

Woman's Startup Club,
Tokyo, 31st January 2018



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ENDEAVOR SBC
Strategic Business Consulting



President of:
SEEBURGER JAPAN K.K.
Wiegand Maelzer Japan K.K.
AmpTown Systems K.K.
R&M Ship Technologies Japan K.K.
Fronius Japan K.K.
Kennel & Schmenger Japan K.K.

Owner of BREE Japan K.K.,
Premium German Leather bags-
Other brands representing in JP:



Executive and MBA Teacher
Chairman of Institute for Business
Process Management



Over 20 years Japan experience
Started my career in the HITACHI Software Development Center

Main focus on: Process Improvement Projects / Cost Saving projects
Change Management, Market Entry Strategies, Project Management,
Marketing, eCommerce, Interim Management

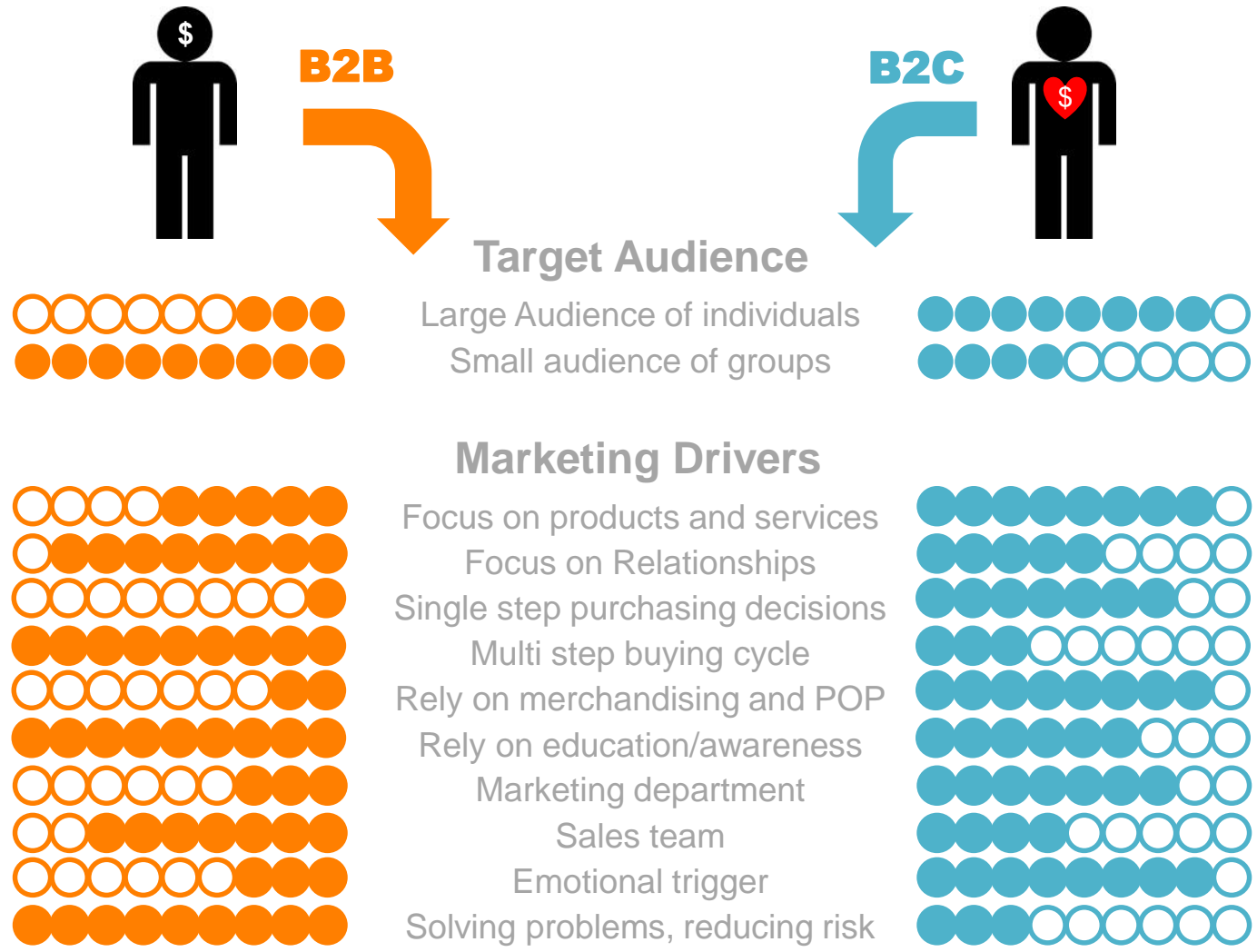
CUSTOMER
ANALYSIS
ADVERTISING
MARKET
SALES
PROMOTION
PRICE
INTERNET
TARGET



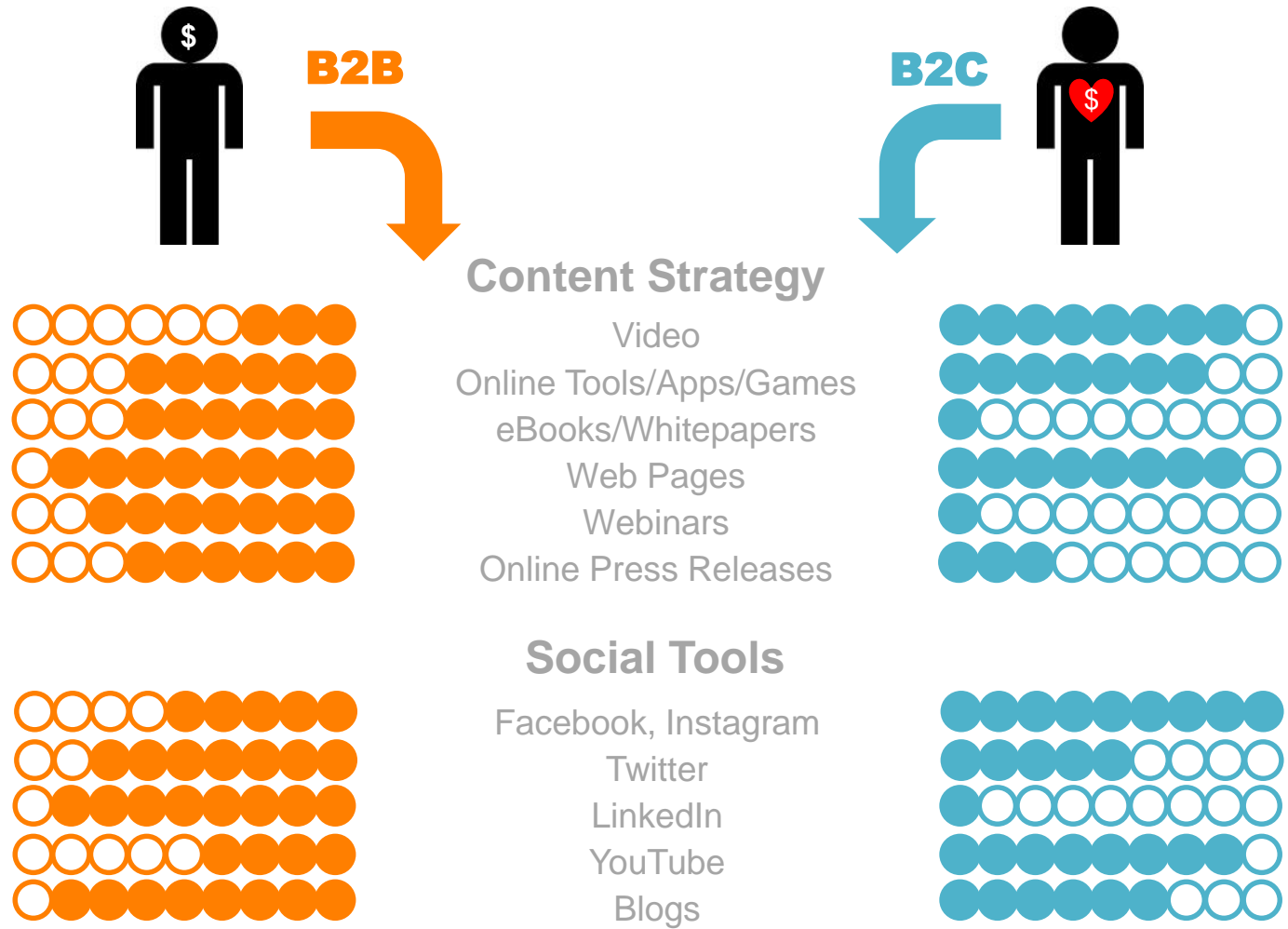


