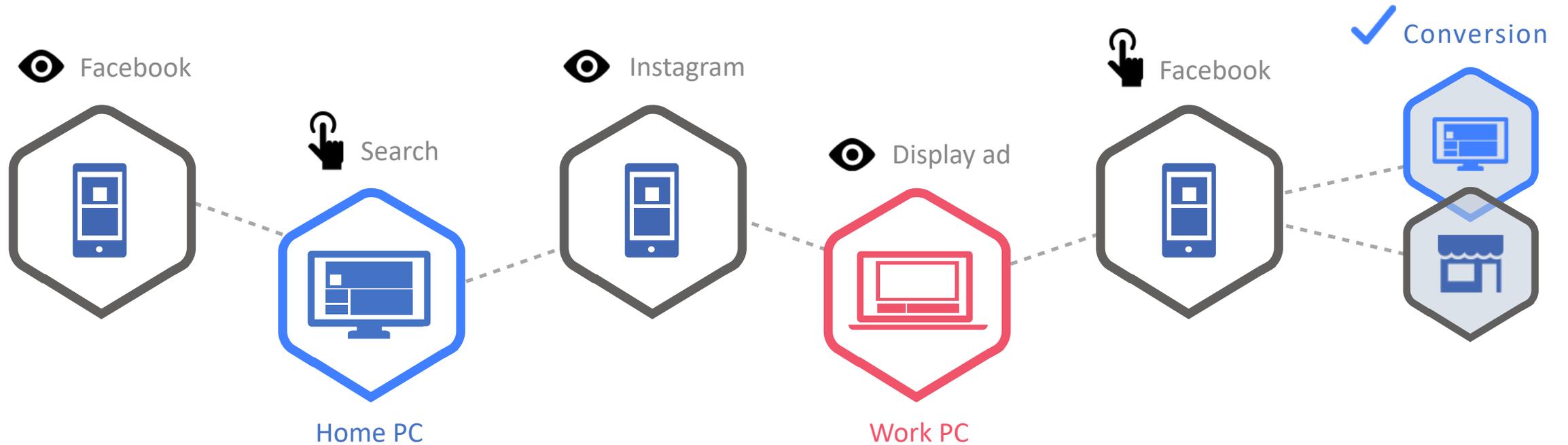
Going live

On Facebook **1 in 5**
videos is a live broadcast¹

Live videos generate **10x**
the number of interactions
and comments as other videos²



