

Technology Narrative

Marketing consumer electronics in a mobile era



www.gathersocial.co.uk/

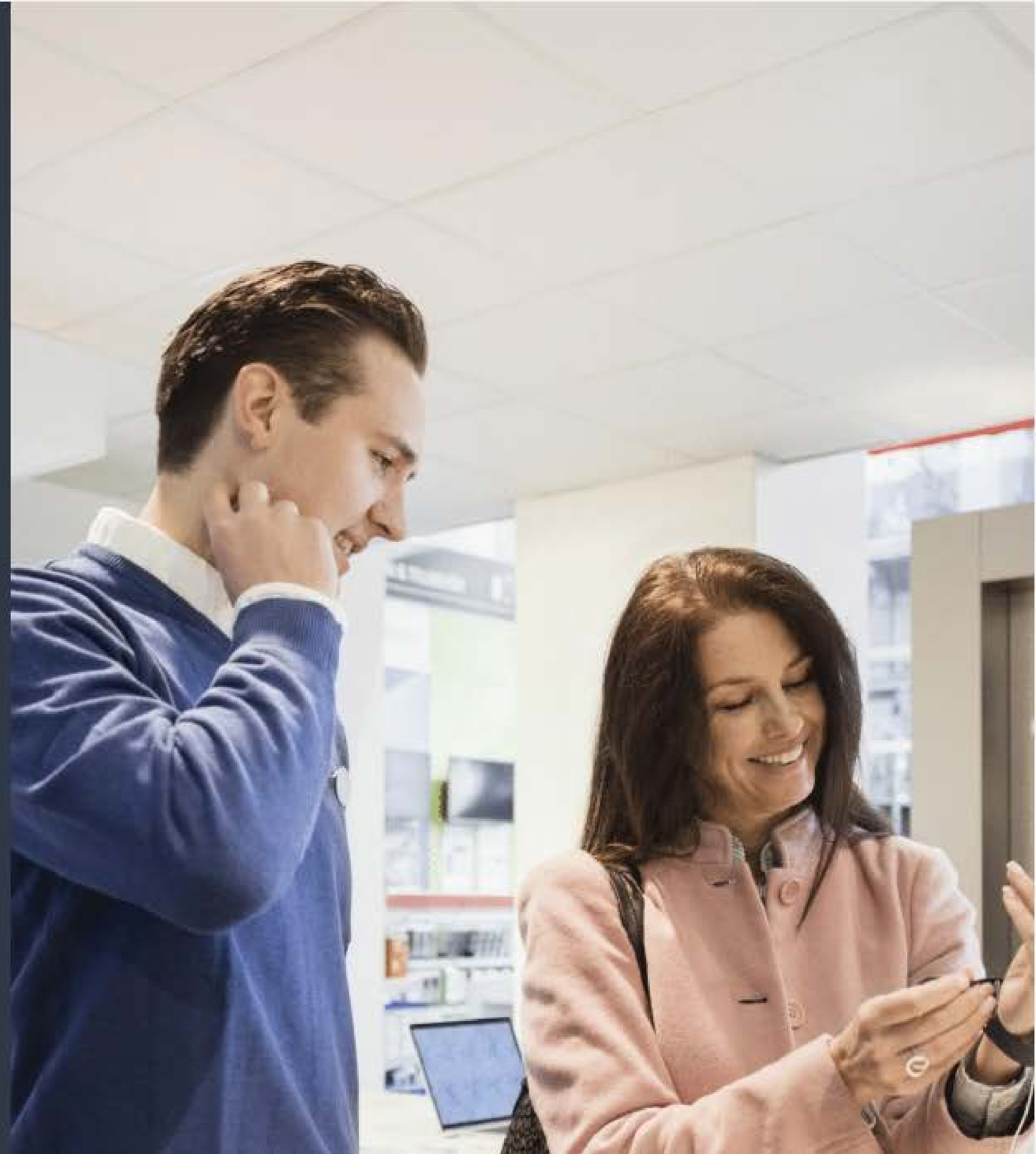


Table of contents

Guiding the customer journey

Trends

What are the challenges consumer electronics companies need to overcome?

How has the landscape changed?

Who is the modern consumer and what do they want?

Solutions

What are the benefits of Facebook?

How can our platforms help you gain an advantage?

Creative considerations

How do you put your "best face forward"?

Do you have a mobile-first mindset?

Measurement

How can robust measurement tools benefit your campaign?

What are the benefits of people based measurement?

Key takeaways



www.gathersocial.co.uk/



Trends



www.gathersocial.co.uk/



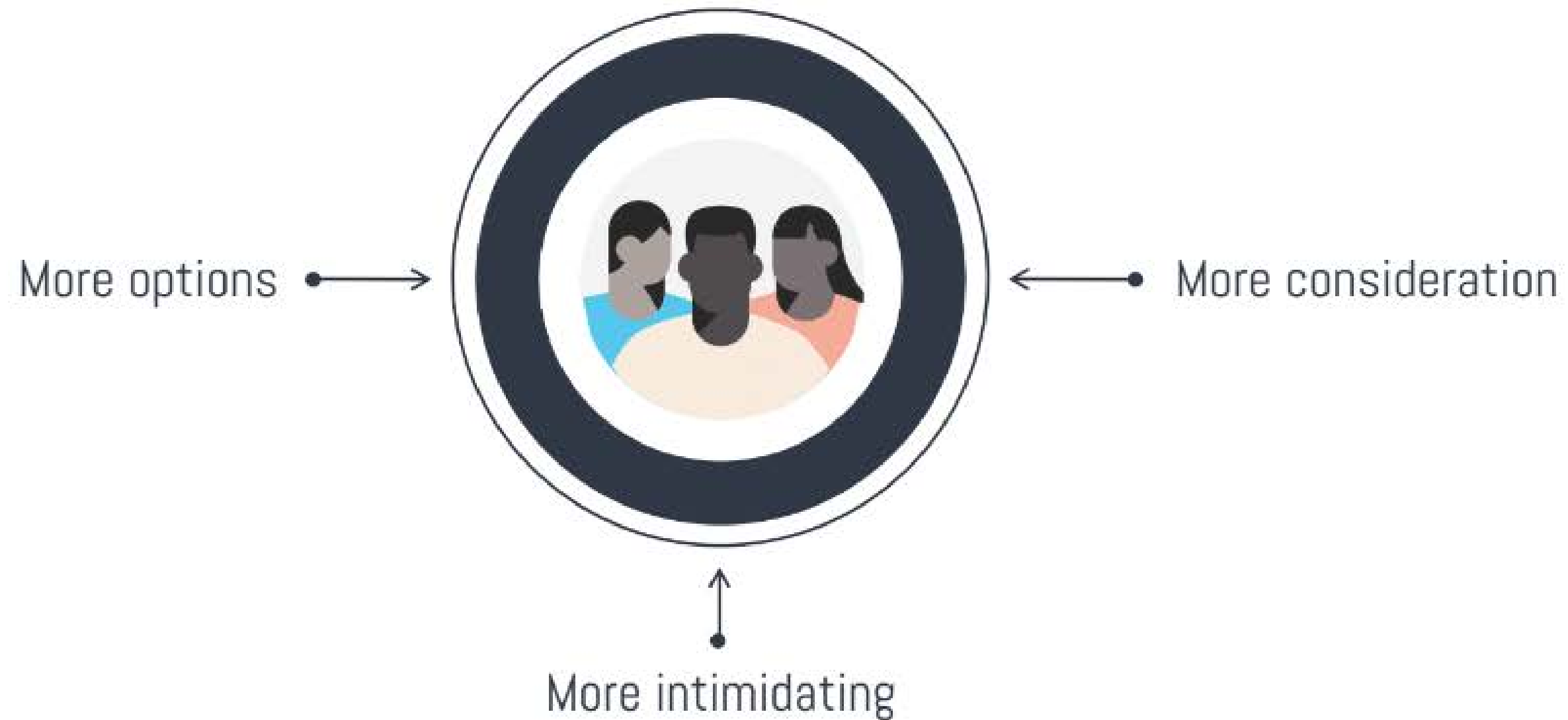
The consumer is in
control



www.gathersocial.co.uk/

An industry built on innovation

Consumer electronics is a competitive, high demand and ever changing industry



← Ever changing →

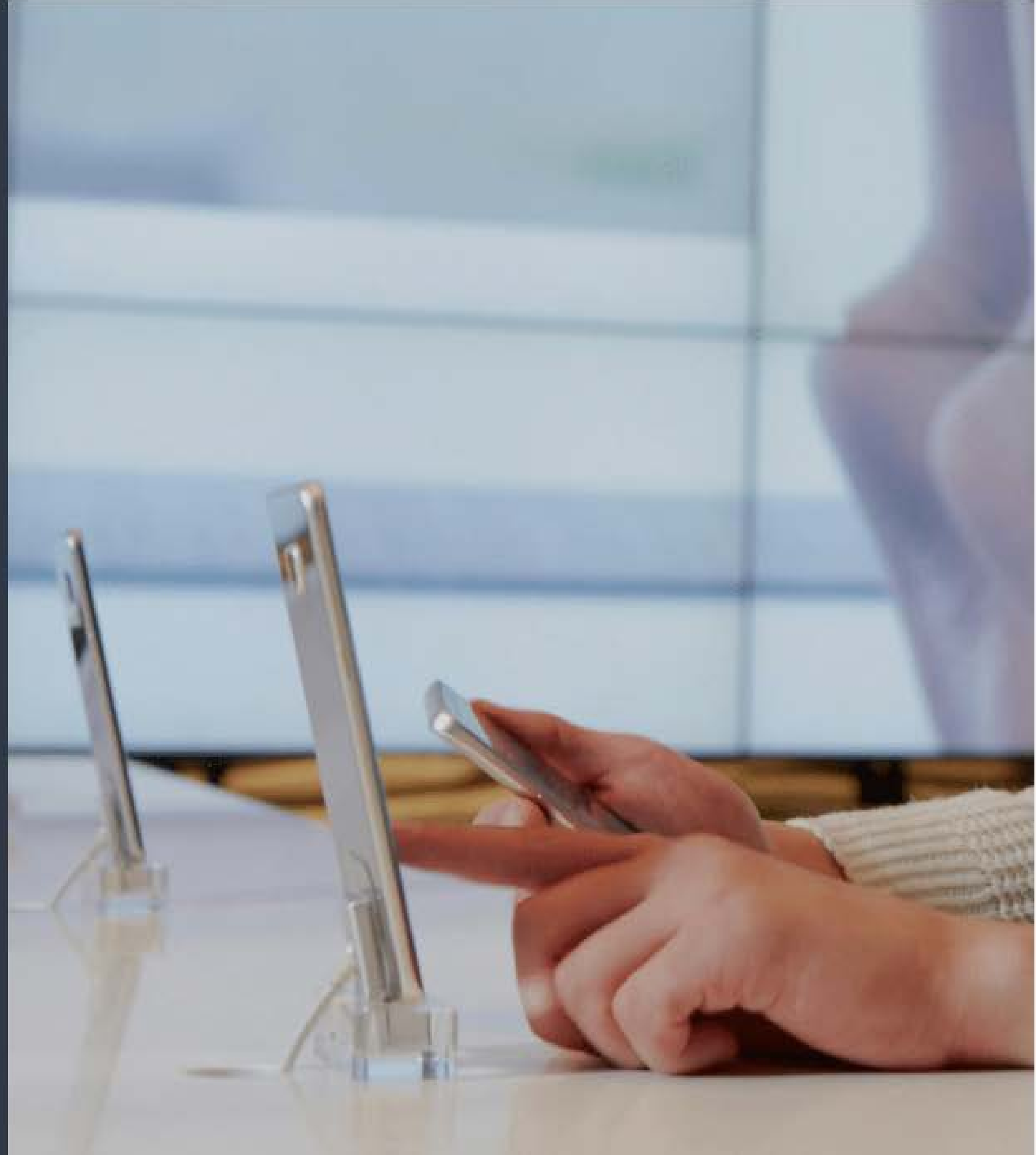


www.gathersocial.co.uk/

Consumers are both
intrigued and
intimidated by
technology



www.gathersocial.co.uk/



Consumers take longer to decide what to buy...