- **B2B vs B2C Marketing**
- Digital Marketing
- How to get started and what tools and methods are available
- Marketing trends 2018

B2B vs B2C Marketing



B2B vs B2C Marketing





- B2B vs B2C Marketing
- **Digital Marketing**
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DIGITAL MARKETING

What is Digital Marketing?

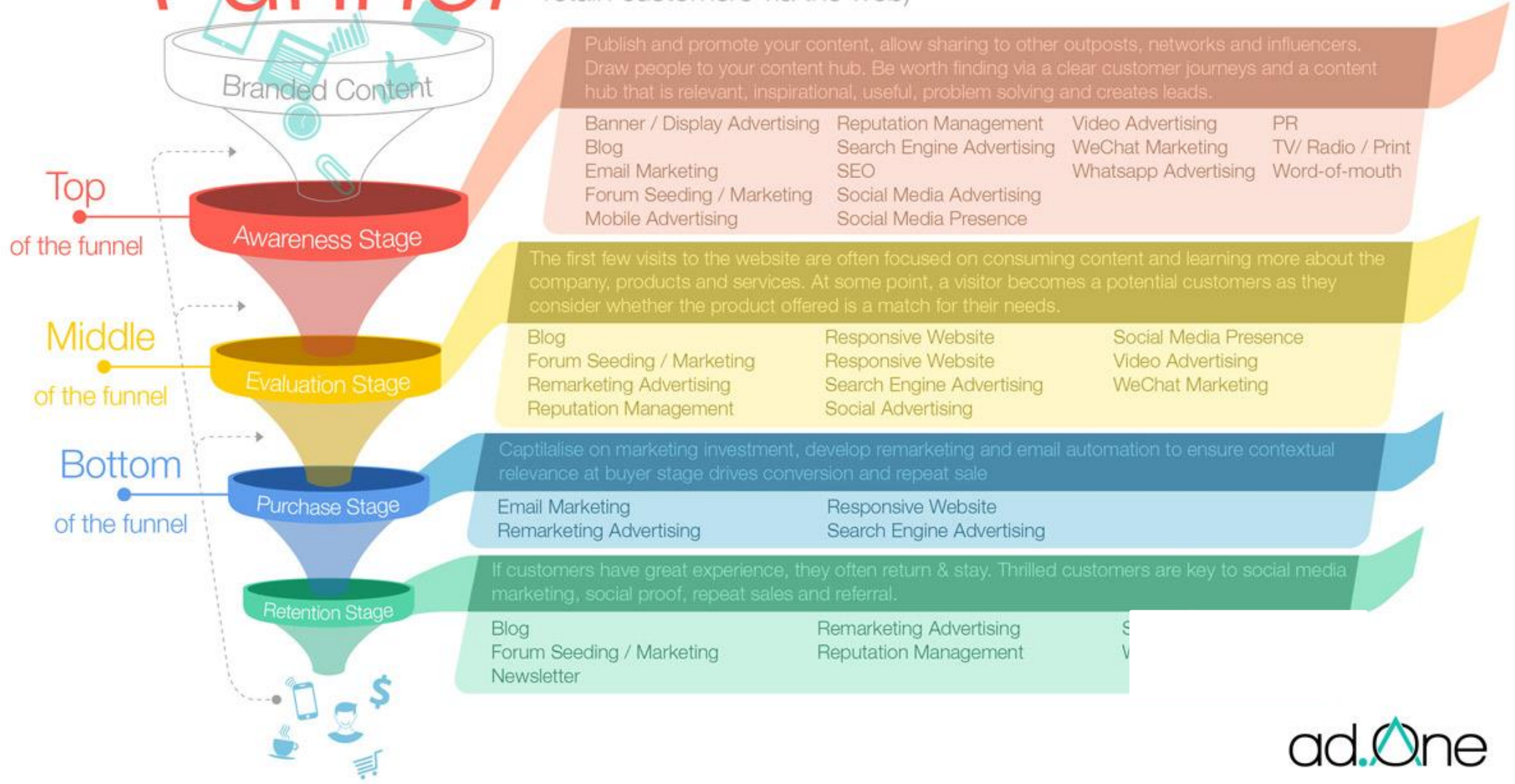
“Digital marketing” is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.