The typical customer path to conversion spans devices and channels



50% of people use
three or more devices¹

41% of people start an activity on one device
and finish on another²

1. eMarketer US data, April 2015

2. "Consumer Barometer study," TNS Infratest, June 2015

People expect
businesses to provide
fast and frictionless
experiences



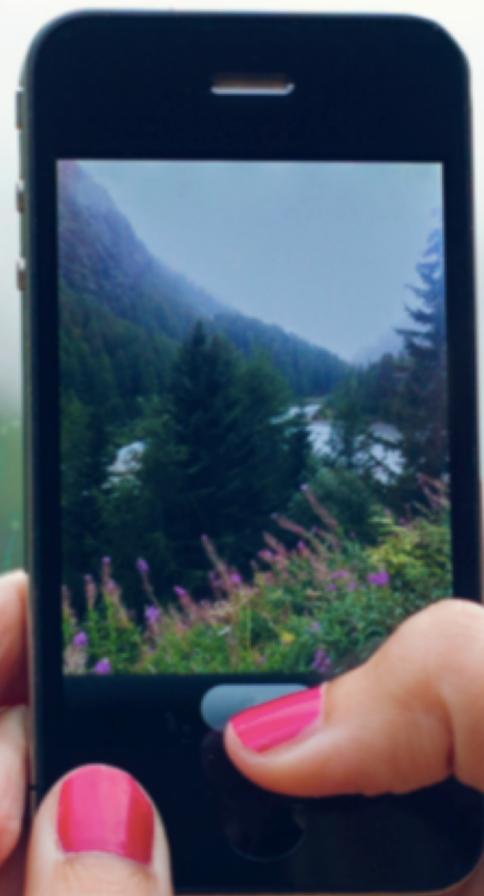
40%

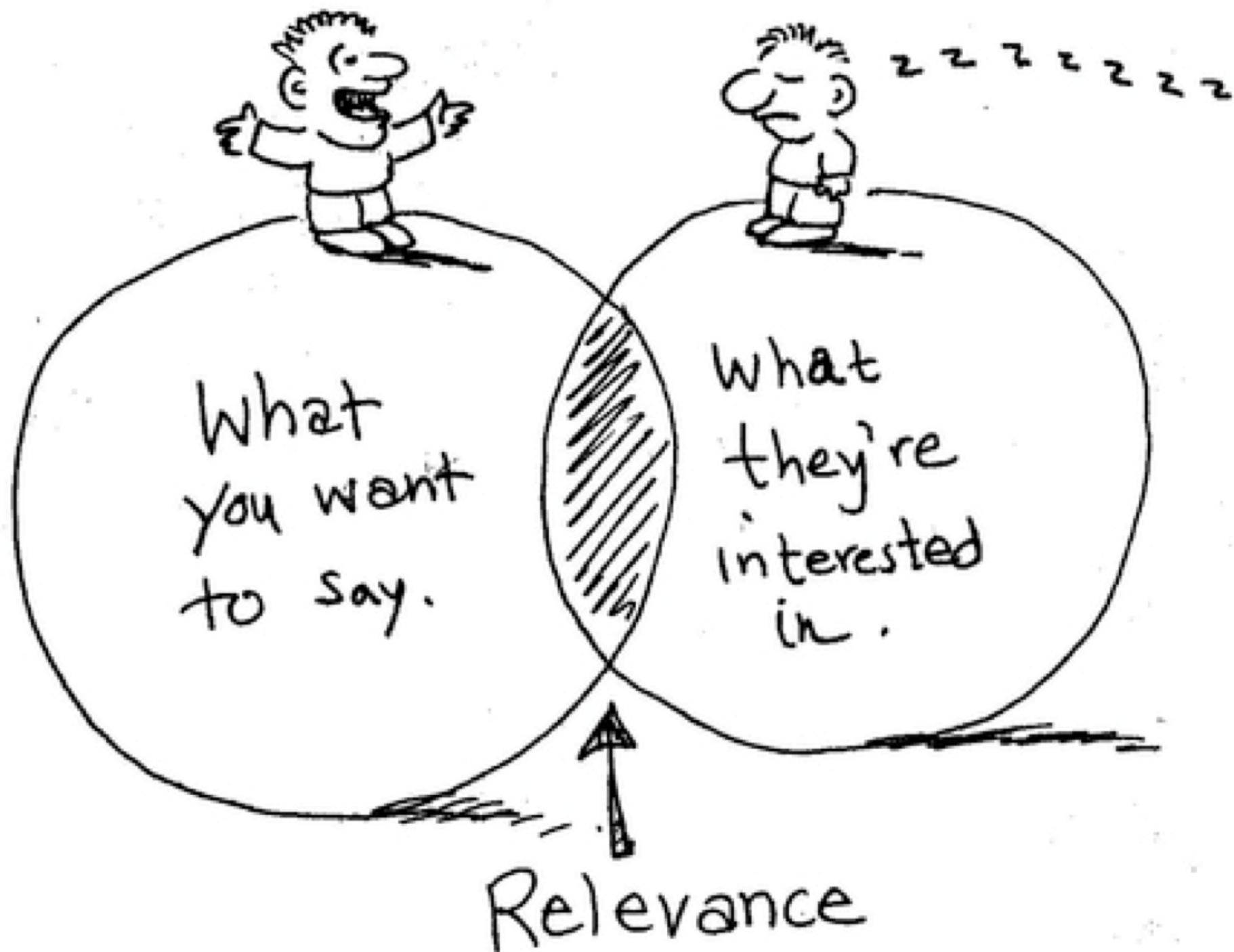
of people abandon a site if it doesn't
load after 4 seconds

49%

of people say they would purchase
more on mobile if it were easier

A whole
new world





A photograph of a city street scene, likely in New York City, featuring a yellow taxi, a white van, and a white bus. The street is lined with tall buildings and has a pedestrian crossing. The image is overlaid with a quote in white text.

