

Just how digitally savvy are your customers?

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@jonmrich



Dose of Digital

BRIDGE WORLDWIDE

CARD ON PILLOW =
CHANGE THE SHEETS



CARD ON NIGHTSTAND =
CHANGE THE WORLD

To help reduce the amount of water, energy and detergents we use daily, we'll change your sheets every three days and at check-out.

If you'd like your linens changed today, leave this card on your pillow.

Sweet Dreams!



**WYNDHAM
HOTELS AND
RESORTS**



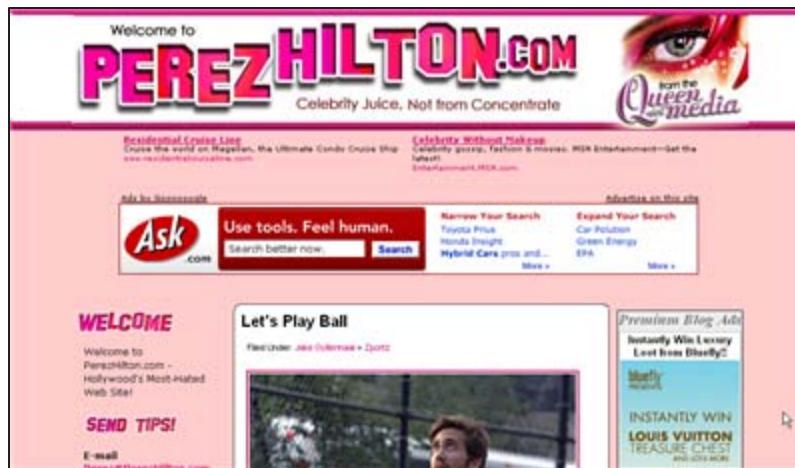
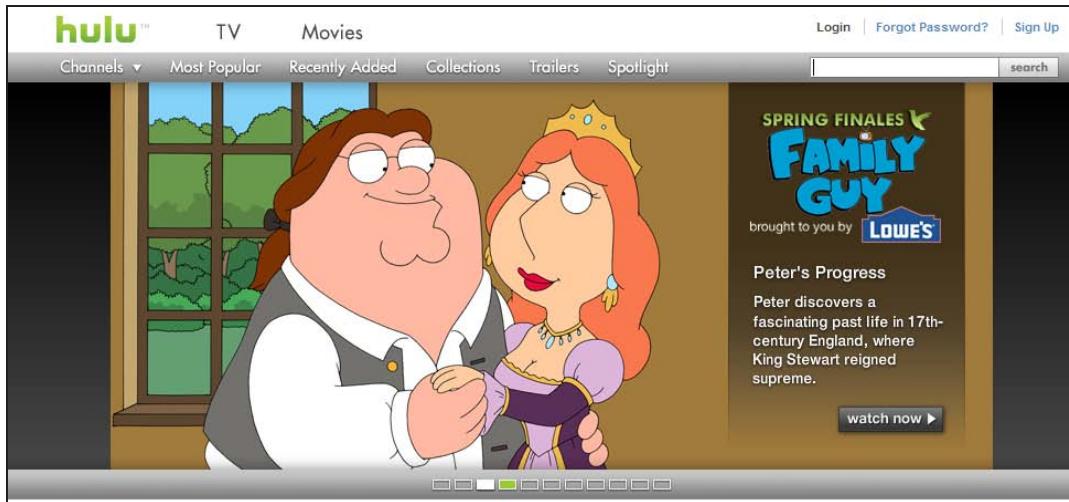
Dose of Digital

BRIDGE WORLDWIDE

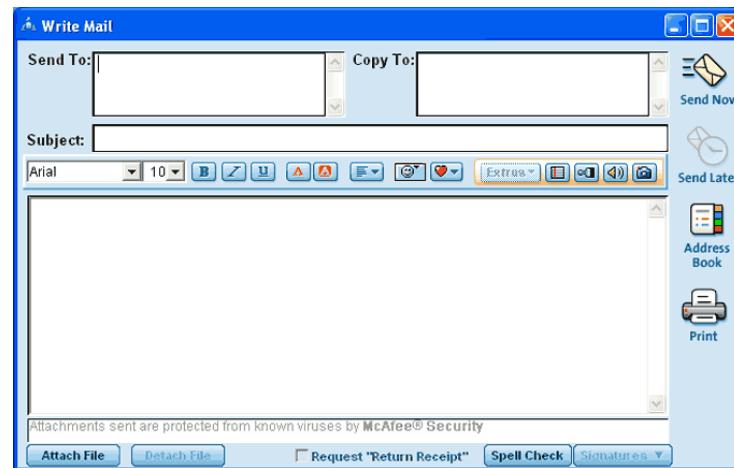
The Internet is a distracting place



The Internet is a distracting place



Meet Flora



Meet Flora



Meet Flora



Recognize this guy?



Two types of marketers





Dose of Digital

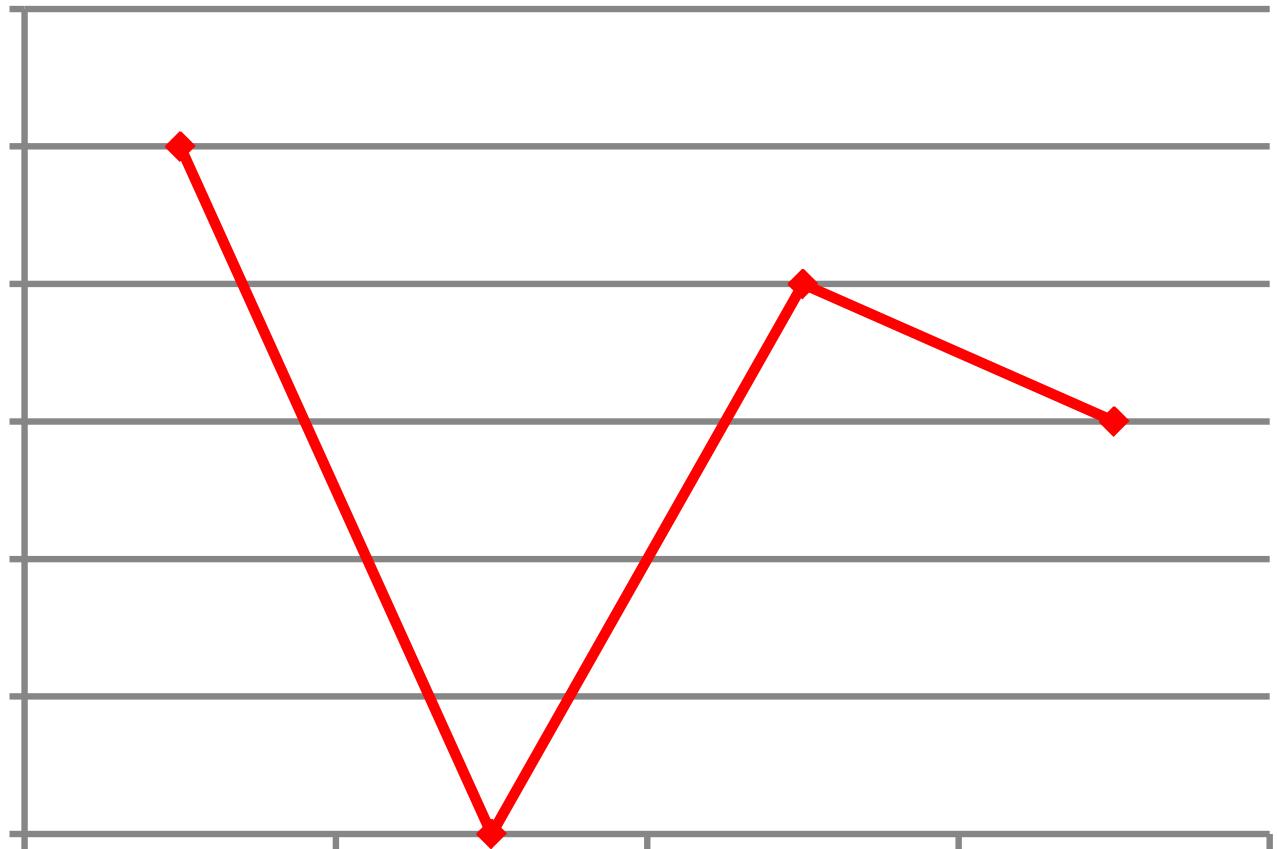
BRIDGE WORLDWIDE

Program Results

Less than Stellar

Horrendous

Unmitigated Disaster



Two types of marketers



Two types of marketers



Dose of Digital

BRIDGE WORLDWIDE

Meet your customers



Nice to meet you.