August



December



www.gathersocial.co.uk/

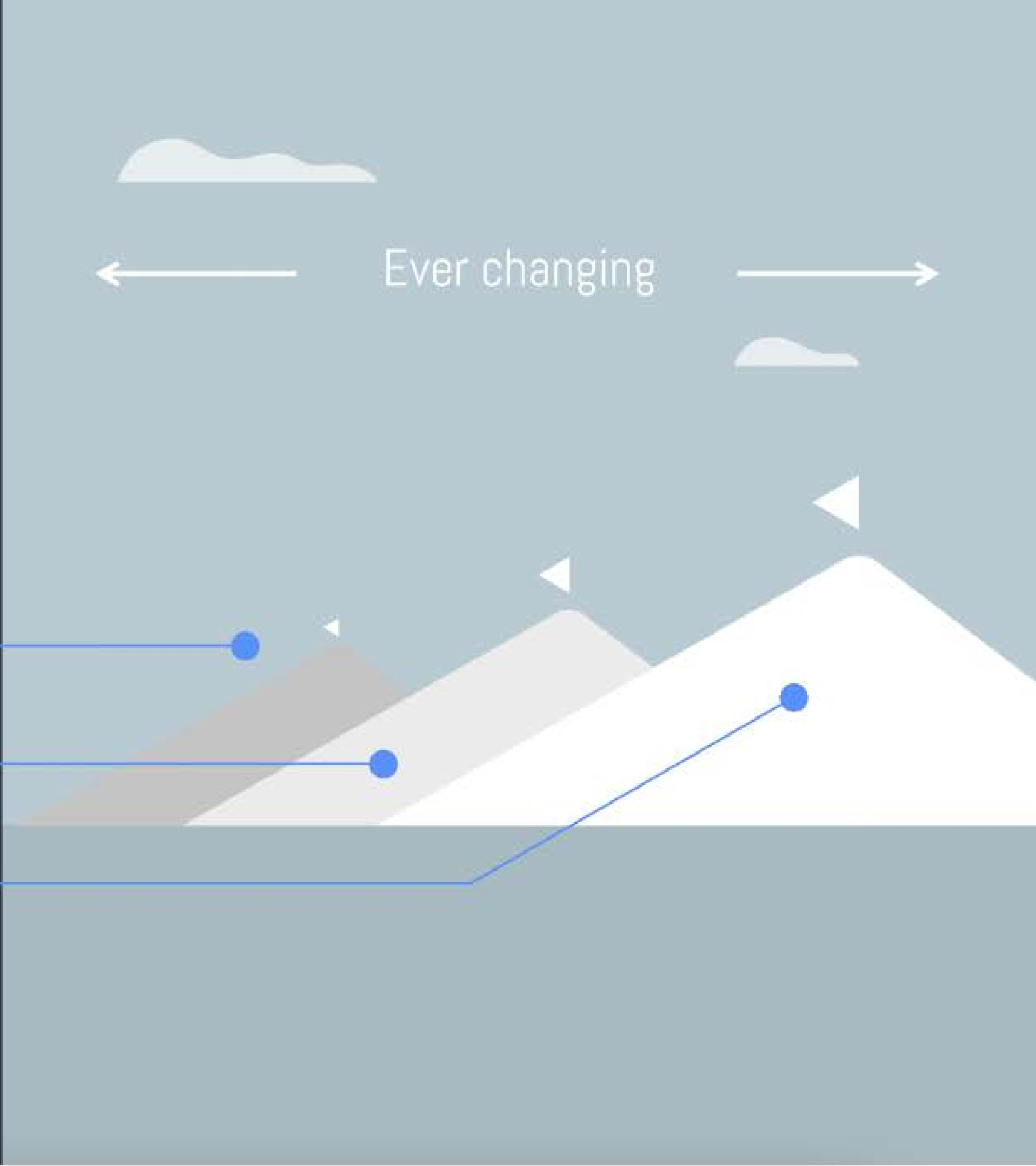
...and when to buy it

Challenges across the consumer electronics industry

- Special events
(Christmas, Back to School, Black Friday)
- Longer consideration periods
- Increased competition



www.gathersocial.co.uk/

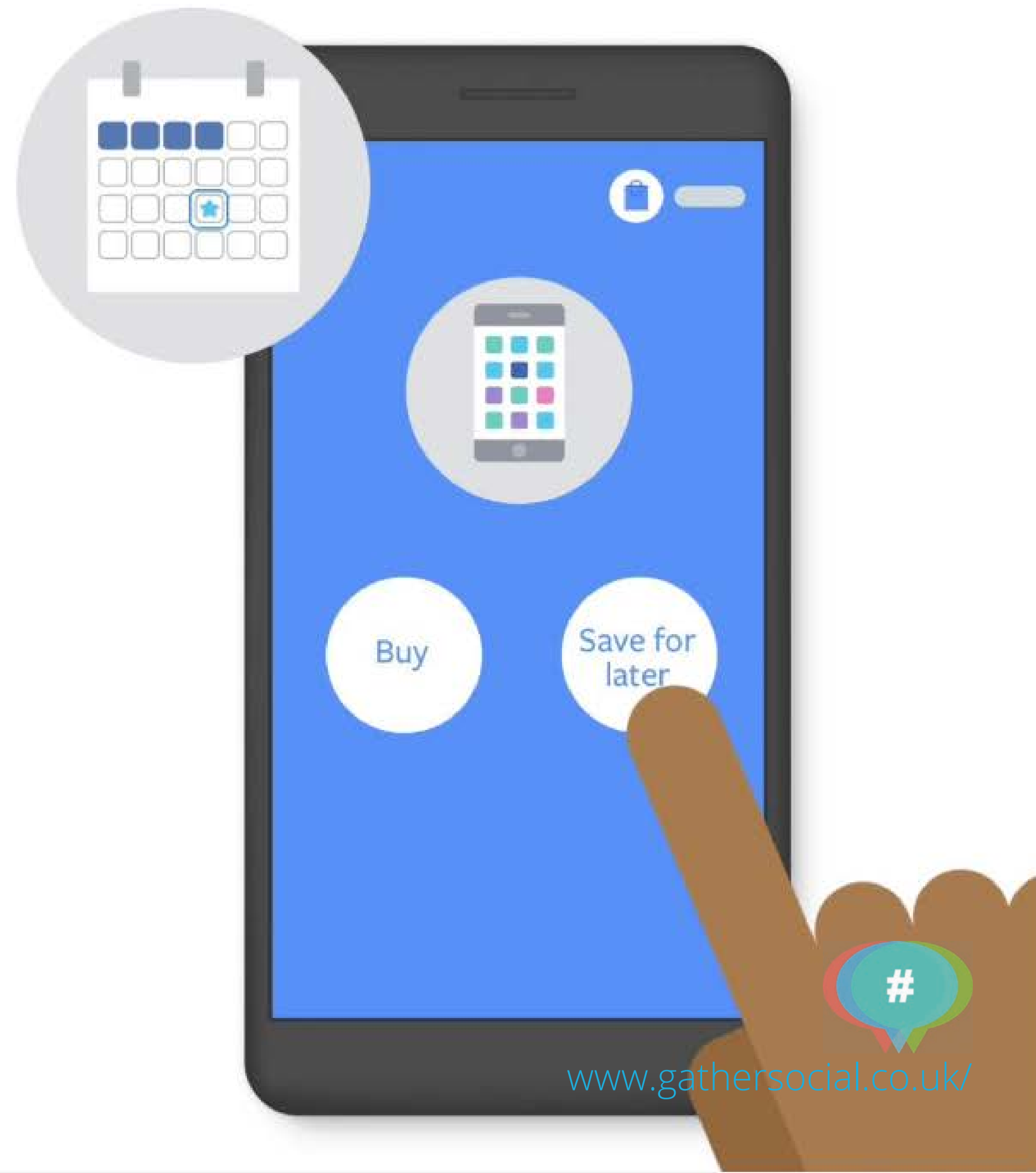


Have to have or hang in there?

Anticipation over new product launches and special events can further delay the purchase process



www.gathersocial.co.uk/

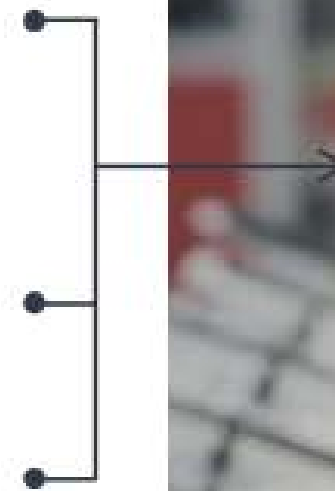


www.gathersocial.co.uk/

People own their devices for longer

The life of a smartphone extended from 20 to 25 months at the end of 2017 to 27 months today

Source: 1. The Guardian, "Upgrade downturn: why are people holding on to their old phones?", Sep 2017, 2. Business Insider, "People are getting tired of buying new devices—and this chart proves it", Jan 2017, 3. Yahoo News, "Consumers are bored with today's tech and nervous about tomorrow's", Jan 2016, 4. The Wall Street Journal, "Your Love of Your Old Smartphone Is a Problem for Apple and Samsung", Feb 2018, 5. IDC, "Wearable Device Shipments Slow in Q1 2018 as Consumers Shift from Basic Wearables to Smarter Devices, According to IDC", Jun 2018.



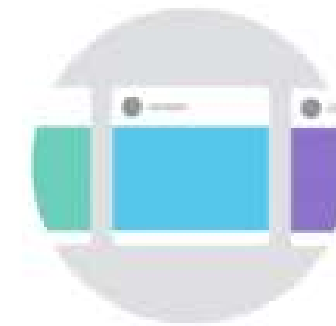
www.gathersocial.co.uk/

Marketers need to adopt a strategic plan

The average digital consumer has three different devices that they use for different purposes at different times



Employ an integrated marketing strategy



Build on a foundation of understanding

- Seamlessly work across multiple channels
- Function in an always-on manner



Consumer attention
is more divided than
ever before



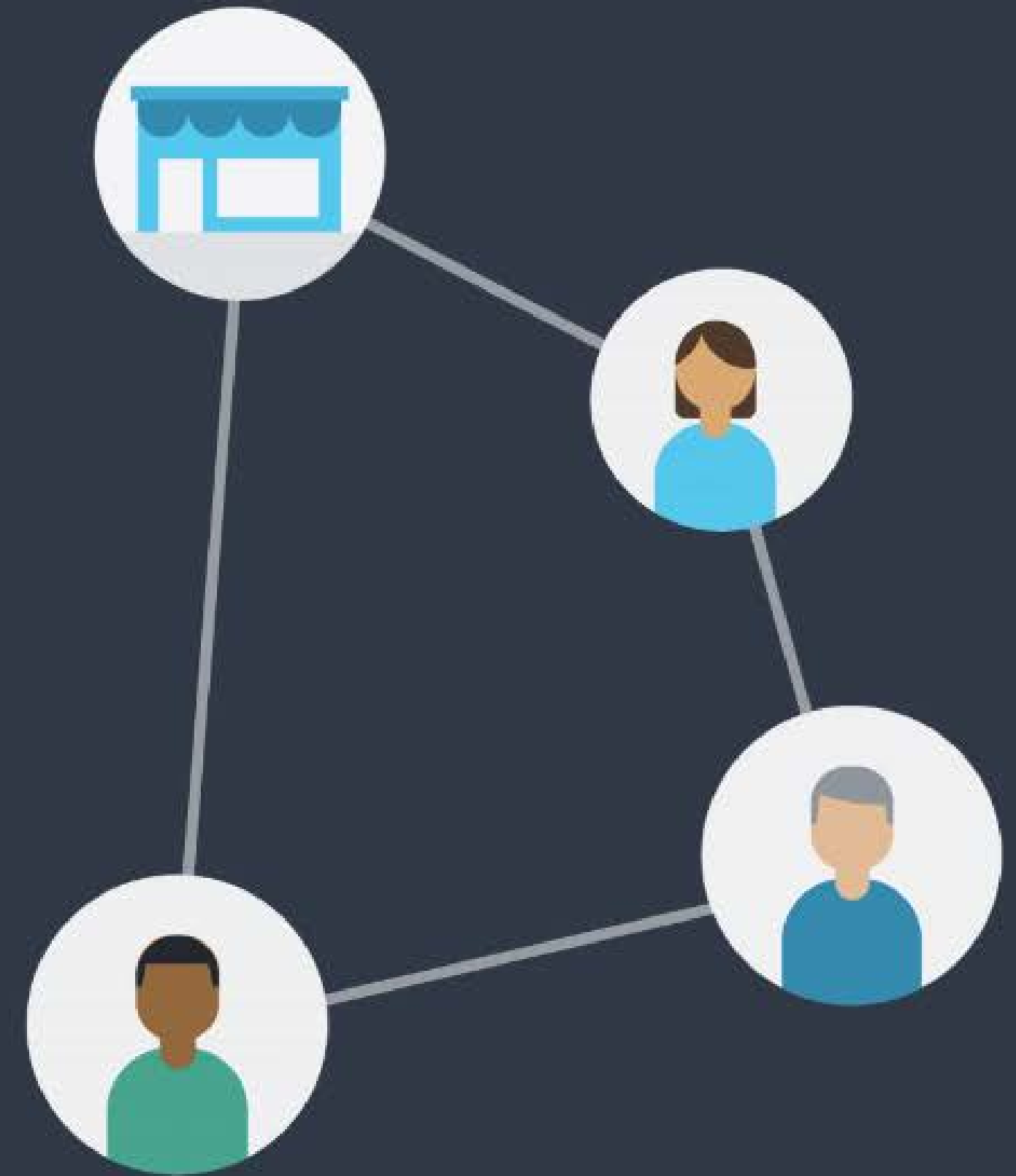
www.gathersocial.co.uk/



How do you connect to your consumer?