“Marketing is no longer about the stuff that you make, but about the stories you tell.”

-Seth Godin



Stories that engage people, gets them excited and makes them take action

Stories & ideas that makes thumbs stop



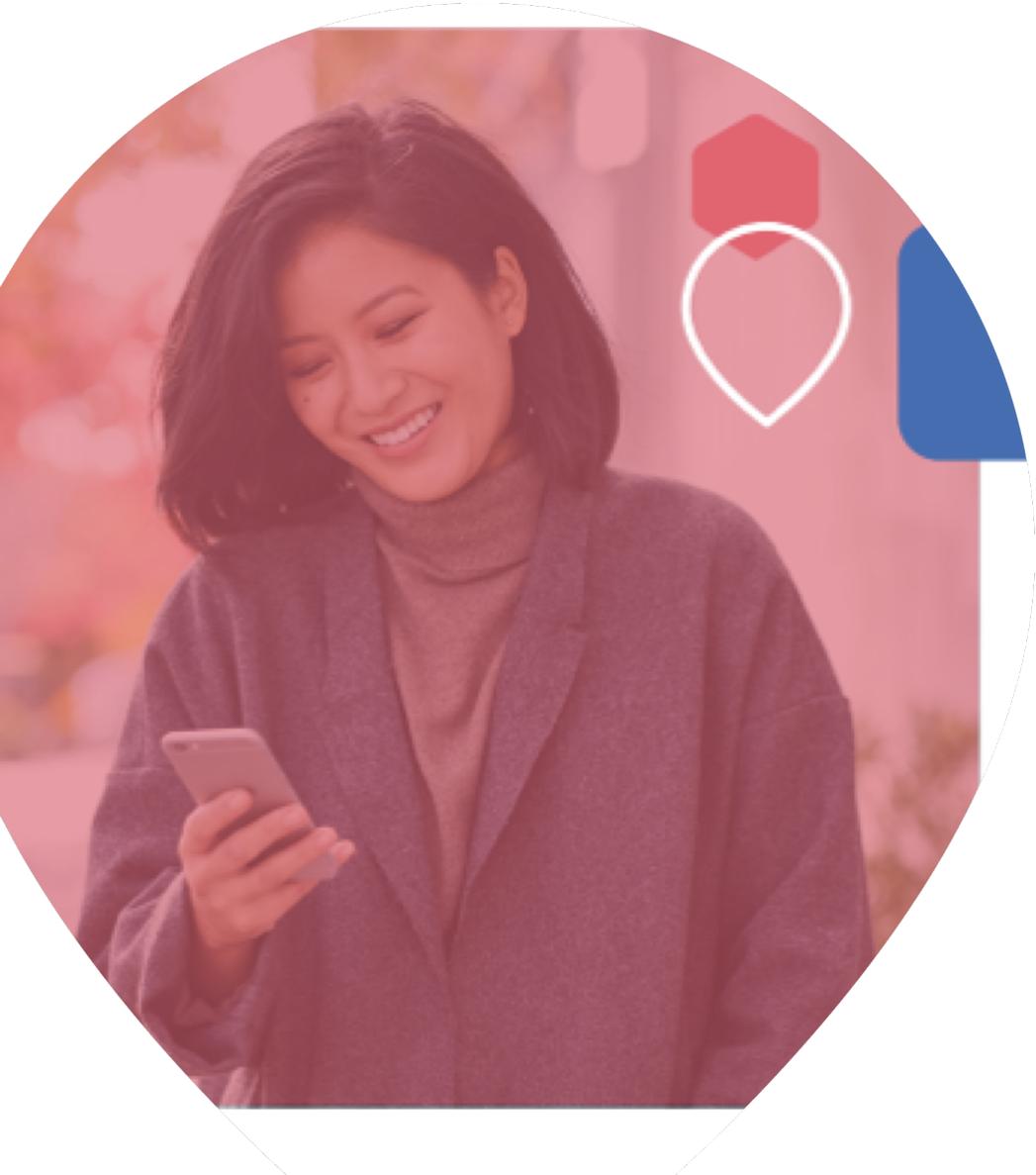
*Build Marketing
that delights
people = drives
results*

*...and cut
through the
clutter*

A man in a white dress shirt and black tie is wearing a VR headset and headphones, looking upwards. He is standing in an office. In the background, there is a desk with a computer, a chair with a jacket draped over it, and a framed painting of the Statue of Liberty. A doorway in the background shows a window with red curtains and an American flag. A blue rounded rectangle with white text is overlaid on the left side of the image.