Hey.

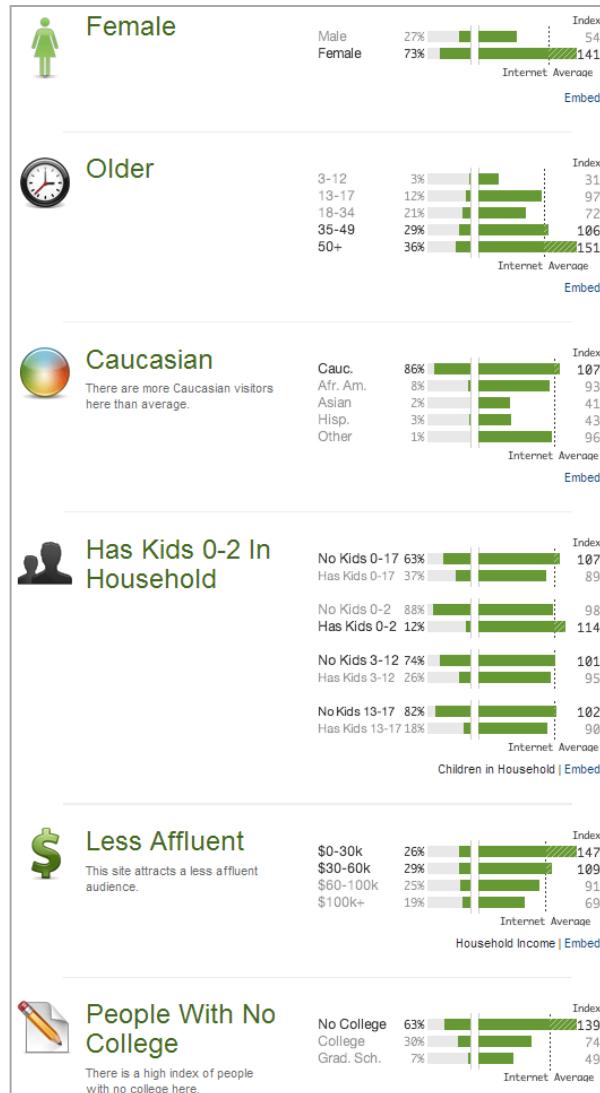
Connecting with your customers

- ◆ Behaviors predict behaviors
- ◆ Not just what, what *else*
- ◆ Meet on their turf
- ◆ Objectives first, tactics second

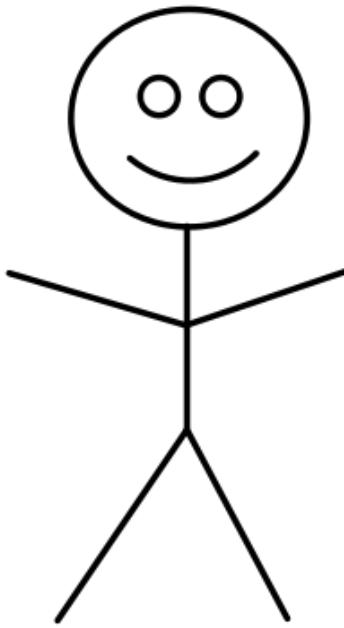


BEHAVIORS PREDICT BEHAVIORS

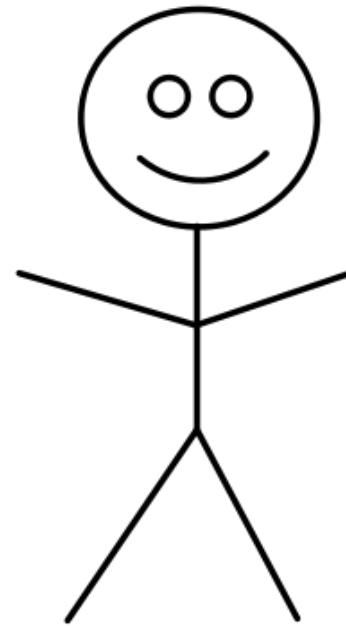
It's different than demographics



It's different than demographics



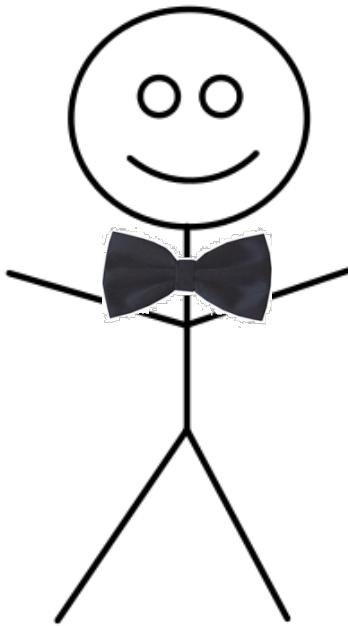
Phil



Ted

34 years old, Caucasian, \$90k/year income,
2 kids, New Jersey

It's different than demographics



Phil



Ted

Theatre

Theatre

Demographics



Dose of Digital

BRIDGE WORLDWIDE

It's different than demographics



Phil

Theatre



Ted

~~Theatre~~
NASCAR



Dose of Digital

BRIDGE WORLDWIDE

It's different than demographics



Phil
Theatre



Ted
NASCAR

It's different than demographics



Phil

Theatre + Tennis

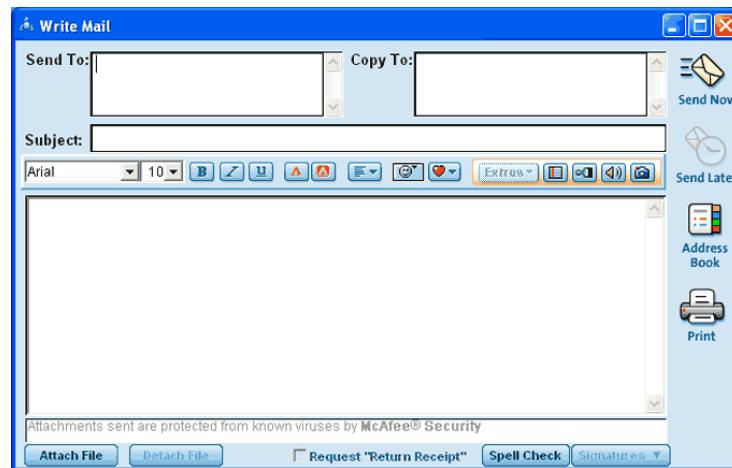


Ted

NASCAR + Football

“Behavior”graphics

Remember Flora



NOT JUST WHAT, WHAT *ELSE*

Got data?

Oracle Data Miner - Table : CD_BUYERS

Result Viewer: "DM4JSCD_BUYER19890_TM"

Activity Tasks

Nodes

Notes

Support

Confidence

Cases

Level

Split Rule

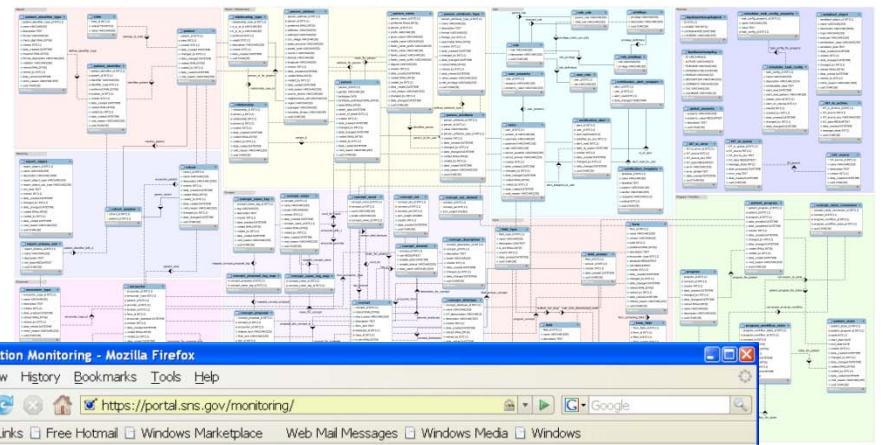
Predictive Target Value

Capital_Gain >= 5463.0 AND OCCUPATION IN ('Armed Forces', 'Crafts Farming Handicrafts', 'House-Sitter', 'Other Profes', 'Sales', 'TechSup', 'Travels') AND AVE_OHCGO <= 1.44 AND RELATIONSHIP = 'Wife'