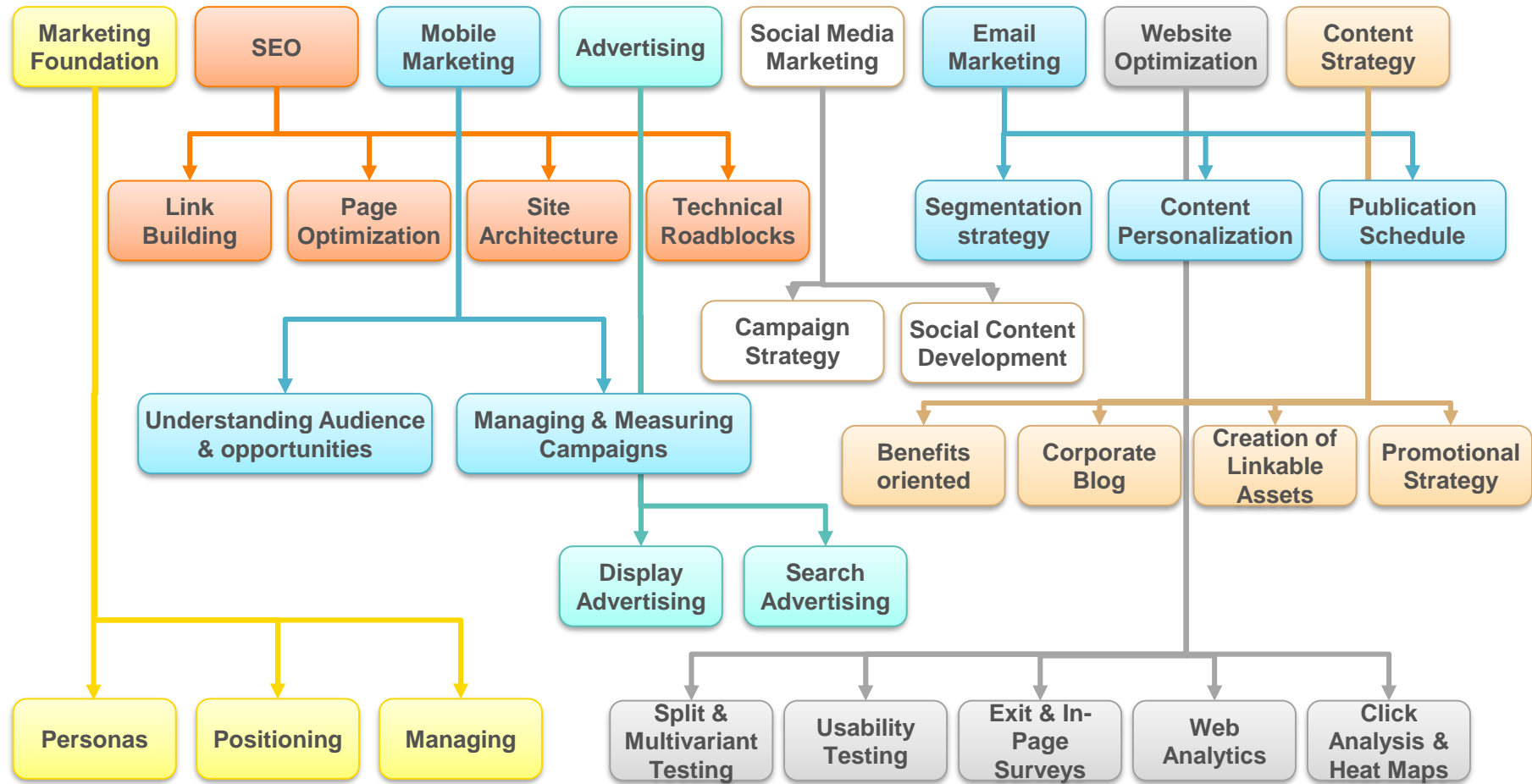
Plain English: Getting found online

The Digital Marketing Funnel

(how companies attract and retain customers via the web)



Digital Marketing Strategy





- B2B vs B2C Marketing
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What does digital marketing consist of?

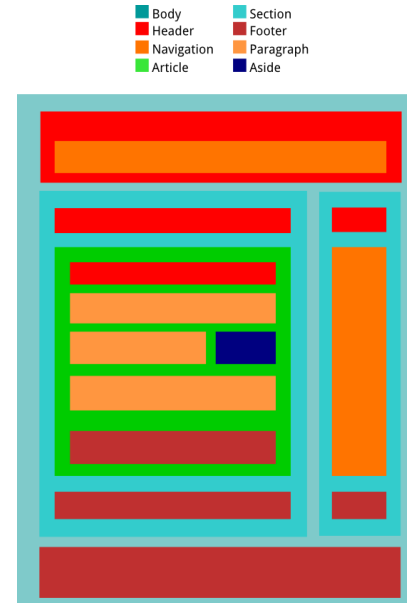


Key components

- ✓ Website design (user experience and analytics)
- ✓ Search engine optimization (SEO)
- ✓ Social Media Optimization (SMO)
- ✓ Content Marketing
- ✓ Email marketing
- ✓ Pay per click (PPC)

Website Design

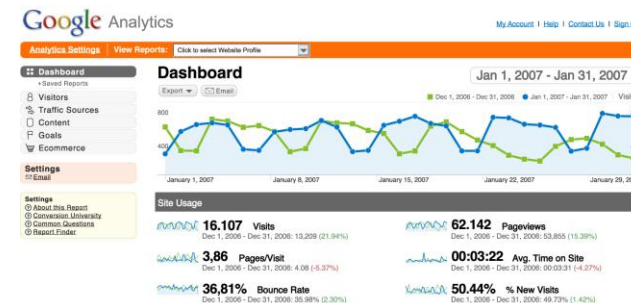
- Many tools are on the market to make website design easy and good looking
 - Wix.com
 - GoDaddy.com
 - Weebly.com
- They all use so called WYSIWYG (What You See Is What You Get) Editors
- Important is that the website nowadays should support Mobile devices
Keywords: responsive design, HTML 5, CSS
- Most important with websites is that you regular update the content. Nothing more boring than an old page....
- Integrate analytics in your webpage e.g. Google Analytics



```

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
  <title>Box Model</title>
  <meta name="keywords" content="Barbara Ambach, HTML Tutorials, CSS Tutorials, Digital Portfolio Design, Web Design, Graphic Design, Architecture, College of Architecture and Planning, University of Colorado Denver" />
  <meta name="description" content="Introductions to HTML, CSS, Dreamweaver, FTP and Flash Integration for students preparing Web-Based Portfolios in Architecture and Graphic Design" />
  <link href="main.css" rel="stylesheet" type="text/css" />
  <link rel="icon" href="http://www.barbaraambach.com/favicon.ico" />
</head>
<body>
  <div id="wrapper">
    <div id="header">
      <p>The header may contain text and images at the top of the page.</p>
    </div>
    <div id="mainNav">
      <p>The mainNav includes primary links to other primary pages.</p>
    </div>
    <div id="leftSidebar">
      <p>The leftSidebar may contain secondary navigation, images and text.</p>
    </div>
    <div id="mainContent">
      <p>The mainContent may contain images, text and navigation.</p>
    </div>
    <div id="breakBar">
      <p>The breakBar may be used to separate a series of floats from other inline content.</p>
    </div>
    <div id="footer">
      <p>The footer may contain other navigation and copyright information.</p>
    </div>
  </div>
</body>
</html>