Create for
context

Think People, Not Devices



It's tempting for us to think in terms of channels or devices, but it's always been about people.

To reach the right people at the right place at the right time, we need to understand how and where they engage, discover and share.

Capture Attention

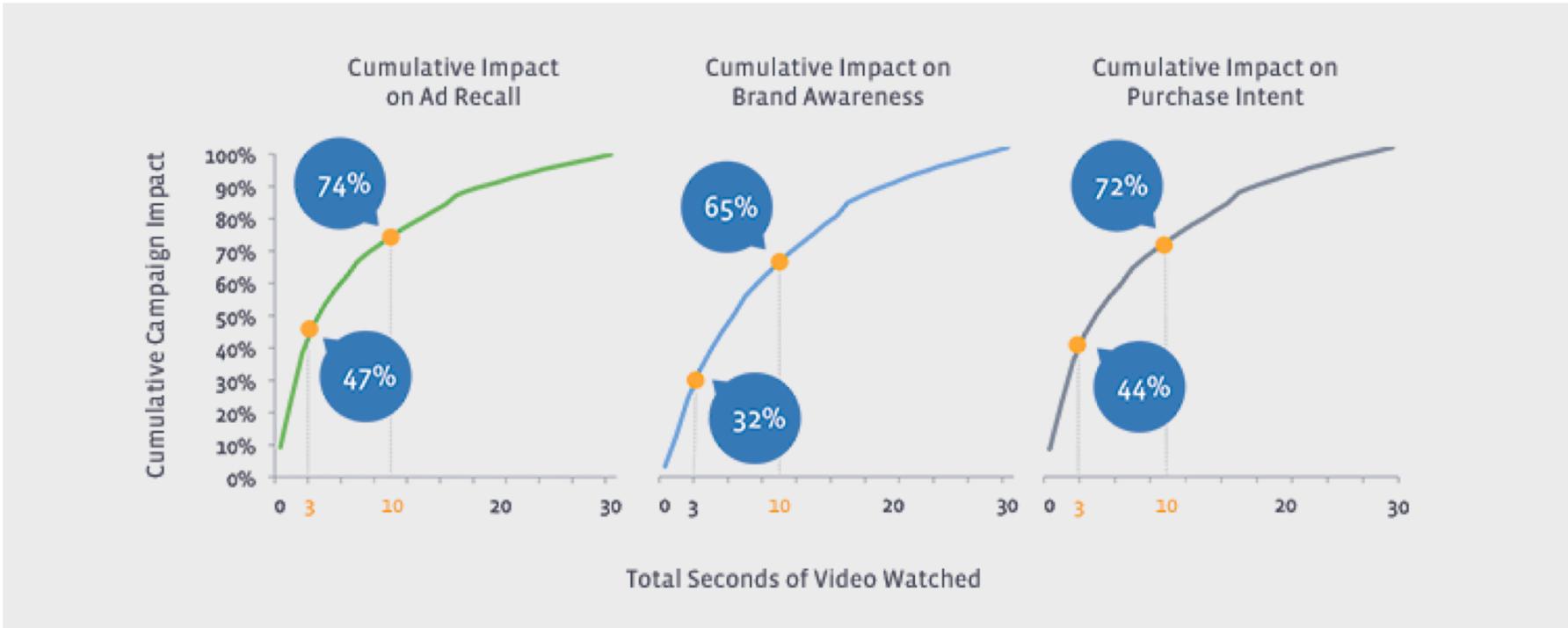


Memories are made in an instant.
Hook people with your most engaging
content.