FeedbackForm (prodQ.xls)

E	F	G	H	I	J	K	L	M
Version#	email#	ComponentUsed#	Operator	AppCrash#	SlowPerf#	NoProb#	Other#	DESCRIBE THING#
2	BurdPatrick@example.com	Component A	1	0	1	0	0	I wish product X had import cas...
3	CosenzRobert@example.com	Component C	0	0	1	0	0	Things have been okay so far.
4	CosenzNancy@example.com	Component B	0	0	0	1	1	I still need to use product Y be...
5	BarnesFred@example.com	Component A	0	0	0	1	0	This product needs work before...
6	AltwoodUlm@example.com	Component B	0	0	0	1	1	I see too many crashes when I u...
7	DeckerBarbara@example.com	Component C	0	1	1	0	0	Once I got the thing installed, i...
8	HamonIndy@example.com	Component A	0	0	0	1	0	No comments
9	KrugerSigid@example.com	Component B	0	1	0	0	1	Needs more work
10	MorrisonMelinda@example.com	Component C	1	0	1	0	1	I really only see a couple thing...
11	OsbomeKaren@example.com	Component A	0	0	0	1	0	crashes too much!
12	AdairPaul@example.com	Component B	0	1	0	0	0	Product X has been the greatest...
13	DurhamMike@example.com	Component B	0	0	0	1	0	Okay, I guess. I wish it had mor...
14	KingLeanne@example.com	Component B	0	0	0	1	0	Only need it when I use the ...
15	SchumateLaurie@example.com	Component B	0	0	1	0	0	Comments ...
16	SmithJeff@example.com	Component B	0	0	0	1	0	I wish product X had import cas...
17	StevensTammie@example.com	Component B	0	0	0	1	0	Things have been okay so far.
18	ZellersTerri@example.com	Component C	1	0	0	0	0	I still need to use product Y be...
19	MullawaySue@example.com	Component A	0	0	0	1	0	Comments ...
20	AdamsLara@example.com	Component B	0	0	0	1	0	I wish product X had import cas...
21	CourtneyMichael@example.com	Component A	0	0	0	1	0	Things have been okay so far.
22	DanielsJulie@example.com	Component B	0	0	0	1	0	I still need to use product Y be...
23	GrubbWendy@example.com	Component B	0	0	0	1	0	This product needs work before...
24	JohnsonCarla@example.com	Component A	1	0	0	0	1	I see too many crashes when I ...
25	VearnsKatherine@example.com	Component A	0	1	0	0	0	Once I got the thing installed, i...
26	LambertLeeah@example.com	Component A	0	0	0	1	0	No comments
27	LynessBaron@example.com	Component B	0	1	0	0	0	Needs more work
28	MeiselCharlene@example.com	Component B	0	0	1	0	1	I really only see a couple thing...
29	QuinnKathy@example.com	Component B	0	1	0	0	1	1 resolution was model

Raw Data | Charts



Got binders?



Dose of Digital

BRIDGE WORLDWIDE

You know a lot about your customers



...but so do your competitors



Dose of Digital

BRIDGE WORLDWIDE

The old way

Target over-indexes for several e-card websites:

BlueMountainArts.com (181), 123Greetings.com (167), and Hallmark.com (159).





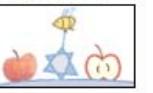
SIGN IN | JOIN

Search eCards 

eCards | Create & Print | Desktop Design | Reminders | My BlueMountain


Welcome!
 Our newest greetings can help you stay in touch with friends and family!


Check Out Our New eCards

-  Birthday
-  Birthday
-  Just Because
-  Love
-  Rosh Hashanah

Upcoming Holidays

September

-  Oktoberfest
-  18 - Rosh Hashanah
-  27 - Yom Kippur

Create & Print

-  Birthday Cards

Our Top 10 eCards

1. A Year of Good Health
2. Bee-Bop Penguins
3. Magical Fairy Birthday
4. It Is Written for You
5. Magic Wish Maker
6. Your Birthday - Song: Dancing in the Street
7. Your Brand New Year
8. Just Bee-cause
9. Birthday Hoedown
10. How Dogs Celebrate Birthdays

advertisement


Send ProFlowers for Anniversaries from \$19.99 +s/h
 free vase
 shop now





SIGN IN | JOIN

Search eCards

eCards | Create & Print | Desktop Design | Reminders | My BlueMountain

Welcome!

Our newest greetings can help you stay in touch with friends and family!

- Check out our latest Birthday eCards & Just Because eCards!
- Print personalized Birthday Cards, Projects and much more with Create & Print!

Pickup my eCard

eCards

- Birthday eCards
- Singing eCards
- Encourage & Support
- Anniversary
- Friendship
- Holidays
- Just Because
- Love
- Talking eCards
- Thank You
- [more »](#)

Upcoming Holidays

September	1. Oktoberfest	2. 18 - Rosh Hashanah	3. 27 - Yom Kippur
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Create & Print

- Birthday Cards

Check Out Our New eCards

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Our Top 10 eCards

1. A Year of Good Health	6. Your Birthday - Song: Dancing in the Street
2. Bee-Bop Penguins Birthday Song	7. Your Brand New Year
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4. It Is Written for You	9. Birthday Hoedown
5. Magic Wish Maker	10. How Dogs Celebrate Birthdays

Curing what ails you.
Now in three dosing strengths.

Free Trial Offer! ►



Dose of Digital

BRIDGE WORLDWIDE

 C·u·r·i·t·a·l (FIXIPRATE)

- Home
- The Curital Difference
- Talking with Your Doctor
- Special Offers
- Health Tips

Curital ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat.

Recent News:

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Curital ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Title One Here:

Curital ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat.

Curital ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat.

© Copyright 2009 Curital (fixiprate). All Rights Reserved.

Done



Send an E-Card to a Friend Today!

Get Started Now! ▶

RECENT CARD 1 RECENT CARD 2 RECENT CARD 3 RECENT CARD 4 RECENT CARD 5



SIGN IN | JOIN

Search eCards 

eCards | Create & Print | Desktop Design | Reminders | My BlueMountain





eCards

- Birthday eCards
- Singing eCards
- Encourage & Support
- Anniversary
- Friendship
- Holidays
- Just Because
- Love
- Talking eCards
- Thank You
- [more »](#)

Upcoming Holidays

- September
- Oktoberfest
- 18 - Rosh Hashanah
- 27 - Yom Kippur

Create & Print

- Birthday Cards



Welcome!

Our newest greetings can help you stay in touch with friends and family!

- Check out our latest Birthday eCards & Just Because eCards!
- Print personalized Birthday Cards, Projects and much more with Create & Print!

Check Out Our New eCards

Birthday Birthday Just Because Love Rosh Hashanah



Our Top 10 eCards

1. A Year of Good Health	6. Your Birthday - Song: Dancing in the Street
2. Bee-Bop Penguins Birthday Song	7. Your Brand New Year
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advertisement



Curing what ails you.
Now in **three** dosing strengths.

[Free Trial Offer! ▶](#)



Blue Mountain

SIGN IN | JOIN

Search eCards

eCards | Create & Print | Desktop Design | Reminders | My BlueMountain

Pickup my eCard

eCards

- Birthday eCards
- Singing eCards
- Encourage & Support
- Anniversary
- Friendship
- Holidays
- Just Because
- Love
- Talking eCards
- Thank You
- [more »](#)

Beautiful Birthday Wishes
Send our birthday ecards today!

Welcome!

Our newest greetings can help you stay in touch with friends and family!

- Check out our latest Birthday eCards & Just Because eCards!
- Print personalized Birthday Cards, Projects and much more with Create & Print!

Check Out Our New eCards

Birthday Birthday Just Because Love Rosh Hashanah

advertisement

For Your "Pesky" Health Problems

- Works Well
- May Whiten Teeth
- NEW Cherry Flavor!

TRY A FREE SAMPLE ▶

DexiCure
(curinaprate)

advertisement

C.u.r.i.t.a.l
(FIXIPRATE)

Curing what ails you.
Now in **three** dosing strengths.