```



WIX.com initial screens

What kind of website
do you want to create?

Business >

Designer >

Online Store >

Restaurants & Food >

Photography >

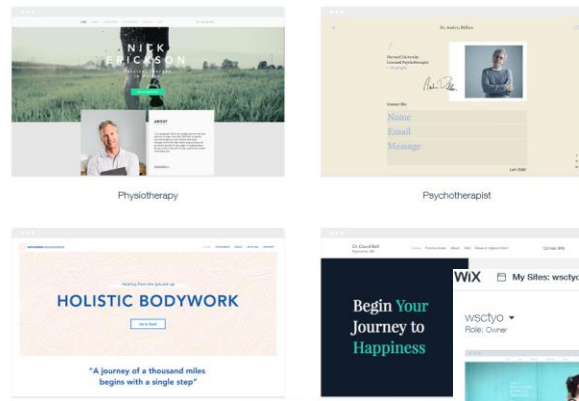
Accommodation >

Music >

Events >

- Categories
- See All Templates
- > Business
- > Online Store
- > Photography
- > Video
- > Music
- > Design
- > Restaurants & Food
- > Accommodation
- > Events
- > Portfolio & CV
- > Blog
- > Health & Wellness**
 - > Health
 - > Wellness
 - > Sport & Recreation
- > Fashion & Beauty
- > Community & Education
- > Creative Arts
- > Landing Pages

Pick the Health & Wellness
website template you love

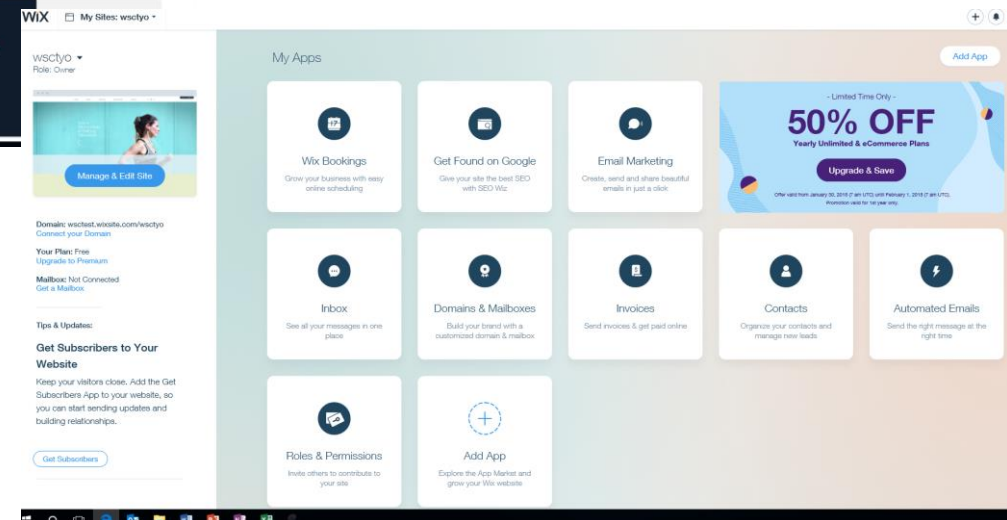


Test account login:

WSCTEST@endeavor-sbc.com

PWD: WSCTest2018

<https://wsctest.wixsite.com/wsctyo>



Search engine optimization (SEO)

- **SEO ON PAGE**

- On-page SEO consists of all the elements of SEO you can control best. If you own a website, you can control the technical issues and the quality of your content. On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines.
- How to optimize:



- **SEO OFF PAGE**

- Off page SEO refers to techniques that can be used to improve the position of a web site in the search engine results page (SERPs). Many people associate off-page SEO with link building but it is not only that. In general, off Page SEO has to do with promotion methods – beyond website design –for the purpose of ranking a website higher in the search results.
- How to optimize:
 - Create Landing pages
 - Create backlinks from other pages (e.g. Twitter, Facebook, etc....)