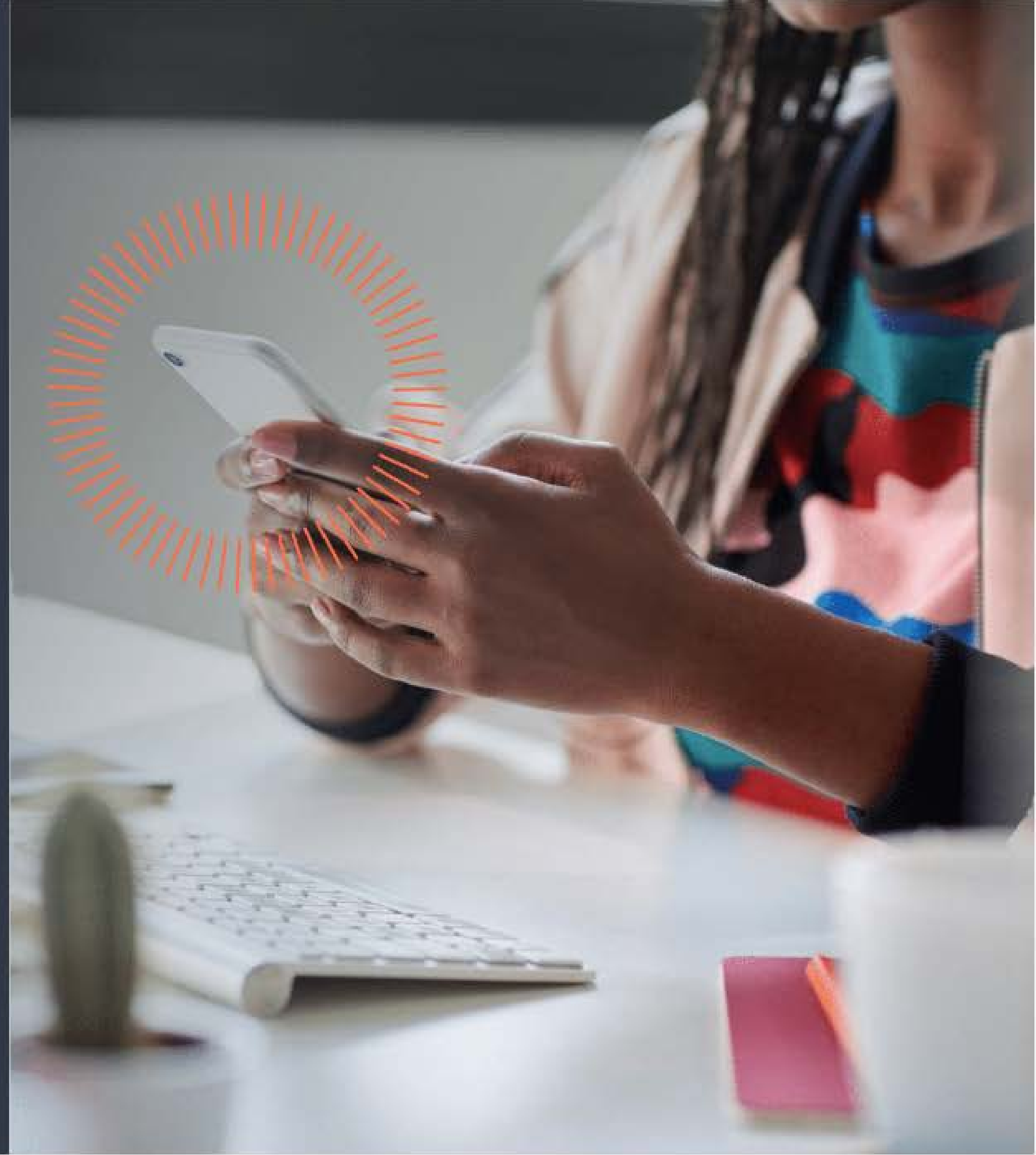
www.gathersocial.co.uk/



You do it on mobile



www.gathersocial.co.uk/



Opportunity awaits

- Maximize resources
- Maintain contact
- Make your message heard



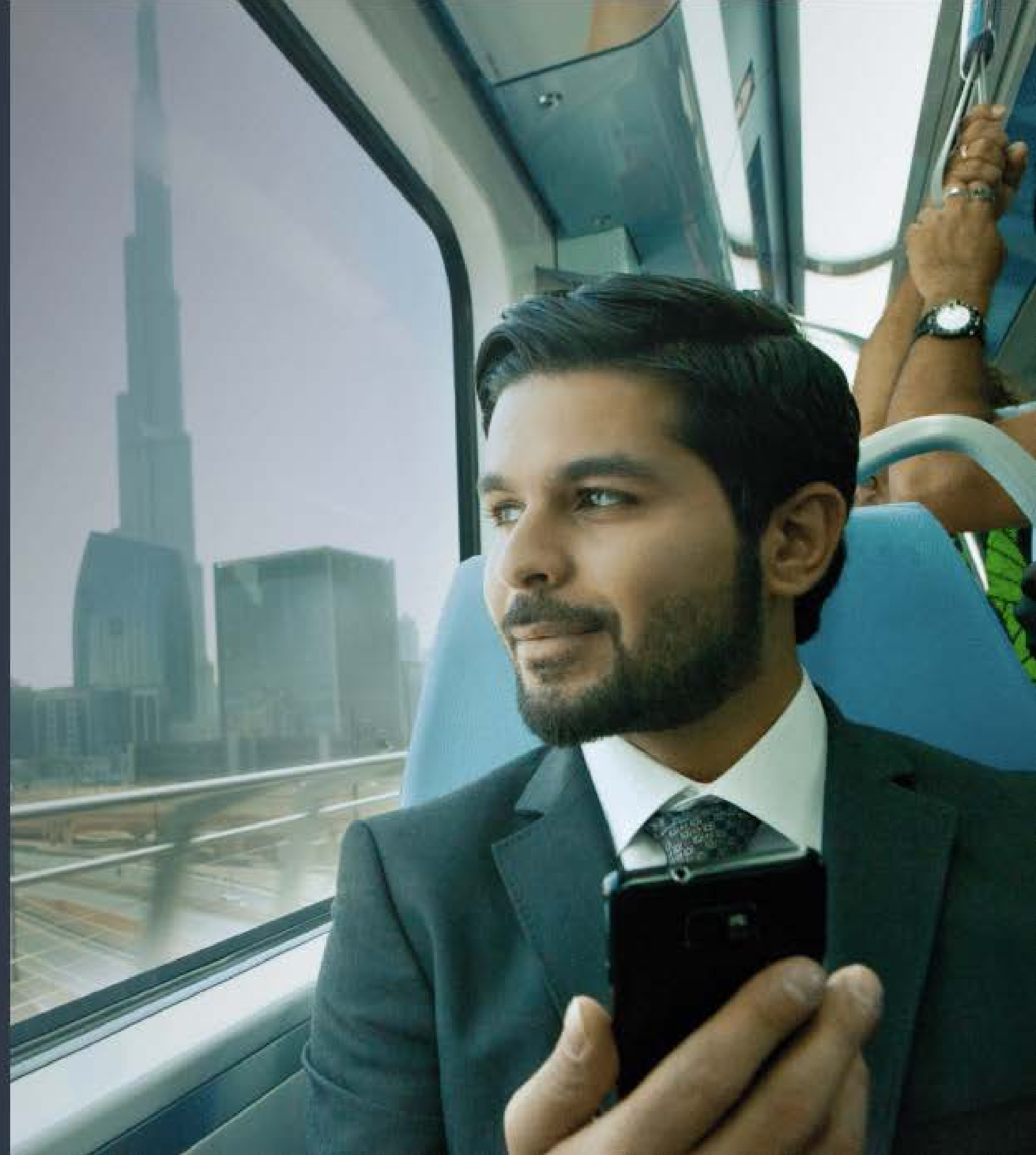
www.gathersocial.co.uk/



Join the journey

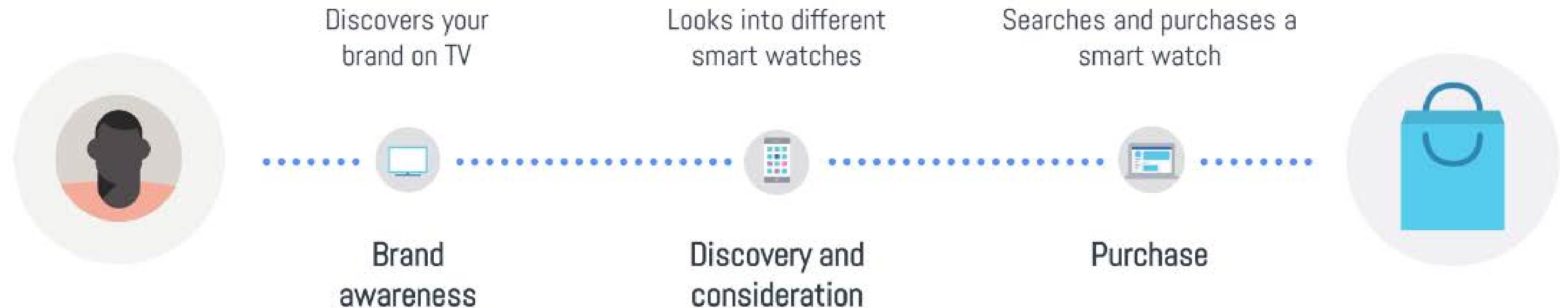


www.gathersocial.co.uk/

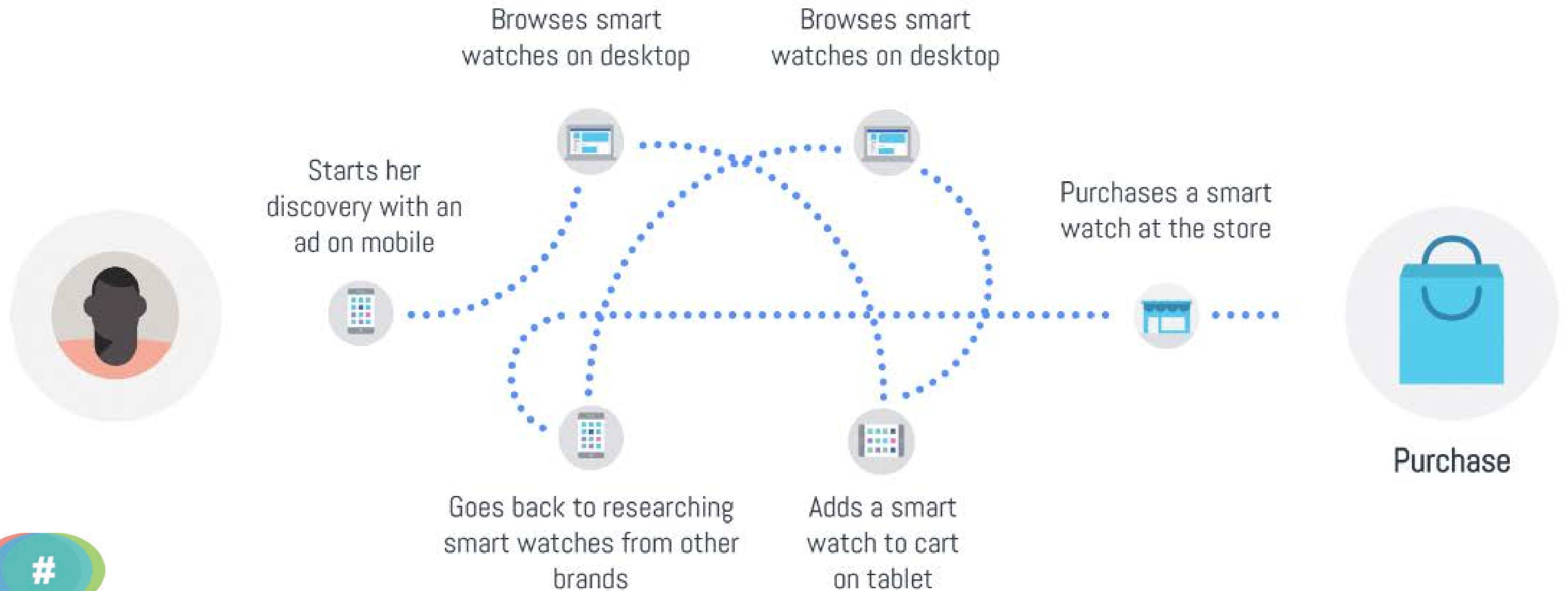


Mobile has forever changed the path to purchase

Behind every shopper is a unique journey



Today's consumer journey is omni-channel and non-linear





Always on, ever present

59%

of shoppers who use each platform
weekly use Facebook and Instagram
for shopping-related activities



www.gathersocial.co.uk/

Source: Retail/eCommerce Consumer Journey Study (online commissioned study by Accenture).

Reach people on mobile at scale to drive discovery



2.2B

active on
Facebook



1B

active on
Instagram



1.3B

active on
Messenger



+1B

active on
WhatsApp



1.2B

reached
every month



www.gathersocial.co.uk/

Source: Facebook earnings Q3 2018. Numbers refer to the number of monthly active users.