Free Trial Offer! ▶



Dose of Digital

BRIDGE WORLDWIDE

Let's try something different



Let's try something different

Don't ask:

What are our customers doing?



Dose of Digital

BRIDGE WORLDWIDE

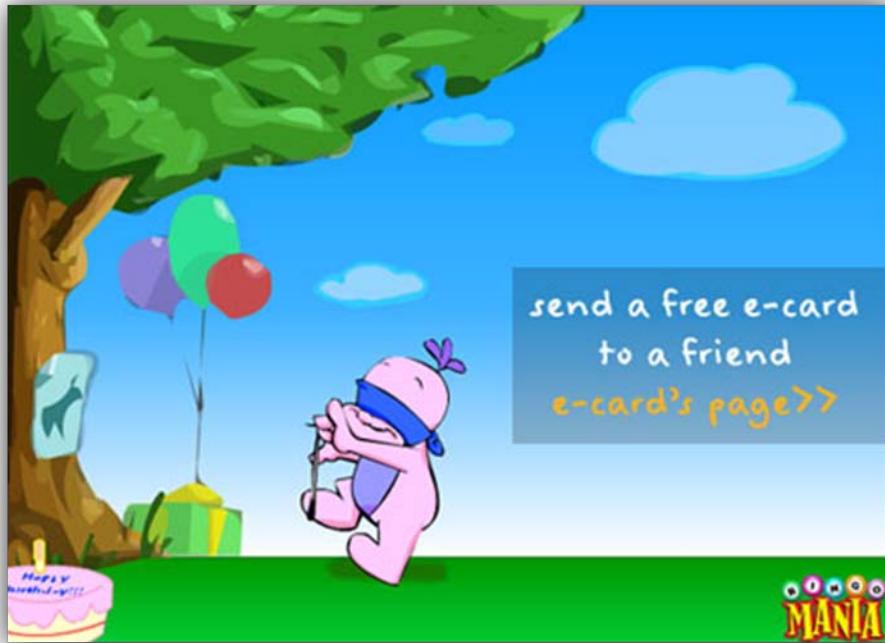
Let's try something different

Ask:

What ELSE are they doing?

What might they be willing to try?

E-cards = ?



Gaming!



Dose of Digital

BRIDGE WORLDWIDE

No...not this...



...this



Dose of Digital

BRIDGE WORLDWIDE

Online, I call it “Digital Savviness”

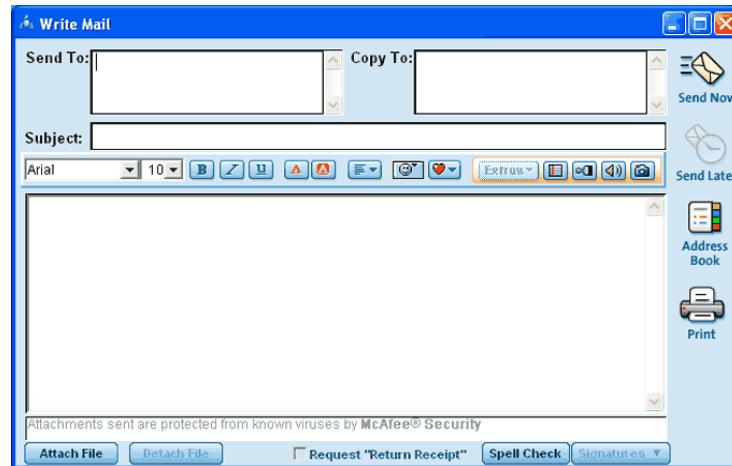
MEET ON THEIR TURF

Digital Savviness

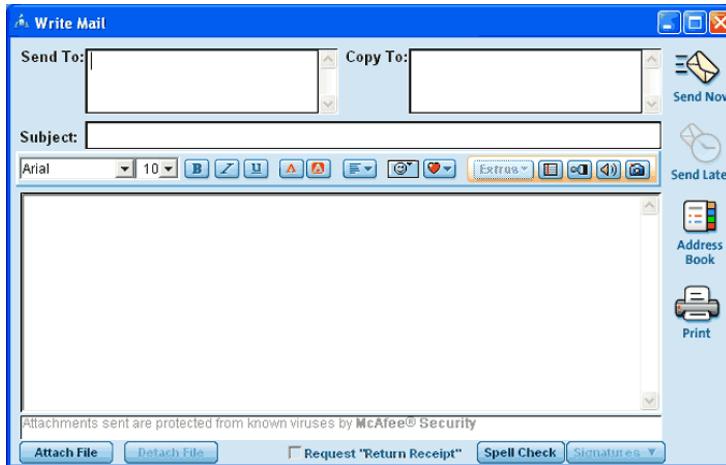
- ◆ Emailed
- ◆ Viewed any video
- ◆ Played casual games
- ◆ Bought music
- ◆ Listened to podcast
- ◆ Watched full TV episodes
- ◆ Used BitTorrent



One more time...



Flora's Digital Savviness



The four categories of digital behaviors



Productivity



Entertainment



Navigating



Social

Productivity

- ◆ Shopping
- ◆ Reading news and weather
- ◆ Paying bills
- ◆ Product reviews



Productivity



Dose of Digital

BRIDGE WORLDWIDE

Entertainment

- ◆ Watching videos on YouTube
- ◆ iTunes
- ◆ Pandora
- ◆ Fantasy sports



Entertainment

Navigating

- ◆ Preferred browser
- ◆ Downloading software or applications
- ◆ Personal homepage
- ◆ Preferred search engine



Navigating

Social

- ◆ Facebook, MySpace, Twitter
- ◆ Sharing photos
- ◆ Instant messaging
- ◆ Invitations



Social

Savviness has a range



Paying bills



Checking weather



Streaming Netflix

Watching YouTube

Productivity

Firefox



Internet Explorer

Entertainment

Blogging



Emailing

Navigating

Social

SEE IT IN ACTION



Dose of Digital

BRIDGE WORLDWIDE

Tom loves Twitter



- ◆ Facebook, MySpace, Twitter, even Orkut
- ◆ Uses Tweetdeck
- ◆ Shares photos and videos on Picassa and YouTube

Jenn says, “Tweet what?”



twitter

Home Profile Find People Settings Help Sign out

I don't get it.

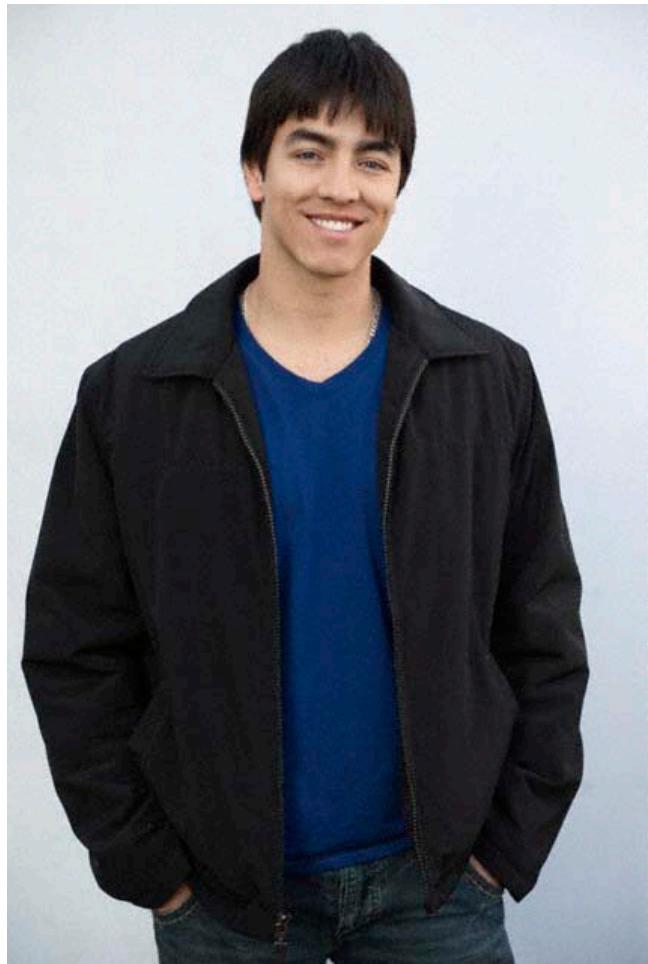
10 minutes ago from API [k]

 **JennTre**
Jenn

© 2009 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy

A screenshot of a Twitter profile page. The header shows the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The main content area displays a tweet from a user named "JennTre". The tweet reads "I don't get it." and was posted 10 minutes ago from API. It includes a small profile picture of a smiling woman. Below the tweet, the user's name "JennTre" is displayed next to their real name "Jenn". At the bottom of the page, there is a footer with links to "About Us", "Contact", "Blog", "Status", "Goodies", "API", "Business", "Help", "Jobs", "Terms", and "Privacy".