SOCIAL MEDIA OPTIMIZATION

- Social media optimization (SMO) is the use of a number of outlets and communities to generate publicity to increase the awareness of a product, service brand or event. Social media optimization (SMO) is a form of internet marketing where one can generate publicity through social media. The SMO process helps content get more widely distributed through social media networks.

6 Tips for SMO:

- Integrate Social in your website
 - Social Sharing tools should be integrated in your site architecture.
 - Include direct web links to your social media channels from your website and from your social profiles back to your website.
 - Social Links are higher ranked by search engines
- Consistency is key to SMO
 - Same messages on website and social media. Fill in keywords on social Media in not spam way to link back to your page
- Use keywords in your posts
- Be social on Social Media
- Use branded cover images
- Stay in Control → always use company email for social media



CONTENT MARKETING

Content marketing means attracting and transforming prospects into customers by creating and sharing valuable free content. The purpose of content marketing is to help companies create sustainable brand loyalty and provide valuable information to consumers, as well as create a willingness to purchase products from the company in the future. This relatively new form of marketing does not involve direct sales. Instead, it builds trust and rapport with the audience

7 Tips to better content marketing:

1. At a glance readable content
2. A mixed bag
3. User generated content
4. Create evergreen content
5. Reach out to influencers and experts
6. Leverage social media presence
7. CTA → Call-to-Action for every content



E-Mail Marketing

- Email marketing is the best performing online marketing channel: 53.6% of marketers rate its effectiveness as either excellent or good. Second came social media marketing (50.9%), and search engine optimization (45%) ended up third.

Rating of effectiveness of digital marketing channels



- Tools:



Players in the market

MARKETING EXPERIENCES

- Mobile Marketing:** Tapad, InMobi, Veeva, etc.
- Display & Native Ads:** Rubicon, DoubleClick, etc.
- Video Marketing & Ads:** Brightroll, Jivox, etc.
- Search & Social Ads:** Perfect Audience, etc.
- Communities & Reviews:** Jive, etc.
- Email Marketing:** Constant Contact, etc.
- Influencer Marketing:** Influencer, etc.
- Social Media Marketing:** Hootsuite, etc.
- Events & Webinars:** Eventbrite, etc.
- SEO:** BrightEdge, etc.
- Customer Experience/VoC:** Qualtrics, etc.
- Loyalty/Referral/Gamification:** Demandsage, etc.
- Personalization & Chat:** Demandsage, etc.
- Testing & Optimization:** Optimizely, etc.
- Interactive Content:** Offerpop, etc.
- Content Marketing:** Kapost, etc.
- Creative & Design:** Autodesks, etc.
- Sales Enablement:** Postivise, etc.

Audience & Market Data: InsideView, etc.

Channel/Local Mktg: Balihoo, etc.

Asset & Resource Mgmt: Wildfire, etc.

Call Analytics/Management: InPhyvo, etc.

Team & Project Mgmt: Basecamp, etc.

Vendor Data/Analysis: Gartner, etc.

MARKETING OPERATIONS

- Performance & Attribution:** MarketShare, etc.
- Dashboards/Visualization:** Klipfolio, etc.
- Web & Mobile Analytics:** Google Analytics, etc.
- BI, CI & Data Science:** Vero, etc.

MIDDLE-WARE

- Data Management Platforms/Customer Data Platforms:** Tealium, etc.
- Tag Management:** Tealium, etc.
- Identity:** Giga, etc.
- Cloud Integration/ESBs:** FTT, etc.
- APIs:** Apigee, etc.