We are your partner at every stage of the consumer journey



Discovery

"I'm planning to buy a new device"



Consideration and engagement

"I need to know more about the device I might buy"



Loyalty and advocacy

"I'm thinking of buying a new device and tell my friends"



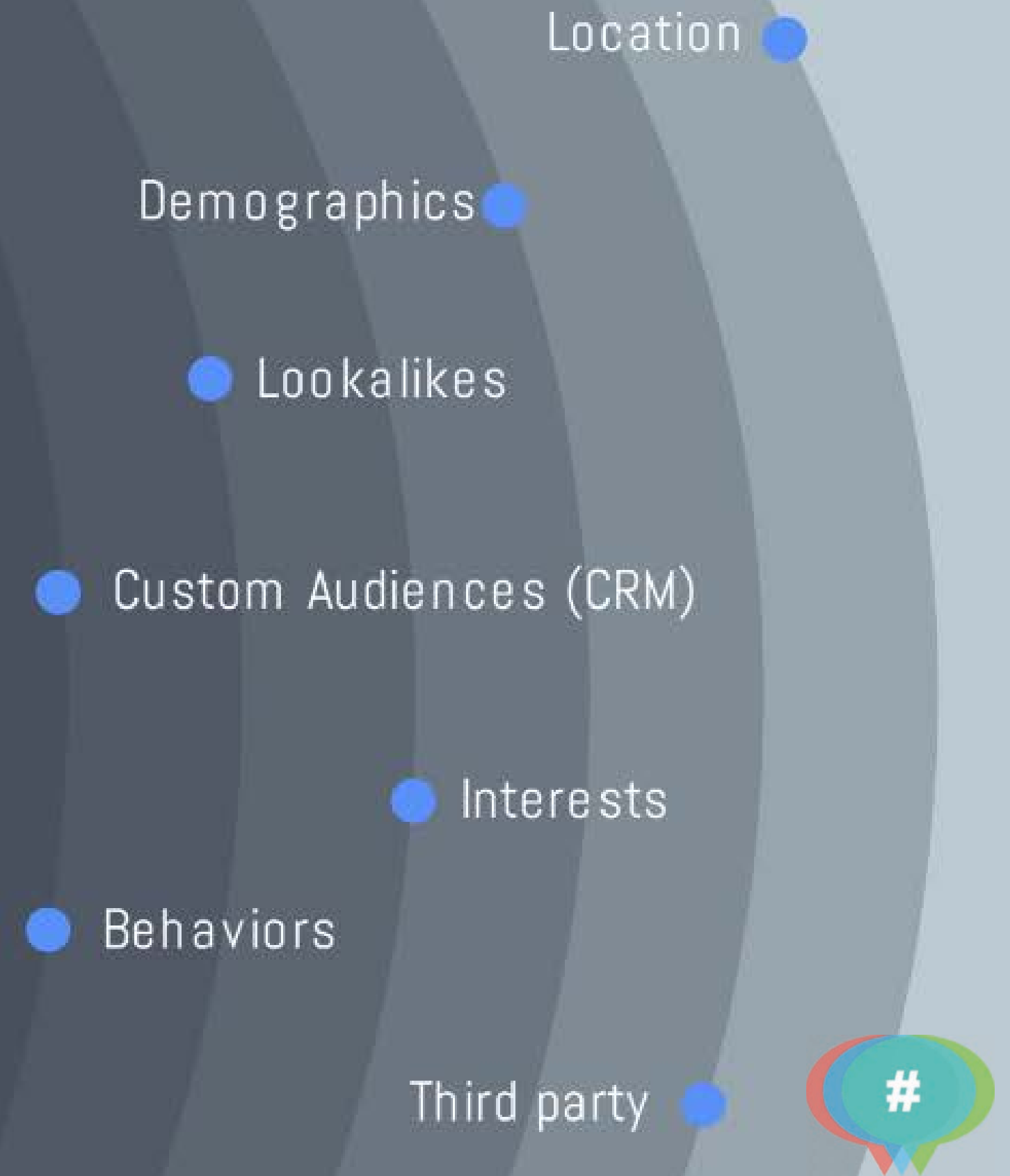
www.gathersocial.co.uk/

Solutions



www.gathersocial.co.uk/

Identify your audience





Intent is a spectrum, not an absolute

High

- Recently posted about looking for a new refrigerator
- Browsed refrigerators across multiple brand sites

Medium

- Joined a group where people consistently share about gadgets
- Engaged with video ads from consumer electronics companies
- Went to an electronic company's Facebook page

Low

- Engaged in similar activity/behavior as people who recently bought your products
- Liked a post about a GPS a friend recently took
- Has clicked on a consumer electronics ad in the past week



Discovery



www.gathersocial.co.uk/

Source: Retail/eCommerce Consumer Journey Study (online, commissioned study by Accenture)

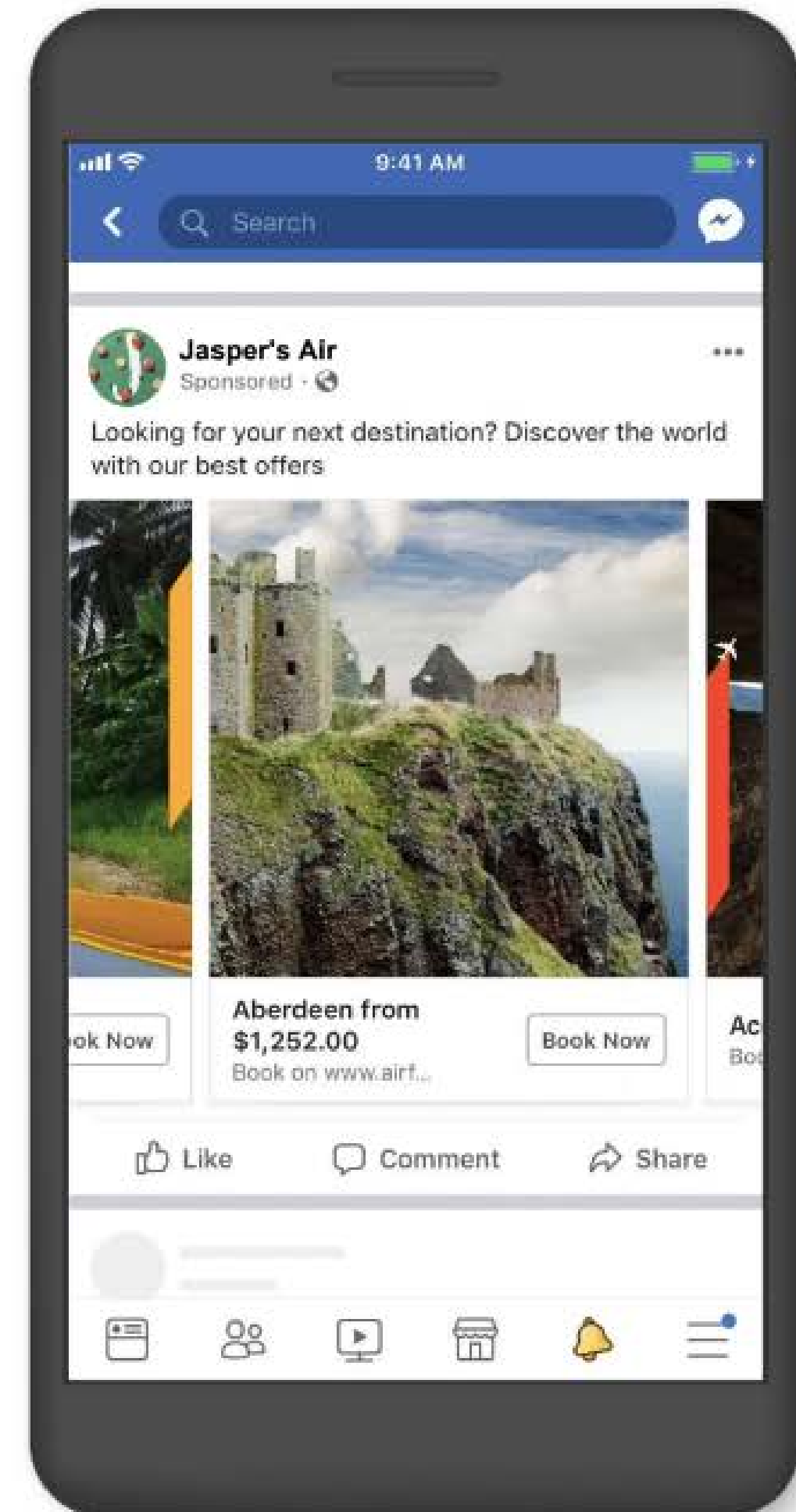
Drive top-of-mind awareness of your brand

Use engaging creative to reach those most likely to pay attention to your ads



www.gathersocial.co.uk/

Source: 1. Retail/eCommerce Consumer Journey Study (online commissioned study by Accenture).



Reach audiences with scale and segmentation

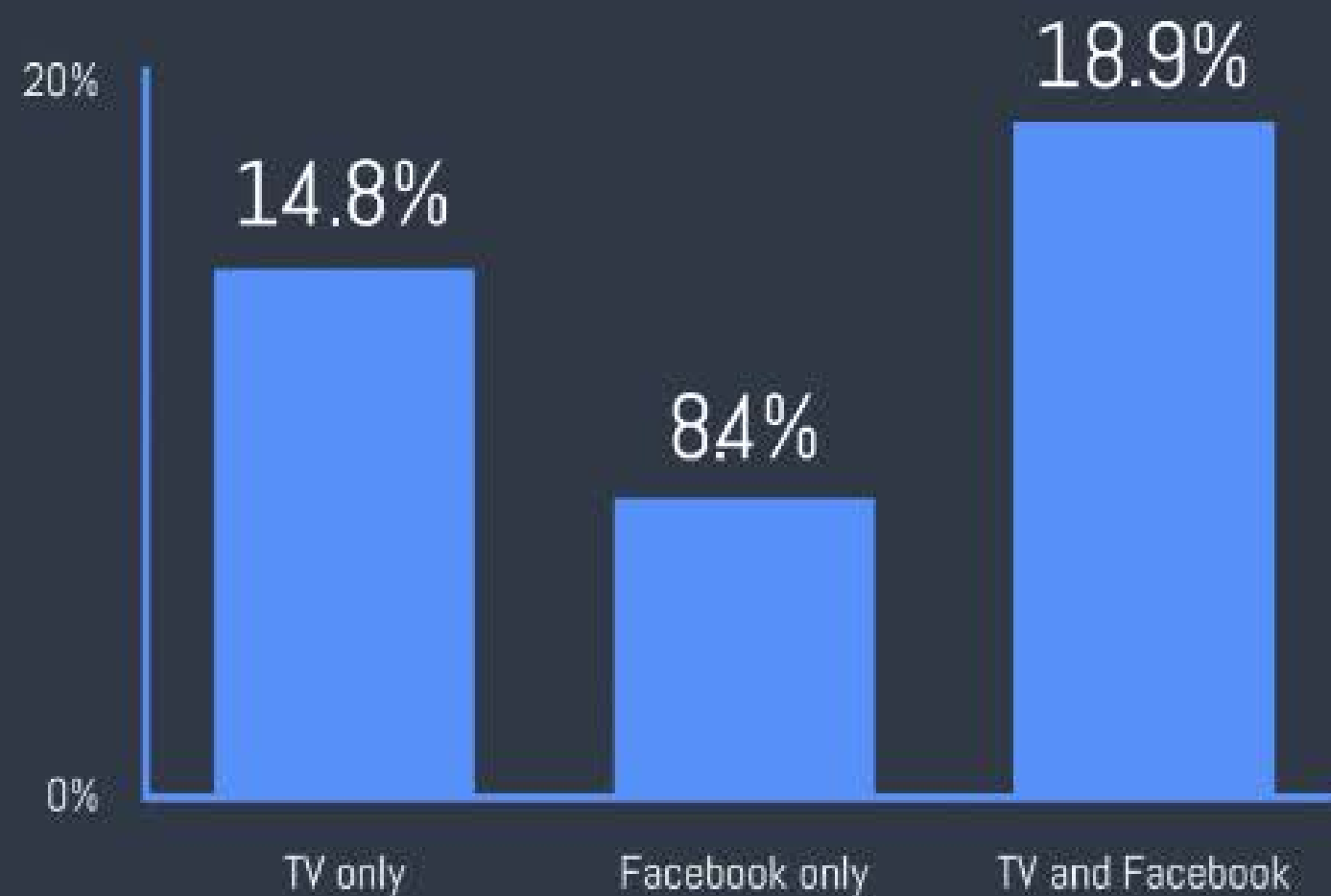
Reach the right audiences



Extend the power of TV advertising

TV and Facebook work better together

Average ad recall lift



Source: Nielsen Total Brand Effect with lift, 29 campaigns, June–October 2017.