But Tom's old-fashioned



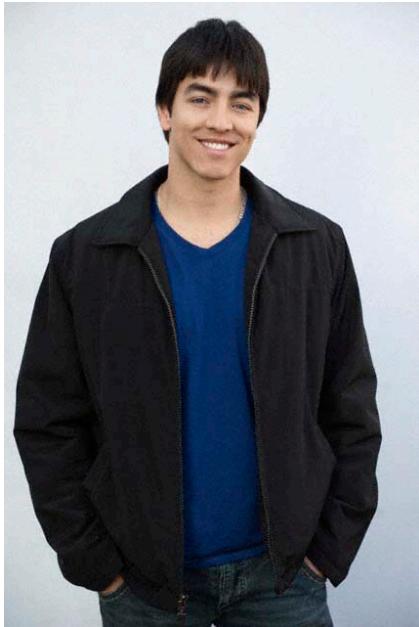
- ◆ Gets his movies from Blockbuster
- ◆ Still doesn't have a DVR or TiVo
- ◆ Used iTunes once or twice

Jenn says, “Block what?”



- ◆ Almost always watches TV online
- ◆ Hasn't seen a commercial in years
- ◆ Rents movies from iTunes and streams from Netflix

Which profile is “better”?

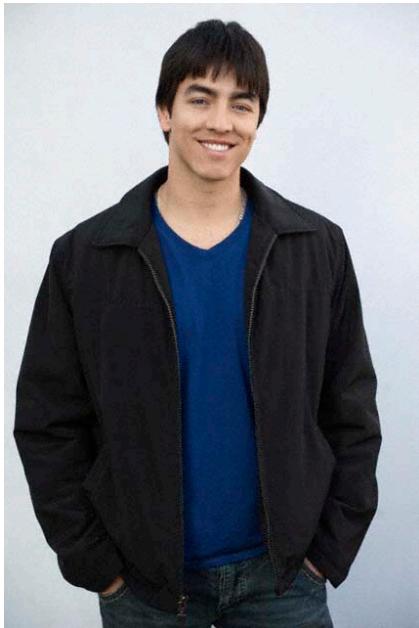


I S F J



E N T J

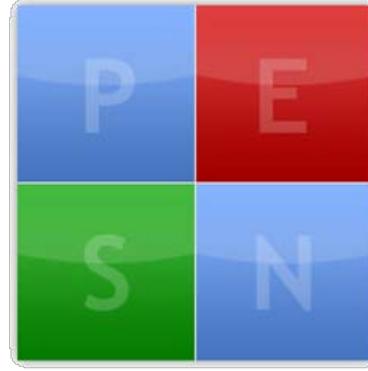
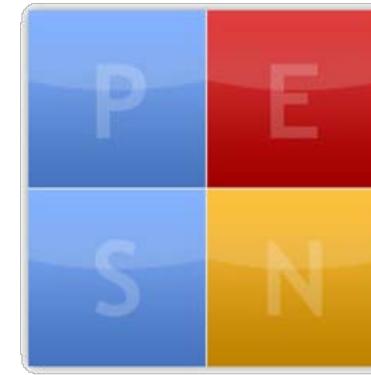
Which profile is “better”?



It's a tie



Everyone has a unique profile



...and there are 625 of them



So, why should I care?