BACKBONE PLATFORMS

- Platform/Suite:** Oracle, etc.
- CRM:** Salesforce, etc.
- Marketing Automation/Campaign & Lead Mgmt:** Marketo, etc.
- Web Content/Experience Management:** Acquia, etc.
- E-commerce:** Shopify, etc.

INFRA-STRUCTURE

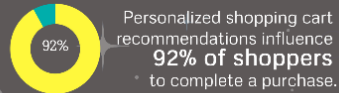
- Databases & Big Data:** Oracle, etc.
- Cloud/IaaS/PaaS:** Amazon, etc.
- Mobile App Dev & Marketing:** Google, etc.
- Web Dev:** GitHub, etc.
- Marketing Environment:** Google, etc.



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21 digital marketing trends for 2018

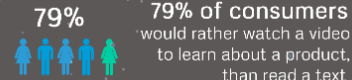
1. PERSONALIZED CONTENT



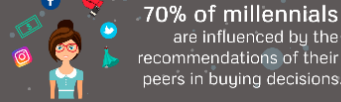
2. PRIVACY PROTECTION



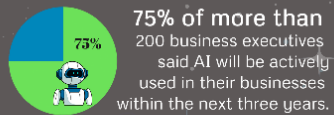
3. THE RISE OF VIDEO



4. OPINION LEADERS



5. ARTIFICIAL INTELLIGENCE



6. BIG DATA



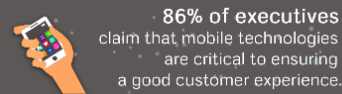
7. INTERNET OF THINGS



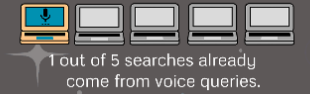
8. MEASURING ROI



9. THE 5G REVOLUTION



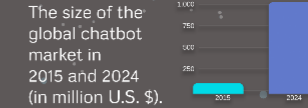
10. NEW SEO FACTORS



11. LIVE CHAT



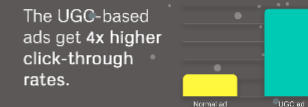
12. CHAT BOTS



13. MICRO-MOMENTS



14. USER-GENERATED ADS



15. SHORT-LIVED CONTENT



16. THE GROWTH OF AR & VR



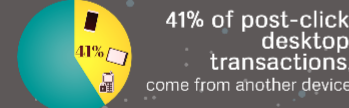
17. SOCIAL COMMERCE



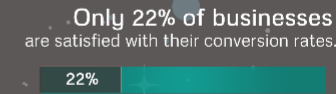
18. FOCUS ON GEN Z



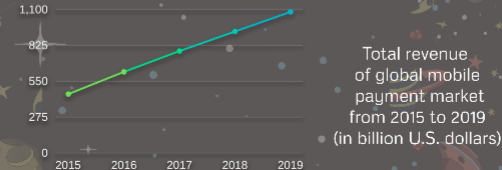
19. CROSS-DEVICE MARKETING



20. CRO & LANDING PAGES



21. THE POPULARITY OF MOBILE PAYMENTS



Sources: 1) Retail TouchPoints 2017; 2) KPMG 2016; 3) Wyzowl 2017; 4) Collective Bias 2016; 5) The Economist, Intelligence Unit 2017; 6) Algoworks 2017; 7) Business Insider Nordic 2017; 8) VentureBeat 2016; 9) Forbes Insights and Huawei 2015; 10) Search Engine Land 2016; 11) Ubisend 2016; 12) Statista 2017; 13) Google/Ipsos 2015; 14) Shopify Blogs 2015; 15) Statista 2017; 16) TechCrunch 2017; 17) GlobalWebIndex 2017; 18) Fast Company 2015; 19) Critico 2017; 20) WordStream 2017; 21) Statista 2017.

**“You can’t connect the
dots looking forward...”
- Steve Jobs**





Thank you!

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President & CEO



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