www.gathersocial.co.uk/

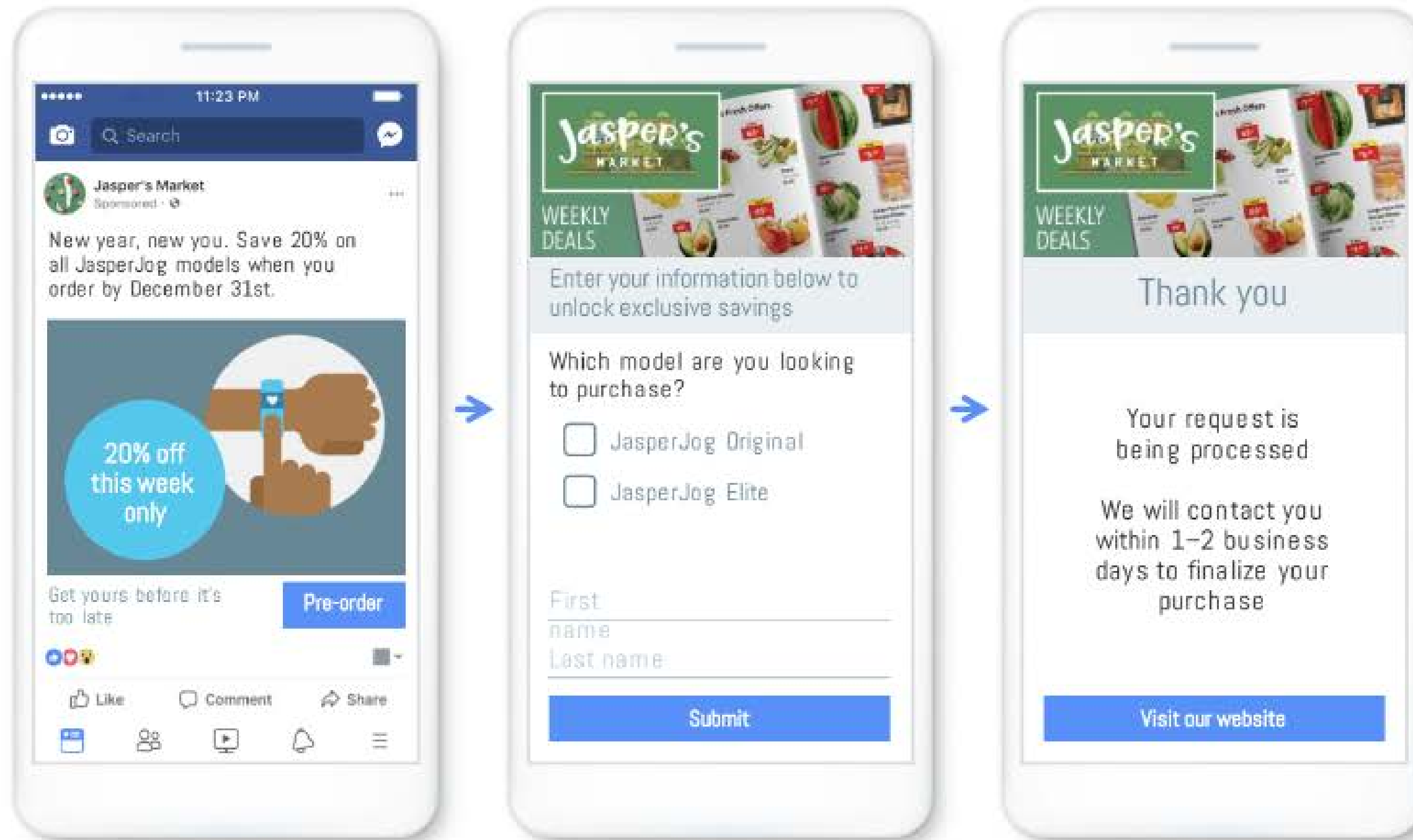
Consideration and engagement



www.gathersocial.co.uk/

Source: Retail/eCommerce Consumer Journey Study (online commissioned study by Accenture)

Acquire new leads, generate intent, grow lifetime value



- Acquire the right leads with interest-based targeting
- Retarget to people showing high intent
- Access leads in real time by syncing directly with your CRM

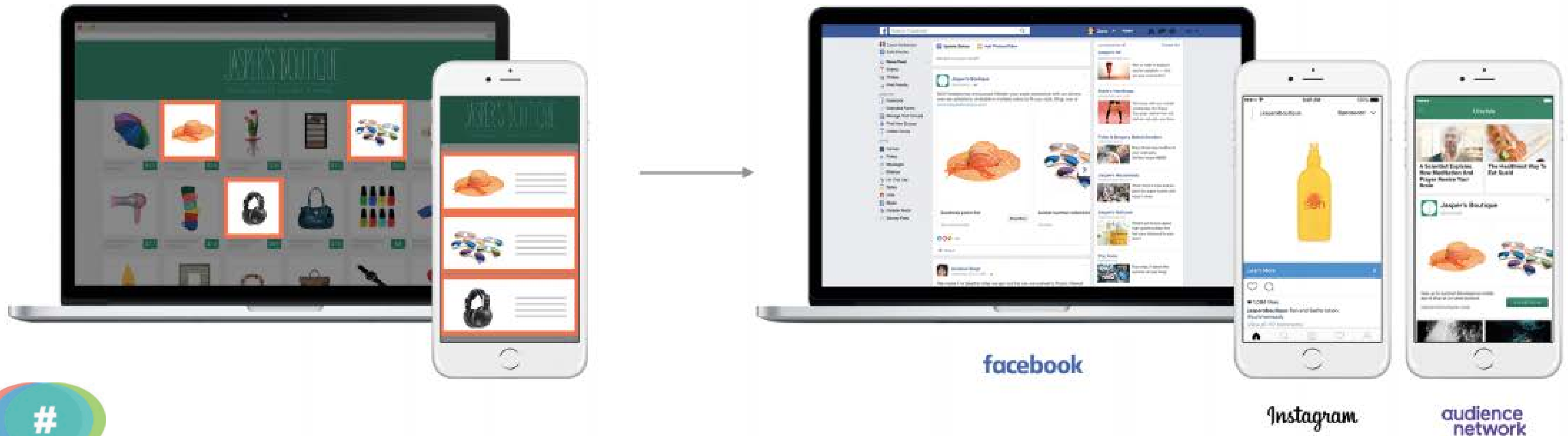
Pre-order of a new product



www.gathersocial.co.uk/

Dynamic Ads

Reach interested shoppers with relevant products in an automated, scalable way



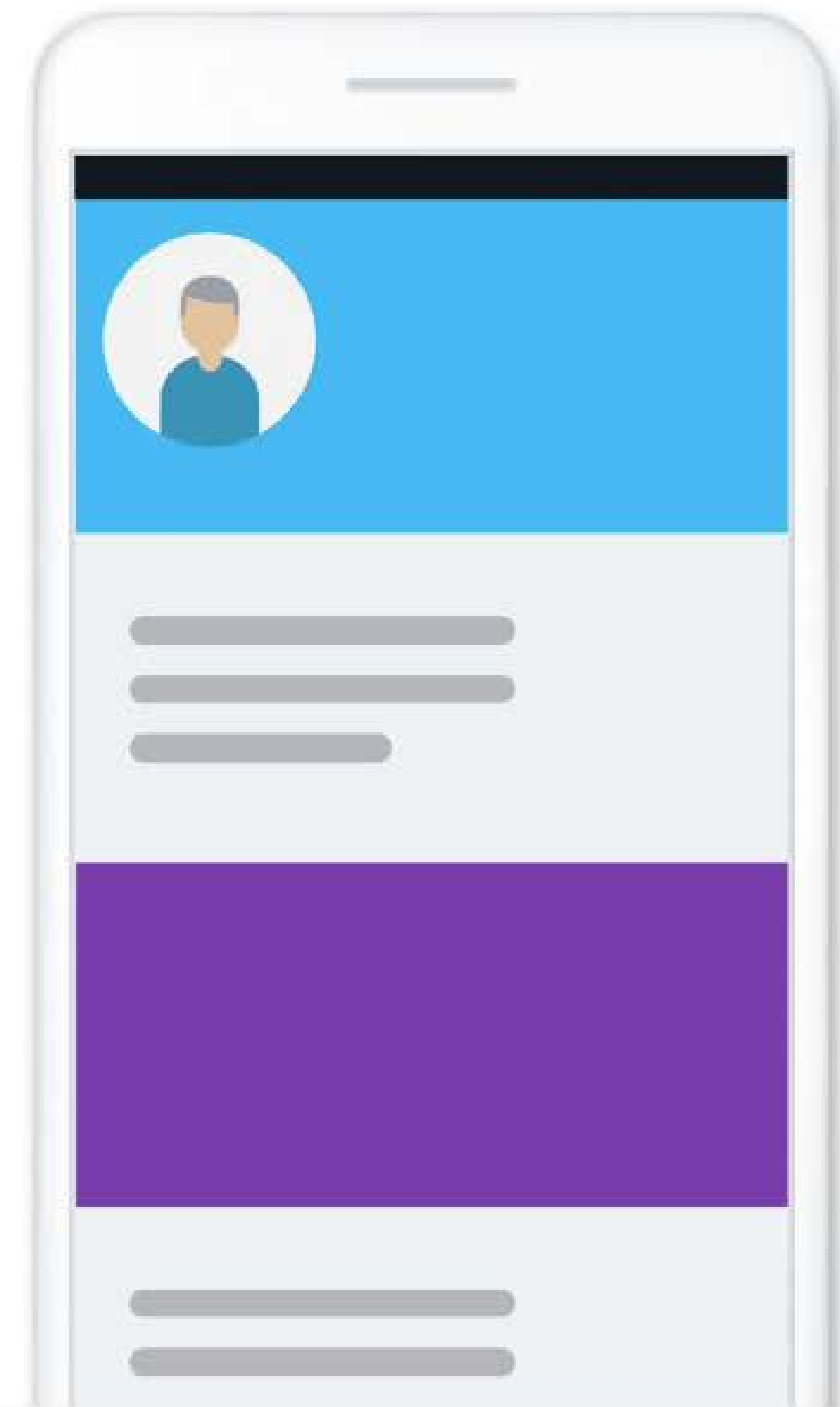
www.gathersocial.co.uk/

Source: 1. Retail/eCommerce Consumer Journey Study (online commissioned study by Accenture).

Personalization is now
expected everywhere:
online and in stores



www.gathersocial.co.uk/



Build online
campaigns for both
online and offline
audiences



www.gathersocial.co.uk/



Collect and pass signals

using the Pixel and SDK
to find performance at
scale



Facebook Pixel

Standard events:

- Viewing product
- Browse website
- Add to cart
- Purchase



Facebook SDK



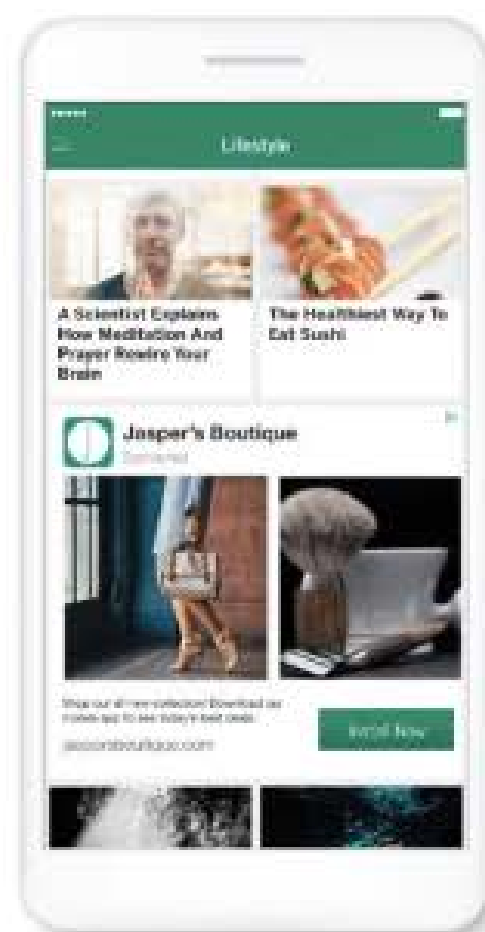
www.gathersocial.co.uk/

Loyalty and advocacy



www.gathersocial.co.uk/

Get customers to download your app to deepen their engagement with your products



Drive installs of your app on Facebook

INSTALL NOW



Reach people likely to install and take action in your app



www.gathersocial.co.uk/

Loyalty leads to advocacy

Social is how you create advocacy

71%

of people discover electronics products as a result of
a recommendation from friends or family



www.gathersocial.co.uk/

Source: Matter, "4 Ways to Get Shopper to Tune into your Brand", 2018.