Dose of Digital

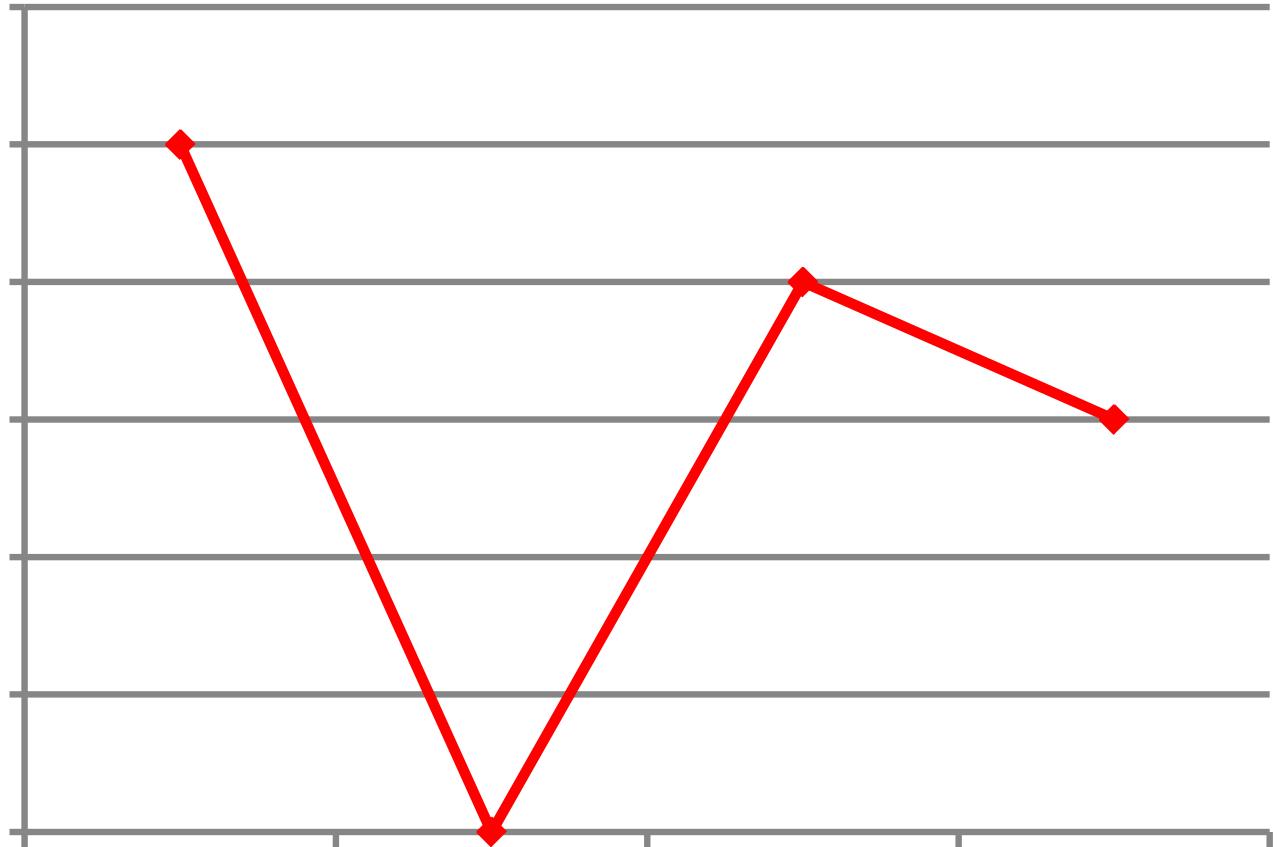
BRIDGE WORLDWIDE

Program Results

Less than Stellar

Horrendous

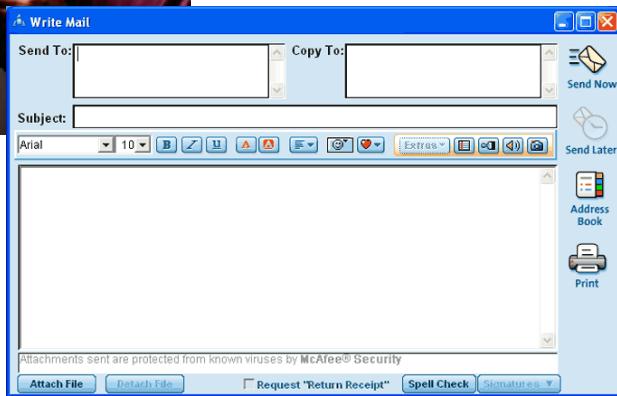
Unmitigated Disaster



Welcome to the Tactics Match Game



Flora's digital activity



Your digital tactic



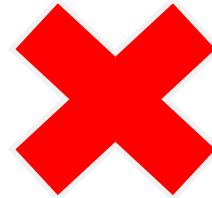
Social



Dose of Digital

BRIDGE WORLDWIDE

Their digital activity



Your digital tactic



Productivity



Dose of Digital

BRIDGE WORLDWIDE

Their digital activity



Your digital tactic



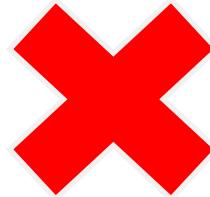
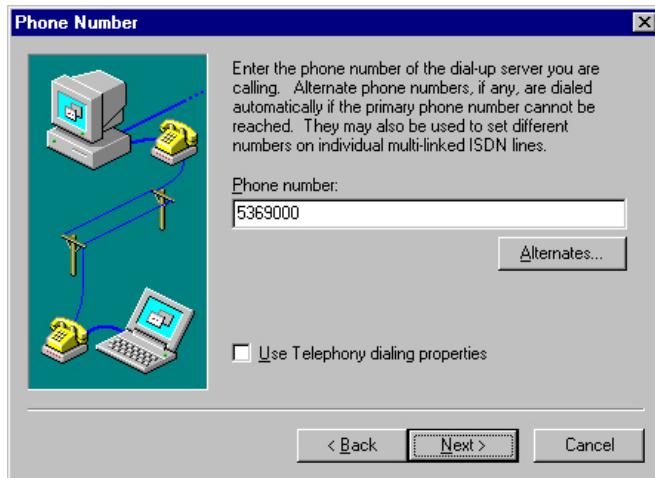
Entertainment