BE MEMORABLE

Capture attention quickly

Facebook and Nielsen research found that up to 47% of the value in a video campaign was delivered in the first three seconds, while up to 74% of the value was delivered in the first ten seconds



Source: FBIQ

Building engaging
campaigns &
messaging is
hard...



“Good marketing makes the company look smart. Great marketing makes the customer feel smart.”





Netflix



6/6/2018

Messages to this chat and calls are secured with end-to-end encryption. Netflix may use another company to store, read and respond to your messages and calls. Click for more info.

This chat is with the verified business account for "Netflix". Click for more info.

Welcome to Netflix, new friend! Add us to your WhatsApp contacts and we'll keep you in the loop.

Watch the best of Netflix at <http://msg.netflix.com/itn2LDwr2tw>.

1:27 PM

7/7/2018

The business account you're chatting with is now verified as "Netflix". Click for more info.

8/1/2018

A new episode of Explained is now on Netflix. 

Start watching at <http://msg.netflix.com/dnrW6XQL2jl>.

3:10 PM

WEDNESDAY

A new episode of Explained is now on Netflix.

Start watching at <http://msg.netflix.com/iRFqd1FDIAe>.

3:17 PM

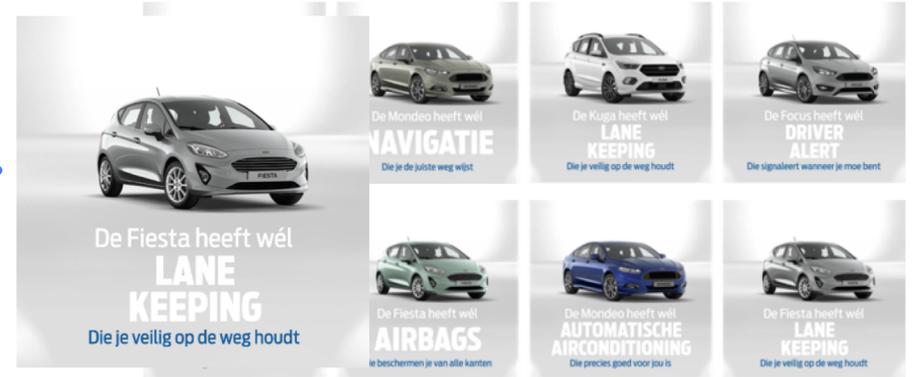
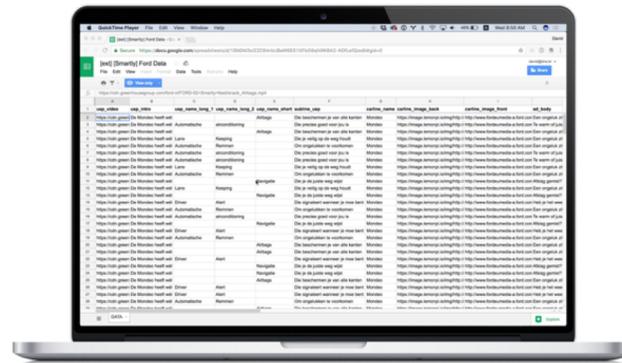
Context



Dynamically create personalized ads at scale



Shagr produced thousands of personalized videos within minutes
Ford provided data feed + video template