Manage consumer relationships with Messenger

Real time, rapid response

38%

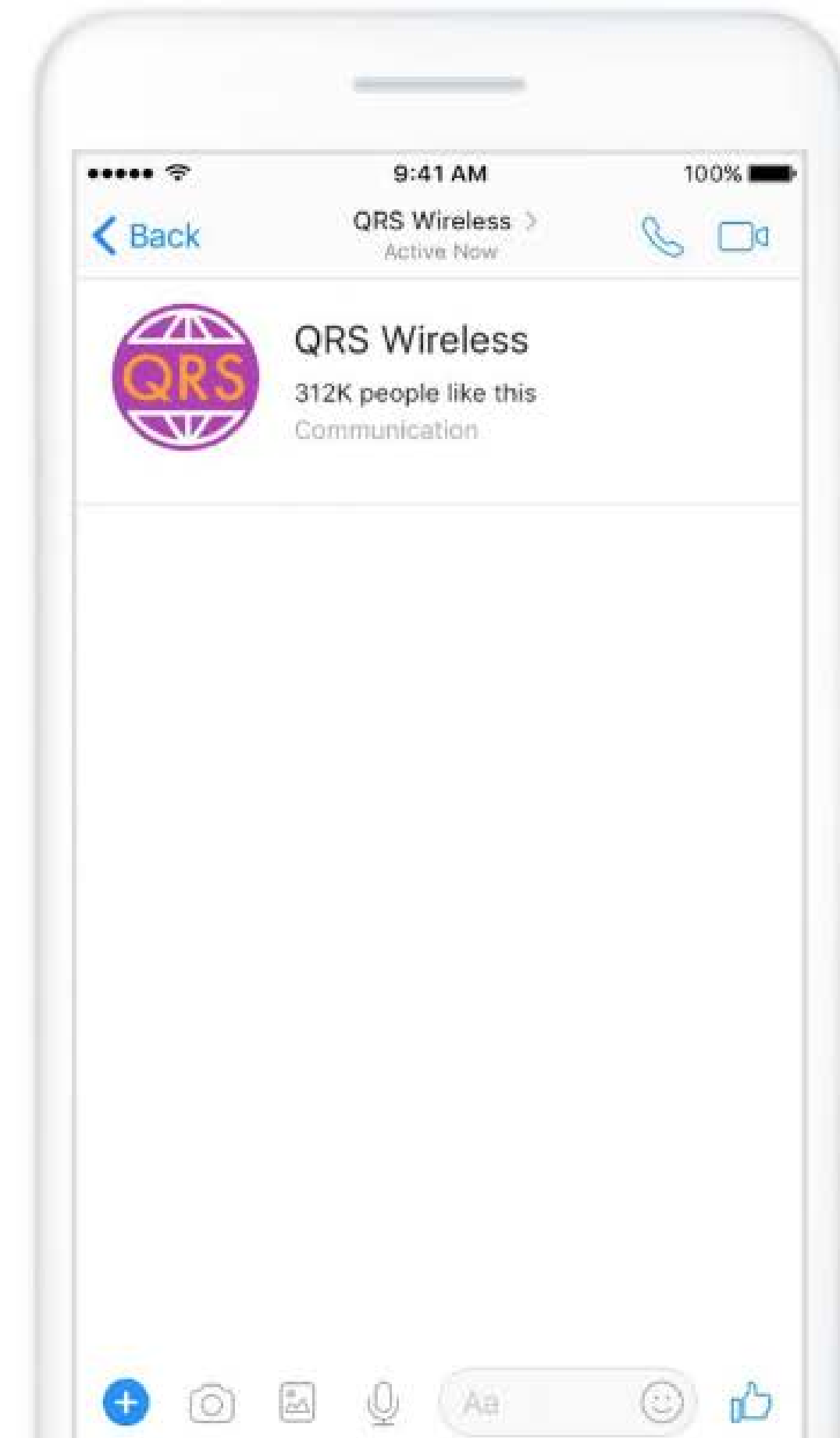
of people say that social media is the best way to get help urgently

79%

of the people interviewed said they are more loyal to organizations that are easy and simple to contact

Source: Chat, Tap, Talk: Eight key trends to transform your digital customer experience, digital 2017 customer research.

www.gathersocial.co.uk/

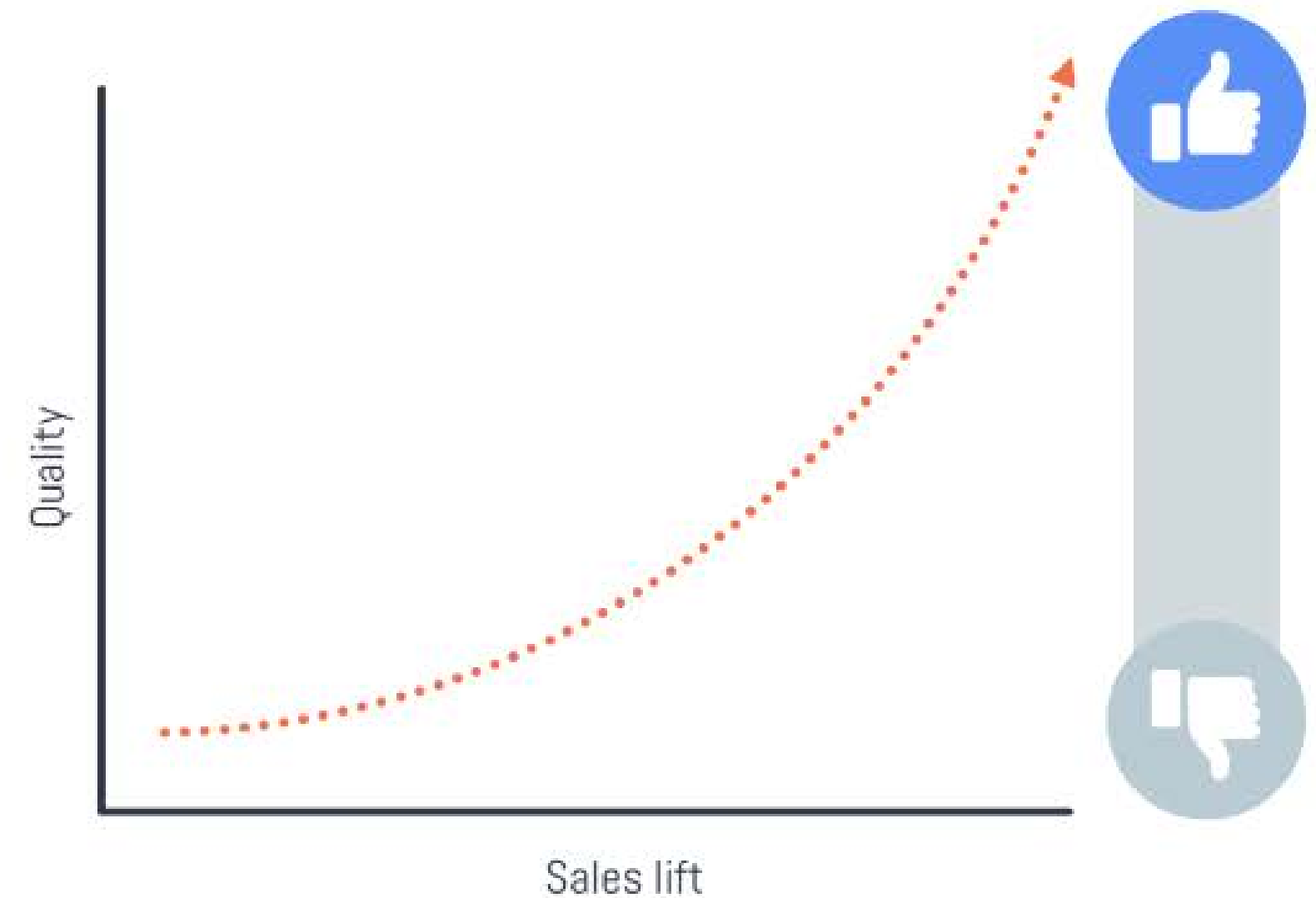


Creative is a key factor
in determining
campaign performance

Source: 1. Nielsen Catalina Solutions, "Five Keys to Advertising Effectiveness: Quantifying the Impact of Advertising on Sales", Aug 2017.

56%

of a brand's sales lift from digital advertising can be attributed
to the quality of the creative¹



And on mobile, the gap between really good and really
bad creative remains **significant**



www.gathersocial.co.uk/

Creative considerations



www.gathersocial.co.uk/

Source: Wyzowl, "The State of Video Marketing 2017".

Optimize for mobile

Drive better brand outcomes

Mobile first video

Tends to be shorter in length and shows the brand in the first few seconds

Video that's been adapted to mobile

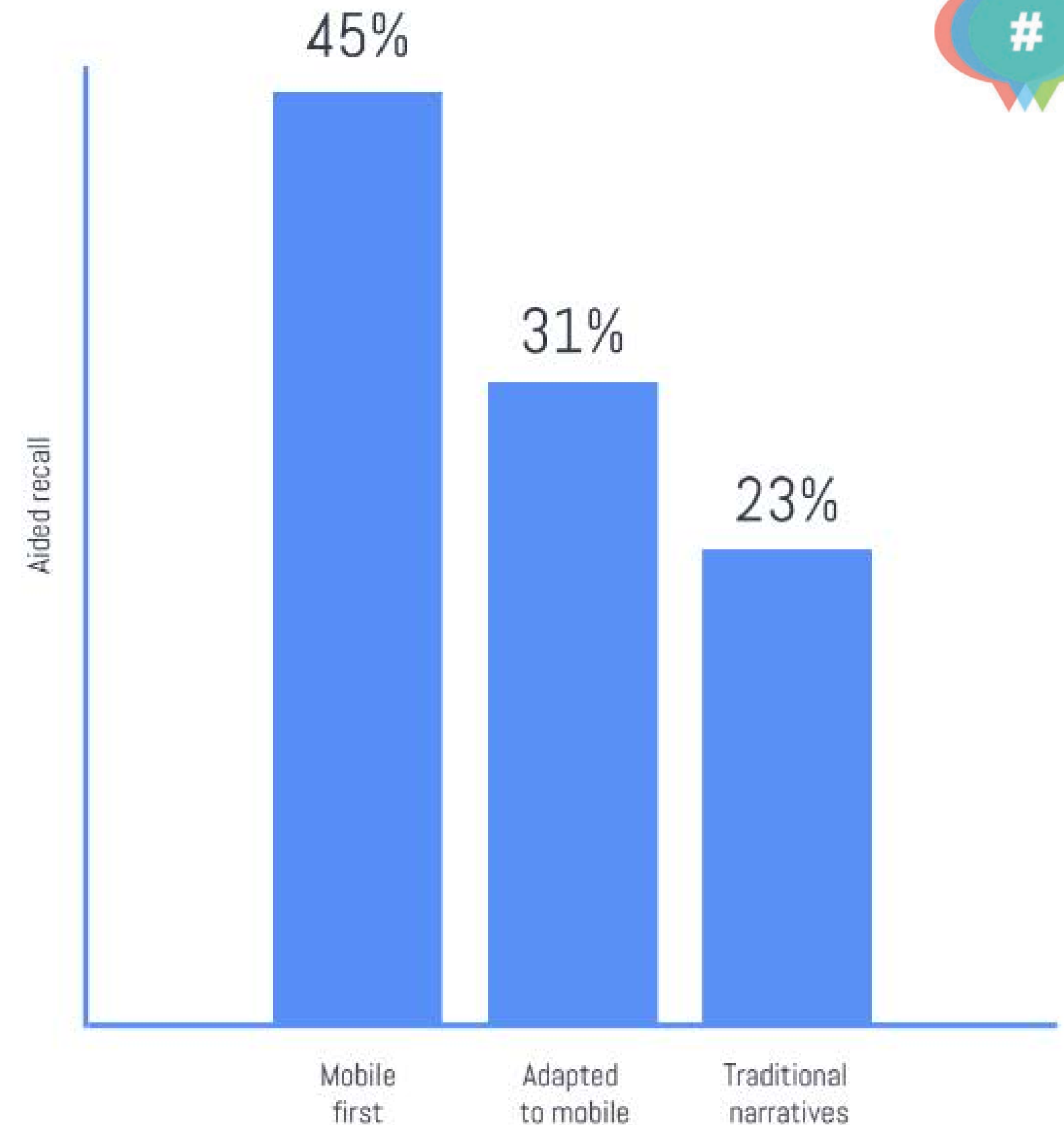
Tends to be longer in length and shows the brand in the first few seconds

Traditional narratives

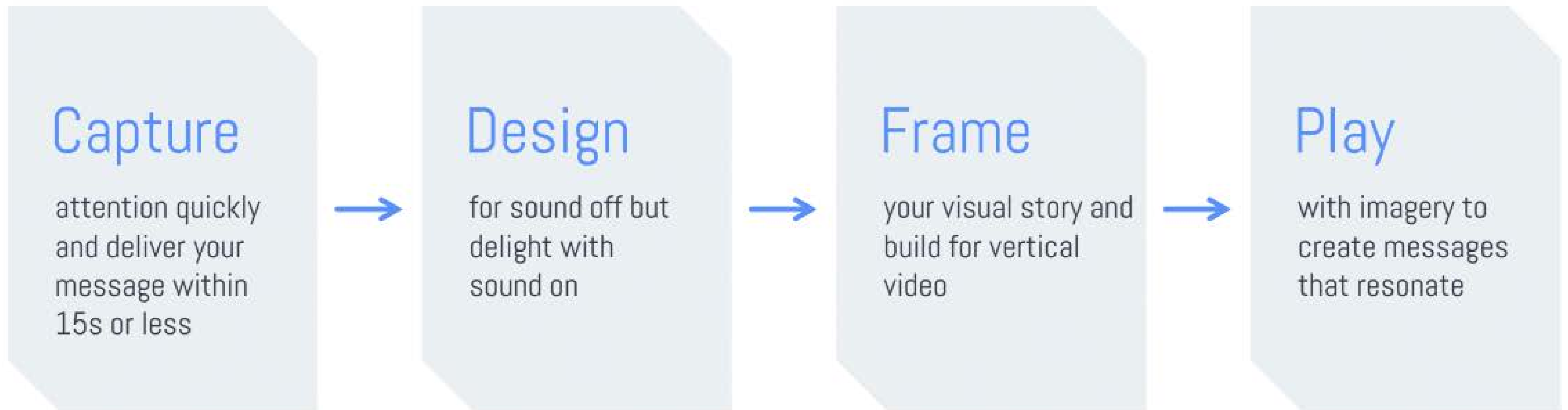
Tend not to show the brand in the first few seconds