Dose of Digital

BRIDGE WORLDWIDE

Their digital activity

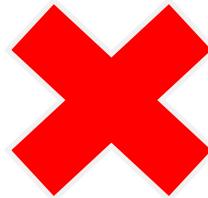


Your digital tactic

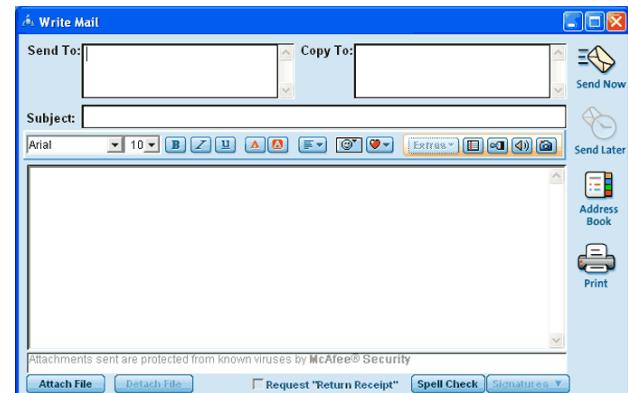


Navigating

Their digital activity



Your digital tactic



Social



Dose of Digital

BRIDGE WORLDWIDE

Their digital activity

flickr™



Your digital tactic



Social

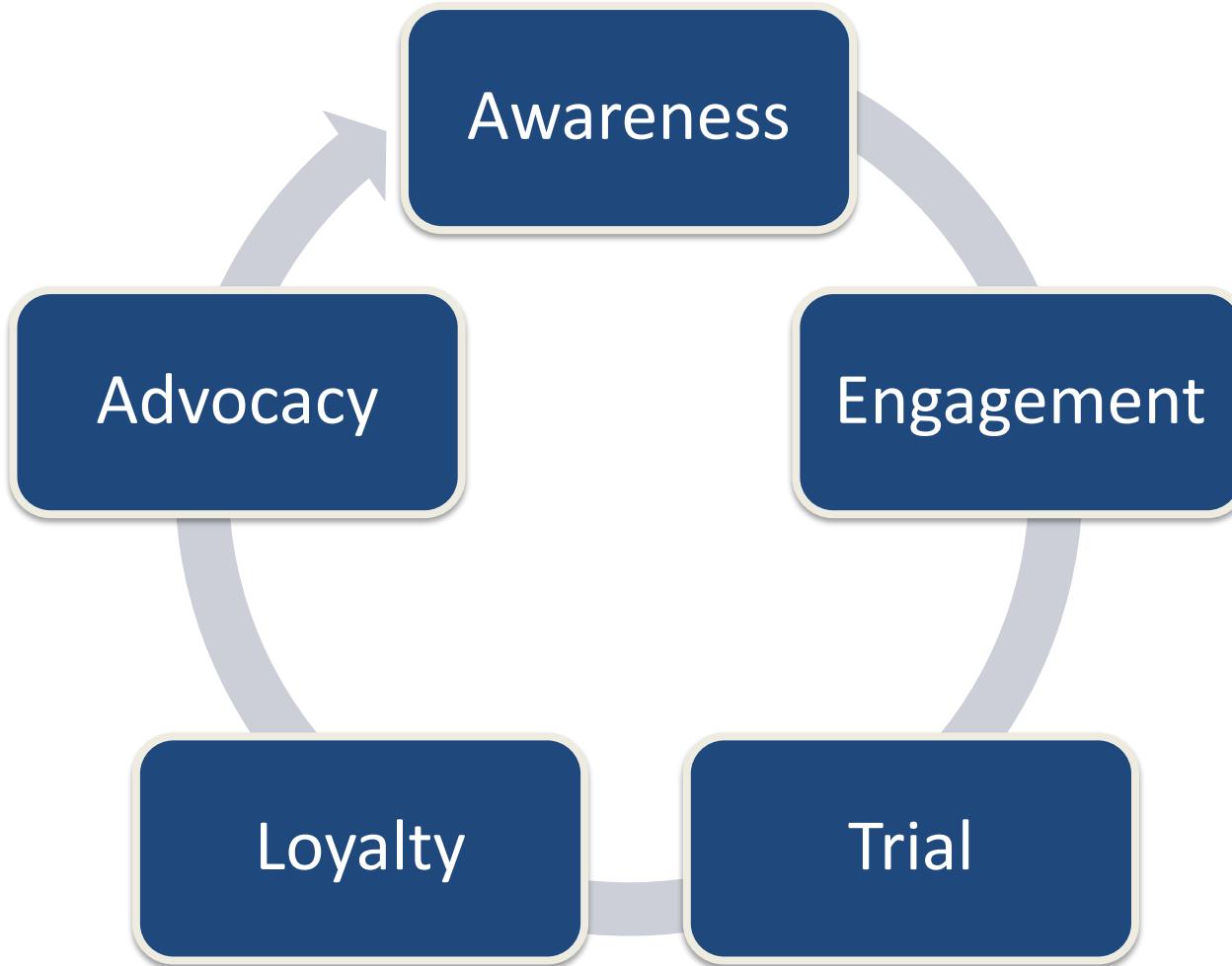


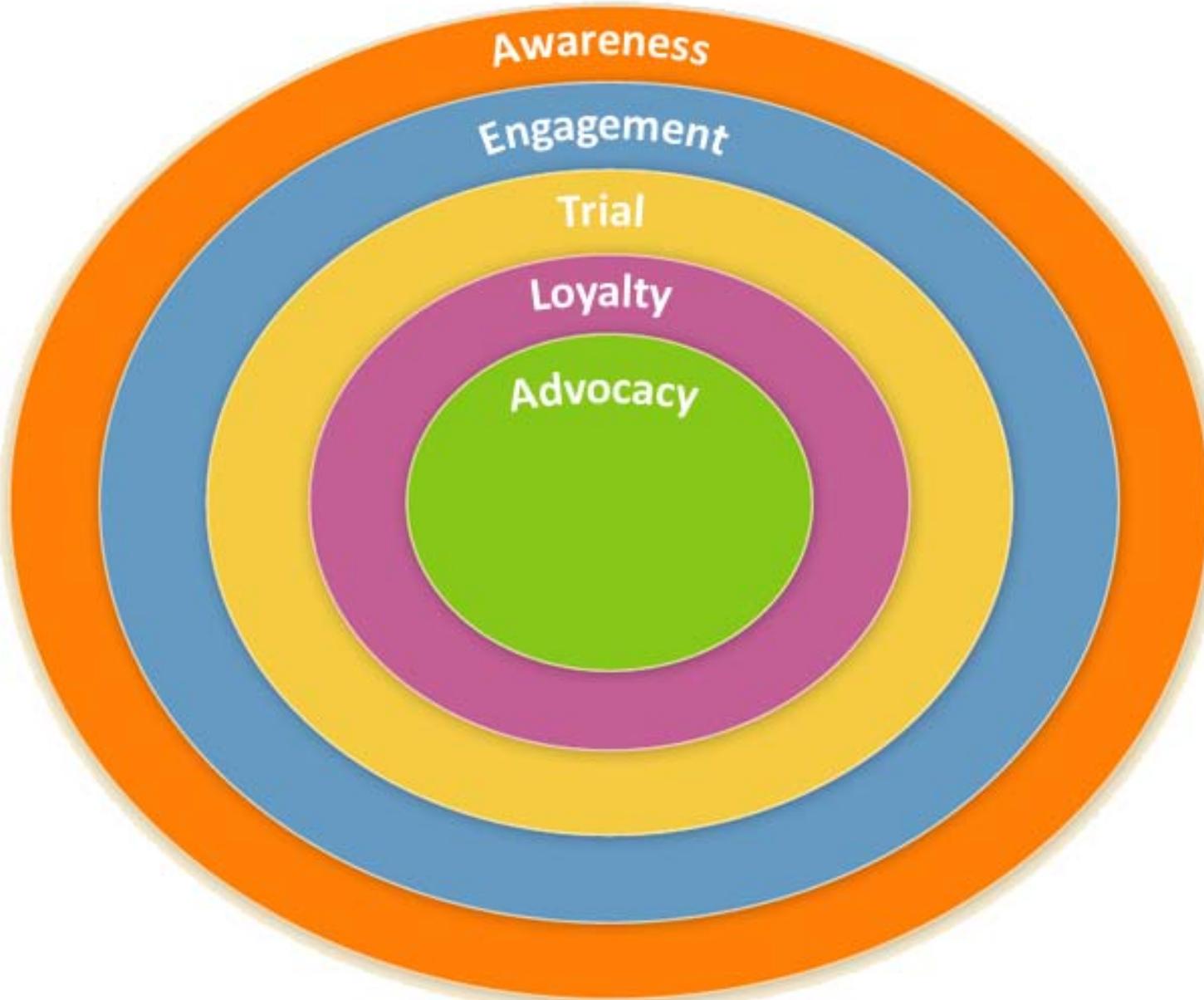
Dose of Digital

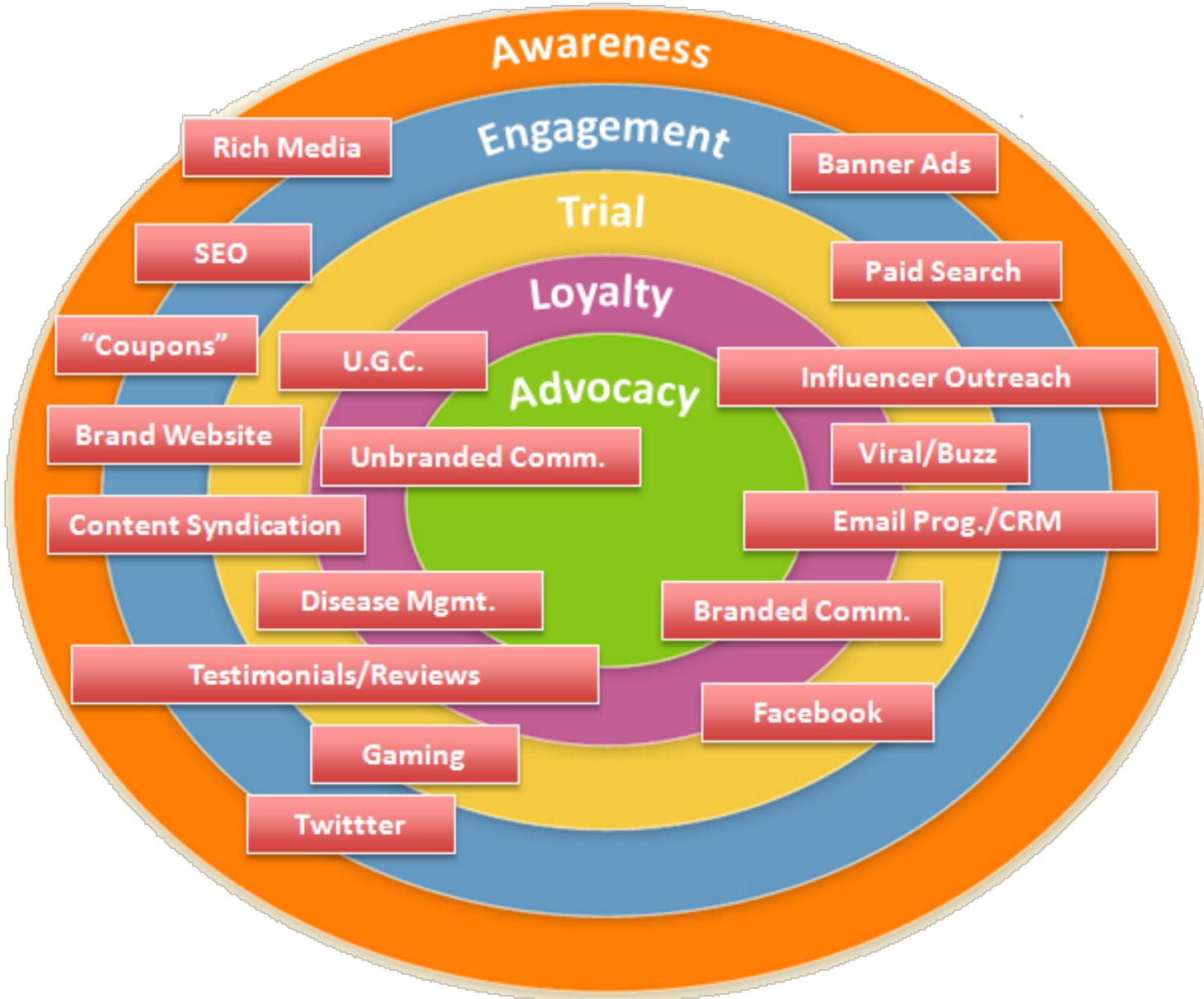
BRIDGE WORLDWIDE

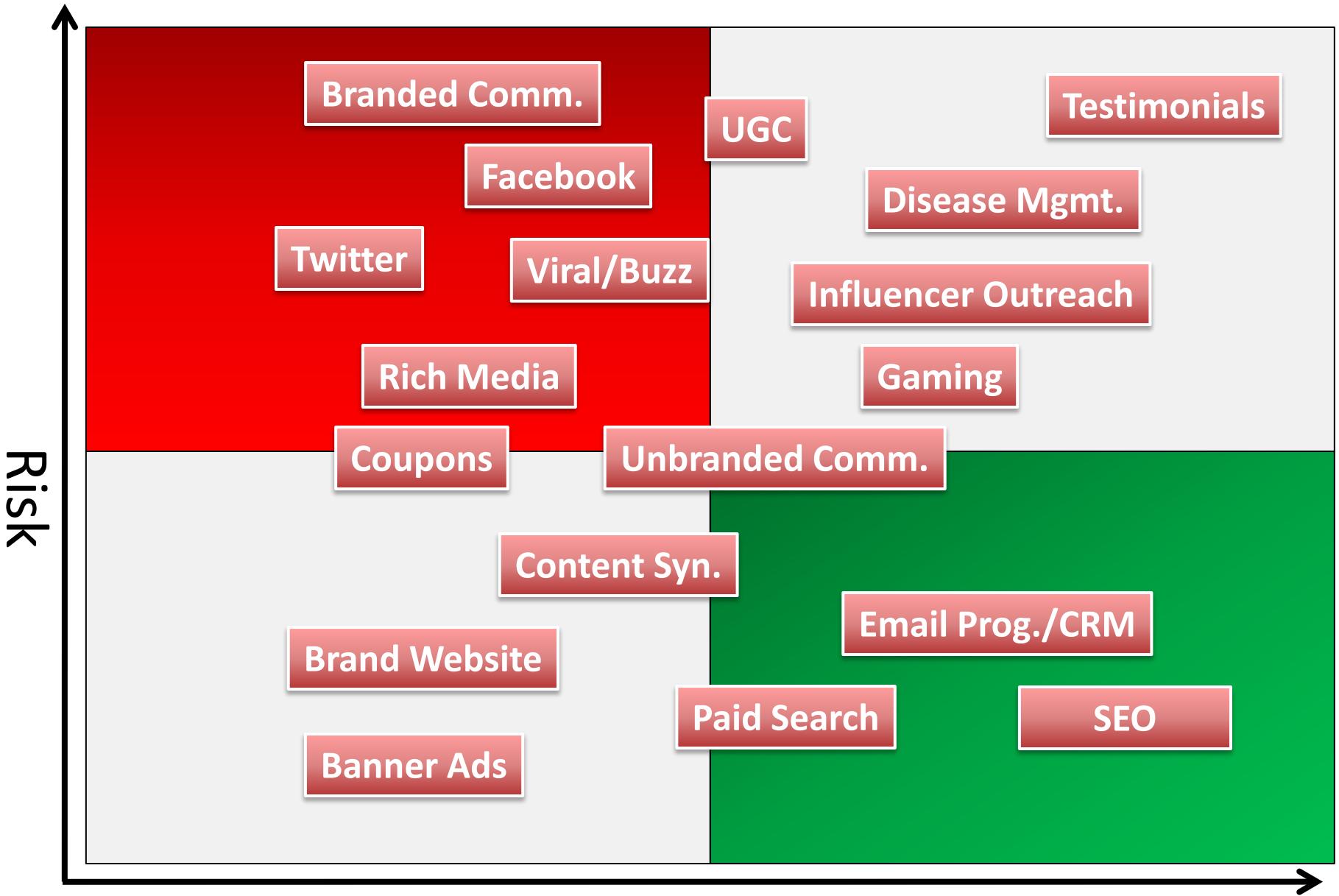
OBJECTIVES FIRST, TACTICS SECOND

The “Buying Cycle”









Reward



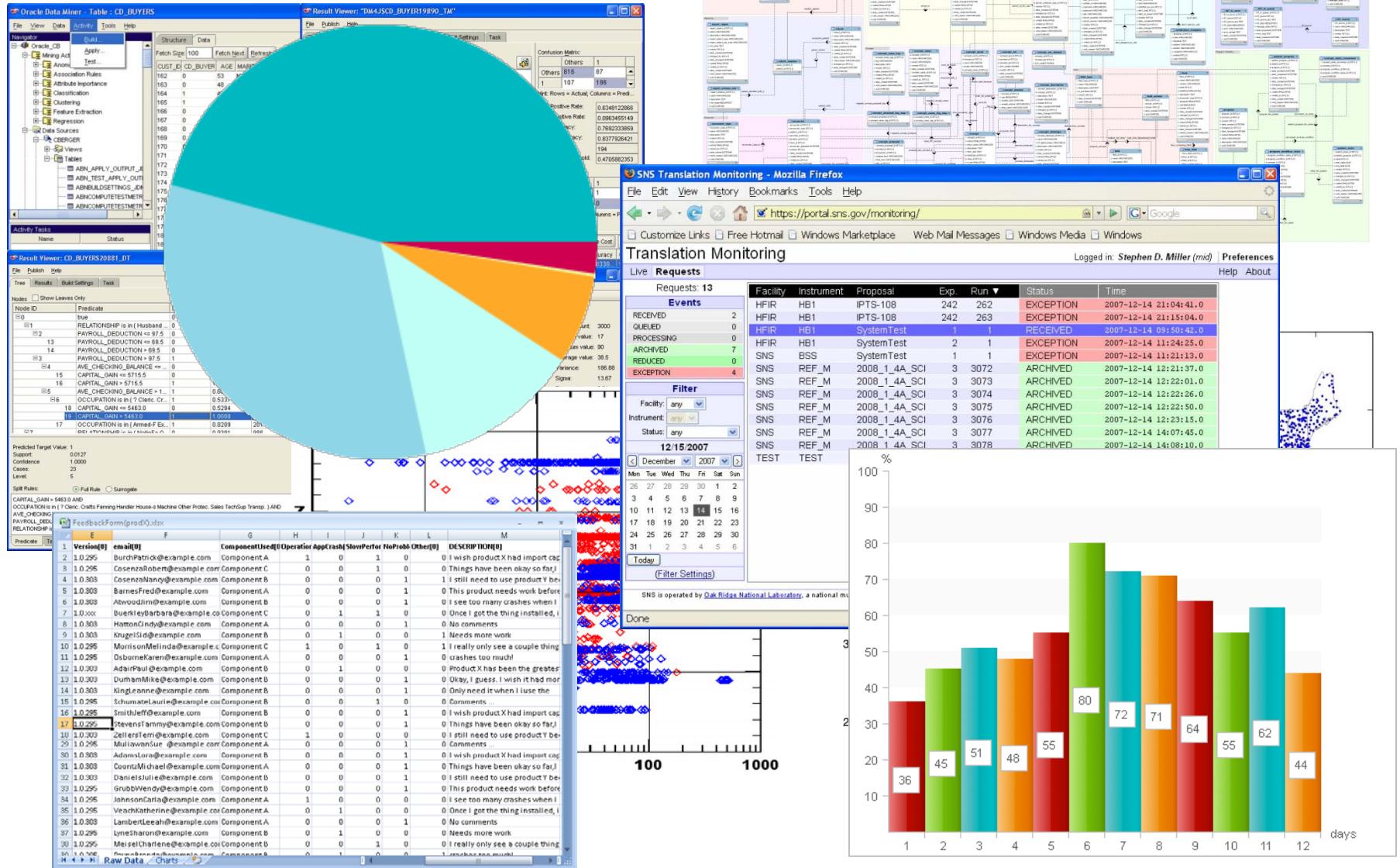
Objectives first, tactics second

- ◆ Know what you want to do...before you do it
- ◆ Match the tactic's strength with the objective
- ◆ Don't let one tactic try to do too much
- ◆ Get digital and offline working together



PUT IT TO WORK FOR YOU

Remember this?



Dose of Digital

BRIDGE WORLDWIDE

Digital Savviness Profiler

- Checks Weather
- Online News
- Sends E-Vites
- Online Shopping
- Pays Bills Online
- Uses RSS

- Casual Gaming
- Purchase Music Online
- E-Cards Sent
- Watches YouTube
- Podcast
- Online Movie Viewing

P

Productivity



E

Entertainment



S

Social



N

Navigating



- Facebook
- Twitter
- Shares Pictures
- Writes a Blog
- Instant Messaging
- Created Social Network

- Internet Explorer
- Widgets + Gadgets
- Anonymous Browsing
- Personalized Home Page
- Firefox or Chrome
- Uses Delicious



Digital Savviness Profiler