5%

ad-recall lift

9%

favourability lift

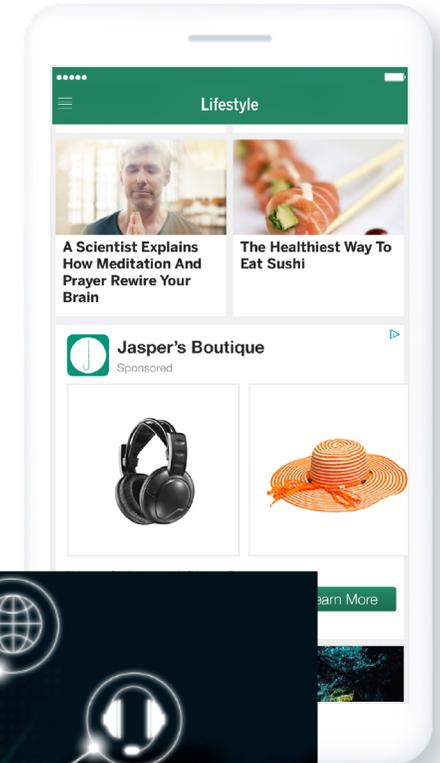
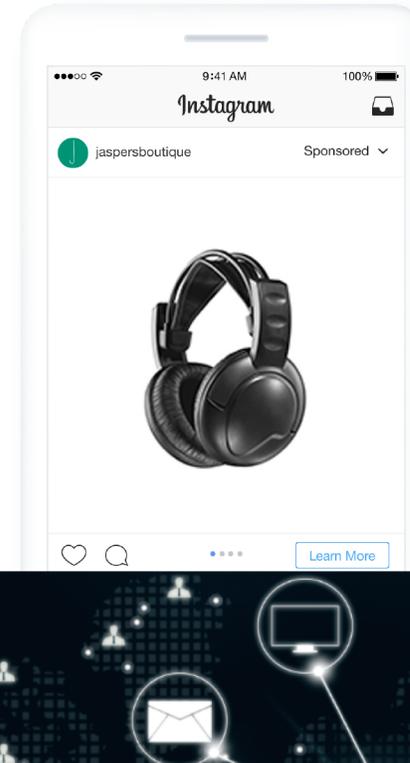
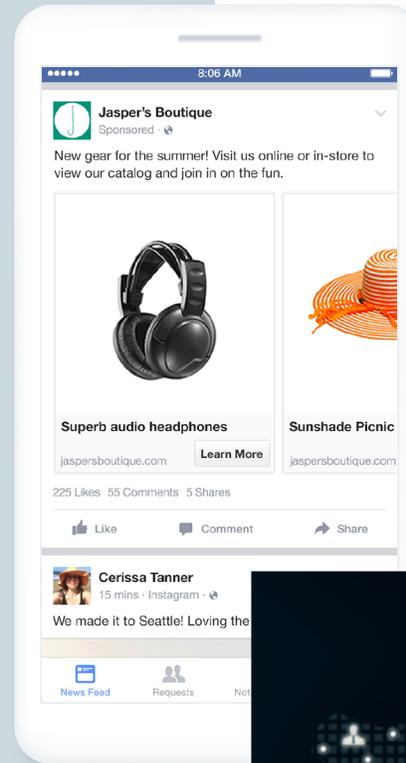
87%

CPA decrease



Make the brand experience engaging, relevant and seamless.

Truly Omnichannel



Michael Kors connected their online ads with in-store sales

Michael Kors implemented the offline conversions API to attribute offline sales in its retail locations to its Facebook ad campaigns.

31%

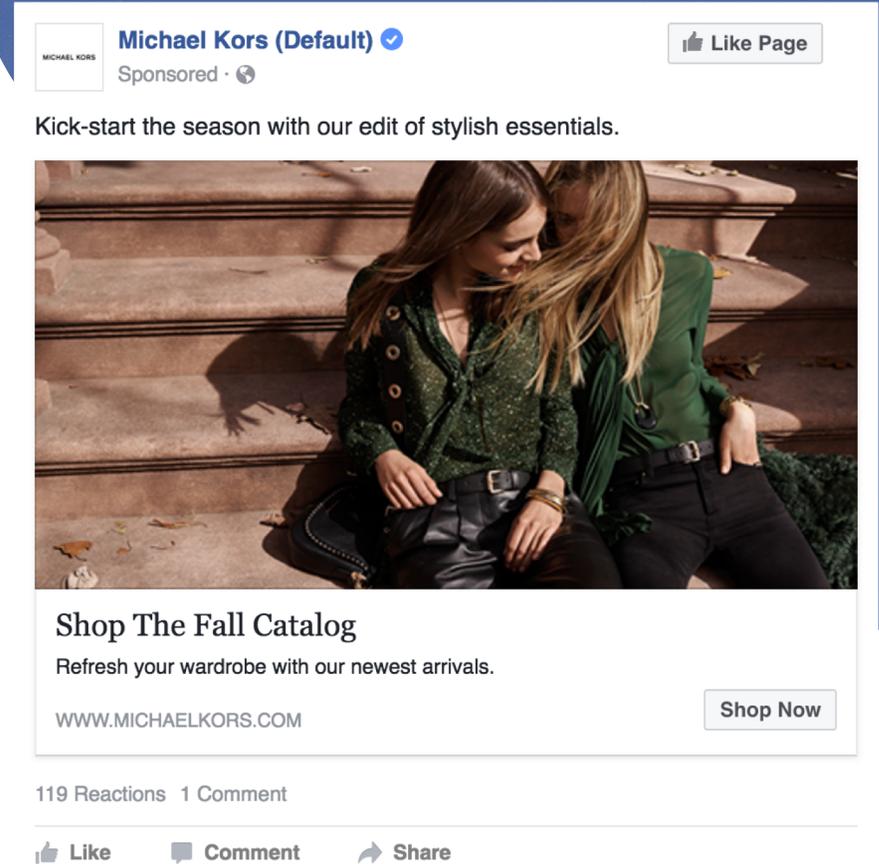
increase in attributed in-store transactions