Source: Metrixlab data—Facebook—commissioned study of 759 video ads distributed across 25 countries: Brazil, Chile, Mexico, Argentina, US, Philippines, Indonesia, Japan, Thailand, India, Greater China (Hong Kong), Korea, Australia, Vietnam, New Zealand, UK, Italy, Poland, France, Germany, Romania, Turkey, Spain, Saudi Arabia, and The Netherlands (2017).

www.gathersocial.co.uk/



Best practices for mobile-first video



Diverse placements for diverse objectives

Stories



Feed



In-stream



www.gathersocial.co.uk/

← On-the-go

Captivated viewing →

400M

daily active users of Instagram Stories¹

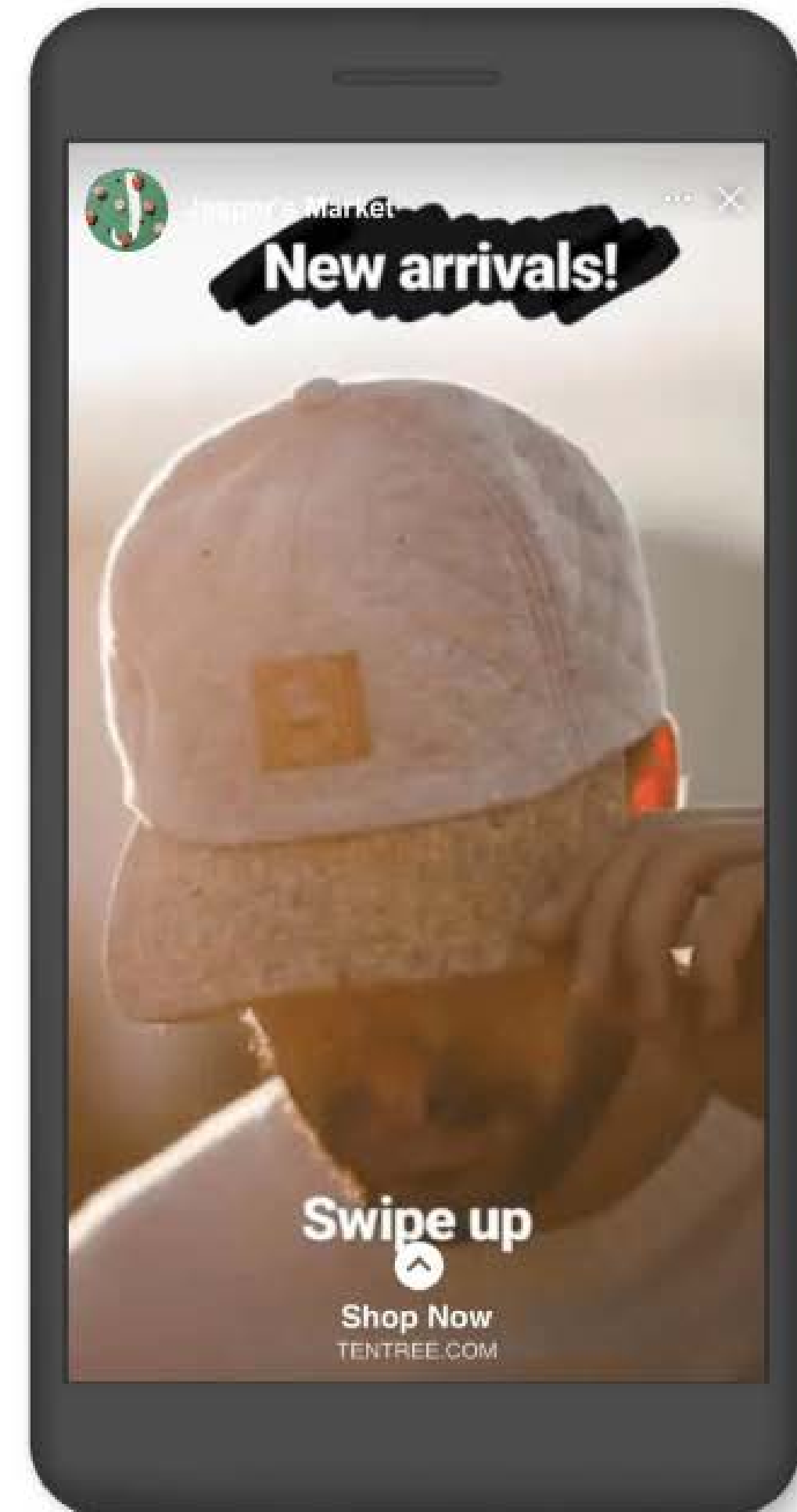
1B

Stories shared daily across the Facebook family²



www.gathersocial.co.uk/

Source: 1. Instagram internal data, November 2017. 2. Instagram internal data, March 2017.



Measurement



www.gathersocial.co.uk/

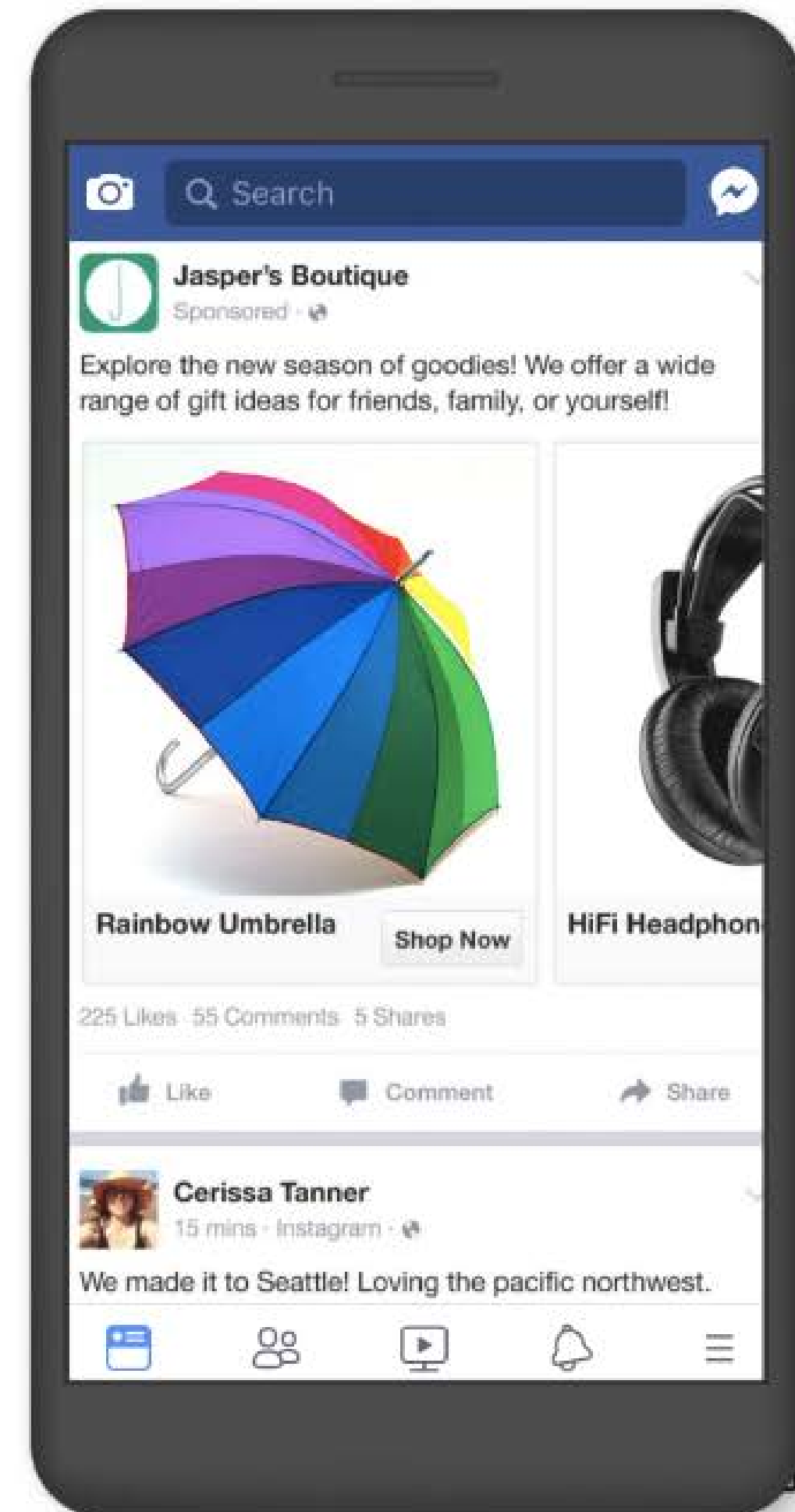
How many of you read the newspaper today?

How many checked your News Feed?



www.gathersocial.co.uk/

Sources: 1. Retail/eCommerce Consumer Journey Study (online commissioned study by Accenture).



Drive real business results with effective measurement

Walk

Track the right metrics
(e.g. Cost per purchase, ROAS)

Ads Manager Reporting



Run

Prove Facebook works for your
business objectives

- Online Conversion Lift
- Offline Conversion Lift
- Brand Lift



Sprint

Determine how Facebook
fits into your media mix

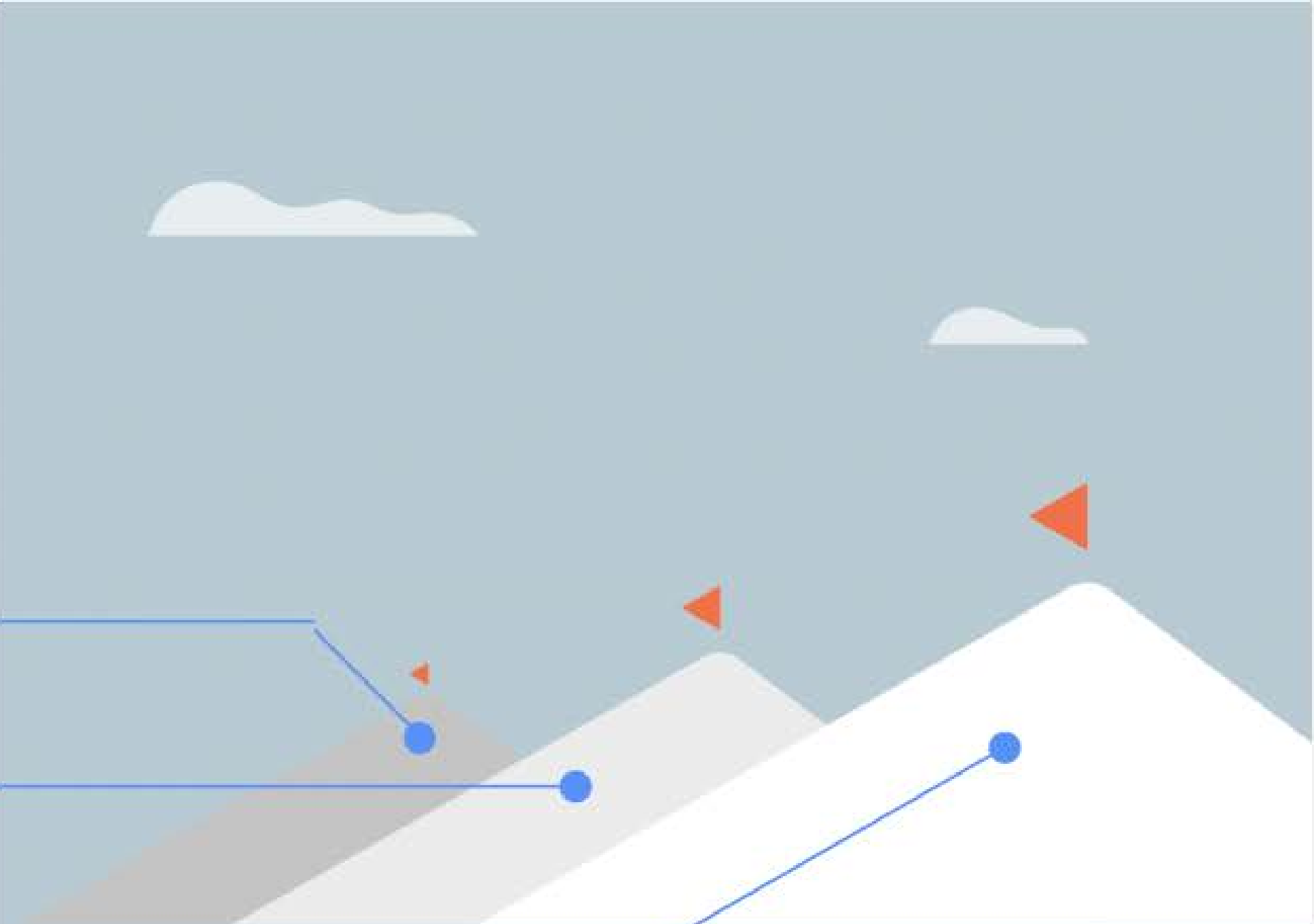
Partner MTA



Measurement challenges

- Long purchase cycle
- Multiple, cross-device touchpoints across the consumer journey
- View-through conversions