<input type="checkbox"/> Checks Weather	<input type="checkbox"/> Casual Gaming
<input type="checkbox"/> Online News	<input checked="" type="checkbox"/> Purchase Music Online
<input type="checkbox"/> Sends Email	
<input checked="" type="checkbox"/> Online Banking	
<input checked="" type="checkbox"/> Pays Bills Online	
<input checked="" type="checkbox"/> Uses GPS Navigation	
P	E
S	N
<input type="checkbox"/> Facebook	
<input type="checkbox"/> Twitter	
<input checked="" type="checkbox"/> Shares Photos	
<input type="checkbox"/> Writes Blog	
<input type="checkbox"/> Instant Messaging	
<input type="checkbox"/> Created Social Network	
	<input type="checkbox"/> Firefox or Chrome
	<input type="checkbox"/> Uses Delicious





digital savviness

Leveraging Digital Behaviors to Truly Connect with Your Consumers

Until then...

Step 1

- ◆ Gather all of the online ***behavioral*** data you've got
- ◆ Define your customers' online profile

Until then...

Step 2

- ◆ Ask: “Is this too complex or too simple for my customers?”
- ◆ Figure out what *else* they might like
- ◆ Remember: it might not be new, but it might be new to them



Until then...

Step 3

- ◆ Match tactics with objectives
- ◆ Define success within the tactic
- ◆ Rinse. Repeat.

AND FINALLY...

Connecting with your customers

- ◆ Behaviors predict behaviors
- ◆ Not just what, what *else*
- ◆ Meet on their turf
- ◆ Objectives first, tactics second



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Me – The old-fashioned way

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