33%

increase in attributed return on ad spend

25%

increase in attributed revenue



Michael Kors (Default)  Like Page

Sponsored · 

Kick-start the season with our edit of stylish essentials.



Shop The Fall Catalog
Refresh your wardrobe with our newest arrivals.

WWW.MICHAELKORS.COM Shop Now

119 Reactions 1 Comment

 Like  Comment  Share

[Become a host](#) [Earn credit](#) [Help](#) [Sign up](#) [Log in](#)[Share](#)[Save](#)[View Photos](#)

ENTIRE HOUSE

The home of the Audi R8

Beatty

4 guests 3 bedrooms 3 beds 2 baths



This experience is now fully booked!

Thanks to all the Audi super fans out there - we only wish this desert home had space for all the enthusiasts who messaged us!

[Read more about the space](#)

\$610 per night

★★★★★

Dates



Guests



Request to Book

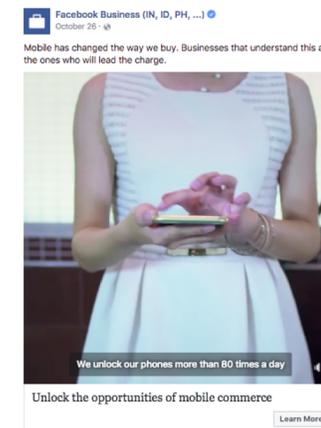
There is no one solution...

Measure, Test, Learn, Iterate

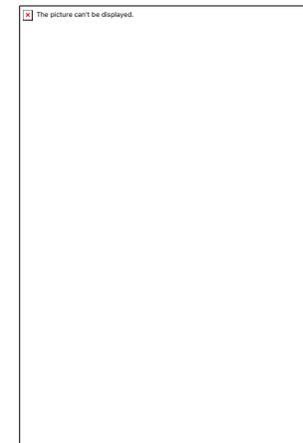
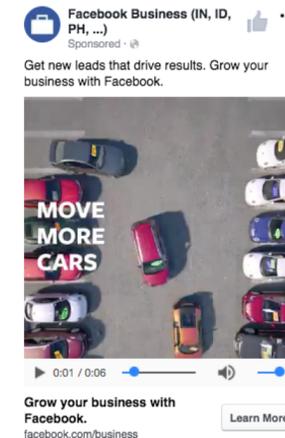
There's no universal solution to building brands or driving actions, so keep experimenting, testing and iterating to learn what works for your brand and audience



Branding in first 3s Vs at the end



Long Video Vs. Short Video



In a nutshell ...

1

Are you thinking people and context, not just channels, formats and devices....

KEEP PEOPLE FIRST

2

Are you creating to WOW!

BUILD AWESOME COMMUNICATION – CREATIVES, MESSAGING

3

Pick the right measurement and build a learnings agenda

MEASURE TO LEARN

4

Think customer experience
With every campaign learn more about your customer

BUILD BRAND EXPERIENCE SEAMLESS, ENGAGING AND RELEVANT

The picture can't be displayed.

Make Your Marketing Impactful!
Thank you!

Sakhee Dheer