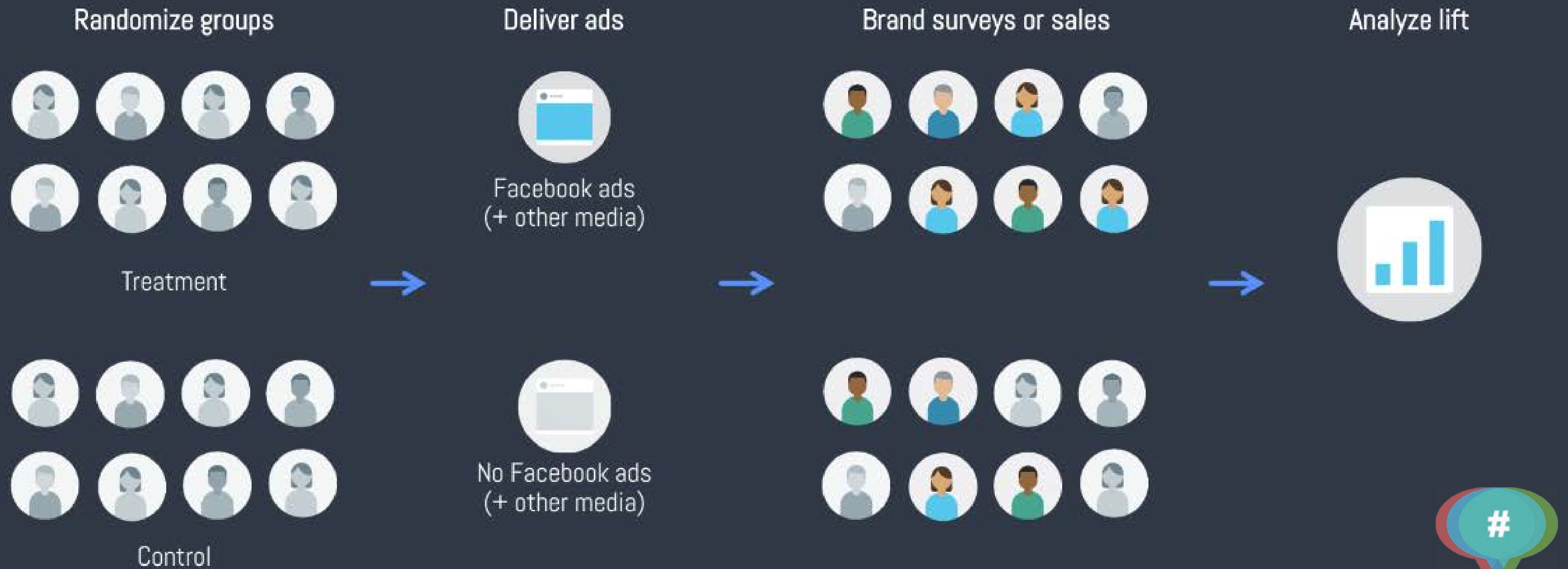
In order to measure effectively you need to assure you're measuring accurately. That's why we rely on a people-based measurement system.



www.gathersocial.co.uk/

Leverage experimental design

Facebook lift measurement enables marketers to understand campaign impact



For illustration purposes only.

Experimental design—The gold standard



Assess digital performance with Multi-touch attribution

Measure touchpoints across all digital channels to properly allocate budget



www.gathersocial.co.uk/

Comprehensive methodologies for cross-channel measurement

MMM

Provides top line budget allocation by channel

MTA

Assess digital performance across all touch points to properly allocate budget across digital channels

Brand lift and conversion lift

Optimize Facebook Investment through testing and learning across Facebook and use incrementality as Facebook's main KPI

Facebook Ads Manager

Split testing

Neustar Visual IQ

Nielsen MillwardBrown Acxiom Facebook

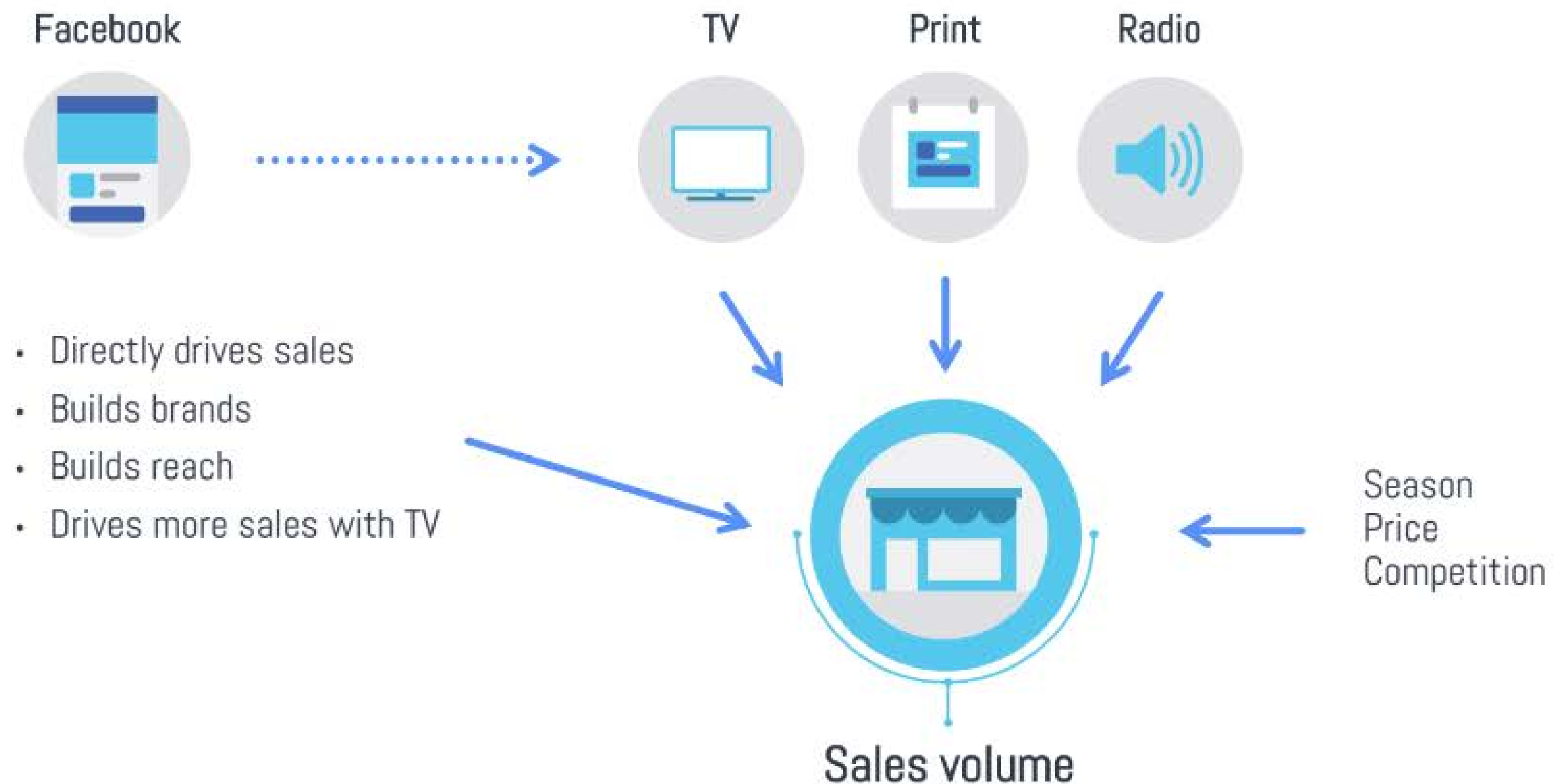
Facebook



www.gathersocial.co.uk/

Compare Facebook to your other media campaigns

MMM measures each channel's role in driving sales and provides top line budget allocation insights

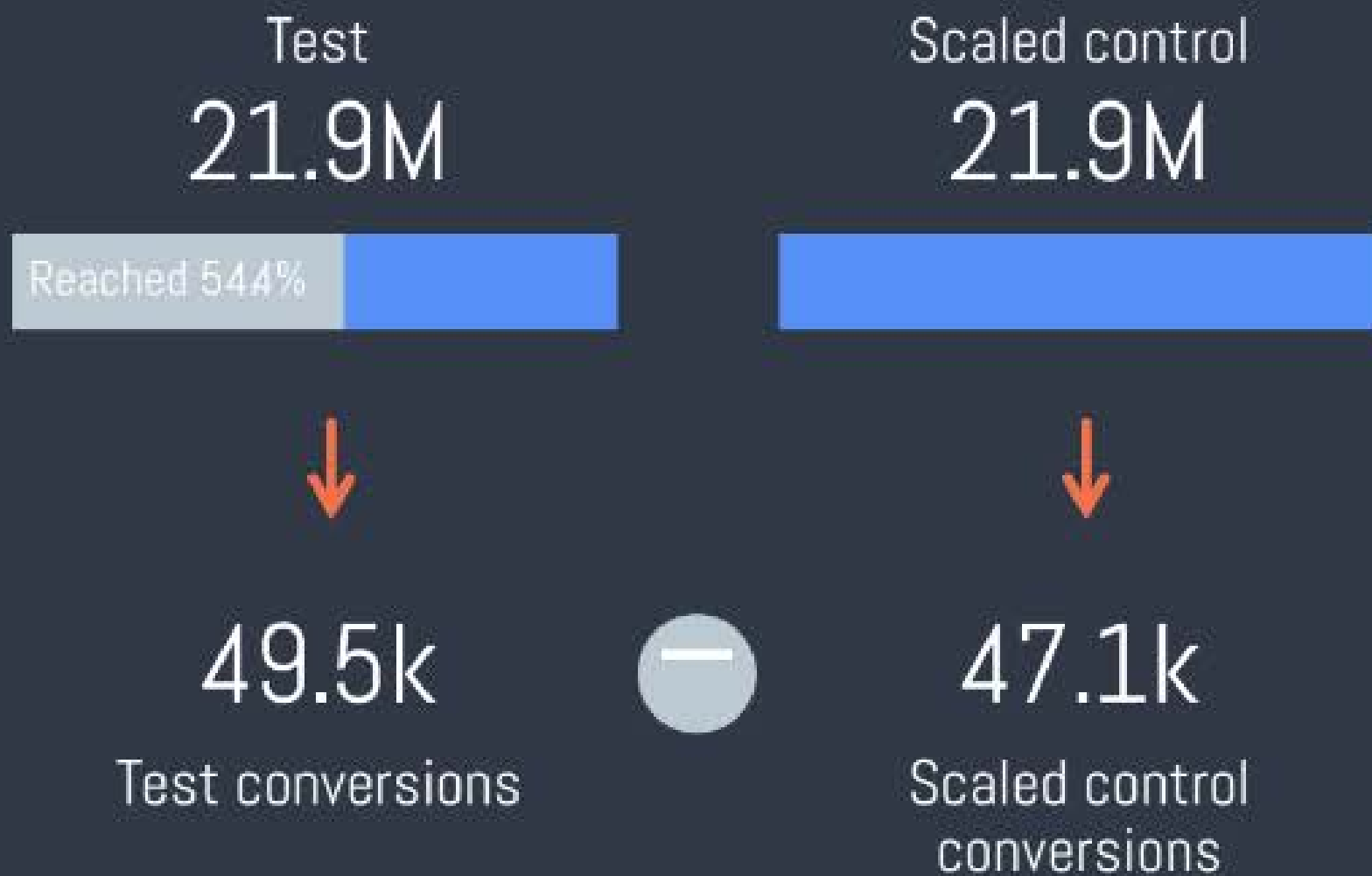


Key takeaways



www.gathersocial.co.uk/

Conversion lift measures incremental conversions/sales



2,421

Incremental conversions



www.gathersocial.co.uk/

Key takeaways



Reach consumer electronics customers where they're most engaged



Effectively launch your product portfolio and educate in an always-on manner



Build lifetime value and create advocacy across the entire consumer journey



www.gathersocial.co.uk/



www.gathersocial.co.uk/



sam@gathersocial.co.uk



[@gathersocialsam](https://www.instagram.com/gathersocialsam)



Samuel Evans



07709427744